

# HISPANIC AMERICAN AUTO BUYERS

A Viant Research Study Examining Automotive Advertisers' Most Receptive Digital Audience

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A Time Inc. COMPANY

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# Executive Summary

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Every year the Hispanic population in the U.S. grows by about one million people. Today, Hispanic American consumers account for \$27.9 billion in registered new vehicle transactions, representing 11% of the total market – an astounding figure no matter how you look at it, and one that is continuing to grow.

Historically, car brands like Toyota, Ford, Chevy, Nissan and Honda have marketed very strategically to Hispanic American car buyers, and their efforts have consistently yielded double and triple year over year sales growth. In recent years, however, Hispanic Americans have developed an appetite for luxury car brands like Mercedes-Benz, Lexus, Audi and BMW.



In fact, luxury segment purchasing growth among Hispanic Americans has risen 16% from 2013 to 2015. Compare that to just 5% growth among non-Hispanics over the same period of time. This shift in consumer behavior signifies an emerging trend: automotive buying power among Hispanic Americans is on the rise.

Viant partnered with Millward Brown to publish a study focusing on U.S. shopping and media consumption habits among Hispanic Americans. The report, which drew on trends across verticals and device types, produced some interesting auto-related consumer behavior findings.

# Hispanic American Auto Buying Power

## Big Numbers

As a group, Hispanic American consumers accounted for nearly \$28 billion in new vehicle revenue in 2015, and generated more than one million new vehicle registrations.

This parallels the increases in household income and buying power of the overall Hispanic market.

Brands that had the largest share of the total registrations among Hispanic Americans were Nissan (17%), Mitsubishi (16%), Toyota (14%), Fiat (14%) and Dodge (13%).

**\$27.9B**  
in new vehicle revenue



Source: RL Polk Registrations and KBB Pricing

## Strongest Hispanic American Auto Brands

As marketers might expect, the top five general car brands by market share, including Toyota, Ford, Chevy, Honda and Nissan, spend the most on Spanish-language TV.

What marketers might not expect, however, is that high-income Hispanic American groups are buying luxury brand vehicles like Mercedes, Lexus, Audi and BMW at a faster rate than the general market.

### Expected



### Unexpected



**Luxury segment purchasing growth among Hispanic Americans has risen 16% from 2013 to 2015**

# Marketing to Hispanic American Car Buyers

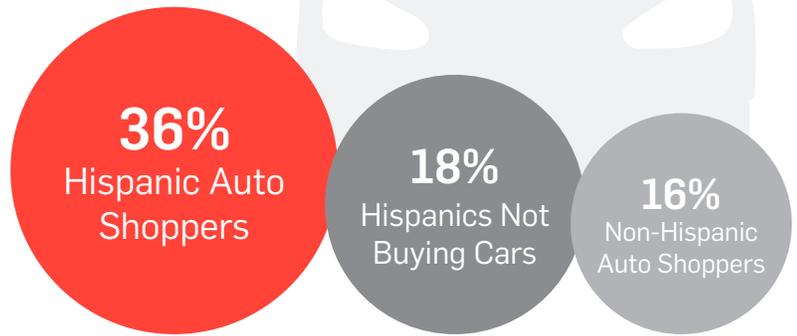
## Hispanic Vehicle Shoppers are Attuned to Mobile Ads

36% of Hispanic American auto shoppers surveyed found that in-app mobile ads were persuasive to them.

### What does this data ultimately tell us?

Hispanic Americans over-index slightly when it comes to mobile usage, but nearly double for those actively shopping for vehicles.

### Likelihood to find in-app mobile ads persuasive in shopping

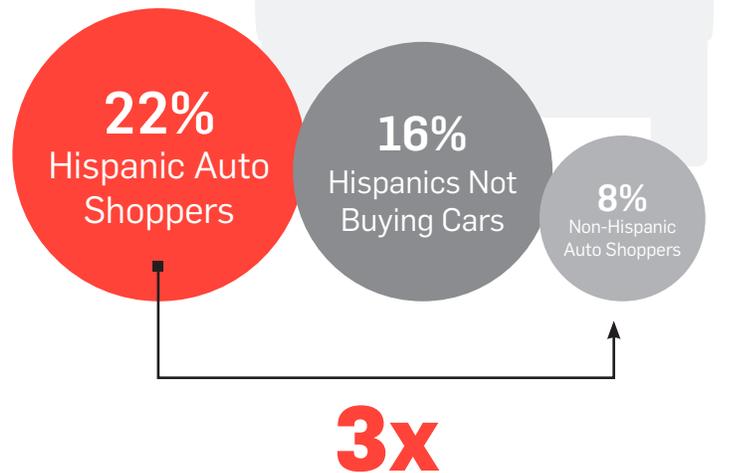


## Video Ad Impact is Greater

Responsiveness to video ads followed a similar trend. Among self-identified Hispanic auto shoppers polled in our survey, 22% found that video ads were most likely to persuade them to make a purchase.

