

**Apparel Marketers Boosted Hispanic Targeted Ad Spending by Nearly 20 Percent**  
***Category Allocating at a Leader Level But Falls Short of Top 500 Advertising Average Spend***

**Fairfax, VA, September 10, 2015** – According to a new report from **AHAA: The Voice of Hispanic Marketing**, the Apparel category has gained momentum in understanding the benefits of Latino media consumption with marketers increasing their aggregate Hispanic advertising from \$221 million in 2010 to \$263 million in 2014. This 19 percent jump puts the apparel category in a “leader” level of Hispanic investment, which is defined as companies who allocate between 6.4 and 14.2 percent of their advertising dollars to Hispanic.

Among the top 500 U.S. advertisers, the apparel category allocation to Hispanic dedicated media increased from 5.3 percent in 2010 to 7.1 percent in 2014, which is just shy of the 8.5 percent average invested by Top 500 advertisers. However, there is still room for improvement as 17 companies are devoting less than one percent to Hispanic, but AHAA predicts an upward trend in the coming years as more companies see positive ROI from shifting their English dollars to Hispanic media.

**JC Penney’s** and **Sears** lead in Hispanic ad spend with \$63 million and \$59 million, respectively, followed by **Macy’s**, **Nike**, **Gap** and **Kohl’s**, which invest upwards of \$16 million in Hispanic media. From a Hispanic allocation percentage of overall ad dollars, **Nike** leads the pack with 22 percent going to Hispanic with **JC Penney’s** close behind at 19 percent and **Sears** and **Payless** at 17 percent. In fact, **Payless**, **Sears**, **JC Penney’s**, **Nike**, **Ross Stores** and **Gap** increased their Hispanic allocation by more than 2.5 points and Hispanic ad spend upwards of \$4 million since 2010.

Over the past five years, the top 500 advertisers boosted their spending in Hispanic targeted media by 63 percent or \$2.7 billion from \$4.3 billion in 2010 to \$7.1 billion. The top 500 advertisers boosted their average spending from \$9 million in Hispanic targeted media in 2010 to \$14 million now.

Methodology – Data was collected from Nielsen Monitor Plus which tracked over 340K companies’ advertising expenditures in English and Spanish. This data was analyzed by Santiago Solutions Group for AHAA. SSG divided companies into 5 Tiers according to the percent allocation to Spanish/Bilingual media: *Best-in-Class* (more than 14.2%), *Leaders* (6.4%-14.2%), *Followers* (3.6%-6.3%), *Laggards* (1.0%-3.5%), and *On the Sidelines* (Less than 1%).

SSG also segmented the Top 500 Overall Spending (English + Spanish) Companies for years 2010-2014, thus permitting the analysis of trends in the marketplace. Ad Spend Includes spending in Network TV, Spot TV, Cable TV, Radio, Magazines, Newspaper & FSI. It excludes B2B, Display, Outdoor and Cinema.

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**About AHAA:** Founded in 1996, AHAA: The Voice of Hispanic Marketing is the national trade organization of all marketing, communications and media firms with trusted Hispanic expertise.