

A photograph of a man and a woman in a social setting, possibly a restaurant or bar. The man is on the left, wearing a light-colored button-down shirt, and is holding a dark wine bottle. The woman is on the right, wearing a dark cardigan over a white top, and is smiling while looking at the bottle. The background is softly blurred with warm, bokeh lights. The entire image has a semi-transparent teal overlay.

HIPLATINA

HLC Insights Survey 2017
Wine Brand Marketing to Upscale
Bicultural and Bilingual Latinas



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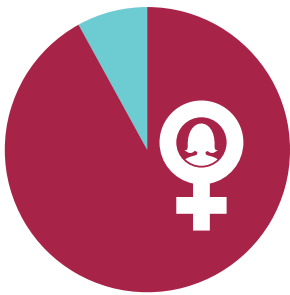
INTRODUCTION

As a trusted source of engaging and always approachable content, HipLatina is a digital publication and social portal for acculturated and aspiring Latinas. Diverse perspectives from strong, forward-thinking Latinas empower our audience to be their best selves. Our audience is made up of Latinas that are ambicultural, educated, and decisive.

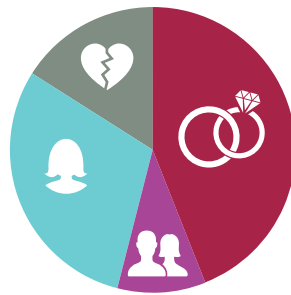


WHO TOOK THE SURVEY

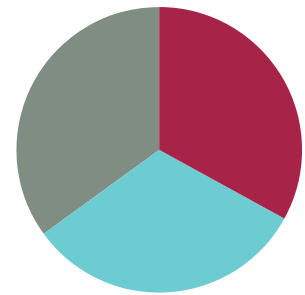
The 2017 HipLatina Insights Survey received 363 responses from:



Gender:
Female 92% / Male 8%

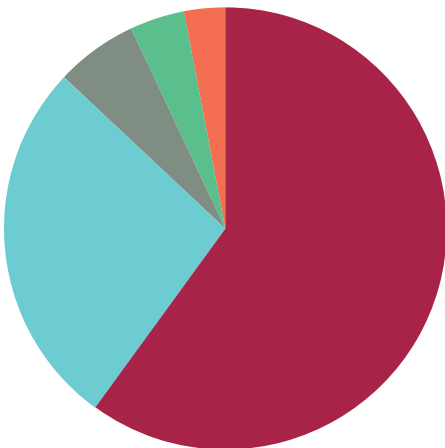


Marital Status:
Married 44%
Co-Habiting 10%
Single 20%
Divorced 15%



Ages:
18-34 33%
35-54 38%
55-64 29%

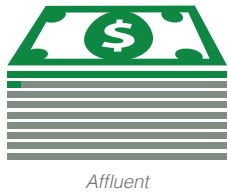
HIPLATINA RESPONDENTS' COUNTRY OF ORIGIN



Mexico.....	59%
Puerto Rico.....	27%
Other Caribbean.....	6%
Central America.....	4%
South America.....	3%

KEY FINDINGS: CHARACTERISTICS AND BEHAVIORS

HipLatinas that responded to the survey are educated, with 87% having some tertiary education, and a full 61% have received a degree. More Latinos graduating high school are enrolled in college than any other demographic.



Their earning power is representative of this higher education, with 38% earning \$75K+, as compared with 21% of the general market. Even more impressive is that 25% of respondents earn over \$100K.

They see themselves as American with Hispanic roots from Mexico, Puerto Rico, the greater Caribbean, and Central / South America.

HOW HIPLATINAS SEE THEMSELVES



52% Equally Hispanic & American



30% Primarily Hispanic

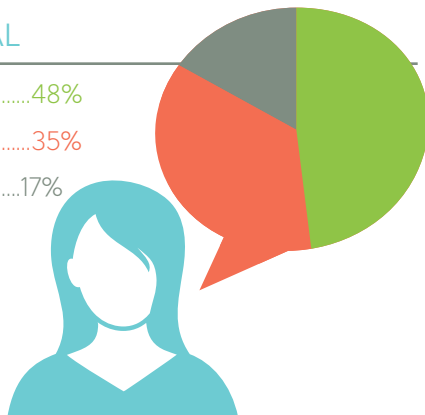


18% Primarily American

They consume content primarily in English, but communicate in both and they switch back and forth effortlessly.

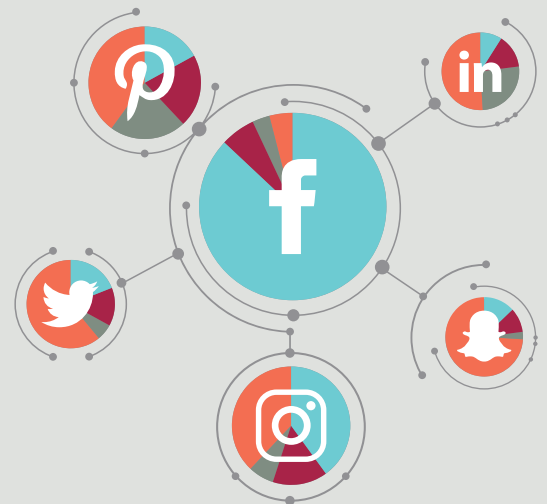
HIPLATINAS ARE BI-LINGUAL

English / Mostly English.....48%
 50/50 English / Spanish.....35%
 Spanish / Mostly Spanish.....17%



The social mobile is their primary platform, which makes them highly influential in their networks. Facebook is the dominant platform among our respondents with 87% on the platform daily. Instagram and Pinterest registered highly, Twitter users are active but only 31% reported weekly or daily use, and Snap appears as an emerging platform with 22% weekly or daily use. LinkedIn usage represent it's status as a professional network, with 26% (the largest group of users) on the platform monthly and another 23% more frequently.

