

Campaign Title: “La Familia: A Visible Mobile Initiative” Campaign

In this new campaign, our agency plans to do the following:

Objective #1: To increase the brand awareness and recognition of Visible Mobile by 30% (from the baseline of 2022) after the campaign period among Hispanic consumers.

Objective #2: To increase service activation/subscriber number of Visible Mobile by 10% (from the baseline of 2022) after the campaign period among Hispanic consumers.

Campaign Budget and Target Market: \$50 million and our target market is Hispanic consumers, a segment of the population in the US that is growing rapidly and should become the majority ethnic group by 2060 (“U.S Hispanics,” 2015). Hispanic consumers are also more likely to associate family with friends and extended members than other groups, which proves to be quite beneficial for our brand’s variously sized cellular plans. Our campaign will appeal to young married couples, who made up about 7.65 million Hispanic couples in the US in 2021 (Duffin, 2022). Also, families with teenagers will be targeted since in the United States, there were 18.6 million Hispanic children (0-17) in 2020 (OJJDP, 2021). In addition, single, career-driven people, specifically those with a highschool to graduate level education, since there were 17.9 million Hispanic high school and college/university students in 2016 (which is increasing yearly) (Bauman, 2017). Finally, said Hispanic students that have an annual income of \$45K or more will be targeted, since in 2016 the median annual earnings for Hispanic bachelor graduates or higher education graduates was \$49, 300 (Digest of Education Statistics, 2017).

Visible Mobile’s Distinctiveness, Media Strategies, and Schedule:

Our brand will stand out from other wireless service providers by connecting with Hispanic consumers through values associated with family, community, and inclusivity in creative, innovative, and unrestrictive ways, utilizing mainly new media platforms, such as search, social media, and streaming. Our users will be able to communicate with whomever, whenever, and wherever they want, effortlessly, and without the barriers other mobile service providers impose on their customers. Our efforts will take place between July 1, 2022 to December 31, 2022 and will coincide with numerous holidays that Spanish speaking people celebrate. Whether family members are present or with you in spirit, Visible Mobile will provide users with the means to reconnect with any and however many of their close ones within a few clicks of a button.

Consumer Insights, Media Strategies, Creative Concepts, and Outcome Assessment:

Hispanic Consumers: avid smartphone users that use more minutes than the average American group (Nielsen, 2015); Gen Z and Millennials prefer personalized ads, online reviews, and social media WoM recommendations on social media (Westcott et al., 2021); seek brands that utilize Spanish in their advertisements (Carrasco, 2021); and Gen Z users frequently utilize social media, e-commerce, m-commerce (Hall, 2022). Our creative concepts include video advertisements that showcase the extent by which Visible Mobile allows consumers, specifically those in the Hispanic community, to include their friends, family, and anyone else they desire.

We project that our multi-platform campaign will succeed in gaining impression, news coverage, conversions, traffic, and ROI among the Hispanic community, completing our objectives.

Objectives of the campaign.

Our client is Visible mobile. This is a company that focuses on mobile phone services but that is less known by the audience if we compare them with the competition, in this case, other mobile phone services like Verizon, T-Mobile, or AT&T to mention some. This campaign has the purpose of increasing the brand awareness of the client and promoting its new service that can differentiate them from the competition: a plan where people can join the service with whomever they want, whenever they want, with how many people they want. This represents a huge difference between the boxed family plans offered by other mobile services companies that put tight and limited restrictions on their customers.

Our agency plans to do the following marketing objectives for the brand, the objectives for which success can be measured are the next. Objective 1 is to increase the brand awareness and recognition of Visible Mobile by 30% (from the baseline of 2022) after the campaign period among Hispanic consumers. The agency is planning to achieve this objective by implementing an advertisement campaign focusing on new media advertising vehicles that can reach the target audience more effortlessly thanks to their media consumption platforms. Reaching the audience through these platforms would allow us to introduce our clients to their everyday life resulting in entering their subconscious and subsequently influencing their purchase journey.

Then we have objective #2 that is to increase service activation/subscriber number of Visible Mobile by 10% (from the baseline of 2022) after the campaign period among Hispanic consumers. We consider that this objective can be easily accomplished thanks to the fact that if the campaign has succeeded in increasing awareness and recognition, with the correct strategy, we can increase the number of subscribers by positively influencing the purchase journey of this audience.

Target audience.