Among non-Hispanic auto shoppers, only 8% found that they were most likely to be persuaded by video. These findings signify that after seeing a video ad, Hispanics are nearly 3x as likely to consider a brand when making a purchase than non-Hispanics.

### Video ads within mobile applications most likely to persuade to make a purchase



Source: Viant survey, "Hispanic Americans," 2014

# Marketing to Hispanic American Car Buyers, Cont.

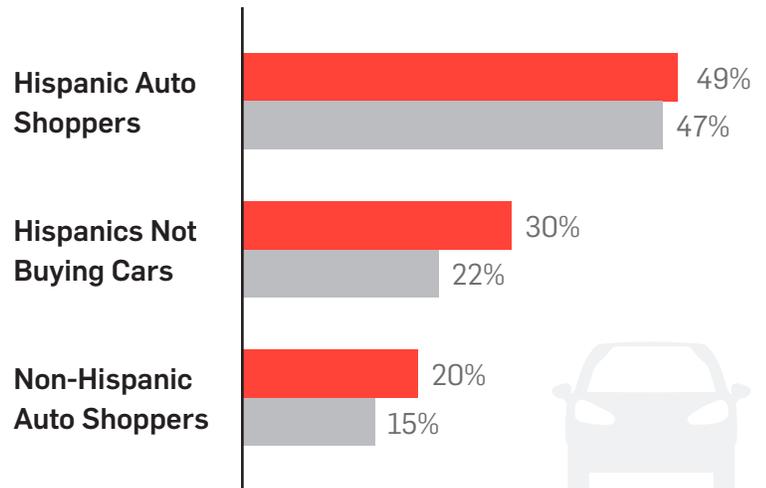
## Hispanics are Much More Social

Lastly, we polled Hispanics and non-Hispanics on social sharing behaviors, and uncovered one of the largest consumer differences.

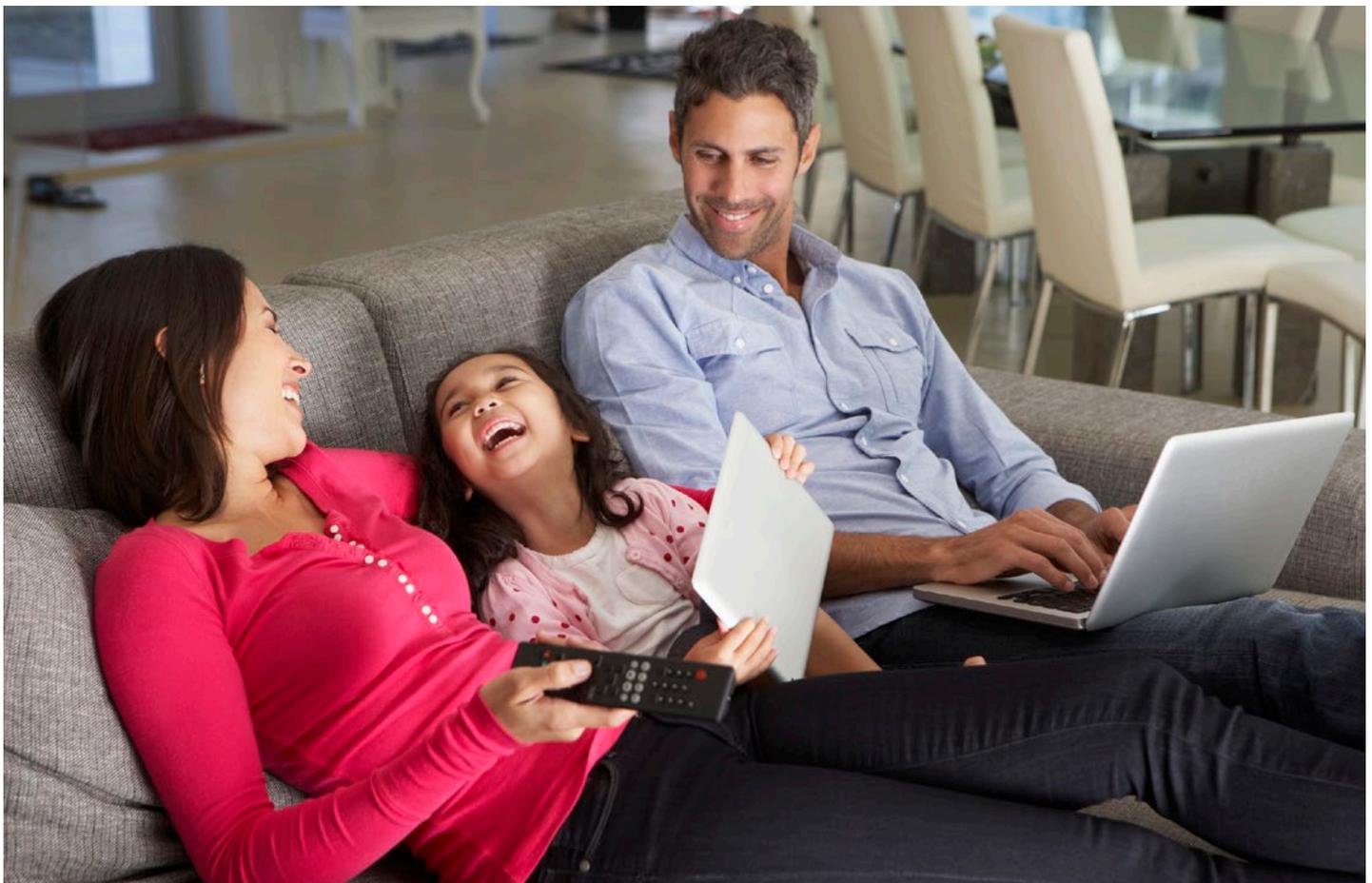
When asked if they had discussed a brand online with others or used a brand's hashtag in social messaging, nearly 50% of Hispanic auto shoppers answered "yes" to both. Among non-Hispanics, 20% said "yes" to discussing a brand online with others, and only 15% answered "yes" to using a brand's hashtag in their social messaging.

