



Beyond Numbers and Translation

May 30, 2024

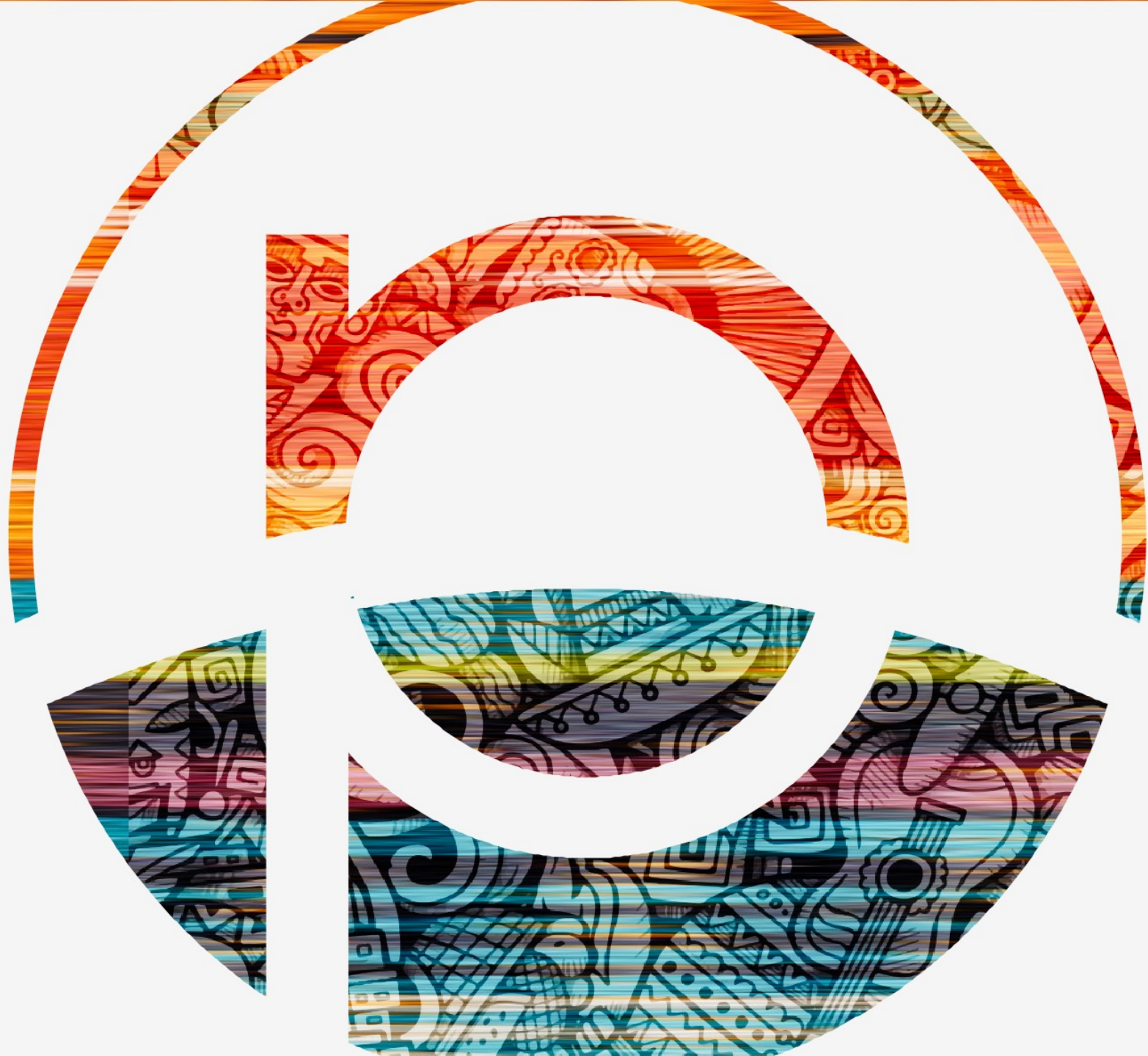


Today is about discovery

- Gain a better understanding on the Hispanic market opportunity.
- Share high-level intelligence on this target audience segment.
- Discussion – comments, questions, challenges.

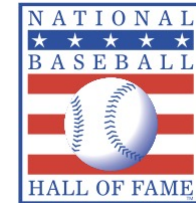
TABLE OF CONTENTS

- Puente Marketing Experience
- 2 Stories: Milk and Latino Catholics
- Numbers
- Growth in Kansas
- Language
- Cultural Content & Perspective
- 2 Hispanic Catholic School Snapshots
- Advice
- Discussion





Our Experience





got milk?[®]



When You Translate 'Got Milk' For Latinos, What Do You Get?

By Rick Wartzman Staff Reporter of The Wall Street Journal

June 3, 1999 5:12 pm ET

LOS ANGELES -- It was late February when Jeff Manning began to focus on a phenomenon he had never had occasion to think about before: slathering peanut butter and jelly on a tortilla.

The executive director of the California Milk Processor Board, Mr. Manning was poring over a report on the Latino community, searching for a way to reverse an industry sales slump in the heavily Hispanic southern portion of the state.

And right there on page 12, the answer seemed to jump out at him: The ranks of Hispanic teenagers, it noted, are projected to swell to 18% of the U.S. teen population over the next decade, up from 12% now. "When you see that kind of number, it's like, 'Wow,' " says Mr. Manning, whose organization is behind the ubiquitous "Got Milk?" advertising campaign.

