



## HMC IN THE NEWS



Left Top: Alba Castillo Adamo speaking to students about the Hispanic market. Right: Dr. Felipe Korzenny and Alba Castillo Adamo at FSU  
Left Bottom: Adamo speaks to students at FSU's business school.

### COCA-COLA'S GROUP DIRECTOR OF HISPANIC MARKETING FOR THE NORTH AMERICA GROUP VISITS FSU

On Wednesday, October 22nd, The Center for Hispanic Marketing Communication hosted Alba Castillo Adamo, Group Director of Hispanic Marketing for Coca-Cola's North America Group. Adamo is responsible for reviewing the strategies of Coca-Cola in order to connect and engage with Hispanic consumers. Adamo spent the day meeting with FSU students and faculty to share Coca-Cola's endeavors. For more information, visit the Center's blog for a review of her day.

<http://hmc.comm.fsu.edu/blog/coca-colas-group-director-of-hispanic-marketing-visits-fsu-students/>



### HISPANIC MILLENNIAL INSIGHTS BLOG

The Center for Hispanic Marketing Communication has a new blog. Here you can find information on past events at the Center as well as information about Hispanic Marketing and culture. Past blog posts have included information on Hispanic Heritage Month as well as a recap of the recent campus visit made by Alba Castillo Adamo, Coca Cola's Group Director of Hispanic Marketing for the North America Group and a new advisory board member for the Center for Hispanic Marketing Communication. Check out the blog today.

<http://hmc.comm.fsu.edu/category/blog/>



### HISPANIC FESTIVAL 2014

The Hispanic Festival 2014—hosted by the North Florida Hispanic Association—was held on November 8th, 2014 from 10:00 am – 4:00 pm at St. Louis Church on Fred George and Old Bainbridge Road. The Hispanic Festival offered live entertainment, Hispanic food, as well as arts and crafts for those that attended. For more information visit the festival's website at

[www.tnfha.org/hispanic-festival](http://www.tnfha.org/hispanic-festival).

# ADVISORY BOARD MEETING

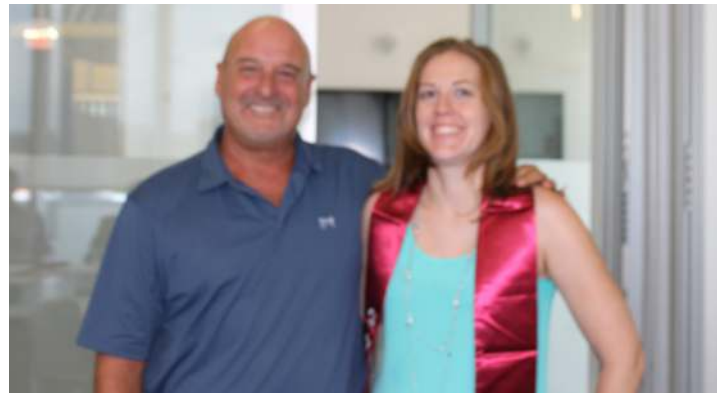
by Matthew Prince



The Center for Hispanic Marketing Communication's advisory board meeting took place on October 10th, 2014 at Zubi Advertising Agency in Miami, Florida. Zubi Advertising is the professional home to advisory board member Joe Zubizarreta. The advisory board members are a crucial component of the Center, since they function as mentors, contributors, and professional models of leading minds in the Hispanic Marketing and Communications industry. At this year's meeting, future plans of The Center were discussed and a presentation was provided by Graduate Teaching Assistant, Volunteer, and soon to be PhD graduate Neleen Leslie. The advisory board consists of 11 members, four of whom have joined within the past year. Associate Director of the Center, Dr. Cindy Chapa, concluded the event by saying that the excitement and growth that the students and board members exhibited only foreshadows the success and growth that she foresees The Center undergoing.

