



Hispanics' Attitudes toward Advertising - US - November 2016

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This report looks at the following areas:

- Hispanics see online ads as disruptive
- If ads are not relevant, they become a liability
- Recommendations trump advertisements

Definition

This Report explains Hispanics' attitudes toward advertising, including perception of different types of advertising, what Hispanics like in ads, the impact advertising can have in their perception of brands, their trust in advertising, as well as the importance of relevance, language, and cultural nuances.

Findings in this Report can be supplemented by analysis presented in other Mintel Reports, including: Marketing to Hispanic Moms – US, September 2016; Hispanics' Content Consumption and Sharing – US, August 2016, and Hispanic Millennials – US, February 2015.



"Hispanics consume media content using a variety of devices and expect advertising to be entertaining, preferring ads that are engaging and tell a story. This creates a challenge for advertisers to resonate with Hispanics if they can fit their narratives into that context. Advertisers seem to have a small window of opportunity to engage Hispanics and make a case for their brands."

Juan Ruiz, Director of Hispanic Insights

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