

# JUNK FOOD MARKETING TO HISPANIC YOUTH

Food marketers know that Hispanics are avid users of digital media. These marketers have thus targeted Hispanic youth with higher levels of marketing for unhealthy food and beverage products.

## WHY DO MARKETERS TARGET HISPANIC YOUTH?

### To Tap into Growing Hispanic Markets

**53.3** MILLION PEOPLE<sup>1</sup>

**in 2012**



**1 IN 6** AMERICANS<sup>1</sup> IS HISPANIC

**128.8** MILLION PEOPLE<sup>1</sup>

**in 2060**



**1 IN 3** AMERICANS<sup>1</sup> WILL BE HISPANIC

**\$1.5** TRILLION<sup>2</sup>

value of Hispanic purchasing power by 2015, with a large portion in online spending



86%<sup>4</sup> of Hispanics own a cell phone and are 70% more likely to purchase products seen on mobile ads than non-Hispanics<sup>5</sup>

**38%**<sup>3</sup>

of U.S. youth under 18 will be Hispanic in 2060

## HOW DO MARKETERS TARGET HISPANIC YOUTH?

### Increasingly Through Digital Media



**195%** GROWTH<sup>6</sup>

in Hispanic targeted mobile video and rich media ad spending

#### Data Mining<sup>5</sup>

Track their online and offline behavior 24/7 to create personalized ads that influence behavior

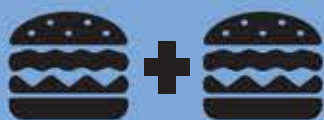
#### Infiltrate Texts and Social Networking<sup>7</sup>

Disguise marketing as social media and advergames to sway youth eating habits

#### Hispanic-Specific Content

Hispanic-specific websites like McDonald's MeEncanta.com or Coca-Cola's digital promotion that turned Hispanic fans into producers for the American Music Awards

## WHAT EFFECT DOES TARGETED MARKETING HAVE ON HISPANIC YOUTH?



### A "Double Dose" of Marketing

Hispanic youth get a "double dose" of marketing and see both targeted and mainstream ads<sup>8</sup>



### Early Brand Recognition

30% of fast food websites are more likely to be visited by Hispanic youth<sup>9</sup>

Studies show food advertising targeted to children and youth have been strongly linked with the nearly three-fold increase in childhood obesity in the U.S over the past 30 years.<sup>10</sup>

**HISPANIC YOUTH ARE MORE LIKELY TO BE OVERWEIGHT OR OBESE THAN THEIR WHITE PEERS.**

**MORE THAN 38% OF HISPANIC YOUTH 2 - 19 IN THE U.S. ARE OVERWEIGHT AND ALMOST 21% ARE OBESE.<sup>11</sup>**

#### Sources:

- 1 <http://www.census.gov/newsroom/releases/archives/population/cb12-243.html>
- 2 <http://www.nielsen.com/us/en/reports/2012/state-of-the-hispanic-consumer-the-hispanic-market-imperative.html>
- 3 <http://www.pewresearch.org/daily-number/median-age-for-hispanics-is-lower-than-median-age-for-total-u-s-population/>
- 4 <http://www.pewhispanic.org/2013/03/07/closing-the-digital-divide-latino-and-technology-adoption/>
- 5 <http://www.centerfordigitaldemocracy.org/sites/default/files/Targeting%20Digital%20LatinosMay2013.pdf>
- 6 <http://www.pnewswire.com/news-releases/vmi-multicultural-marketing-report-highlights-303-growth-in-mobile-video-ad-spend-by-advertisers-targeting-african-americans-241688401.html>
- 7 <http://www.digitalads.org/how-youre-targeted/marketers-bag-of-tricks>
- 8 <http://www.momsrising.org/blog/es/food-marketing-to-kids-real-progress-requires-better-protections>
- 9 [http://www.fastfoodmarketing.org/media/FastFoodFACTS\\_report.pdf](http://www.fastfoodmarketing.org/media/FastFoodFACTS_report.pdf)
- 10 <http://www.sciencedaily.com/releases/2012/11/121129232607.htm>
- 11 <https://salud-america.org/sites/saludamerica/files/SocialMediaBrief.pdf>