In order to attend the advisory board meeting, the Center's students, staff, and volunteers packed themselves into a minivan and drove through Florida for a total of 16 hours. Since many of the attendees had not had the opportunity to meet the advisory board members before, the meeting was a great opportunity for them to network and to meet the mentors who so strongly support the Center and its students. Katherine Cook—a Master's student at the Center who will graduate in December—was filled with excitement as her mentor, Joe Zubizarreta, presented her with a graduation gift.

Katherine's experience in the mentorship program and her overall dedication to the Center is one of many



Top: Students and Advisory Board members at Zubi Advertising Agency in Miami, Florida

Bottom: Joe Zubizarreta and Katharine Cook

student success stories. Cristian Zamarripa—the only undergraduate student able to attend the meeting—also had the fortune of connecting with his mentor Juan Jose Nuñez. Since the start of his collegiate career, Cristian has always been fascinated by cultural marketing. With the discovery of the Center, he found a way to reconnect with his heritage, grow as a professional with ever-increasing knowledge of Hispanic marketing, and travel to Spanish-speaking countries for a different perspective on marketing.

Empowered by their experiences with The Center, many students go on to gain employment in the growing field of Hispanic Marketing and Communications. At the same time, students, staff, and volunteers will be involved with the industry through this year's annual Hispanic/Latino Media & Marketing International Conference, hosted by the Center and held at Florida State University. As first time hosts of the conference, The Center at FSU hopes to share its passion, research, and efforts to contribute to the Hispanic Marketing and Communication industry.

# JUNK FOOD JITTERS

## ADVERTISING'S EFFECTS ON CHILDREN'S PERCEPTIONS OF UNHEALTHY FOOD

by Armando Villar & Graysen Matinez



In this fast-food, flash frozen, deep fried culinary world, it seems like mission impossible to get anybody to eat healthy. Yet maybe if we learn to choose healthy foods to begin with, it will not be so hard. Younger people are, after all, very much at risk today; according to the CDC, obesity has more than doubled in children, and quadrupled in adolescents in the past 30 years. If we raise a generation of more nutritionally aware kids, they will become healthier teens, adults, and parents who also have healthier children. Dr. Sindy Chapa, one of FSU's Professors and the Associate Director for our Center for Hispanic Marketing Communication, is heading a research project that explores children's perceptions of healthy (and unhealthy) eating. We asked Dr. Chapa about the project at the Migrant Gadsden County After-school Program and what her goals and plans are for it:

"We are trying to find effective ways to communicate through advertising ... the aim here is to educate them on the adverse consequences of unhealthy eating so we can properly educate children on healthy food habits."

The research will be conducted using a cartoon advertisement to emphasize the negative consequences of eating junk food. The commercial uses real scenarios to show the risks associated with long-term unhealthy eating. As of now, the commercial is in English; however, as many Hispanic youth are bilingual it is being translated into Spanish to see how responses differ when the content is delivered in another language.

Dr. Chapa hopes to see how "fear appeal" will work in guiding children towards better eating habits, while not scaring them so much that the advertisement becomes ineffective. While using fear as a method of promoting healthy eating may sound a bit extreme, parents are given a consent form with information on the project, and participation is 100% voluntary

(students can opt out at any point).

Additionally, during the whole process children's emotional states and levels of excitement will be measured with a Galvanic Response Device. This device will assess how children react to the ad by tracking their pulse and thus allowing insights into what specifically triggers certain responses. At the end of the video the children will be given an option as to what they want to snack on. They will have to choose between a healthy snack and an unhealthy one; the goal is to see if the commercial was effective at making them choose the healthier option.

