

2018 CMC Annual Conference Twitter Questions

In Culture Marketing: Driving Brand Growth:

Speaker: Mireya Artega, Research Director, Magna Global

Q: Do you feel AI will play a role in identifying and fine tune these cultural insights? Can you find these cultural patterns through machine learning?

A: Yes, absolutely. Although I think there are a lot of limitations with AI, since we're just at the beginning of testing AI and machine learning. AI is on the horizon, but we're not exactly sure how to fit it into what we're doing just yet.

For Culture is the New Mainstream:

Speakers:

Ricardo Aspiazu, Director, Promotions & Device Marketing, Verizon

John Sandoval, Senior Brand & Latino Marketing Manager, Intuit

Q: Who do you hold accountable for results when you have creative and media at different agencies?

A (Ricardo): As a client, we approve the creative. At the end of the day, the client is accountable.

Q: What advice would you give to agencies that are pitching Hispanic assignments?

A (Catherine): It's important to understand what the client is asking for and to listen to their needs. Many times, agencies define the problem they're supposed to solve, and not the problem that the client is asking them to solve.

A (Ricardo): It's important to understand how clients have evolved on the other side, and to build a case for the Hispanic segment by understanding the challenges of the Hispanic community and the client's challenges.

The Road to Cannes:

Speakers:

Pablo Buffagni, Creative Director & Head Chef, BBQ Agency

Luis Miguel Messianu, Creative Chairman & CEO, Alma

Aldo Quevedo, Principal & Creative Director, Richards/Lerma

Q: Top Latino creatives...amazing but why are they all male? How do we make sure we get a diverse POV?

A: In the creative circle a few years ago, we were shown up because we had all-male creative leaders. We've put a lot of thought into who we put into each panel, and many of the panels are a female majority. Creative is a male-lead industry, and we're trying to change that and to become more diverse and inclusive.

The Future of Advertising Agencies:

Speaker: PJ Pereira, Creative Chairman, Pereira & O'Dell

Q: For other creatives in the room, where do you get your inspiration?

A: My inspiration comes from not doing advertising all the time. I take breaks and write, do Karate, and have hobbies outside of my career. That is where my inspiration comes from.

The Passion For Sports:

Speakers:

Adrian Segovia, Vice President, Digital Analytics and Research, Univision Digital

Marissa Fernandez, Senior Director, Marketing Strategy and Fan Development, NFL

Jose Garriga, VP, NBC Sports & Telemundo, NBCUniversal

Q: How important are fantasy leagues for Latinos? Do you have any insights?

A (Marissa): Latinos disproportionately play fantasy football. Years ago we had a fantasy product in Español. When we looked into why the enrollment in Español had declined, we realized that many Latinos were playing in leagues with non-Latinos. We then decided to target the English product to Latino fans and saw the Latino fantasy enrollment increase.

Q: Have you seen more interesting brand integrations into soccer lately that go beyond sponsoring a moment in the game? Who's doing it right?

A (Jose): One of the things we see brands doing is associating with the journey of the players. They do this via Facebook Live, Instagram Stories, and various platforms, following the players from start to finish.

Q: How do you see the growth of e-sports and what are your organizations doing to capture this trend?

A (Jose): At NBC, we have the advantage of playing with NBC Sports and NBCUniversal Telemundo Sports. We've found that e-sports are an evolving sport. People want to play and to learn the players. We've also found that the e-sport audience enjoys consuming on digital rather than on TV.

Hispanic Representation in Hollywood:

Speaker: Danny Trejo, Actor

Q: Even if you started your career by accident, it began with a selfless need to help. It seems to still be your core value. Do you attribute your continued success to sticking to who you are and your core values?

A: Yes, I honestly believe that my attitude in life is that of helping others. Every one of my friends, if you look in their car, you'll find thermal underwear, socks, food, because they are always helping the homeless. That's the way we live. Everything good that has happened to me has been a direct result of helping someone else.

Q: What would you ask Trump if you ran into him?

