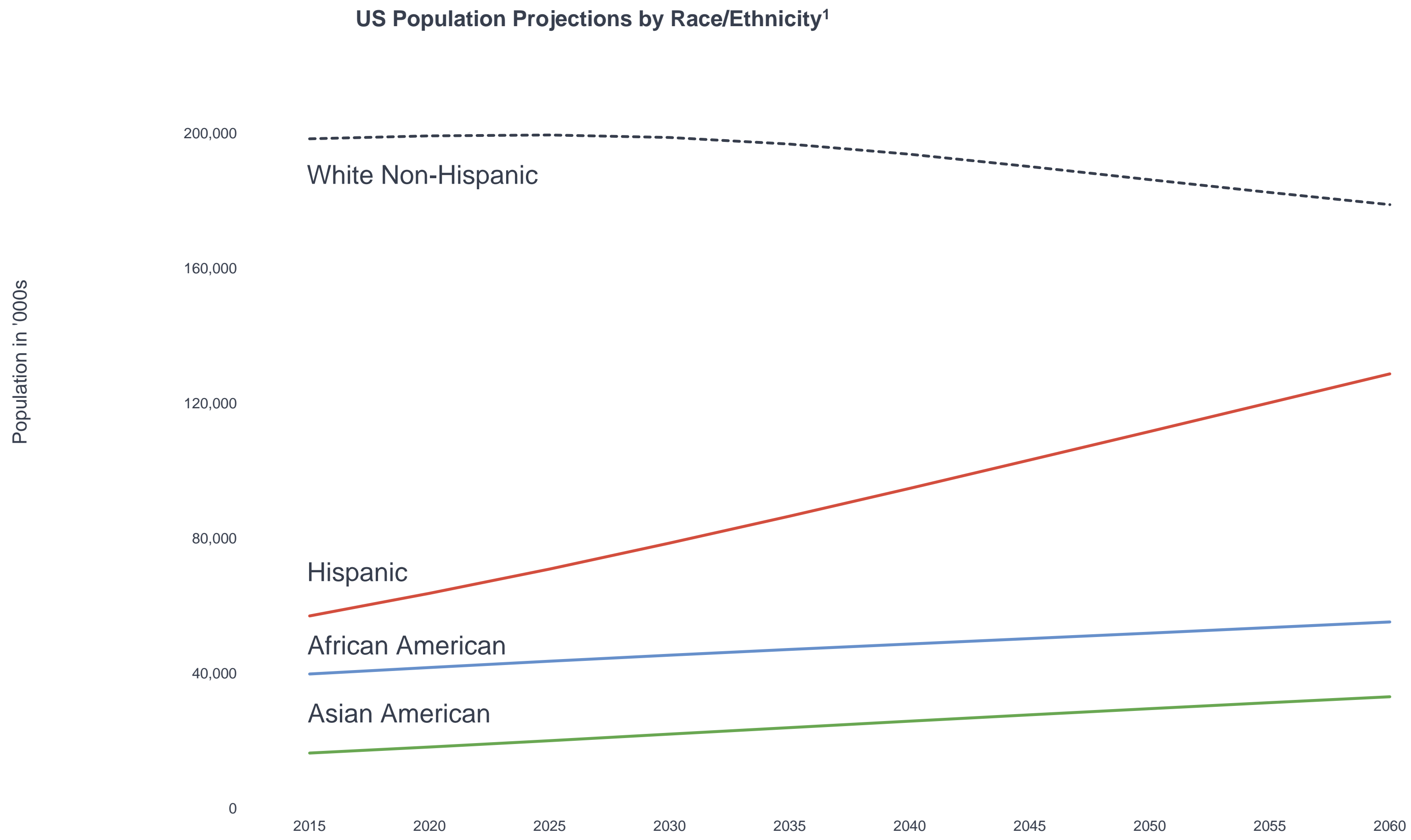


A group of four diverse people (three women and one man) are sitting at a restaurant table, laughing and talking. The table is set with a white tablecloth, a bowl of chips, a glass of water, and a large metal pot. The background shows a restaurant interior with other tables and chairs.

Marketing to a Multicultural Nation

The Diversification of America

US Population Projections by Race/Ethnicity¹



Multicultural consumers account for **over 1/3** of the total US population

Sources:

¹US Census Bureau. "Table 4. Projections of the Population by Sex, Race, and Hispanic Origin for the United States: 2015 to 2060 Middle Series." Accessed online at <http://www.census.gov/population/projections/data/national/2012/summarytables.html>

²US Census Bureau. "2010 Census Briefs" Accessed online at <http://www.census.gov/2010census/data/>

Hispanics
represent
17% of
Americans¹

African
Americans
represent
13% of
Americans¹

45% of
Millennials are
Multicultural¹



~~USERS~~
PEOPLE

POSTER BROUGHT TO YOU BY YOUR FRIENDS AT  THE FACEBOOK HEALTH RESEARCH LABORATORY²

Sources:

¹US Census Bureau. 2010 Census; ²Nielsen Latinas Are a Driving Force Behind Hispanic Purchasing Power in the US.”