*"My goal is to make sure that we create effective forms of communication and ways to connect Hispanic minorities."*

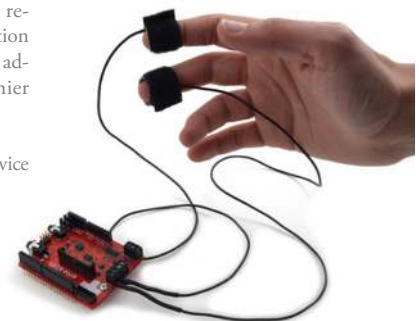
*-Dr. Sindy Chapa*

When asked how she came up with this project, Dr. Chapa replied, "Well, my goal is to make sure that we create effective forms of communication and ways to connect Hispanic minorities in the U.S. We must educate them but also see how we can change perceptions and model attitudes. It's difficult for marketers to change opinions after they have been established-if the message is not ingrained since day one."

This project, though unconventional, is an earnest investment in the well-being of America's children, and will provide us considerable insights about how best to communicate with a very young crowd. The non-profit organizations that usually conduct this sort of research do not normally have the budget to do so. In Dr. Chapa's words, "We must continue to conduct this research for those non-profits who cannot conduct it themselves."

Top: Dr. Sindy Chapa, the researcher leading the investigation on children's receptiveness to advertising centered on healthier eating.

Bottom: Galvanic Response Device





# WHAT DOES COLUMBUS DAY MEAN FOR HISPANICS?

by Blanca Villagrana



If you were to ask any number of people what Columbus Day means to them, you would be bound to get different answers. Rarely do we examine in detail how the discovery (or non-discovery) of America marked a dramatic change across historical and ethnic boundaries, with the effect felt globally. This discovery was of such great importance that it forever changed the mentality of several societies, although not without consequence. In light of Columbus and his voyage, Europeans experienced a vast cultural development, while the natives of the New World suffered catastrophic costs to their population. Remarkably, the relevance of the discovery of America began relations between these two worlds that revolutionized their global perception while also producing a fusion of races, ethnicities, and cultures.

Over 500 years have passed since Christopher Columbus set sail on the journey that led him to discover the New World. On October 12, 1492, Columbus stepped foot in America, marking the moment of the first encounter between Europe and America; however, it was not immediately realized that a new continent was discovered.

Columbus always believed that he had reached India, and trips would continue to be made along this route. Eventually, the Florentine Amerigo Vespuccio toured parts

of the coast of South America and he is credited as the first European to understand that those lands belonged to a new and unknown continent. The land was later named “America” after Vespuccio.

*“ Many Hispanics are embracing the millennial vision of the New World, where the unification of Spain with the tribes of America is a celebration of the spreading of the Spanish language, the beginning of a new Hispanic identity, but most of all an honor to the ethnic diversity of its people. ”*

In many countries, October 12th is recognized as the Día de la Raza (Day of the Race) or Día de la Hispanidad (Hispanic Day) and is a national holiday. Mexico, Central America, and South America have focused on honoring the ethnic diversity of its people who have a common beginning, tradition, and/or language. These peoples’ origins can be traced to Native Americans (such as the Mayans, Aztecs and Incas) and European nationalities (Spanish, Portuguese, French, etc.).

In Spain, Hispanic Day coincides with the National Day of Spain. In 1913, Rodríguez San Pedro, President of the Iberian-American Union, created this holiday to develop closer ties between Spain and Latin American countries. In Madrid, there is an impressive military parade involving all branches of the military, and some people even use the term Day of the Homeland to designate this holiday.

Venezuela and Nicaragua have changed the name of this holiday to *Día de la Resistencia Indígena* (Day of Indigenous Resistance) because they consider that it was not a discovery but rather a genocide that occurred, where American natives suffered the attacks of the Spanish population.

Ecuador declared October 12th as *Día de la Interculturalidad y la Plurinacionalidad* (Day of Intercultural and Plurinationality), which was designed to recognize and promote dialogue between different cultures, strengthen national unity, and celebrate all nationalities and indigenous peoples.

Meanwhile, in the United States the holiday is seen with skepticism and hatred by some, who view Columbus' arrival to America as the origin of the violent murder of Native Americans. On a recent episode of his show "Last Week Tonight", John Oliver described Christopher Columbus as a "murder egomaniac" and raised the question "Columbus Day: How is this still a thing?"