For this campaign, it was decided to focus on a specific demographic in the market, Hispanic consumers. The Hispanic population in the U.S. accounts for more than half of the population growth in the country, they will eventually represent 85% of the population in the U.S. by 2060. Adding to these statistics this population represents around \$1.4 trillion in spending power in the country that will grow over the years. (MaasMutual, 2018). Closing the audience around this segment of the population we found that the ideal target would be Gen Z and Gen X, with an age range from 15 to 45. In this targeted market, it can include young and older single people that haven't established themselves yet, married couples that are starting their journey as a family, and finally families with teenagers that need a mobile plan that can satisfy the parents' and kids' needs. Then we have men and women that preferably have an education range from a high school to a college degree and graduate school. The income of this segment is \$45k or more. Leaving aside the most important demographic that it is focusing on Hispanic consumers, the rest of the demographics are to some point generic, the reason behind this is that with the level of penetration that smartphones have nowadays companies have more liberties at the moment of targeting audience because most of the population needs a service carrier for their devices.

Following the psychographics, according to the study elaborated by MassMutual (2018), Hispanics are more likely to include in their definition of family friends and extended family. This results in a great target audience opportunity because the definition of family that they have works wonderfully with the unique selling position that Vision Mobile has with their positioning statement mentioned before. Then we have the use of media platforms by both generations included in this campaign. Both Gen Z and Millennials had growth with technology as part of their everyday lives, focusing on traditional media vehicles wouldn't be enough if we wanted to engage with them and leave an impression. These age generations are fonder of online vehicles like streaming platforms, social media, and search engines. Focusing our campaign on these new types of media will be more beneficial for our agency and the marketing objectives mentioned before.

Consumer Insights.

In this section we would talk about the insights we investigated about the target audience that we consider will be useful to understand Hispanic consumers better and to help us choose the media platforms and the metrics we would use to measure their success.

- *Consumer Insight #1: Most avid smartphone users around the US.*

According to Nielsen (2015), it has been found that regarding digital consumers around the U.S, Hispanic consumers were represented as the most avid users of smartphones in the country. Following their total audience report, it was demonstrated that they spend more than 14 hours a week using smartphones with the purpose of using apps, audio, websites, video, etc.(Nielsen, 2015). This information was valuable for the agency because it demonstrates that the market share Hispanic consumers have in the smartphone industry would be beneficial for the campaign's success.

- *Consumer Insight #2: Hispanics use more mobile minutes than average device users.*

Following the use of smartphones, Nielsen (2015) mobile insights found out that the “average Hispanic mobile user uses 658 minutes per month on their mobile plan, which is significantly more than the average of 510 minutes per month for all consumers.”. This is crucial information at the moment of creating this advertising campaign because it shows the level of importance a mobile services company can represent in the life of this market segment, the difference in the number of minutes used per month can indicate the dedication this segment would put at the moment of deciding which service carried would be chosen while purchasing a new mobile plan. Then we have more information, “bilingual Hispanics dominate in terms of minutes used, as they spend more than 762 minutes per month talking on their mobile devices”. (Reference). This insight was important at the moment of choosing a creative path because it opens the possibilities of language content in the ads.

- *Consumer Insight #3: Young Millennials and late Gen Z media usage.*

Analyzing a Deloitte Insights report about digital media activities and how they vary by generation, it was found that with social media platforms, while a majority of Generation Z (62%) and Millennials (72%) prefer personalized ad messages, only 40% of overall consumers said they would be willing to share personal information to get more relevant ad messages (Westcott et al., 2021). This is insightful information because it allowed us to understand how using media platforms like social media could impact the success of the campaign. However, it has been also demonstrated that these two generations are fond of using social media platforms in their everyday life and also looking for information and recommendation through their peers also found on these platforms.

- *Consumer Insight #4: Being bilingual matters.*

According to Carrasco (2021), it has been found that for Millennials and Gen Z U.S Born Hispanics, the ability to choose the language they want to speak and how they identify themselves is a game changer at the moment of choosing what brands they want to trust and create a relationship with. This is important for the creation of our campaign because if we want to leave an impression on the audience and create awareness for the brand we have to create content that would successfully impact this part of the population and would incite them to form a relationship with the brand.

- *Consumer Insight #5: Social Media Diversity in Gen Z*

Analyzing the findings in an article written by Simon Hall (2022), the social media platforms used by generation Z were diverse. It was found that “ The social networks with the most monthly Gen Z users are Snapchat (44.5 million), TikTok (41.4 million), and Instagram (37.3 million), followed by Facebook (31.8 million), Pinterest (20.9 million), Twitter (16.7 million), and Reddit (11.9 million) also all have large Gen Z followings” Then we have that almost 97% of gen Z consumers use social media as the source of shopping inspiration. Getting to know the patterns used by this generation at the moment of using social media is beneficial for the creation of creative content because it would be tailored to the formatting used by these platforms. Furthermore, it allowed us to choose which platforms would be a central part of the campaign.

