


# THE CENTER FOR HISPANIC MARKETING COMMUNICATION

MARCH NEWSLETTER 2016



the CENTER FOR HISPANIC  
MARKETING COMMUNICATION

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# M

## MEET OUR ADVISORY BOARD:

MARK LOPEZ

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Mark Lopez  
EVP- General Manager  
Univision Interaction media

## A CLOSER LOOK WITH MARK

The Center For Hispanic Marketing Communication proudly introduces you to one of its distinguished advisory board members, Mark Lopez. At Univision Communications, Lopez currently works as a digital media executive, Executive Vice

Vice President and General Manager of Univision Interactive Media. Lopez holds a bachelor's degree from Rensselaer Polytechnic Institute and an MBA from the MIT Sloan School of Management. He began his career as a senior consultant at Management Consulting and Andersen Consulting, and then became the Director of Strategic Alliances at J2 Communications. Following his work at J2 Communications, Lopez was part of the team that started Terra Networks in the U.S., and was named Chief Operating Officer of Terra Networks USA in 2007. He then worked for AOL as Publisher of their U.S Hispanic audience.

In terms of how his educational background and experiences have shaped his current career, Lopez says: "I always strived to take on opportunities that build on my previous academic and work experience. Think about your career as building the foundation of a home. You always want to look for opportunities where you can leverage your previous work experience and [where you can] learn and grow."

In November 2010, Lopez was hired as head of U.S. Hispanic Audience at Google, a position at the company reflective of the growing prioritization of marketing to the Hispanic consumer. When asked about the biggest challenge of marketing to the vast Hispanic population, Lopez says: "Our largest corporate challenge is making

***"You always want to look for opportunities where you can leverage your previous work experience and [where you can] learn and grow."***



UNIVISION

Hispanic marketing a strategic priority with full senior management buy in. Hispanics will make up the largest segment of the 'growth consumer' in this country. It is imperative to resource initiatives that will help us understand needs and priorities so we can shape our products to meet and exceed customers' expectations. This consumer is changing and evolving so we need to design agile marketing organizations that will be fully resourced but will have the flexibility to adjust strategy and tactics depending on the evolving consumer needs."

In May 2015, Lopez joined Univision Communications where he reports to Issac Lee, President of Univision Digital, and leads the digital business component of the company. Lopez notes that Hispanic marketing has changed dramatically since he started in the field back in 2000. He explains: "The impact of digital and mobile technologies in media has changed our industry and empowered the consumer. We have a lot more opportunity today given the growing importance of Hispanics and the increased engagement across mobile devices. We are learning everyday about best marketing practices and new ways to better connect with this consumer. I look forward to what the next 20 years will bring to the industry."



# M

## MOORE COMMUNICATIONS

*By: Laiceles Haro*



Moore Communications Group Director and lead of MCG Latino, Fernando Rodríguez, recently gave back to his alma mater by welcoming interested IMC students to his agency. Throughout the visit Fernando shared pivotal career experiences, including his enthusiasm for the work of Dr. Felipe Korzenny, founder of the Center for Hispanic Marketing Communication. Accompanying his personal success story,

Fernando engaged the students with discussions of recent MCG Latino case studies and gave numerous tips for aspiring professionals. Aside from his PR advice to network through different mediums, Fernando also urged the students to be multidimensional. His expertise in multiple facets (including advertising, public relations, digital design and knowledge of the Hispanic consumer) make him an exemplary mentor for those who wish to excel in this vibrant and diverse field.

The Center is proud of the work Fernando has created and how he continuously uses the tools acquired through his Hispanic Marketing and Multicultural Marketing certifications. We at the Center extend our deepest gratitude and wish Fernando and MCG Latino continued success throughout the years to come.



# Moore Communications Group

# L

## LGBT RESEARCH



**By: Shala Nettles**

Being able to help nourish research opportunities about multicultural or diverse markets for students can be a very important stepping stone in today's marketing industry. Because of this, the Center for Hispanic Marketing Communication has conducted and helps advance research opportunities, one being a study that was done last semester. This study, "The Effect of Using Lesbian, Gay, Bisexual, and Transgender (LGBT) Visual Cues in Advertisements," was an online survey that was conducted through the Center by School of Communication graduate students Tasha Hendershot, Shala Nettles and Mackenzie Sawyer. The main goal of this research was to examine consumer responses toward visual advertisements that depict LGBT visual cues.

## CUTTING-EDGE STUDENT WORK

Nettles hypothesized that when comparing heterosexual respondents, LGBT respondents will have more favorable attitudes towards ads with explicit visual cues. The data supported these findings. Based on their findings, Hendershot adds that "there is a significant difference in attitude between explicit gay-themed advertisements depicting social norms and explicit gay-themed advertisement that contain conflicting images. Our data demonstrated that the age group of 18-24 held a more favorable opinion toward the ads, showing a more accepting level of the LGBT community in younger generations".