Columbus Day in the U.S. is held the second Monday of October each year in many parts of the country, but not all states observe this commemoration. Many Americans are still trying to determine whether or not they should commemorate Columbus Day. Essentially, this holiday is controversial as the large majority of Americans—despite background or political orientation—conclude that Columbus Day no longer suits the litmus test of credibility and relevance. Some states, including Hawaii, Alaska, and Oregon do not recognize Columbus Day at all. Others, like South Dakota, Seattle, and Minnesota, have replaced this holiday in favor for Indigenous People's Day which, according to the Associate Press, "celebrates the contributions and culture of Native Americans and the indigenous community" and "the rich history of people who have inhabited the area."

For their part, Italian Americans observe Columbus Day as a celebration not of Columbus, but rather of their heritage. Within the Italian American community, Columbus Day



symbolizes the legacy of their ancestors who immigrated to America, and who overcame poverty, language barriers, and above all, discrimination. Surprisingly, this holiday was first celebrated by Italians of New York in 1866 honoring Columbus's Italian Heritage, but the official celebration in Spain did not occur until 1913 and soon after in Latin America.

Many Hispanics are embracing the millennial vision of the New World, where the unification of Spain with the tribes of America is a celebration of the spreading of the Spanish language, the beginning of a new Hispanic identity, but most of all an honor to the ethnic diversity of its people.

Columbus Day has become perhaps the strangest holiday celebration in the United States, one in which the common opinion of the day has slipped the farthest from the purpose of those who initiated the practice. It nevertheless seems that the vast majority of Hispanics has embraced October 12th as a positive celebration of the mixing of peoples and cultures.



# COCA-COLA'S GROUP DIRECTOR OF HISPANIC MARKETING VISITS FSU

by Blanca Villagrana



The Center for Hispanic Marketing Communication hosted a refreshing afternoon with Alba Castillo Adamo, Group Director of Hispanic Marketing for Coca-Cola's North America Group. Adamo is responsible for reviewing the strategies of the global leader in the beverage industry to connect and engage with Hispanic consumers.

Adamo met with students and interns in the College of Business, and gave a presentation on Coca-Cola's Hispanic marketing strategies. She provided insights into how to become successful in the industry to the students, many of whom are enrolled in interdisciplinary programs for the Center for Hispanic Marketing Communication.

"Take advantage of as many opportunities as possible," Adamo said. "Do everything in a very enthusiastic way, do it well and you will be noticed."

Adamo, who described herself as a dreamer, indicates that her key to success is perseverance and hard work. She left her home country of Colombia to study in the United States. Through those first few years in the States, Adamo worked two jobs to pay for her education, and gained professional experience while in college.

"Show your passion, volunteer, help others, make sure people know they can count on you," she instructed the students. "Always try to stay ahead and anticipate."

Adamo has over sixteen years of experience and has demonstrated broad leadership experience and high-impact results in shopper marketing, customer management, commercial leadership, strategic planning and project management. She has led the shopper marketing discipline and a cross-functional team to build core competencies that drive shopper engagement and

purchase transactions across 3.5 million retail outlets in Latin America.

"Give your best, delivery one-hundred percent, always give a little extra, and don't take the shortcut," she said. "In the long term, your efforts will

*“ Take advantage of as many opportunities as possible. Do everything in a very enthusiastic way, do it well and you will be noticed. ”*

*-Alba Castillo Adamo*

pay off.”

While intelligence is required, Adamo believes that the primary elements to building a solid inbound marketing campaign are planning short and long term goals, marketing analysis, a solid marketing foundation, minimizing distraction and increasing marketing productivity. Adamo develops her campaigns to be flawlessly executed and able to adjust to the times.