"... a cutting edge milk ad shot in Spanglish. I want to capture both worlds!" – Jeff Manning

"Got Milk?" is "a very Anglo campaign," she counters. She voices concern that its appearance on Spanish television could conflict with her commercials for the moms. Being deprived of milk -- the basis for the humor throughout the "Got Milk?" ads -- "is not funny to" an older Hispanic audience, she says. "They've been there too often." – Anita Santiago

Unlike previous immigrant groups, many Latinos embrace their language and heritage more strongly as they get older and become more established in America; advertising in English, therefore, may be a lousy way to foster long-term product loyalty. Beyond that, she worries that sticking "Got Milk?" on Spanish-language television could well be perceived as an insult, especially among Latino community leaders. "It shows a lack of commitment," says the energetic Argentine native. – Roxana Lissa

Source: February 25, 1999 Wall Street Journal article "When You Translate 'Got Milk' For Latinos, What Do You Get?"



“70 percent of all practicing Catholics under the age of 35 are Latino, yet only 3 percent of school-aged Latino children are enrolled in Catholic schools.”



Archdiocese Enrollment 2023-2024

PUENTE MARKETING & ADVERTISING

SCHOOL NAME	Total Enrollment	# Hispanic Students	% of Hispanic
Holy Cross Catholic School	194	94	48.45%
St. Paul Catholic School	316	105	33.23%
John Paul II Catholic School	183	49	26.78%
St. Agnes	363	96	26.45%
Bishop Miege High School	656	171	26.07%
Good Shepherd Catholic School	359	46	12.81%
Holy Spirit	372	45	12.10%
Saint Thomas Aquinas High School	919	105	11.43%
Saint Joseph Catholic School	380	40	10.53%
St. James Academy	947	96	10.14%
St. Michael the Archangel School	518	47	9.07%
Holy Trinity, Lenexa	622	42	6.75%
St. Ann Catholic School	387	23	5.94%
Sacred Heart of Jesus	394	21	5.33%
Ascension School	640	34	5.31%
Prince of Peace Catholic School	504	25	4.96%
Curé of Ars	778	34	4.37%
Queen of the Holy Rosary Wea Catholic School	192	6	3.13%
Nativity Parish School	513	16	3.12%
JOCO TOTALS	9237	1095	11.85%
Our Lady of Unity	188	179	95.21%
Holy Name Catholic School	130	119	91.54%
Bishop Ward High School	293	231	78.84%
Resurrection Catholic School	304	230	75.66%
Christ the King, KCK	197	142	72.08%
St. Patrick Catholic School	345	95	27.54%
WYCO TOTALS	1457	996	68.36%

SCHOOL NAME	Total Enrollment	# Hispanic Students	% of Hispanic
Saint John Catholic School	278	54	19.42%
Corpus Christi Catholic School	347	38	10.95%
LAWRENCE TOTALS	625	92	14.72%
Maur Hill - Mount Academy	148	13	8.78%
St. Benedict Catholic School	235	18	7.66%
St. Gregory the Great Catholic School	161	4	2.48%
Sts. Peter and Paul School	221	5	2.26%
NORTHERN TOTALS	765	40	5.23%
Sacred Heart, Emporia	71	32	45.07%
Sacred Heart, Ottawa	63	3	4.76%
Saint Rose Philippine Duchesne	114	4	3.51%
Holy Trinity, Paola	76	2	2.63%
SOUTHERN TOTALS	324	41	12.65%
Holy Family - Topeka	163	127	77.91%
Saint Matthew Catholic School	138	90	65.22%
Mater Dei Catholic School	135	49	36.30%
Most Pure Heart of Mary School	367	82	22.34%
Hayden Catholic High School	320	67	20.94%
Christ the King, Topeka	231	38	16.45%
TOPEKA TOTALS	1354	453	33.46%
Xavier Catholic School	218	19	8.72%
LEAVENWORTH TOTALS	218	19	8.72%

ArchKCK Catholic School Hispanic Enrollment based on Fall 2023 school report data.

THE MARKET SIZE

UNDERSTANDING CULTURE IN THE LATINO FABRIC



What's Happening?