Leading Mobile Usage and smartphone penetration

83%

US Hispanics

85%

African Americans

87%

Asian Americans

77%

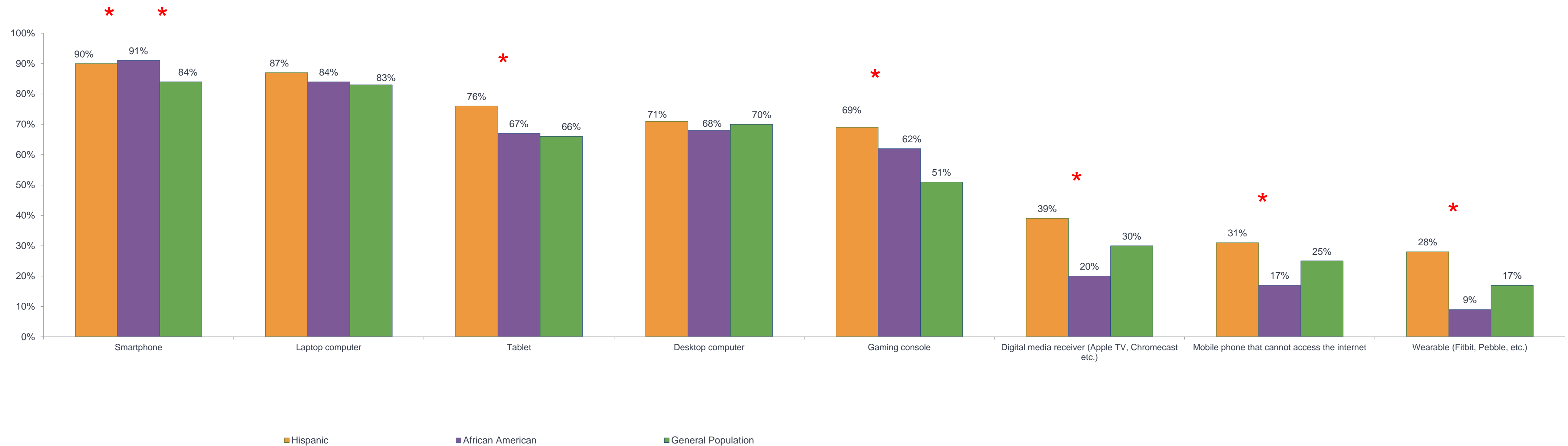
Non-Hispanic Whites



Smartphones are the #1 device used by Multicultural car shoppers

Hispanics averaged **4.2** devices owned*
African American averaged **3.5** devices owned

Which of the following devices do you own and personally use? (Please select all that apply)



Source: "Automobile Milestones" by Ipsos Media CT, Mar–Apr 2015 (study of US adults commissioned by Facebook).

*Note: Statistically significant at 95% confidence compared to other respondents

69%* of Hispanic car shoppers find Facebook useful in providing information about the vehicle



- 46%* do most of their car research on a smartphone and 41%* recall seeing information or ads about vehicles on Facebook
- 19%* rely heavily on personal recommendations of vehicles

Source: "Automobile Milestones" by Ipsos Media CT, Mar–Apr 2015 (study of US adults commissioned by Facebook).

**Note: Statistically significant at 95% confidence compared to other respondents*

51%* of African American car shoppers consider Facebook the platform to keep them up to date on the latest auto trends



- 44%* said Facebook contributed to the vehicle purchase and made the shopping process easier
- 27%* like to stay up-to-date on new vehicles even when they are not planning a car purchase

Source: "Automobile Milestones" by Ipsos Media CT, Mar–Apr 2015 (study of US adults commissioned by Facebook).

*Note: Statistically significant at 95% confidence compared to other respondents

The US Hispanic Audience

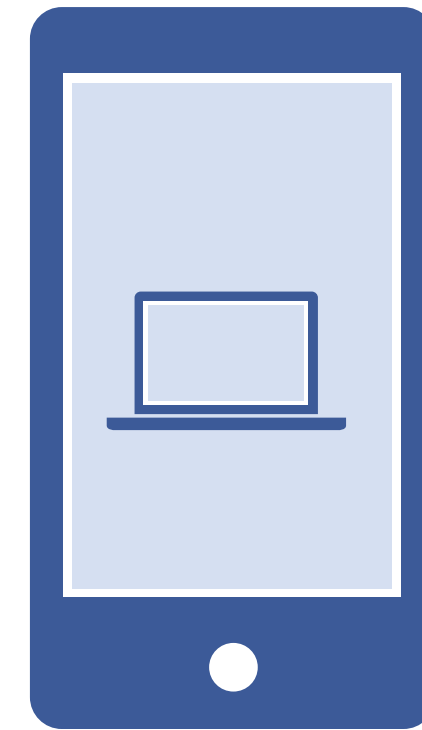
The Facebook US Hispanic Affinity Audience is Mobile

1.5x
more likely to log-in to
Facebook via mobile phones
vs. all other US Audiences