Advertising Media/Platforms

Our agency recommends these platforms based on the consumer insights below:

Social Media/Mobile Apps is selected because of Consumer Insights #3: *Young Millennials and late Gen Z media usage.*

According to Carufel (2020) nearly two-thirds, about 64%, of Hispanics say they use social media to stay connected with friends and family, emphasizing the importance of emotional connections, family, and social communities to this audience. Additionally, users use social media and other mobile apps to access specific services, like multi-media messaging and online stores. Our agency could use these platforms to direct app display ads to provide consumers with a searching experience that is personalized to the context of the app and the preferences of the user.

Mobile Optimized Websites is selected because of Consumer Insights #1: *Most avid smartphone users around the US.*

Pew Research (2019) published the Mobile Fact Sheet, a case study that shows Hispanic consumers are the most prominent group, and they tend to depend on smartphones for online access more than other groups. Moreover, mobile optimized means that any landing site will reformat itself for various handheld or tablet devices. For example, more prominent buttons, resized content, and optimized images appear when the user is using a smartphone or other cellular device. It lets the website quickly engage a large mobile audience when critical buying decisions arise. Having a website developed that allows the user to navigate swiftly and engage from the small screens of their handheld means reaching a decision faster.

Location-Based Promotions is selected because of Consumer Insights #4: *Being bilingual matters.*

Location-Based Promotions serves advertising and content to audiences based on their current or previous location. It would allow our agency to contact our intended audience and improve their customer experience. According to BrandMuscle (2022), Hispanic consumers currently comprise 23.5% of the U.S. Millennial population alone, meaning that nearly one in four Millennials is Hispanic. Moreover, they identify that Hispanic identity has become more fluid in recent years. Although Hispanics commonly populate in certain states, people who identify as Hispanic are expanding quickly to areas marketers did not previously consider traditional places for Hispanic residents. As a solution, our location-based marketing can analyze data from local channel partners to successfully identify and implement targeted ads to specific areas in the U.S.

Text (SMS) Promotions is selected because of Consumer Insights #2: *Hispanics use more mobile minutes than average device users.*

Text (SMS) Promotions prompt customers to text a keyword to a short code to receive a benefit. As a marketing strategy in relation our second consumer insight, it would be a great opportunity to promote optimal mobile plans for our Hispanic consumer base. Varela (2022) found in a survey of 20,000 Latin consumers that 40% of respondents said they spend more than \$60 a

month for a cell phone plan, while only 11% mentioned spending less than \$40. Additionally, the figure does not include the cost of the phone for every individual, as two-thirds of respondents said they are on a prepaid plan, so the cost of the device is a separate expense. If our agency were to promote the benefits of our cellular plans through such a high traffic medium it would likely brand awareness and recognition.

Mobile Display Advertising is selected because of Consumer Insights #5: *Social Media Diversity in Gen Z*

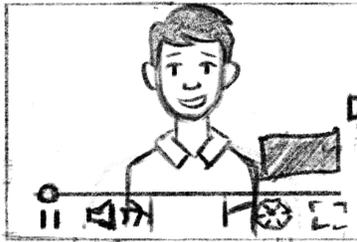
Mobile Display Advertising places ads on mobile media such as search engines, mobile apps, social platforms, and mobile publisher sites. More specifically, these ads can act as an opportunity to lead younger generations down the consumer journey from brand awareness to evaluation and eventually purchase. It would be most effective on social media, according to GrowFollowing (2022), which notes that 43% of Generation Z users prefer following brands on Instagram. Additionally, GrowFollowing (2022) found that over 35% of online purchases made by Gen Z consumers are on a mobile device. Thus, Mobile Display Ads could reach a more extensive, younger audience and drive brand awareness and service activation numbers.

Creative Concepts

Our creative concepts will center around content marketing, specifically video content marketing. Video marketing can boost conversions, improve ROI, and help build relationships with audience members. For example, through video storytelling, we could share brand-related content on various social media platforms.

Overall, the video content would showcase the extent to which Visible Mobile allows consumers, specifically Hispanic consumers, to have their friends, family, and anyone else they desire on a mobile plan. In addition, ads based on storytelling could effectively increase brand awareness and recognition among Hispanic consumers. For example, our visual advertisements would have a sentimental aspect about how a family is more than just blood relatives. Moreover, it could increase service activation and subscriber numbers, since it is marketed on multiple platforms, because it would have an expanded audience.