WELCOME TO MULTICULTURAL AMERICA

334,279,739 –
Population

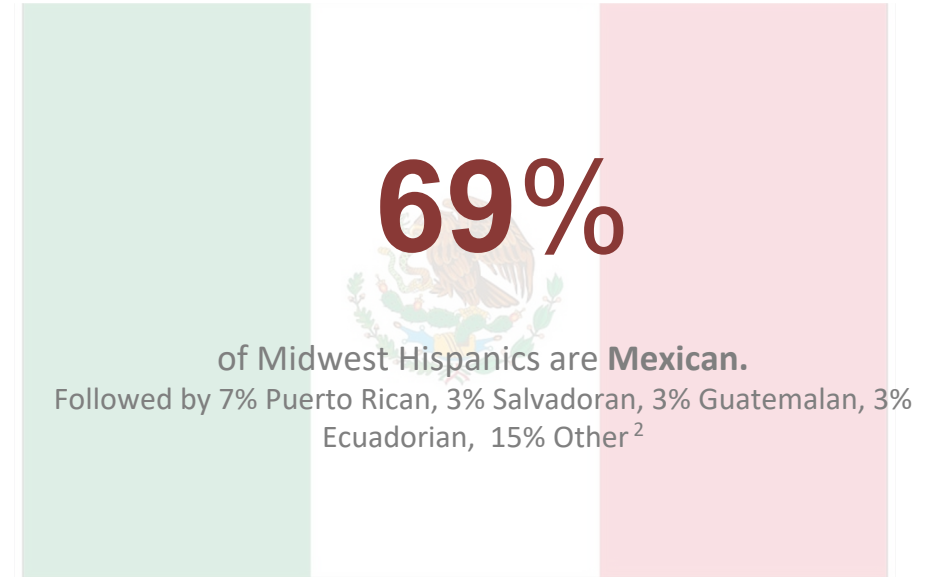
20% Hispanic/
Latino

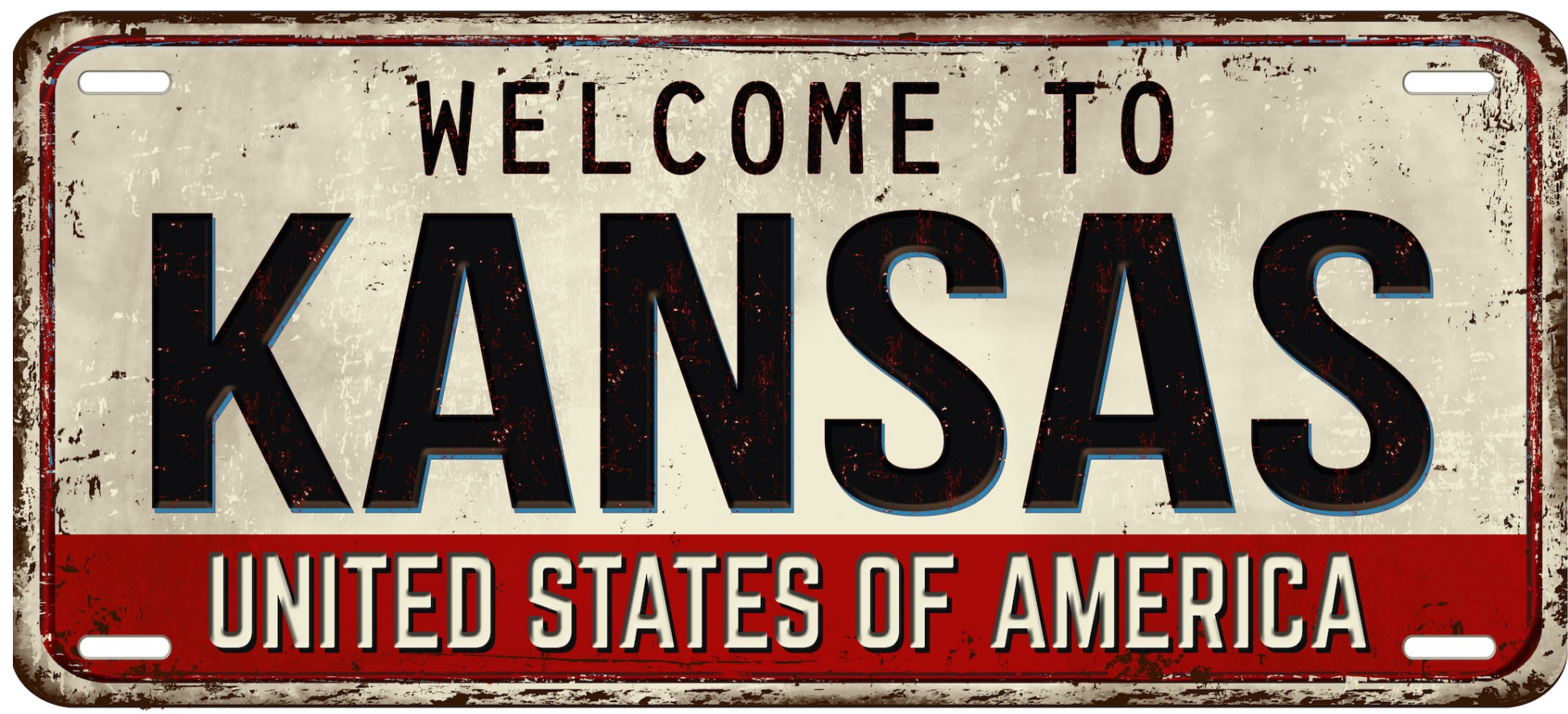
13% African American

5.6% Asian



Hispanics by the Numbers