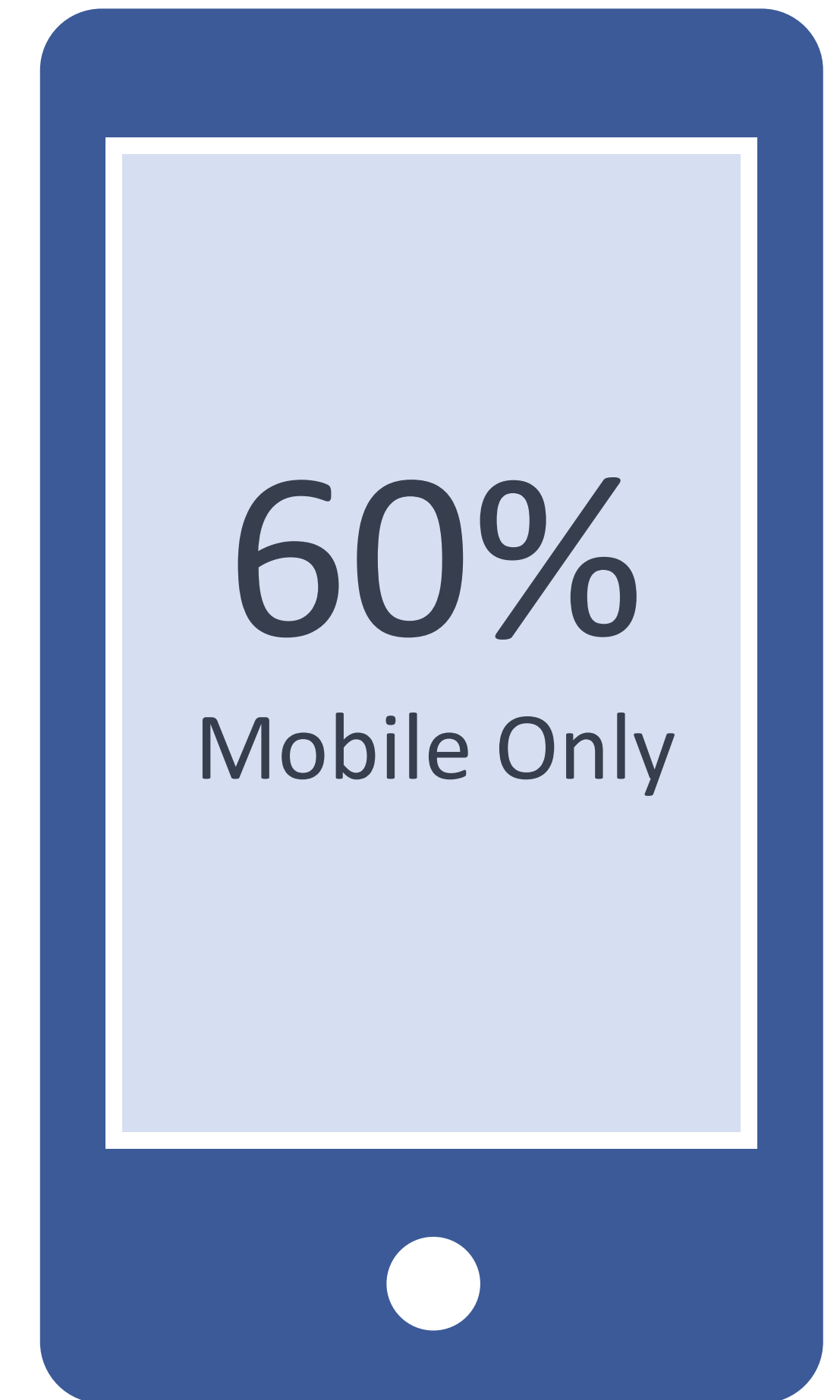
4%

PC only



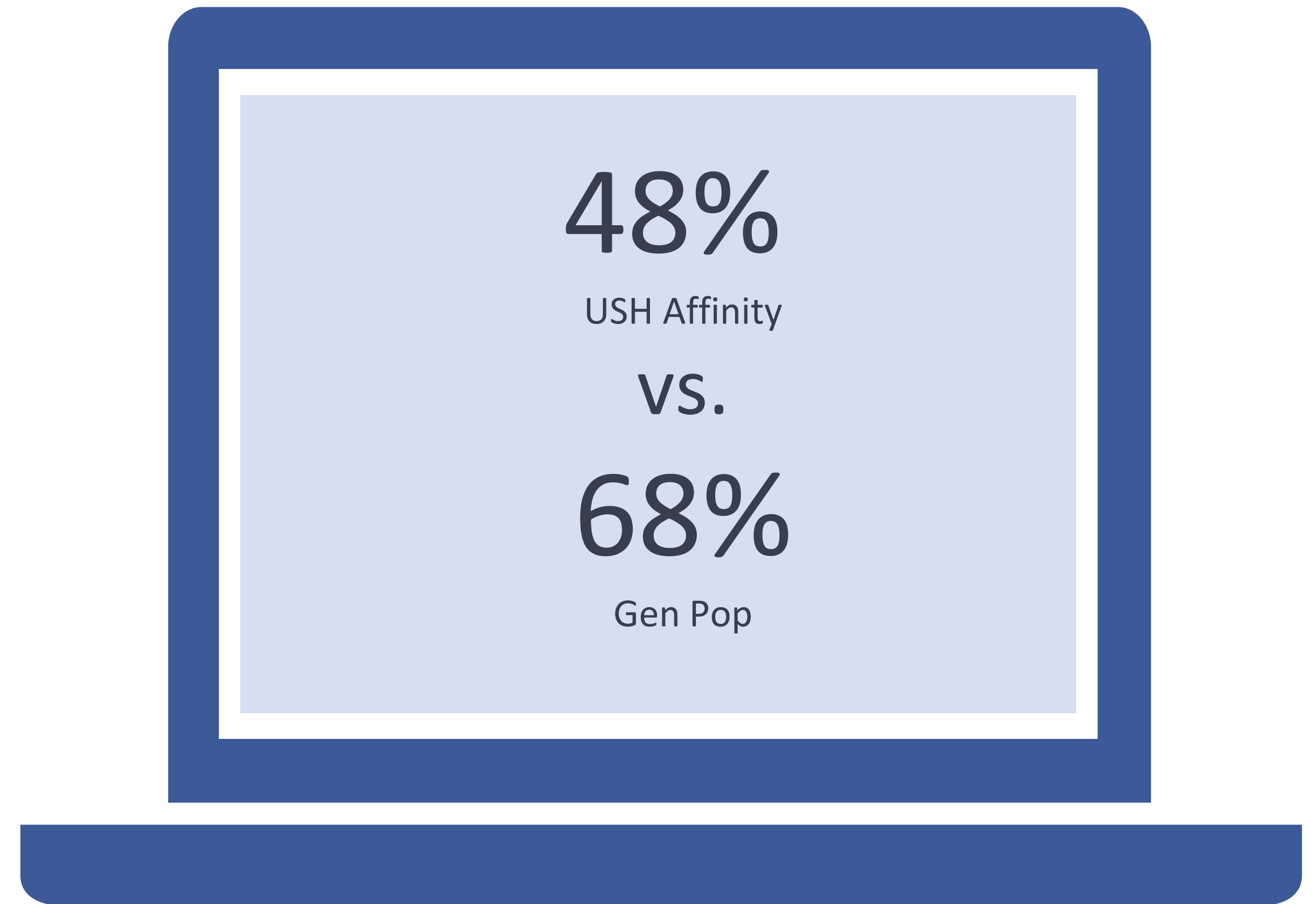
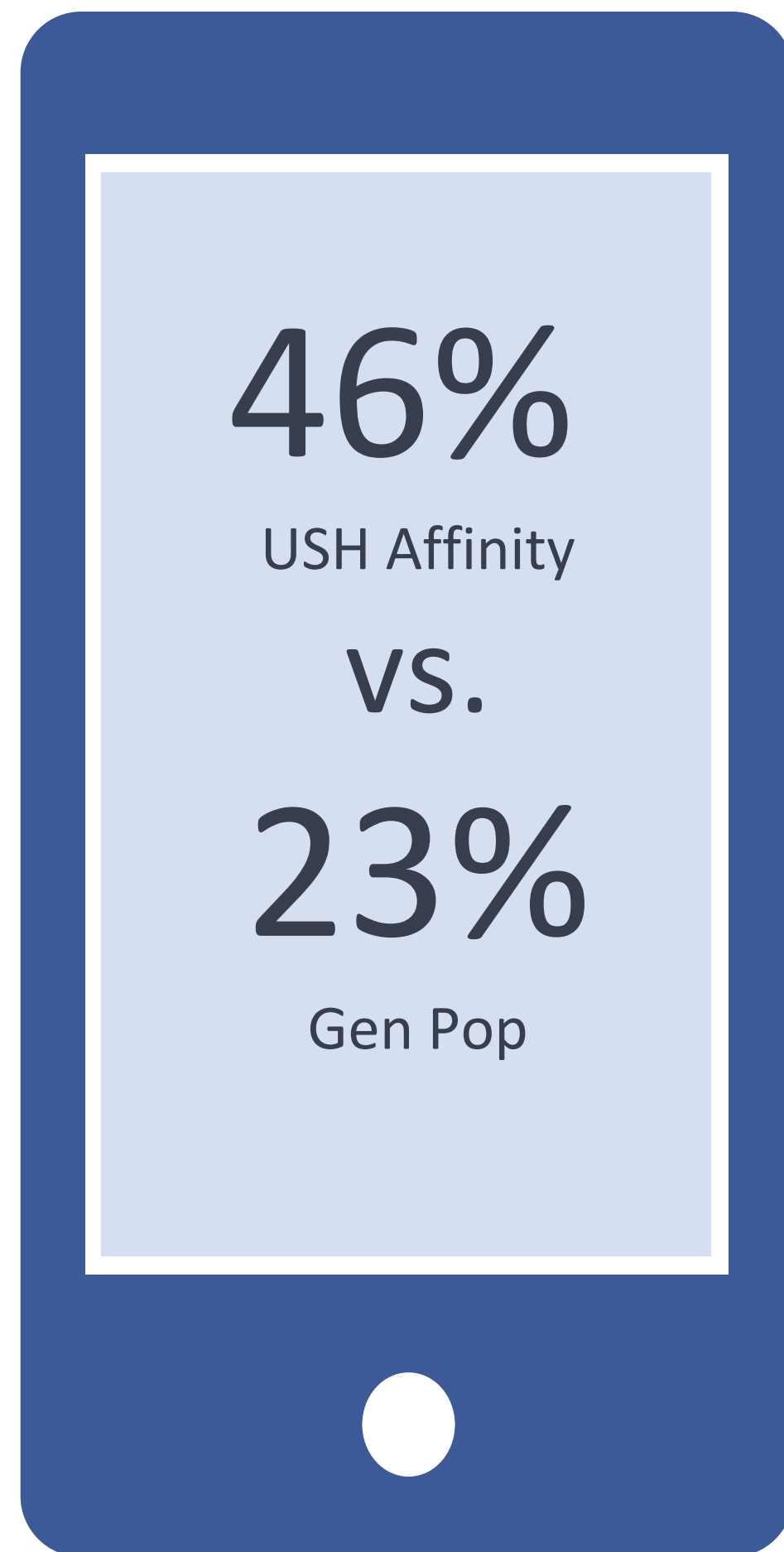
36%

PC and mobile



Source: Mobile MAU date from Facebook Certified figure is from Facebook Internal Data from reported and inferred US user data from June 30, 2015. Device usage data from Facebook Internal Data from reported and inferred US user data from August, 2015

And they are transacting on mobile on Facebook



Hyper-Consumers of Video

6 Hrs+ 1.4x

Weekly

30%

more time

watch video
multiple times/day
on mobile

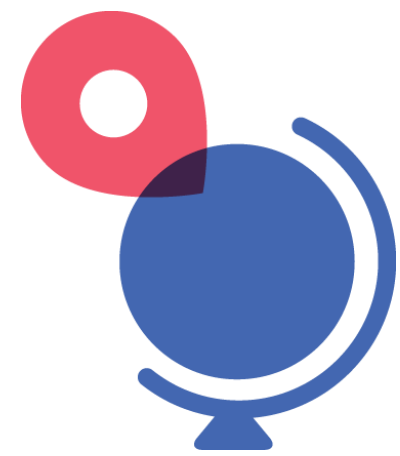
Source: 1 - Facebook internal data, US only, Oct 11-20 2015. Analysis of video consumption and engagement of people ages 18-65, including people in the US Hispanic affinity clusters, African American affinity clusters and Asian American affinity clusters.

facebook

2 - "Multicultural Video" by Qualtrics, US only (Facebook-commissioned online study of 1,600 people ages 18-65, including respondents who self-identified as US Hispanic, African American or Asian American) and fielded Oct 2015.