Sawyer's hypothesis had included the following: "individuals that identify as heterosexual who have personal relationships with LGBT individuals will have more positive attitudes toward ads with explicit LGBT visual cues than heterosexual individuals who do not have personal relationships with LGBT individuals." This hypothesis was supported and Sawyer will be going to present her research at the AMTP Conference this March.

The researchers were also able to present some of their preliminary findings this past November at the Seventh International Research Conference for Graduate Students at Texas State University, located in San Marcos, Texas. This spring all three students will graduate and receive certificates in Multicultural Marketing Communication.

# N

## NEW FACULTY

### Meet Dr. Summer Harlow

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The Hispanic Marketing Communication Center has the honor to welcome Dr. Summer Harlow as an affiliate faculty to our program. Dr. Harlow earned her Ph. D. in Journalism from The University of Texas at Austin. Since her arrival at FSU in the fall of 2014, Dr. Harlow has engaged in research focusing on the role of technology and the role of alternative media in social change and social justice; essentially Dr. Harlow is investigating the role that the media play in activism. Dr. Harlow has presented her research at many international academic conferences, such as the International Communication Association conference held in Puerto Rico this year, the World Association of Public Opinion Research in Argentina, and the Association for

Education in Journalism and Mass Communication conference in San Francisco, where she won the prestigious 2015 Nafziger-White-Salwen Dissertation Award. At the AEJMC International Regional conference in Chile in October, Dr Harlow won the overall conference top paper award. Currently, Dr. Harlow is teaching



“Social Media Campaigns,” a course that focuses on analyzing the role of social media in activism, social movements, non-profit groups, and politics. The course is divided into theoretical approaches and the application of concepts learned in class. Dr. Harlow aids in the broadening of students' worldview by including multicultural and global readings in her course, an objective highly regarded by the Center. At the same time, students will be encouraged by Dr. Harlow to engage in as many academic and professional activities as possible, or to study abroad.

Some fun facts about Dr. Harlow include the following:

- Favorite foods: breakfast tacos and bean and cheese pupusas.
- Her passions for journalism and travel were cemented at the age of 14 after an impromptu decision to shadow a journalist in Mexico.
- Her favorite U.S. city is Austin, Texas (but she wishes she still lived in Latin America).
- She is also enthusiastically devoted to the American rock band, Dave Matthews Band.

Florida State University is ranked as an elite, research-oriented public institution, a prestigious reputation that is upheld thanks to faculty like Dr. Summer Harlow.



# F

## FACULTY PROFILE

By: *Shala Nettles*

The Center for Hispanic Marketing Communication would like to welcome back Cristina Azanza this semester! Azanza, who is originally from Madrid, Spain, is in her senior year here at Florida State University. She will be graduating this semester with her bachelors in marketing and a minor in Hispanic marketing communication.

Currently, Azanza is an intern for the Center for Hispanic Marketing Communication. She got involved with the center after talking to one of her advisors and then taking Hispanic Marketing Communications. She has said that pursuing her minor has influenced her role at the center.

Azanza states, "I got involved because this is something that sparks an interest me – especially living in Miami where a lot of the ads are ONLY marketed to the Hispanic market. It was also something I have already been exposed to so I wanted to get more information about it." Since beginning her internship, her role includes assisting professor Sindy Chapa, Ph.D. Thus far, she has been helping with her forthcoming Hispanic Marketing book. Azanza will also help plan the upcoming advisory board meeting in April. This advisory board meeting is where members of the center's Advisory Board and industry-related professionals, whom are active in Hispanic and Multicultural Marketing, meet to discuss the

ongoing and promotional activities related to the Center for Hispanic Marketing Communication.

Student opportunities and other industry-related trends are also discussed. One of these student opportunities include the mentorship program. Azanza is one of the mentees in the program. She has been able to receive career advice and tips about the industry. "When we went to Coca Cola Headquarters, we had various presentations about multicultural marketing and everything made sense and was very interesting. It is very important to understand that the general market and multicultural market are two different worlds," said Azanza when discussing last semester's advisory board meeting in Atlanta. Azanza's main goal at the center is to get more involved in marketing research.

Azanza explains, "I am currently taking a marketing research class but it is very broad. I would like to do an assignment and be able to compare the Hispanic market buying power with the general market for a specific product or service." Azanza can also be described as being determined, motivated and compassionate. She said "I am not scared of a challenge. I actually enjoy it more especially when I put a lot more time into it. I am passionate because I feel like life is more enjoyable when you have more passion. I am only 21 years old, which means I have no reason to not be motivated to do something."