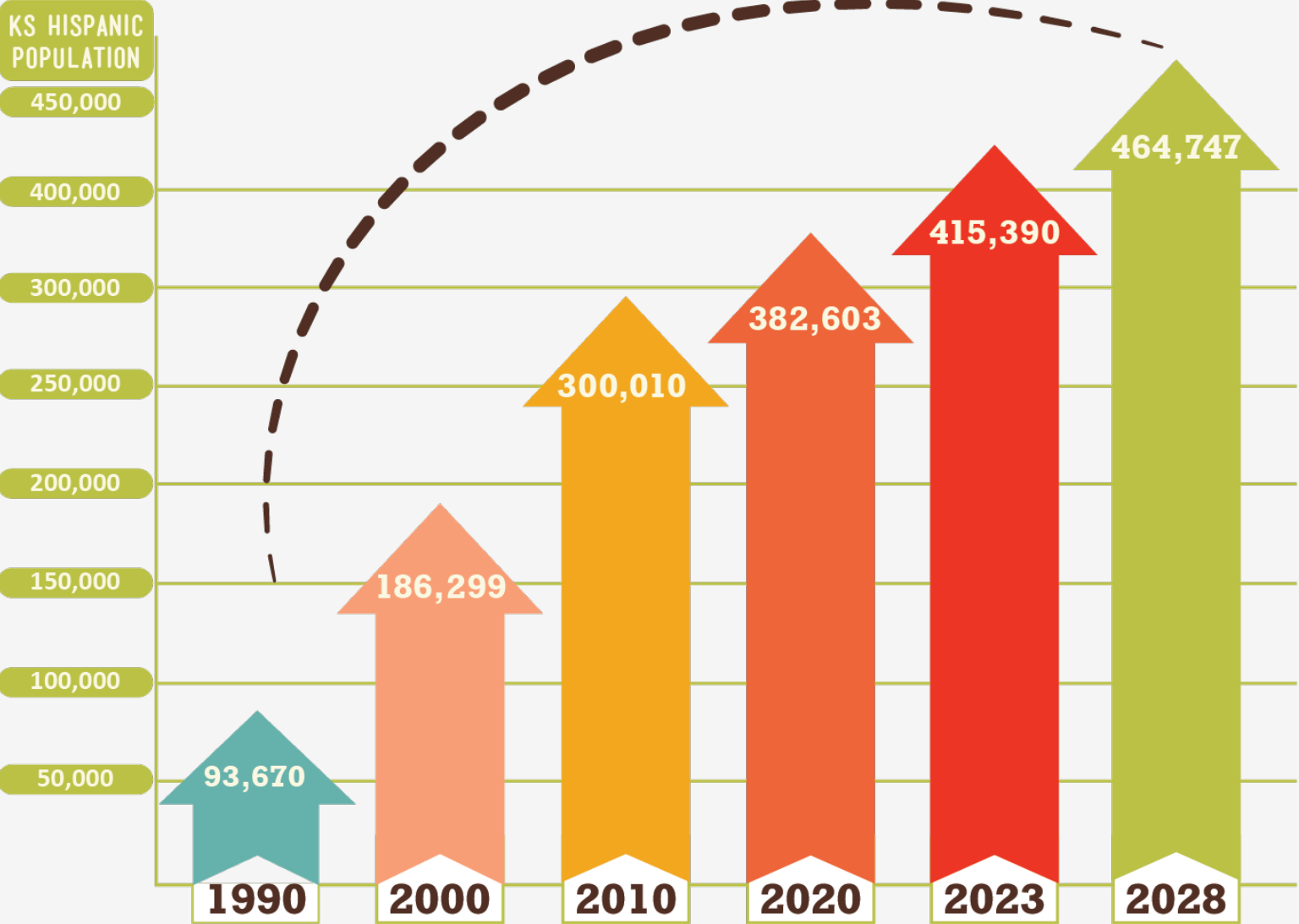




Kansas Hispanic Population Growth

PUENTE MARKETING & ADVERTISING

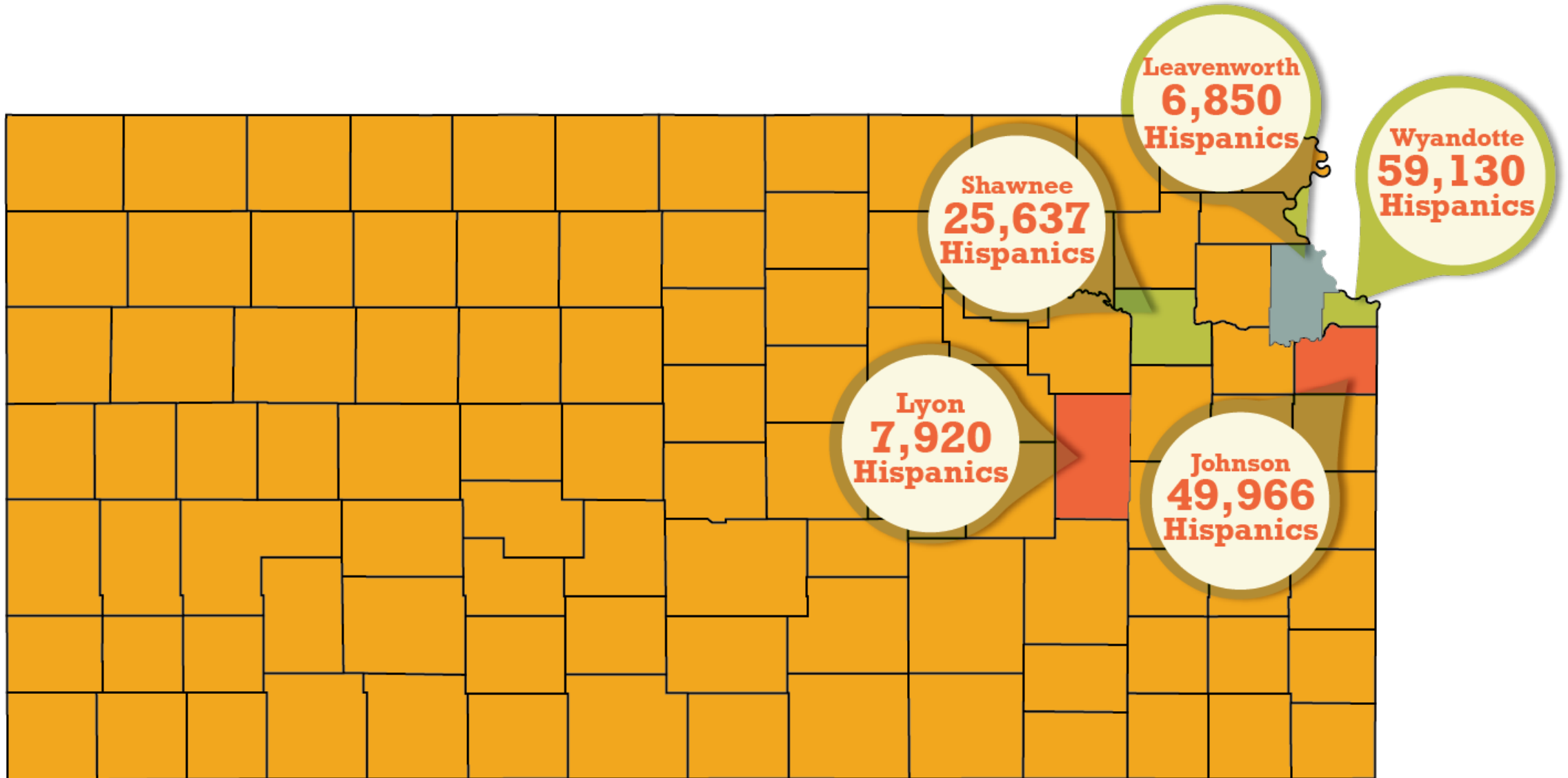
From 1990, the Hispanic Population has a projected growth of **ALMOST 5 TIMES**