US Hispanic Affinity Facebook reach

One of the largest Hispanic Affinity audiences across both TV & Digital



31M

Monthly Hispanic Affinity users on Facebook



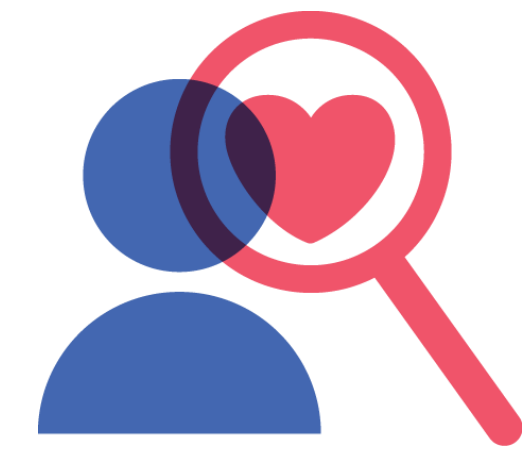
30M

On mobile



25M

Daily active users

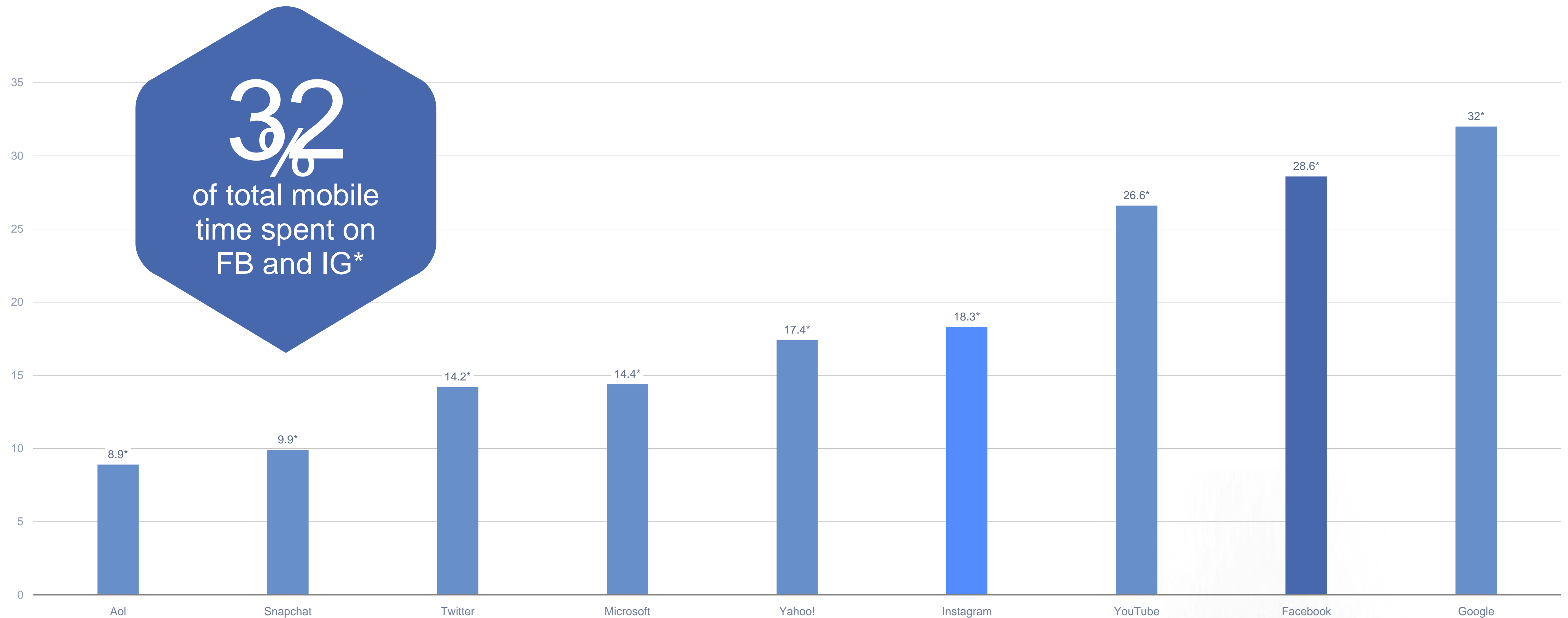


81%

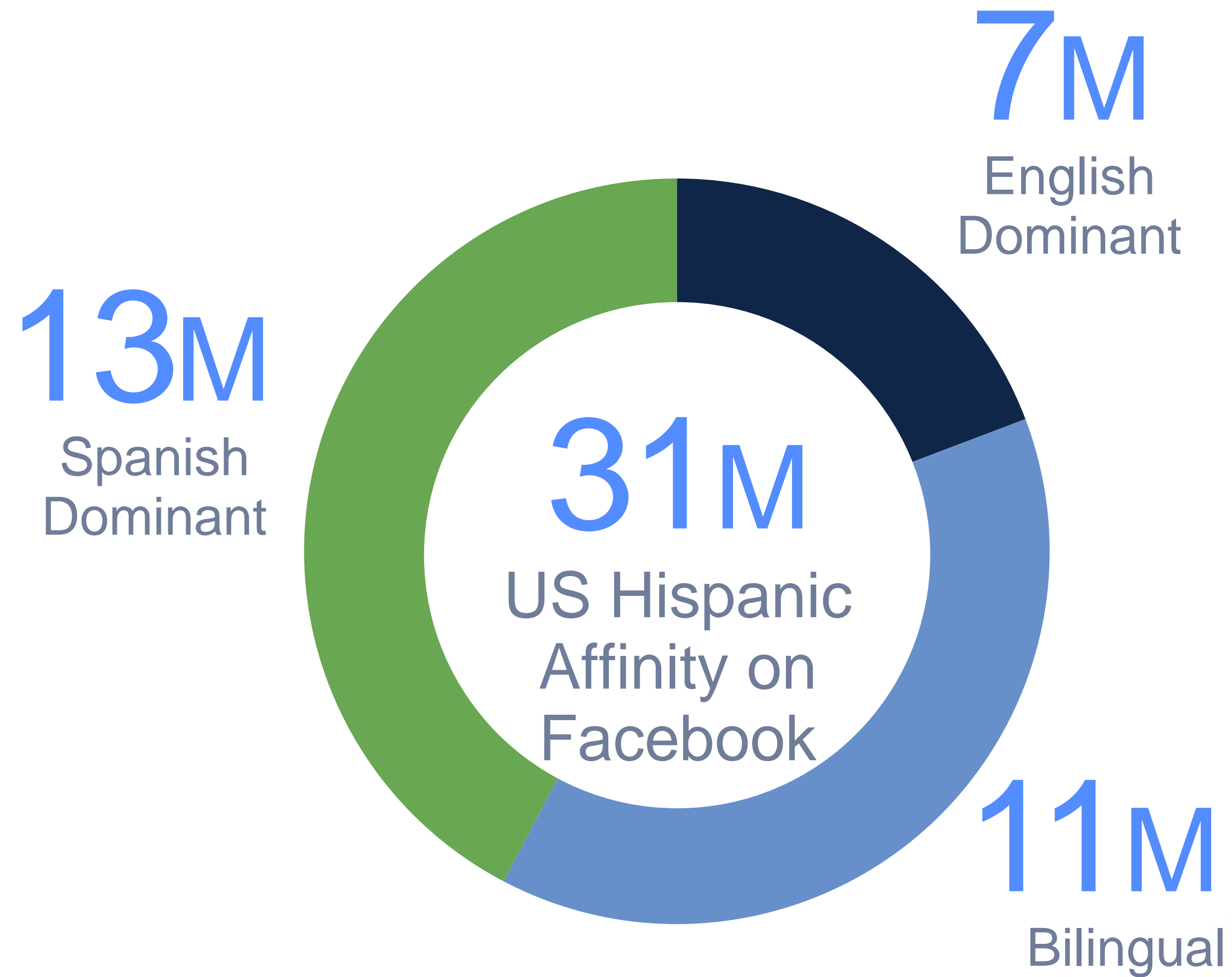
Of the USH Affinity group

How does that stack up against others in mobile?

US Hispanic audience/users in millions



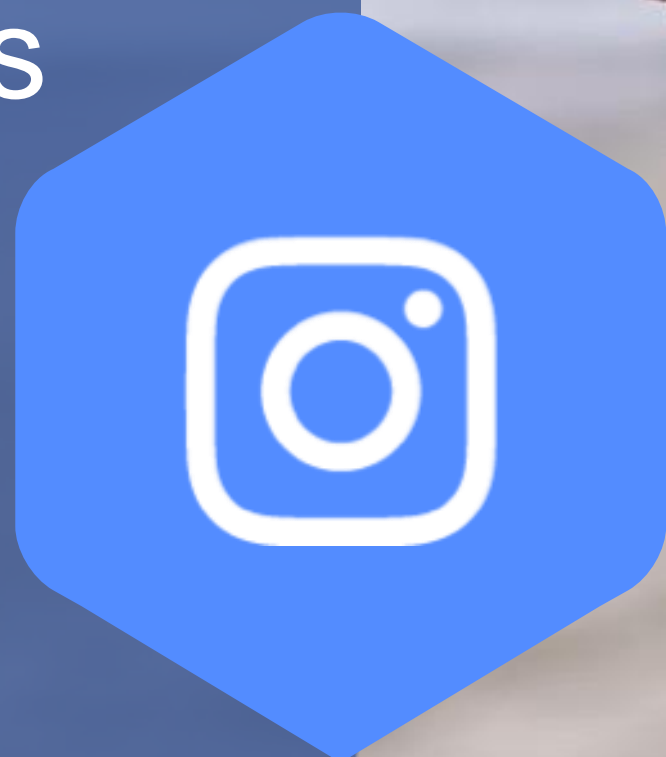
US Hispanic Affinity audience in Language/Acculturation



US Hispanic Affinity
audience on
Instagram

12M

Monthly active users
on Instagram





Cultural relevance is very important

Culture defines their American experience

What defines culture for US Hispanics?

54%

Family oriented

39%

Food loving

35%

Religious

35%

Social

Source: Facebook Multicultural Insights Study August, 2014 N=1,603 Total; N=626 US Hispanics, QC4. Which words or phrases below do you most associate with your culture/heritage? significant differences at the 95% confidence level over Non-Hispanic White