SOCIAL MEDIA PLATFORM USAGE BY HIPLATINAS



Daily	Monthly
Weekly	Less / Never

THE CASE FOR WINE

HipLatina respondents indicated they love wine and want to learn more about it.



Among the aspirational product categories that have yet to awaken to the potential for marketing to US Hispanics is wine. Several factors have impeded the wine industry from addressing this market including:

- **Emerging market:** Hispanics under-index on wine consumption, so it has not been a high priority.
- **Channel conflict:** Channel management within the wine industry has complicated efforts to test interest. Hispanic accounts are traditionally serviced by distributor spirits teams. Wines are sold through existing channels by dedicated wine specialists. There is a disconnect as the financial incentives do not align.
- **It is perceived as difficult:** A few brands have attempted to create culturally relevant wine products and missed the mark, leaving a sour taste and low ROI.

HipLatina respondents said their beverage alcohol of choice is in line with the overall American market.¹



HipLatina respondents



US Broad Market

Brands can build affinity by demonstrating a commitment to Latinos over the long term.



¹ Gallup Poll 2015

While there are numerous differences among Hispanics, there are also important shared cultural traits that marketers should be aware of. Hispanic marketing experts Felipe Korzenny and Betty Ann Korzenny of Florida State University have identified several shared traits that unite this group, of which the Spanish language is only one common factor. Marketers may be able to capitalize on many of these shared Hispanic values, which include:

Importance of family: Wine brands can be positioned as part of the shared experience that helps strengthen family bonds.

Views on wealth and material wellbeing: Hispanics tend to favor generosity over wealth.

Life as a celebration: It is a popular generalization that Hispanics tend to see each day as a gift that should be enjoyed. Wine brands can be positioned as part of the everyday celebration of life itself.²

HipLatinas are a compelling wine audience for many reasons:

Family: The importance of family among Latinos results in a higher number of meal occasions per week than the broad market. With focus on food pairing, wine brands can be part of the shared experience that helps strengthen family bonds.

The numbers don't lie: Among the 33 million US-born Hispanics the median age is 19.

Social mobile: The intersection of Latinos on the social mobile with a liberated beverage alcohol industry now social connected with consumers, creates the potential for the 3-tiers to add to the value chain rather than interrupting it. Execution will be the difference.

Low cost imports dominate volume: Imported wines have a cost advantage, represent 35% of wines sold in bottle in the US today, and continue to grow in case volume if not dollars.

Aspiring sophistication: Wine is an attainable, frequent dose of luxury for acculturated Latinos. Successful US Hispanics have gravitated toward the wine category, and they pride themselves on it. As their palates mature, they shift from sweet wines to red blends, and then to varietals.

Millennials love the experience wine affords: Latinas enjoy wine as part of social experiences to share with parents and friends, and they are starting their journey into wine with more information than the generation before. As acculturation takes effect, it follows that wine consumption per capita will also accelerate.

Room for growth: Frugal Millennials will continue to accelerate overall consumption, until they become the largest wine consuming demographic by 2026. With US Hispanics representing a 50 million case growth opportunity for wine marketers over the next 20 years, it is an important demographic that will pay long term dividends.

² Korzenny, Felipe, and Korzenny, Betty Ann. *Hispanic Marketing: Connecting with the New Latino Consumer*, 2nd edn. (2012).

^{3,4} SVB Wine Report 2017

⁵ Rabobank: *Marketing Wine to US Hispanics market report 2013*

The family plays an important socio-economic role in Hispanic culture.



Wine brands can be positioned as an indulgence that has been earned, but should also be connected with the opportunity to share that success with others.

OPPORTUNITY FOR WINE BRANDS

Brands that understand Life Time Value (LTV) of US Hispanics are building foundations in unclaimed territory today.

As growth accelerates from existing Hispanic populations rather than slowing immigration, acculturation increases and behaviors evolve toward the general market.

As the adage goes: "50% of the advertising worked, but we don't know which half". Finding and engaging those Latinos high on the acculturation scale within the mass market is the challenge for brands today.

The risks of not engaging are too great for marketers. Competitive advantage is for the taking as brands use the social mobile for engagement and excellent customer service, and with first-to-market innovations including culturally relevant consumer content.



"50% of the advertising worked, but we don't know which half".

Download the full HLC Insights Survey Report for more key findings on HipLatinas including:

1. How they Access the Internet
2. What drives Brand Affinity
3. Characteristics of Shareable Content
4. The Straight Talk on Brand Awareness
5. Why Target HipLatinas?

HipLatina is a New Channel

We deliver this audience of bilingual and bicultural, upscale Latinas with culturally relevant engagement.

Click here to contact us