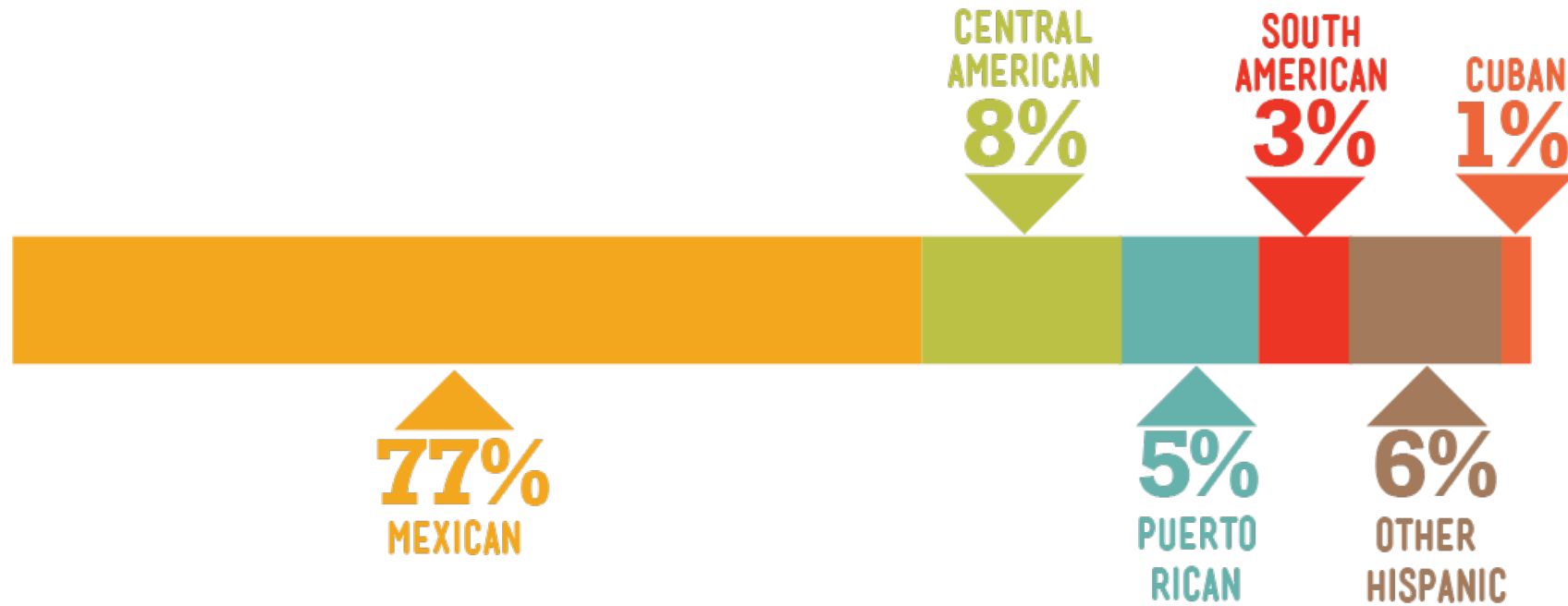
Key KCK Archdiocese Counties

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Hispanic Subgroups in Kansas