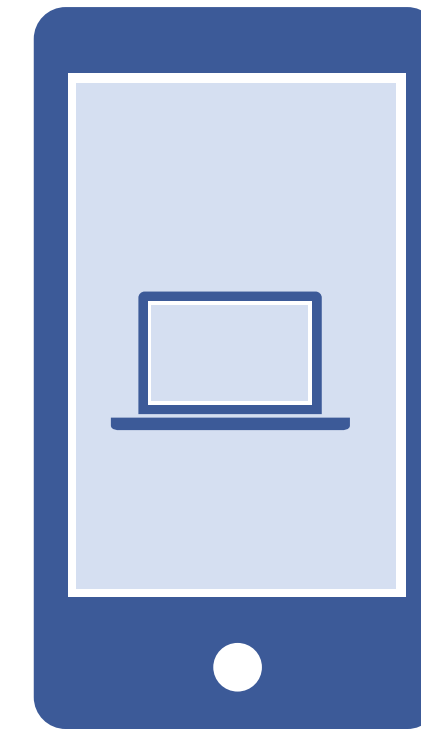
The African American Audience

The African American Affinity Audience is also Mobile



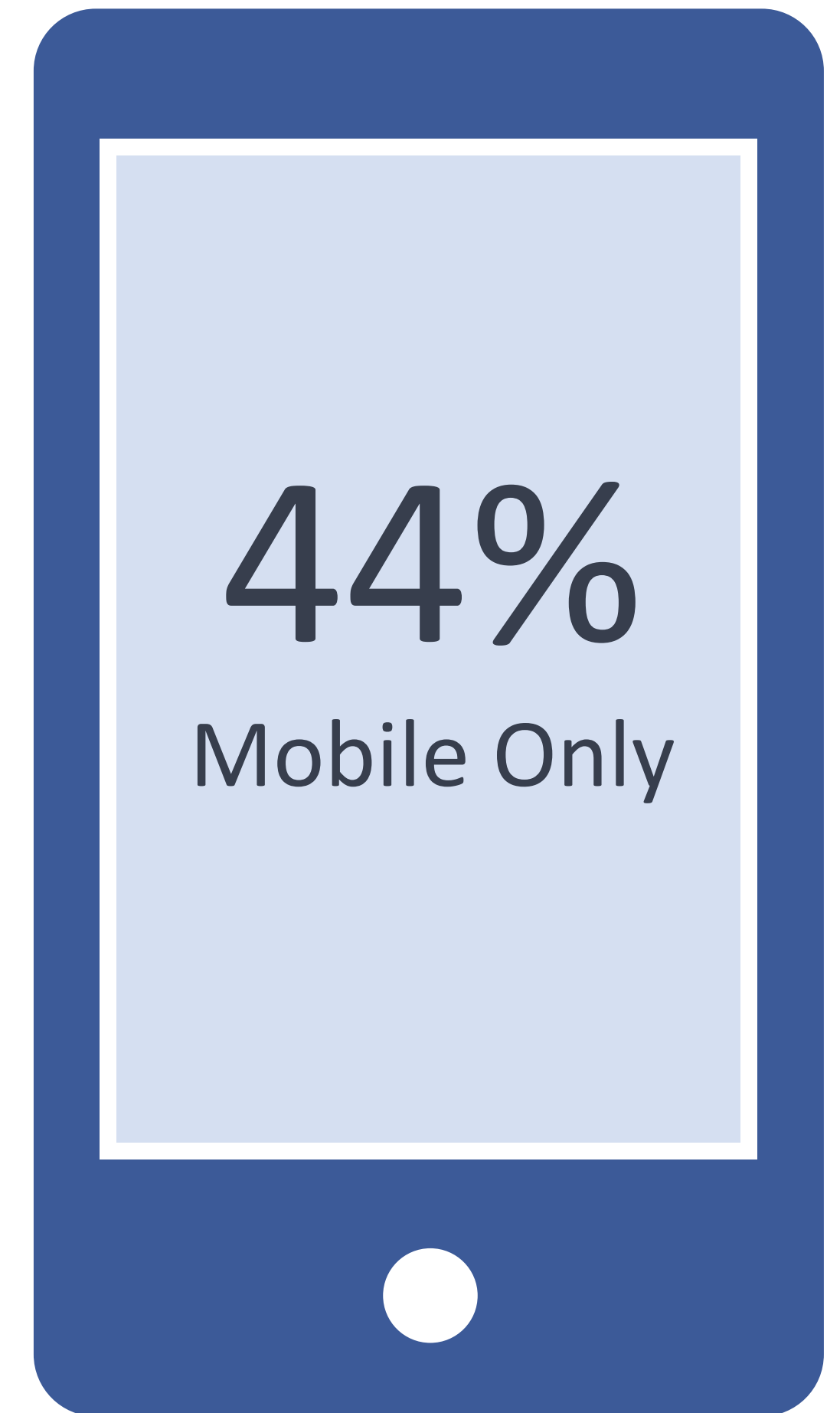
7%

PC only



49%

PC and mobile



African American Affinity audience on Facebook

20+

Monthly active African American affinity users

19M

On mobile

Monthly potential reach

16M

Daily active users

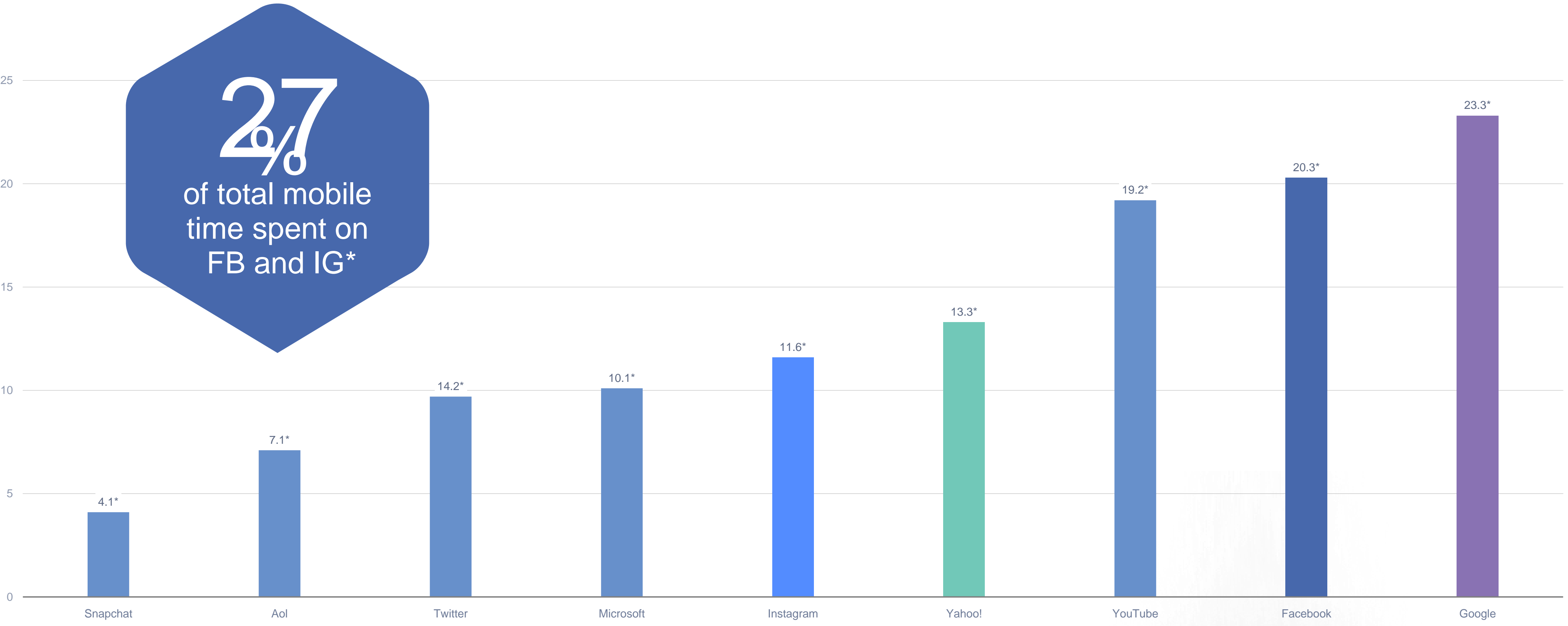
80%

Of the African American Affinity group

Daily potential reach

How does that stack up against others in mobile?

African American audience/users in millions

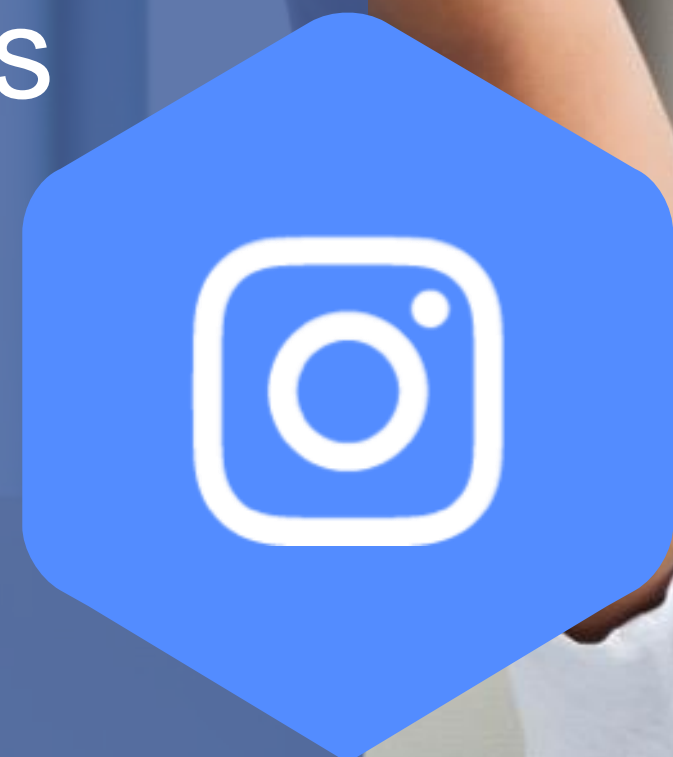


Source: [*]Nielsen Net Mobile , March 2016 [^]

83
African American
Affinity audience on
Instagram

M

Monthly active users
on Instagram



What defines culture for African Americans?

There is no space more personal than the mobile phone and Multicultural expectations are high