She expressed that Coca-Cola campaigns place a priority on creating brand love and value with Hispanic consumers. These consumers, Adamo explains, “are the largest group in this country with a high purchasing power, and being able to connect with Hispanics in a meaningful way is part of our marketing strategy.”

Although the U.S. represents 19% of the company's worldwide unit case volume, Coca-Cola is selling more overseas

in key markets such as Mexico, Brazil, China, and Japan. Mexico is the largest consumer of Coca-Cola beverages, with per capita consumption in the country almost 1.85 times that in the United States. Latin America is the largest market for soda in terms of dollars sales, according to Euromonitor International, and is forecast to grow 17.3 percent from 2013 to 2018.

To woo these customers, Coca-Cola sponsored the 2014 World Cup in Brazil and poured another \$1 billion into advertising. Adamo explained that Coca-Cola's multicultural marketing team saw an excellent opportunity through a partnership with the FIFA World Cup to focus their efforts on Hispanic Americans, whom they refer to as the volume drivers.

In the United States, Hispanics experienced the World Cup through multiple perspectives. Latin America is certainly a more homogeneous region when compared to Europe or Southeast Asia, and the passion for soccer is very strong among Latinos. The difference between Latin Americans and Hispanic Americans is that, according to Adamo, Hispanics in the U.S. are very democratic and inclusive.

"During the World Cup, Hispanics are passionate about their team and curious about their neighbors' or colleagues' team.

***“ Give your best, delivery one-hundred percent, always give a little extra, and don't take the short-cut. In the long term, your efforts will pay off. ”***

***-Alba Castillo Adamo***

Branding strategists brought this insight to life through 'Estadio de Todos.'"

For a global company like Coca-Cola, the challenge is not in creating a program for each country, but identifying common cultural insights that are consistent around the world, and with the ability to be translated to anyone. America is a melting pot and the Coca-Cola marketing team wanted to lead the conversation and use the "Estadio de Todos" campaign to unite people, close the gaps, and to build a bridge that would ensure that everyone participated. "Soccer is everyone's game, Brazil is everyone's country, and Coke is everyone's drink," Adamo said.

Adamo is a successful woman with a fast-paced professional life, and she is also a mother to a three year-old daughter. She is currently working on a new campaign for Coca-Cola that is called "Moments." The marketing team wants to show how Coca-Cola can enhance all of life's moments of Hispanic-American moms, since they are considered the "CEOs of the home" according to Adamo.



Left: Alba Castillo Adamo discusses the Hispanic market and what Coca Cola is doing to engage them.

Top Right: Alba Castillo Adamo talks to students in FSU's College of Business about marketing to Hispanics.

Bottom Right (from left to right): Dr. Felipe Korzenny and Alba Castillo Adamo

# MEET THE STAFF: KATELYN CASH



We are pleased to introduce one of our recent interns, Katelyn Cash. Originally, from Valdosta, GA, Katelyn is a senior at Florida State University where she is studying Spanish and pursuing dual minors in International Affairs and Hispanic Marketing Communication.

At the start of fall semester 2014, Katelyn began an internship within the Center for Hispanic Marketing Communication after having previously taken the Hispanic Marketing Communication course a year earlier. While taking the course, she became very interested in the subject matter, especially the extent to which culture can impact how an audience responds to a marketing campaign. She was also looking for a way to utilize her foreign language skills outside the classroom.

Katelyn currently works in public relations at the Center. Specifically, she is in charge of completing tasks such as promoting the Center for various campus organizations and assisting in the logistics behind the Hispanic/Latino Media and Marketing 2015 International Conference.

Katelyn chose to join the Center in order to better understand different Hispanic cultures represented in the United States. She explains that “the Hispanic consumer

is currently the largest minority segment in the United States. If marketers can better tailor their campaign to the Hispanic audience, they can truly tap into this powerful consumer market.”