Language Preferences

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Spanish Dependent

12%

Spanish Preferred

16%

English or Spanish

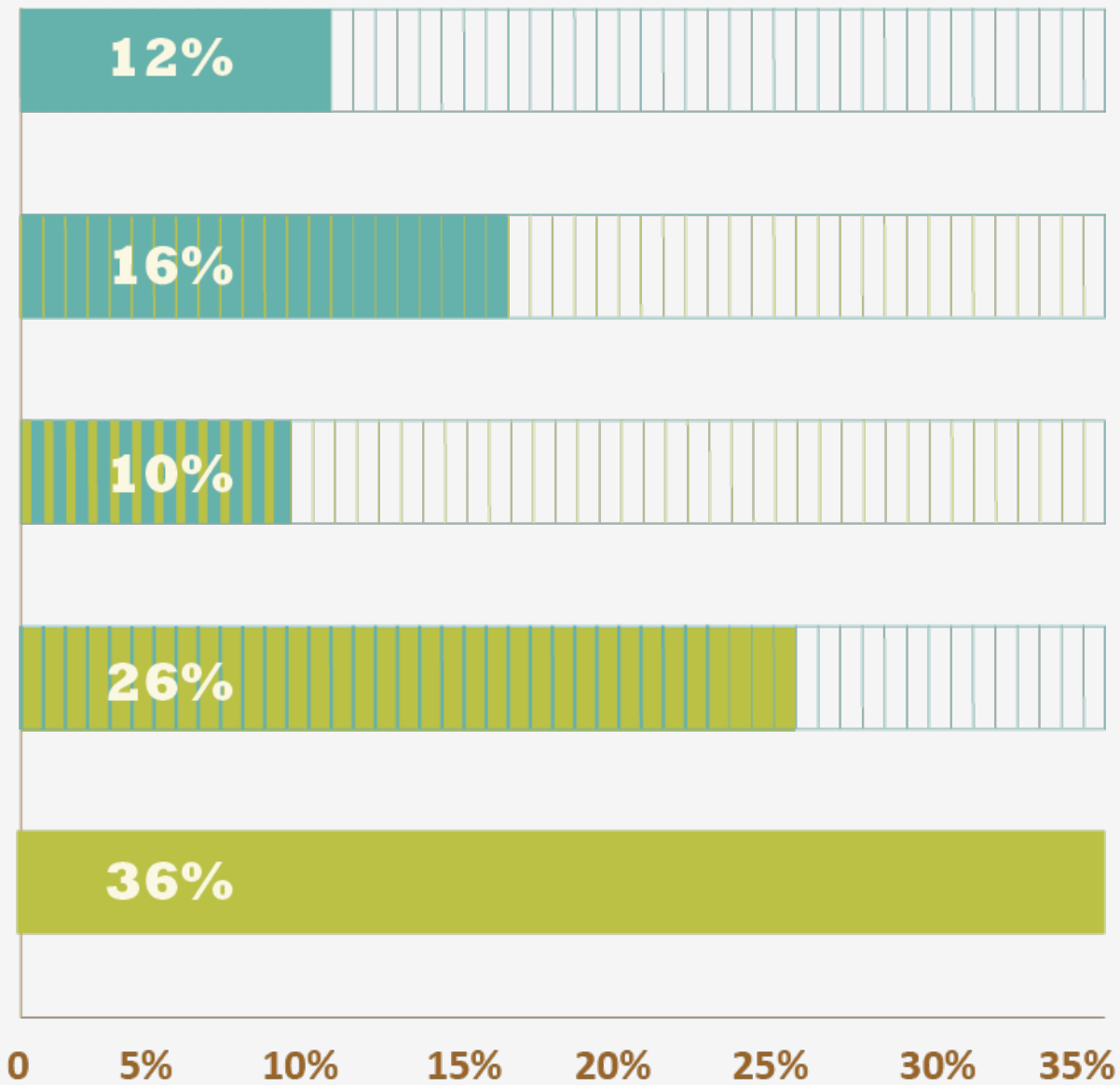
10%

English Preferred

26%

English Dependent

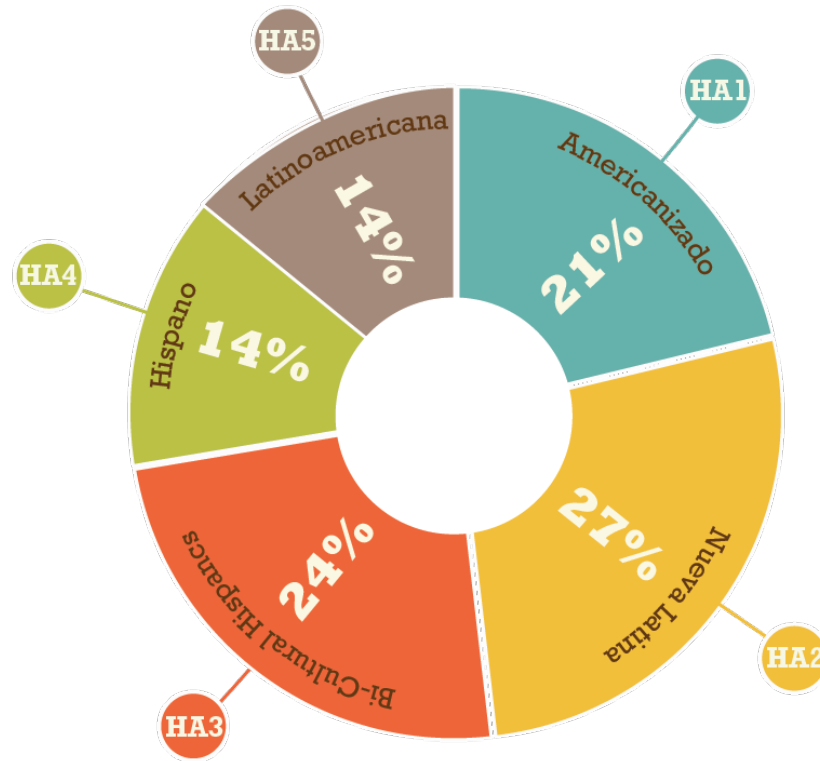
36%





Hispanicity™ Segments

PUENTE MARKETING & ADVERTISING



HA1	HA2	HA3	HA4	HA5
AMERICANIZADO	NUEVA LATINA	BI-CULTURAL	HISPANO	LATINO-AMERICANA
<ul style="list-style-type: none"> • English dominant • U.S. born, 3rd+ generation • Few Hispanic cultural practices. 	<ul style="list-style-type: none"> • English preferred (some Spanish) • U.S. born, 2nd generation. • Some Hispanic cultural practices. 	<ul style="list-style-type: none"> • Bilingual • Immigrant as child or young adult • Many Hispanic cultural practices. 	<ul style="list-style-type: none"> • Spanish preferred • Immigrant as adult • In U.S., 10+ years • Pre-dominant Hispanic cultural practices. 	<ul style="list-style-type: none"> • Spanish dominant. • Recent immigrant as adult. • Primarily Hispanic cultural practices.