A: Quit

Keynote

Speaker: Alicia Enciso, CMO, Nestle

Q: What's your approach with influencers?

A: We are evolving to have a much stronger internal capability to tap into influencers. We believe that when you look at how we are all making decisions and what is influencing our decisions, influencer networks are only growing in importance in the marketing mix. We're staffing up our teams, so we can build networks to tap into.

Q: When needing to target very specific markets, like at tier 3 level, how can we best communicate at a granular level with so many Hispanic cultures across the nation?

A: We'll continue to do very strong test and learning on all of this, as we tap into the future potential of personalization. With everchanging technology, there is so much opportunity for segmentation capabilities and content development.

Q: As Nestle starts tapping on new segments (African-Americans, Asian-Americans, LGBTQ+), what challenges do you foresee on this task?

A: You need to establish the right networks and become informed so your IQ as you go into new opportunities is strong. At Nestle, we take an approach that identifies the most important segment and tap into our top segment for a particular product, while remaining inclusive of all segments.

Q: Is Nestle looking for Latino insights to drive new product development?

A: Yes, we believe it's not only for a communications role, especially when you're aiming to look at the full path to purchase. We're bringing the insights into product development, creating Latino-inspired products, and this creates an opportunity for us to accelerate growth even more.

Multicultural Structure:

Speakers:

Alejandra Barron, Director, Merchandise & Integrated Marketing, AutoZone

Margie Bravo, Marketing Multicultural Champion, Nestle

Emilio Coronado, Omnichannel- Channel Experience, U.S. Bank

Q: How do you approach intercultural campaigns, especially when you have a lean budget? Can you talk a little bit on the strategy to communicating a single positioning for more than one culture at once?

A (Alejandra): It's important to know the size of the target you're going after, to pre-test your concepts, understand your priorities and BE SCRAPPY!

The Influence of Influencers:

Speakers:

Gaby Natale, President, ANGAR Media

Marla Skiko, EVP, Precision and Multicultural, Starcom USA

Ruben Mendiola, Chief Regional Officer, USA & Panregional, Hitsbook Group

Q: Marla, can you talk a little bit about collaborating with micro-influencers and how to measure the return for brands.

A: When collaborating with micro-influencers, it's important to align on an objective, and to understand what you can realistically deliver. It's important to identify measurable elements, and present the measured results to the brand you're working with.

Q: Gaby, how much do you attribute being courageous and pushing boundaries as far as you have, to having a strong and honest core purpose for starting?

A (Gaby): You need to believe in yourself, even before you have the evidence to prove your vision. It's also important not to associate with something that doesn't align with your vision, and to keep your partnerships and content true to your personal brand.

Q: Does presenting a strong purpose up front give marketers more confidence in backing an influencer?

A (Marla): Brands need to think about what the best message to convey is and how to convey it. It's important for consumers to understand what brands are all about, and for brands to communicate that through their marketing. Before backing an influencer, brands need to do their due diligence and understand what they're getting into and ensure that they're partnering with the right influencer.

Q: How do you decide which influencers to work with to "move the needle" for brands?

A (Marla Answered): It's important to start with companies that represent influencers, and to find credible representation to get you the right talent for your brand.

Client Roundtable:

Speakers:

Alex Tokatlian, Program Leader, Hispanic Marketing & Advertising, Domino's Pizza

Marisa Solis, VP/General Manager- Hispanic, PepsiCo Beverages

Jose Velez Silva, Vice President, Multicultural Communications, Comcast

Q (To Alex): How do you support the Hispanic marketing efforts of your retail locations?

A: Domino's supports cultures by offering menus in multiple languages and through our multicultural marketing efforts. Our multicultural marketing efforts target various cultures through the appropriate channels, and not by translating existing campaigns, but by tailoring campaigns to various cultures.

Rick Gomez, CMO of Target:

Q: How does Target use social media?

A: Target makes big investments in social media, specifically in the data aspect of social. By leveraging social data, we ensure we serve up the right message to the right guest at the right time. By targeting our audience precisely, we see great ROI in our social media efforts.