Katelyn believes that in order to effectively market to a cultural group, one must first understand the intricacies of that group. She hopes that her ability to speak Spanish can help her to identify with and better understand the Hispanic culture that she is studying. However, she says, “Marketing to the Hispanic consumer is so much more than simply translation. The marketer must first look to the unique and vibrant traditions of each cultural group in order effectively tailor their campaign.”

“ *If marketers can better tailor their campaign to the Hispanic audience, they can truly tap into this powerful consumer market.* ”

*-Katelyn Cash*

During her time at the Center, Katelyn looks forward to learning from experts in the field of Hispanic Marketing such as members of the Center’s Advisory Board. “I was fortunate enough to attend the talk by the Group Director for Hispanic Marketing for Coca Cola’s North America Group, Alba Castillo Adamo. The talk was hosted by the Center and was about the company’s current and future work in the field. Adamo is one of the knowledgeable professionals in the field of Hispanic Marketing who serves on our advisory board,” says Katelyn.

In her free time, Katelyn loves traveling and working with kids. She also enjoys a good road trip with friends. She hopes to one day backpack across Europe and hike the Appalachian Trail.



# LATEST PUBLICATION BY RECENT GUEST SPEAKERS HILDA GARCIA AND JOE KUTCHERA

by Lana Steele



In this digital world in which we live, we have convenient and constant access to those around us. Nonetheless, sometimes we fail to truly connect with people.

Hilda Garcia and Joe Kutchera set out to address this issue in the book that they co-authored called *Exito*. The idea for the book—which came from Kutchera—was to share the knowledge that they had gained from their experience working in the Hispanic Marketing field.

Garcia, for example, has been working in the area of Hispanic Media since 1998. Since beginning work in the digital world, she says that she has learned that she made a lot of mistakes along the way. Garcia wanted to use *Exito* as a medium to share these experiences with others in the industry. By doing so, she hopes to help her readers save time and money and avoid the same mistakes that she made.

The Spanish word for success—*Exito*—is cleverly the

title of Kutchera and Garcia's book because their publication outlines five steps to a successful marketing strategy. The steps form the acronym that is the title of the book.

This fall semester, Kutchera was a special guest speaker in the Hispanic Marketing course at Florida State University. Students in the class had the opportunity to learn from his expertise.

For her part, when asked about advice to students looking to get into the Hispanic Marketing field, García's response is simple: "Listen. Listen. Listen. And respond. Just think of your significant other... You listen to connect otherwise the relationship does not work... It is the same with [marketing]."

*“ Listen. Listen. Listen. And respond. Just think of your significant other... You listen to connect otherwise the relationship does not work... It is the same with [marketing]. ”*

*- Hilda Garcia*

# STUDENT SPOTLIGHT: XIAOQIAN QIN

## WHY IS CULTURE UNDERESTIMATED IN MARKETING?



Xiaoqian Qin (also known as Carrie) is from the beautiful city of Suzhou in China. She graduated from college with a Bachelor's degree in English Linguistics. Currently, she is a graduate student in the Communication Department where she is pursuing the Integrated Marketing Communication track. This semester, Carrie is taking Dr. Chapa's graduate course in Hispanic Marketing Communication.

The subject of “culture being underestimated in marketing” brought me back to the late 1990s in China. Back then, the American fast food industry was “invading” the Chinese market and trying to seize the market share competitively. One day, my mom and I were walking down the street and we saw a donut chain store. Deeply attracted by the alluring post on the wall, as an eight-year-old, I jumped and screamed: “I want a donut!” My mom looked inside of the store and rolled her eyes, saying “What kind of restaurant doesn't even offer tables and seats? Are we standing while eating?” Then we walked away. This is a typical failure case study due to the underestimation of culture in marketing. As a part of traditional Chinese culture, showing respect to food means sitting, talking, socializing around the table and yes, we are willing to spend several hours when it comes to eating in a restaurant, even for fast food.