# I

## INDUSTRY EXPERT

By: Amy Whitlock

### JUAN TORNOE

Juan Tornoie has been working for more than 17 years in the marketing and advertising industry, most notably at LatinWorks, Wizard of Ads and the Wizard Academy. Earlier on, he earned a master's degree in business administration from Universidad Francisco Marroquín in Guatemala. As an expert in Hispanic marketing, Tornoie has written for several leading publications in the industry, such as CNN's AC360, The Guardian and The Dallas Morning News. He has additionally been quoted in The Wall Street Journal, The New York Times, USA Today, Los Angeles Times, NPR, BBC, and Univision. His blog, Hispanic Trending, was started in 2004 and a prominent site for Latino marketing and advertising. Recently Juan Tornoie took time out for an interview about his success in the field of Hispanic marketing. He discusses his blog, Hispanic Trending, and how he arrived at this point in his career.

**AW: Can you describe the ways in which your educational background and experiences shape your current career?**

JT: I did a 180 from a medical undergrad and got an MBA with a concentration in marketing. I am originally from Guatemala and I began working in Guatemala City at the largest newspaper in town called Prensa Libre. From there I got an offer to work in a small agency here in the U.S. and the culture shock I felt made me feel that there is an opportunity here for folks to reach out to Latinos. Most of the folks in customer service had no idea how to reach out to me. While working in that agency, I decided to help my clients better understand the Latino market so that they could reach out to them better. So I started to research which led me to start a blog. The blog was originally for my clients who were often small businesses who didn't have the resources to market to Latinos in the right way... Eventually I developed a presentation which is called "El Elefante in the Boardroom." It introduces the Latino market. [Businesses] need to read it within their messaging to really, truly connect with the diverse and complex Latino market.

**AW: What was the start up process like for Hispanic Trending?**

JT: I started actually writing my own opinions about stuff that I saw, but there were so many things happening that I fell behind, so I went from using it to express my opinion to being an aggregator of information. I don't focus solely only on advertising or marketing, but on all aspects of life and the Latino experience in the U.S. so that readers can connect more with the Latino market. I don't have any agenda. You can find stuff on the blog that ranges from very conservative to very liberal and materials from those who translate ads to those who never do. I just present the information that is out there. I post it in an intelligent manner, and put it out there for people to consider. I think that's what people appreciate



**AW: What type of content do you feature on Hispanic Trending?**

JT: I have several searches already established that I check on a daily basis. I search for things that help me add just another piece of the puzzle for people to say, "Ok, now I understand Latinos a little bit better." I'm looking for research, intelligent press releases, news coverage in the industry of any situation in life that helps people get a clearer picture of Latinos. I emphasize trying to break stereotypes.

**AW: What do you think is the biggest struggle of marketing to the vast Hispanic population?**

JT: I think it is the intrinsic need that we have to put everything inside a box. Often times we Latinos are not one big happy family. We are not all the same. There's so much diversity in generation, in income, in acculturation, in place of residence, and size of our families. You begin to look at all the different variables, and it is impossible to just put every single Latino inside a box. When people say, "Oh I want to reach out to Latinos." I say, "So which specific Latinos are the ones you want to reach out to?" Another problem is not seeing us as part of the large consumer base and knowing that there are differences, psychological and demographic, within the Latino market. Their effort to make us just one little segment of the big market, is the one thing that is hard to change. We encounter the "Just translate this to Spanish and put on a sombrero!" mentality.

**AW: How have you seen Hispanic marketing evolve since you entered the field?**

JT: Marketers are making a bigger effort to help the reach out to the Latino millennial who is a third or fourth generation Latino. It's completely different than reaching out to a first generation blue-collar worker that crossed the border last year. They're both part of the Latino market, but they're dramatically different. You have to reach out to them in completely different manners, and I've seen marketers doing a better job but there's still a long way to go. The clients themselves are one of the biggest hindrances of allowing the professional Hispanic marketer to do their job in the best possible way. I also have seen some progress in open mindedness from certain professionals in the industry.



# W



## WHAT'S TO COME

Burson • Marsteller

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The Center for Hispanic Marketing Communication will be having its advisory board meeting this April! This meeting is where distinguished industry-related professionals come to discuss Hispanic and Multicultural Marketing trends, student and research opportunities, and updates at the Center for Hispanic Marketing Communication. This discussion can include an array of topics pertaining to upcoming conferences, scholarships, and information about the minor and/or certificates. Some of the attending industry professionals are members of the Center's advisory board and are mentors of current students at the Center. Attendees of this meeting will include board members such as Javier Delgado, the former director of marketing at Walmart and now the new director of marketing at Coca-Cola, and Rochelle Newman-Carrasco, the Chief Hispanic Marketing Strategist at Walton Isaacson. Thus, this meeting gives mentees the opportunity to connect with their mentors and receive career advice and tips about the Hispanic and multicultural marketing industry. The advisory board will be hosting a social on April 20th, and the meeting will be take place at Burson Masteller in Miami on April 21st.

For more information, visit the Center for Hispanic Marketing Communication or email us at [hmc@fsu.edu](mailto:hmc@fsu.edu) .

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