### I have done the following activities related to ads seen on television

■ Discuss with others online ■ Use a brand hashtag



Source: Viant survey, "Hispanic Americans," 2014



# Creative Best Practices to Reach Hispanic Auto Buyers



## Hispanic Best Practices

1. English-dominant viewers engage with Spanish-language ads with celebrities and slower paced dialogue
2. Spanish-dominant viewers highly engage with original Spanish-language dialogue with limited voice over
3. Bilingual viewers engage with both English and Spanish-language ads featuring visual and auditory CultureFirst storytelling techniques

## Non-Hispanic Best Practices

1. Spanish overtones or Hispanic characters generate high engagement
2. Spanish-language audio does not hamper the emotional journey
3. Spanish-language text received visual attention from Non-Hispanics

# Conclusion

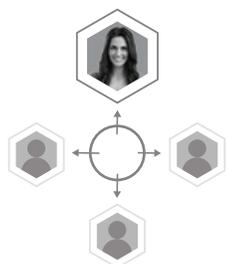
By owning mobile, video and social – all very different mediums and formats in their own right – automotive marketers will be successful in reaching Hispanic American car buyers in the digital space.

To go a step further, however, auto marketers must consider not only the mediums and formats with which they're reaching Hispanics, but also the methods with which they're targeting them. For example, consider these two Hispanic American audience statistics:

- **TV Advertising:** Brands that advertise in Spanish on TV are 2.5x more likely to be recalled\*
- **Digital Advertising:** 62% of Spanish language ads online deliver brand recall (compared to 54% of English-only ads)\*

To effectively leverage these audience idiosyncrasies, automotive marketers must shift away from probabilistic cookie targeting and employ a people-based, or deterministic, targeting approach.

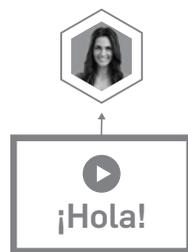
By targeting actual Hispanic American car buyers, whose ages, devices, incomes, locations, behaviors and vehicle purchase histories are all known, marketers are able to create a single customer view for each auto shopper. Now, with these singular views, automotive marketers can deliver the right message, at the right time, to the right Hispanic American consumer.



**People-based targeting approaches**



**Across known devices**



**With authentic creative**

Luxury segment purchasing grew

# 16%

among Hispanic Americans from 2013-2015

Hispanic vehicle shoppers are

# 2x

 as likely to find mobile ads persuasive

## Digital Video

plays a much greater role in brand consideration for Hispanics



Hispanic vehicle buyers are much more social in response to advertising

\*Source: Nielsen Brand Effect, Analysis of creative by ad type, 2013, Spanish Originals vs. English Originals, Limited to Prime Time only, English Broadcast & Spanish Broadcast TV, Telemundo Online Language Study, 2014

# Methodology / About

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## Methodology

Viant commissioned Millward Brown Digital to survey 1,027 respondents. The survey was available in both English and Spanish and invited respondents to self-identify their ethnicity. In total, 511 respondents identified as Hispanic (completing the survey roughly equally in English and Spanish), and 516 were non-Hispanics.

All differences highlighted in these results are statistically significant to a confidence level of at least 90%.

## About Viant

Viant Technology LLC is a premier people-based advertising technology company, enabling marketers to plan, execute and measure their digital media investments through a cloud-based platform.

Built on a foundation of people instead of cookies, the Viant Advertising Cloud™ provides marketers with access to over 1.2 billion registered users, one of the largest registered user databases in the world, infusing accuracy, reach and accountability into cross device advertising.

Founded in 1999, Viant owns and operates several leading digital ad technology and media companies, including Specific Media, Vindico and Myspace, and it is a member of the Xumo joint venture.

In 2016, Viant became a subsidiary of Time Inc. (NYSE:TIME), one of the world's leading media companies with over 100 influential brands including People, Sports Illustrated, Fortune and Time. For more information, please visit [www.viantinc.com](http://www.viantinc.com).

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