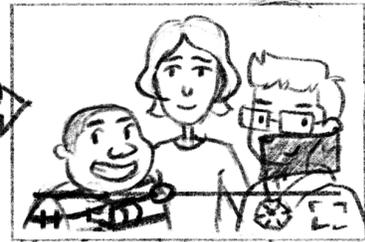
For example, the following visual demonstrates video marketing through social platforms like YouTube:



"para mí la familia es,"



"mi familia,"



"mis amigos,"



"mi novia,"



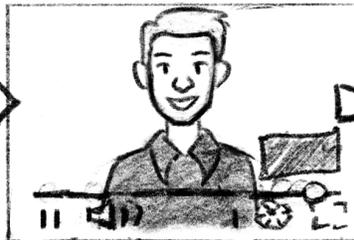
"mis primos,"



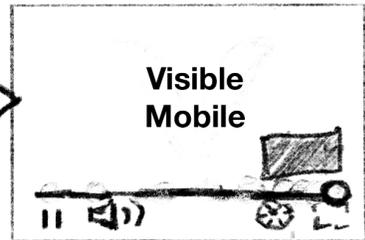
"mi tío y mi tía,"



"mis abuelos,"



"y todos están cubiertos por Visible Mobile,"



"Visible Mobile, Para todos,"

For example, the following visual demonstrates video marketing through mobile marketing like Instagram story ads:



Goals/Effectiveness Metrics/Desired Audience Actions [1 page]

The new campaign used the following effectiveness metrics to measure its success.

New Media Platforms Used in the Campaign	Effectiveness Metrics Used to Measure Campaign Effectiveness	Actual Business Results as Explained in the Campaign Case or Your Research
Social media/mobile apps	<ul style="list-style-type: none"> ● Reach ● Impressions ● Audience growth rate 	Tracking reach, impressions, and audience growth rate enabled us to moderate the number of people who see our content. As a result, we could determine what

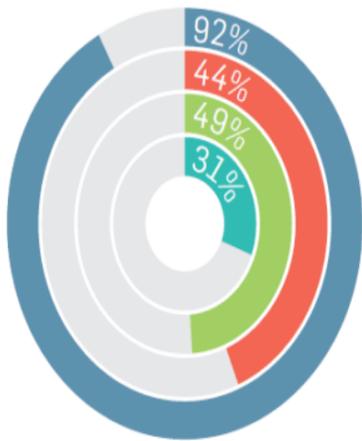
		percentage of our reach is made up of followers vs. non-followers. Additionally, we increased the brand awareness and recognition of Visible Mobile by 30% (from the baseline of 2022) after the campaign period among Hispanic consumers.
Mobile optimized websites	<ul style="list-style-type: none"> ● Responsiveness ● Page speed ● Bounce rate 	Checking responsiveness and page speed ensured that bounce rates remained low and the service activation/subscriber number of Visible Mobile increased by 10% (from the baseline of 2022) after the campaign period among Hispanic consumers.
Location-based promotions	<ul style="list-style-type: none"> ● Local Conversion Rates ● Customer Density By Postcode 	Analyzing local conversion rates and customer density by postcode increased the brand awareness and recognition of Visible Mobile by 30% (from the baseline of 2022) after the campaign period among Hispanic consumers.
Text (SMS) promotions	<ul style="list-style-type: none"> ● Interaction rate ● Delivery rate ● Unsubscribe rate 	Tracking interaction, delivery and unsubscribe rates allowed further improvements to our campaign to encourage more potential subscribers to take action. This increased service activation/subscriber number of Visible Mobile by 10% (from the baseline of 2022) after the campaign period among Hispanic consumers.
Mobile display advertising	<ul style="list-style-type: none"> ● Viewable Rate ● Unique Reach ● Average Viewable Time 	Identifying the viewable rate, unique reach, and average viewable time increased service activation/subscriber

		<p>number of Visible Mobile by 10% (from the baseline of 2022) after the campaign period among Hispanic consumers.</p>
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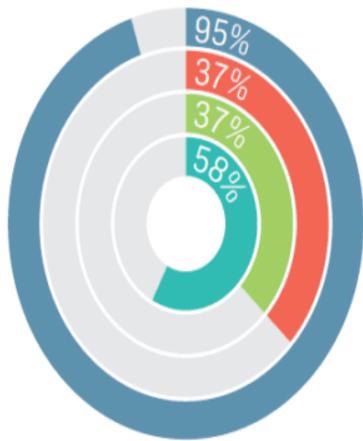


(Zamzow, 2016)

■ Facebook
 ■ Twitter
 ■ Instagram
 ■ Pinterest



Hispanic Millennials



Non-Hispanic Millennials

(Gesenhues, 2017)



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