“First a word on culture: Culture is the particular way in which a human group interprets life and relates with nature, God, the world, and other peoples. Culture is not accidental, but an integral part of human life. Culture is lived and expressed through traditions, languages, relationships, food, music, and religious expressions. It embraces the totality of life of the group and the life of each individual who belongs to it; therefore, all human beings relate and respond to God and express this faith from and within their culture.”



Culture matters.

- Culture is about more than language.
- Community is greater than the individual.
- Some Latinos live in *dos mundos* (two worlds).
- Who on your team has a cultural connection?
- Where we come from affects our outlook.
- Work comes first. Then the rest.
- Hispanic households are typically multi-generational.
- Acculturation and Assimilation are not the same.
- There's family. And then there's FAMILY!
- Spanish, English and Spanglish.
- We're about relationships and engagement.
- We are our own social network. We talk. We love to talk.
- Welcome / Bienvenidos is music to our ears.
- Hispanics are not homogenous. One language but cultural nuances.
- We're nostalgic. We're optimistic. We're somewhat traditional. We love our culture.



From Anna's Perspective

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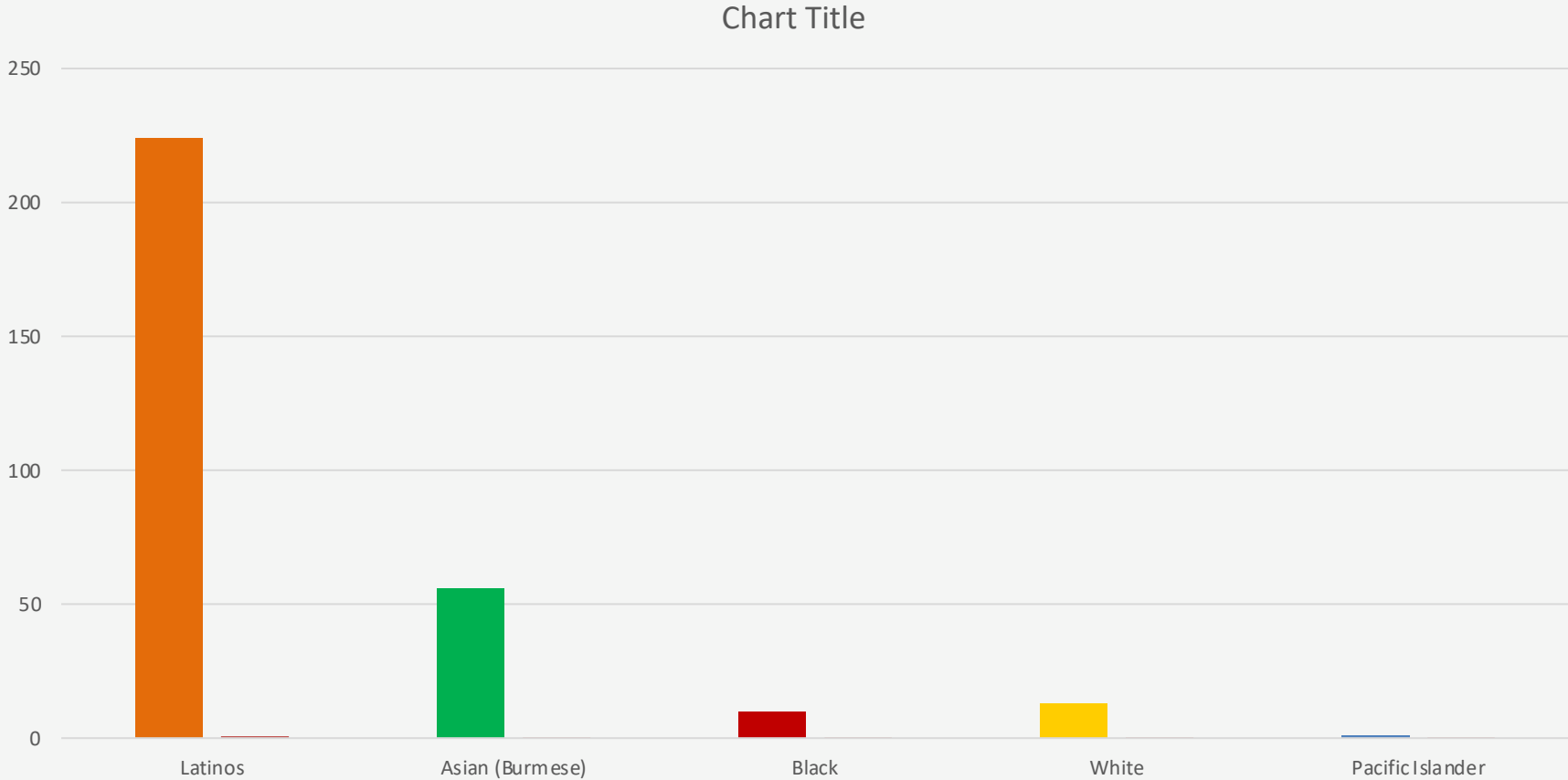