As we can see, culture is crucial. In the world of marketing, cultural differences are equal to differences in consumer behavior. It is a system of collectively held beliefs that influence human behaviors which the marketers care about the most. However, the significance of knowing the importance of culture has often been underestimated. Among all of the causes, one of the main ones has been that “the concept of culture is complex” (Korzenny & Korzenny, 2012). Indeed, culture is the complex pattern of meaning acquired by members of society expressed in their knowledge, beliefs, art, laws, morals, customs and habits. This firmly supports the fact that the simple word “culture” owns various forms of expression and output from consumers, not to mention the subcultures that are also created. The complexity of culture is precisely what makes it so difficult for marketers to pinpoint and understand.

Another reason that causes culture to be underestimated in marketing has something to do with the attribution of culture. Often, we can tell someone's cultural background by observing what music he listens to, what language he speaks and what he eats on a daily basis. These expressions of tangible (objective) culture are usually plainly visible. However, culture can be intangible and subjective, for example, in terms of practices, representations, expressions, knowledge and skills.

In fact, the ways people interpret and perceive the world, and their deeply rooted beliefs and attitudes, are also parts of intangible culture. For marketers and/or researchers, digging into this deeper level takes more time, but a lack of attention to these aspects may lead to failure in marketing.

*Learning another culture is an adventure filled with excitement and joy. In Dr. Chapa's class, we learned how to approach the essence of Latin American culture and their consumer insights by conducting both qualitative and quantitative research. We conducted ethnographic research to study our target audience and at the same time we get to blend and make friends with them. Also, the idea of using the perspective of culture to analyze, evaluate and predict the market has been very effective, and can be easily applied to any other countries. This will tremendously help my future career simply because there is so much common ground in the research method of studying consumer insights even among different cultural groups.*

The homogeneous cultural environment is another crucial reason that explains why culture gets underestimated easily. Even for the U.S., a country with great diversity, “this relative homogeneity is an asset to American culture” (Korzenny & Korzenny, 2012). To take a broad view, the underlying value rooted in culture is everywhere, representing identifiable symbols and homogeneous stereotypes, especially for countries like Japan and Chile, which tend to be self-protective and exclusive. Sticking to tradition and social norms has been a human instinct, and cultural homogeneity politicizes and perverts the dominant culture.

Last but not least, instead of being immutable and frozen, culture actually stays fluid. Therefore, being so dynamic is another reason why culture has been neglected in marketing.

Acculturation—a process in which members of one cultural group adopt the beliefs and behaviors of a different culture—is a great example which involves both social and psychological changes. Consumers adjust their attitudes toward the product, their vision and belief, which forces marketers to study their new behaviors in new market culture.

To summarize, the concept of culture is complex. Culture can be tangible as well as intangible, which adds difficulty for the marketer to grasp the essence of each culture. Generally speaking, a group of people sharing the same culture tends to be protective to preserve a homogeneous cultural environment. At the same time, culture is moving forward, melting together and adjusting subjectively. The conflicts between globalization and the homogeneous cultural environment and the transition from old to new cultural groups both explains why culture has been underestimated, and at the same time, why marketers are urgently required to prioritize marketing to specific cultural groups.

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# LOOKING AHEAD

## UPCOMING JOBS AND INTERNSHIPS



The Center has news for students about two exclusive opportunities in the field of Hispanic Marketing. Hispanic Market Advisors, a boutique digital marketing agency connecting brands and professionals with Hispanic consumers, is looking for an intern for the upcoming fall semester. For more information, follow this link:

<http://www.hispanicmarketadvisors.com/hispanic-marketing-internship>

They are announcing a part time job position for an online marketing specialist for the Latino market. For more information, follow this link:

<http://www.hispanicmarketadvisors.com/search-engine-marketing-specialist-for-the-latino-market>

