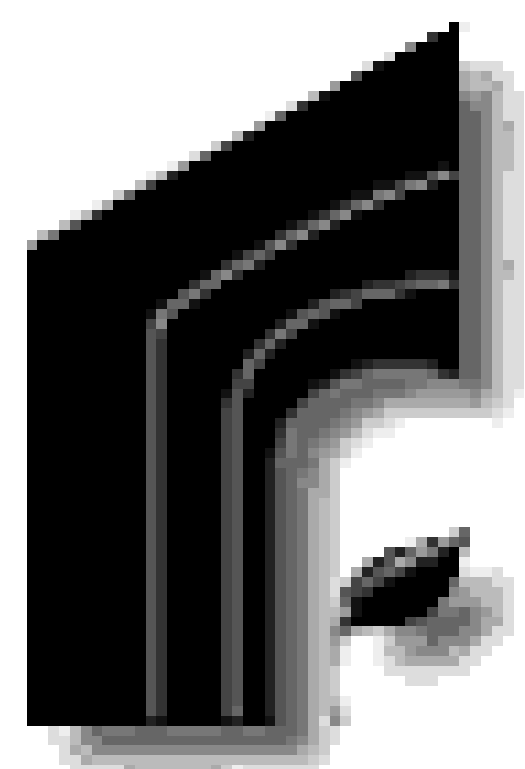


Hispandering: Consumer Engagement during the 2015 Hispanic Heritage Month



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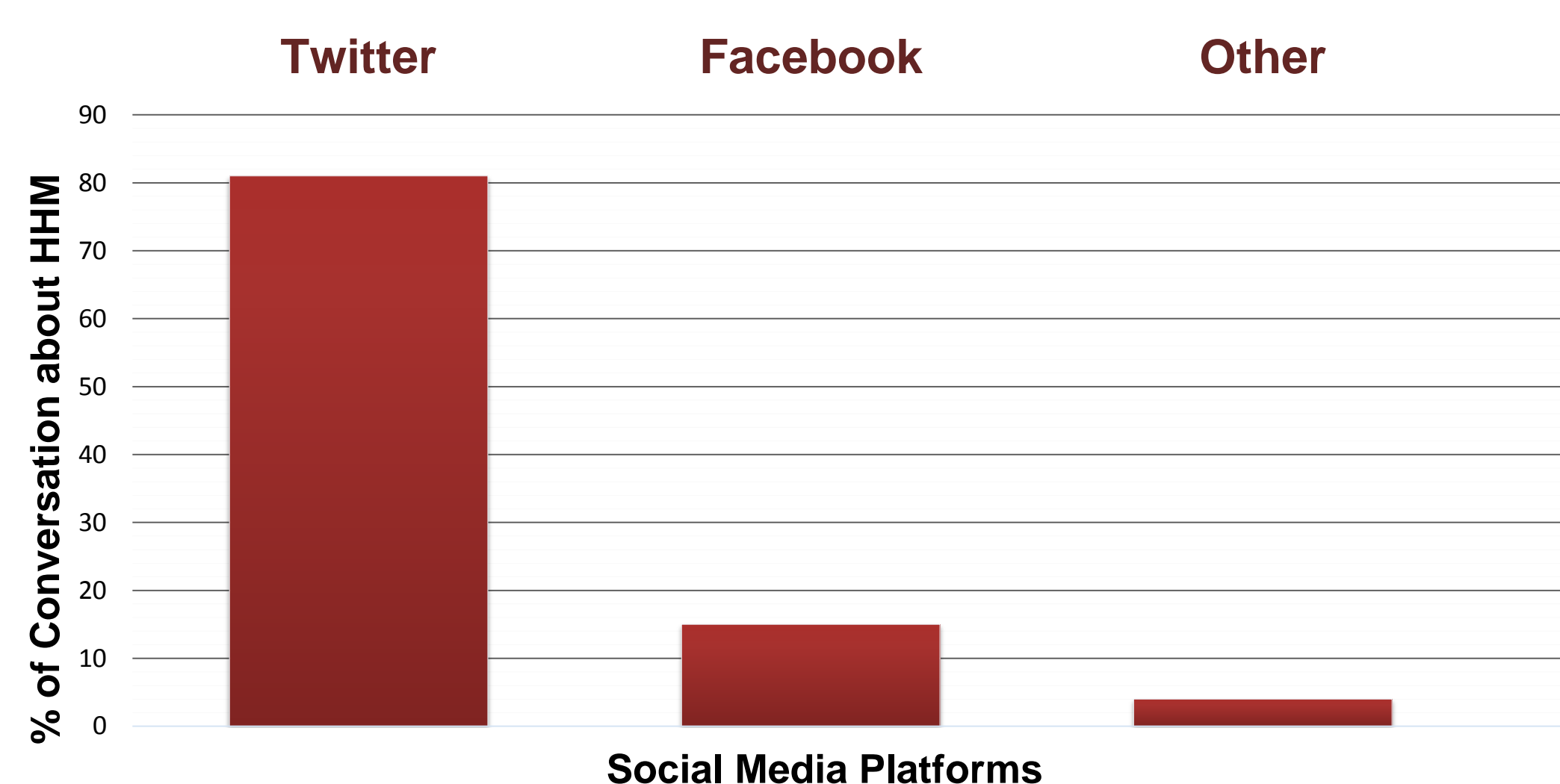
Abstract

