

From the Lab

Testing Your Campaign in the U.S. Hispanic Market

The Hispanic population is the fastest growing minority segment in the United States. By 2010, one in five Americans under age 18 will be Hispanic. So why not market there? This month, **TEST** looks at the cost and considerations that you must attend to if you're considering testing a Spanish-language version of your campaign.

If you have an English-language campaign that is working, there are two options to consider: dub the current show into Spanish and test it; or produce a new commercial in Spanish.

Following are some approximate budget expectations for testing in each case:

DUB TO SPANISH	ORIGINAL SPANISH PRODUCTION
Translation and dubbing: 2-minute spot: about \$100 30-minute infomercial: about \$1,350	Production: 2-minute spot: \$35,000 30-minute infomercial: \$150,000
Re-editing (graphics/supers): 2-minute spot: \$1,500 30-minute infomercial: \$5,000	Original — no re-editing
Dubbing and trafficking: 10 stations @ \$80 per station = \$800	Dubbing and trafficking: 10 stations @ \$80 per station = \$800
Back end w/ current vendors (assumes vendor has Spanish-speaking agents): Telemarketing: \$500 Fulfillment/customer service: \$250	Back end w/ current vendors (assumes vendor has Spanish-speaking agents): Telemarketing: \$500 Fulfillment/customer service: \$250
Total (short-form): \$3,150 Total (long-form): \$7,900	Total (short-form): \$36,550 Total (long-form): \$151,550

Key Considerations

- ▶ In the domestic Spanish-speaking market, dubbed shows are not well received. In foreign Spanish-speaking markets, dubbing works fine because the product and show is viewed as American. But for Spanish-speakers in the United States, a dubbed show is seen as almost an insult.
- ▶ Unlike English-speaking viewers, Spanish-speakers don't channel surf as much; they know the Spanish stations and that's where they will generally go.
- ▶ Since the number of Spanish stations is far fewer, DR time is less available and tends to be more expensive than standard time.
- ▶ Payment method continues to be the biggest back-end issue for the Hispanic market. If you want to test a Spanish commercial, you have to offer COD. Only depend on perhaps 25 percent of orders to be placed using a credit card.
- ▶ Just about everyone with any notable experience in marketing to the domestic Hispanic market will strongly suggest hiring a consultant who knows what differentiates the Spanish-speaking buyer from the English-speaking buyer.

INDUSTRY SPECIALISTS YOU MAY WANT TO CONSULT

Translation and dubbing	Production and telemarketing	Media and consulting
ESM Intl. (818) 760-1945 Contact: Francisco Rodriguez	Lexicon Marketing (323) 888-7777 Contact: Jeanette Cortez	WorldLink (323) 965-3045 Contact: Toni Knight



Founded by Adam MacDonald, TEST Marketing Group operates a "Test Laboratory," where campaigns are developed by experts in a controlled environment. The TEST Laboratory is a specialized inbound/outbound phone center. The center is staffed with a group of specially trained marketing agents working on a state-of-the-art platform designed specifically to develop and measure the most profitable sales strategies for DR campaigns. Once determined, the strategy is "rolled-out" through the primary inbound and outbound telemarketer. The preferred result of this process: massive increases in net profit. TEST can be reached at (714) 546-5555. For Adam MacDonald, TEST CEO, dial ext. 202. For Chris Walshe, TEST president, dial ext. 201.