



DIRECTORIO *en Español*

Hispanic Ad

US Census continues to shine the way.

By : José Cancela.

One out of 5 people in America speak a language other than English at home. For 2/3 of them, that language is Spanish. In total, that adds up to some 33 million Spanish speakers, up from 28 million in 2000.

What is truly surprising is that more than $\frac{3}{4}$ of the youngest Hispanics, between 5 and 17 years old - of which the vast majority was born here - speak Spanish at home.

Let me say that again: the vast majority of them were born here. Yet 76% of them speak Spanish. They don't have to; they do it because it's important to them. And that means it should be to you, too. Because if you really want to connect with them, Spanish is the way to do it.

Latinos are breaking the mold, clinging to their Spanish-language roots.

English connects with our brains, but Spanish connects with our hearts. Think about it, the same thing is true for Italian-Americans, Jewish-Americans and other descendants of immigrants. Their language skills may not go beyond "pass the parmesan," but the words "mama mia," strike a chord. They say, "home" and "family," "heritage" and "love."

It's the same with Spanish. And that's backed up by research. A study by the Roslow Research Group done this year found that commercials in Spanish are 55% percent more effective at increasing ad awareness levels than commercials in English. And, ads received in Spanish are 4.4 time more persuasive than ones received in English.

Together, the sheer numbers and the fact that so many U.S.-born Hispanics continue to speak Spanish might help explain why English-language networks are seeing steady declines in their ratings, while the Spanish-language networks show double-digit growth in the key 18- to 34-year-old demographic, and Spanish Language Radio Formats continue to expand at a rapid pace.

Think about it: Today's kids are tomorrow's 18- to 34-year-olds. And today's 18- to 34-year-olds are their parents. If it's important to them to speak Spanish, it ought to be important enough for you to speak to us in the language most of us make love in, Español.

Article Highlights:

- **Commercials in Spanish are 55% percent more effective at increasing ad awareness levels than commercials in English.**

