



# More precise media placement against brand-specific buyer targets

with Nielsen Hispanic Brand Target Audience: CPG

Discover the optimal mix of general market TV and Spanish-language TV, as well as the specific TV programs that best reach a brand's marketing target. In order to maximize the effectiveness of a campaign, you need to take a comprehensive, ethnicity-neutral view of how to best reach your marketing target, instead of evaluating this important Hispanic market separately.

## The Solution

Nielsen Hispanic Brand Target Audience links together television viewing behavior and Homescan product sales for both the Hispanic and general market, for the total US market and a key 4 market aggregate. The resulting database facilitates the analysis, planning and execution of a more efficient and effective media campaign, because the campaign can be optimized to reach the specific marketing target you are looking to reach, and the definition of that marketing target includes both general market and Hispanic households.

## Research Overview

Integrates Nielsen National People Meter with Nielsen Homescan in four Markets: Los Angeles, New York, Miami and Houston

- 3,000 Households, with 900 Spanish Only/Preferred

These markets were chosen because they are the four largest Hispanic markets in the U.S. and represent over 40% of the Spanish speaking population in this country. These markets also represent the diversity of the broad coverage of various key Hispanic ancestries.

A total US market is available. This utilizes all available Hispanic households in all major markets and census divisions. Over 6,000 total Hispanic households with 900 Spanish Only/Preferred.

In addition to using standard demographics, this fusion also utilizes primary language preference in the home—Spanish-dominant households, Spanish/English bilingual dominant, English-dominant and non-Hispanic households.



## Key Client Benefits

This database enables you to answer some specific questions:

- What is the share of a specific marketing target, or product sales, for non-Hispanic, Hispanic/English dominant, Hispanic/Bilingual, and Hispanic/Spanish dominant homes?
- What budget allocation to general market TV and Spanish-language TV optimizes reach against my marketing target?
- What are the highest rated TV shows for my marketing target? What shows have the highest compositions?

Contact your client service representative today to learn more about the Nielsen Hispanic Brand Target Audience: CPG