## HISPANIC/LATINO MEDIA AND MARKETING 2015 INTERNATIONAL CONFERENCE FEBRUARY 19-21, 2015



The Hispanic/Latino Media and Marketing 2015 International conference will be held on Florida State University's campus from February 19th-21st, 2015. This conference offers the opportunity for graduate students, scholars, media professionals, and media analysts to present research and assessments of recent developments concerning Latino media, markets, consumers, and audiences. The special conference theme for this year is Hispanic/Latino media and markets in the U.S., Latin America, and Spain. For more information, visit the conference's website at: [www.conference.latinomediemarkets.com](http://www.conference.latinomediemarkets.com)

# ALUMNUS SPOTLIGHT

## ALEJANDRA GUANCANEME

by *Matthew Prince*



Originally from Armenia, Colombia, Alejandra Guancaneme came to the United States when she started her collegiate career in Las Vegas, at the University of Nevada. There, Alejandra received her Bachelor's degree in Journalism and Media Studies with a minor in Marketing; at the same time, she was an active member of the UNLV women's golf team. Alejandra's post-college career began with a company called BRAINtrust Marketing + Communications, an award winning PR and Marketing agency in Las Vegas. Serving as their Marketing Assistant for over a year, Alejandra's passion did not go unnoticed, and soon she was promoted from Marketing Assistant to Account Coordinator.

As she became more distinguished in her professional career, Alejandra's desire for growth continued with her education. Alejandra was specifically inspired by Dr. Felipe Korzeny, founder of FSU's Center for Hispanic Marketing Communication, and his existing success and trajectory in the industry. Alejandra accordingly came to FSU to work alongside Korzeny, one of the industry's best professionals and educators. Upon hearing of the Center's benefits (such as the mentorship program, hands on experiences at conferences, and support and assistance of the staff), Alejandra knew that continuing her education at The Center for Hispanic Marketing Communication was a smart professional move for her.

While at FSU, Alejandra earned a Master's Degree in Integrated Marketing and Communications (IMC) with emphasis on Hispanic Marketing and a certificate in Multicultural Marketing. At the same time, her relationship with the Center,

its students, and the staff grew far beyond her studies. Alejandra conducted research, attended and presented at many conferences, and additionally helped manage the Center's newsletter. Not only did she dedicate her studies to Marketing, but she also gained valuable professional experience by interning during the summer in the Account Management Department of Alma DDB in Miami.

Today, while most think of Miami as a cultural refuge or a vacation from their less Hispanic-dominant location, Alejandra Guancaneme has made it home. She currently works at MARCA Miami, a full-service cross-cultural marketing communications agency. MARCA positions itself as a cutting edge agency that caters to the three Americas, and it has won nearly 100 creative awards. Serving as their account manager, Alejandra is able to work alongside a team of diverse and equally talented individuals, all the while employing her knowledge of ways to connect with multicultural audiences—and specifically Hispanics—in the United States. Specifically, Alejandra attempts to make cultural and emotional connections with audiences at MARCA, and she aims to use these connections to touch on strong passion points that relate to the brand.

Alejandra's studies and opportunities at the Center have, she says, undeniably helped her with her current job. She most notably recalls her exposure to research studies at the Center as well as attending and presenting at conferences. The empowering experiences that she had through the Center, as well as the skills learned from networking, allowed her to develop a great confidence in her skills and ability. Since recently starting her new role, she has already presented directly to her client at their headquarters on two occasions.

When Alejandra is not working, you can find her playing golf, reminiscent of her time as an undergraduate athlete. She also enjoys going to the beach now that she is closer to the ocean, and she loves dancing the night away. While Alejandra aspires to explore working on the client side of marketing in the future, her knowledge and experience working with the Hispanic market has been so enjoyable that this is not an aspect that she plans to change soon. At the same time, Alejandra is interested in exploring the entertainment and/or fashion industry as opportunities become available. Regardless of where the future will take her, Alejandra remains certain that the education and experience that she acquired through the Center for Hispanic Marketing Communication will allow her to be prepared and successful no matter where she is.



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the CENTER FOR HISPANIC  
MARKETING COMMUNICATION