Overview of Resurrection Catholic School

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Ethnic Composition for 2023-2024

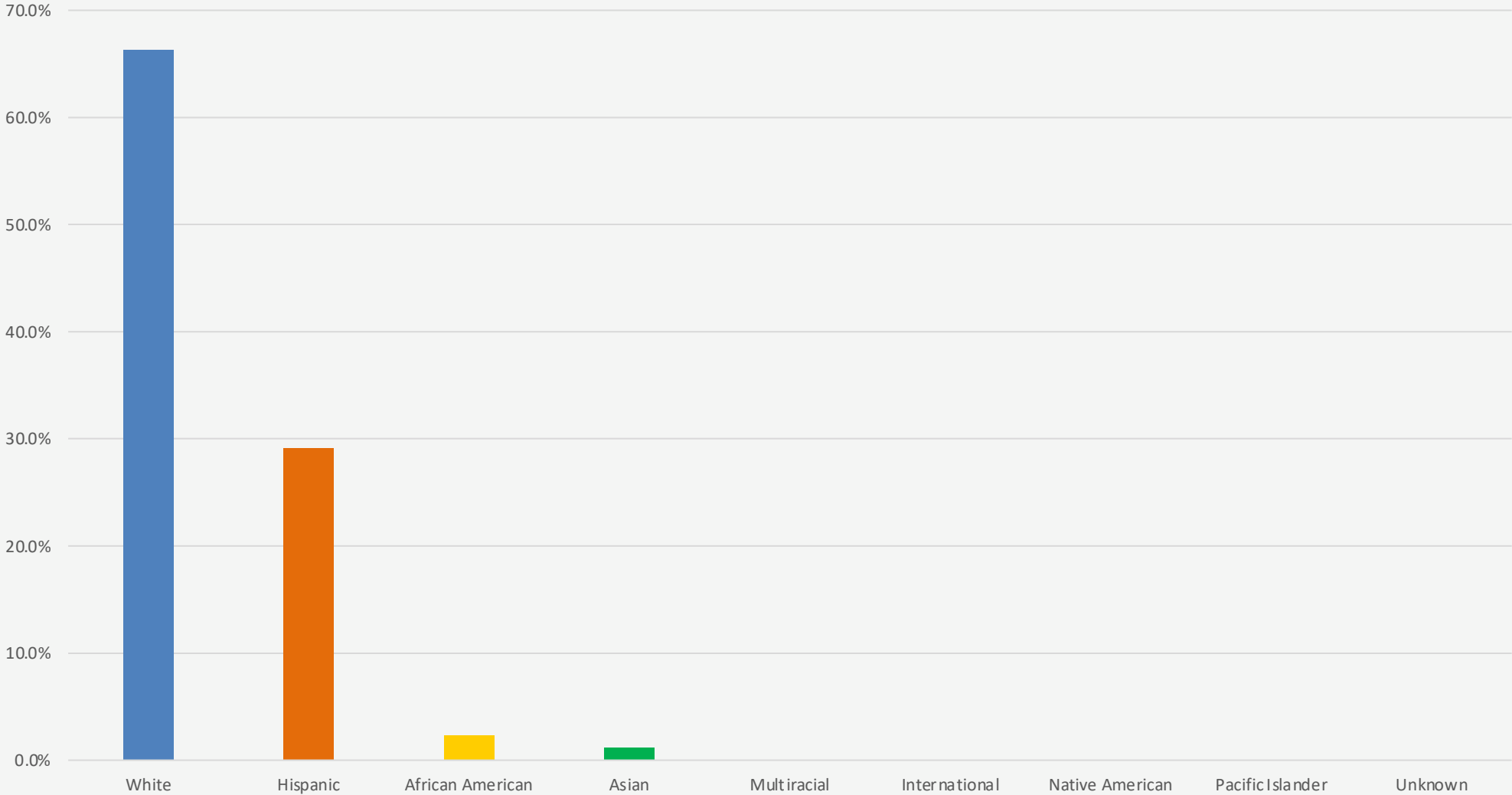




Overview of John Paul II

PUENTE MARKETING & ADVERTISING

Ethnic Composition for 2023-2024



<https://www.niche.com/k12/john-paul-ii-catholic-school-overland-park-ks/>



The 3 Rs

Reach, Recruit, Retain.



got hispanic marketing?

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Gracias