“Hispandering,” a term well-known in the political arena, was originally defined as the act of political pandering by elected officials or candidates seeking to win the hearts and minds of Hispanic voters (Bump, 2016). In recent years, it has expanded to describe the current state of advertising on and offline. Following the consumer engagement dimensionality model, this study examines the online presence of companies and organizations and their use of advertising toward the Hispanic market, focusing on the period of Hispanic Heritage Month from September 15 through October 15, 2015. Through a quantitative analysis of over four thousand tweets, this study seeks to understand how mass commercialization has shaped Hispanic Heritage Month and questions if brands are guilty of hispandering. This study also expands on how the concept of hispandering crosses over from politics to brand commercialization and proposes alternative methods for marketing to the Hispanic audience with the opportunity for future research on the effects of hispandering.

Research Questions

RQ1: How has mass commercialization shaped Hispanic Heritage Month.

RQ2: Were brands guilty of “hispandering” during Hispanic Heritage Month in 2015?



Methodology

Shiri D. Vivek Consumer Engagement Dimensionality

Model:

1. Awareness – Being conscious of and having knowledge of the focus of engagement i.e. object of engagement;
2. Enthusiasm – Strong excitement about the object of engagement;
3. Interaction – Interchange of ideas, thoughts, feelings about the object of engagement with others;
4. Activity – Actions focused on the program or offering the person is engaged in;
5. Extraordinary experience – Sense of newness of perception and process.

Top Brands for Hispanic Heritage Month 2015



#OrgulosoDeSer (#Proudtobe)
26% of all Online Mentions



#MiTradicionHispana (#MyHispanicTradition)
24% of all Online Mentions



#DisneyFamilia (#DisneyFamily)
14% of all Online Mentions

Key Findings

- Marketers should achieve fluency in Spanish advertising and invest in high-quality translations. Product information should be also provided in both Spanish and English to ease fear of new products.
- Video is becoming the dominant format of communicating information. It allows for quick communication of complex information to a broad audience. Captions in Spanish are highly beneficial when creating video for a sound-off mobile environment.
- Marketing content is asked to be more culturally relevant. For the U.S. Latino audience, it is highly recommended to include Spanish-speaking actors, family gatherings, and humor.

Opportunities for Research

- Address the cultural significance and backlash of Hispanic Heritage Month over the years.
- The rise of #LatinoHeritageMonth and its inclusive nature to all Latin-based cultures.
- “Hispandering” effects on traditional marketing and its translation to online platforms.
- Future research on hispandering crossing over from politics to brand commercialization around the 2016 presidential election.

References

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