50%

Religious

47%

Pride

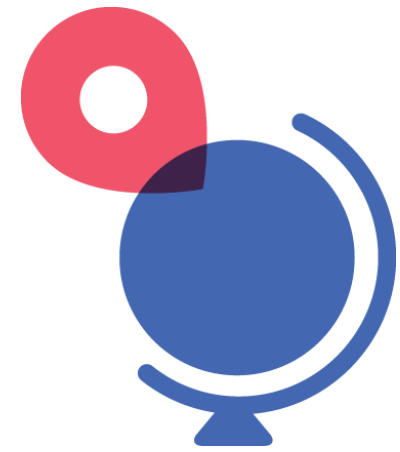
41%

Music-Loving

Source: Facebook Multicultural Insights Study August, 2014 N=1,603 Total; N=324 African Americans, QC4. Which words or phrases below do you most associate with your culture/heritage? significant differences at the 95% confidence level over Non-Hispanic White

Asian American Affinity Facebook reach

One of the largest Asian American affinity audiences across both TV & Digital



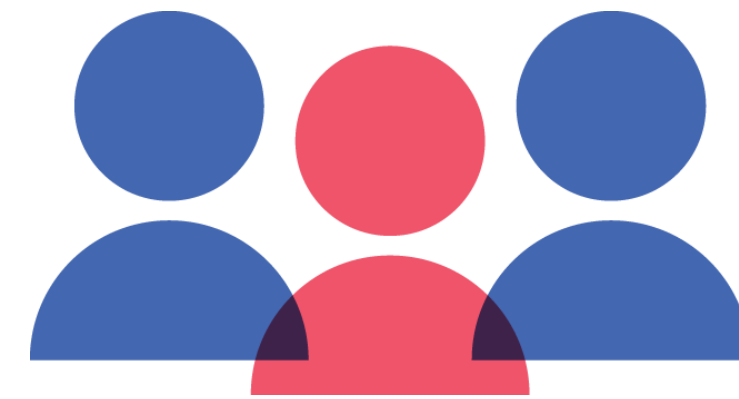
7.2M

Monthly Asian American Affinity users on Facebook



6.3M

On mobile



5M

Daily active users



69%

Of the Asian American Affinity group

Best Practices for Facebook + Instagram



Unlock your US Multicultural Opportunity with

People first



Deliver **mobile** friendly content

Personalized messaging



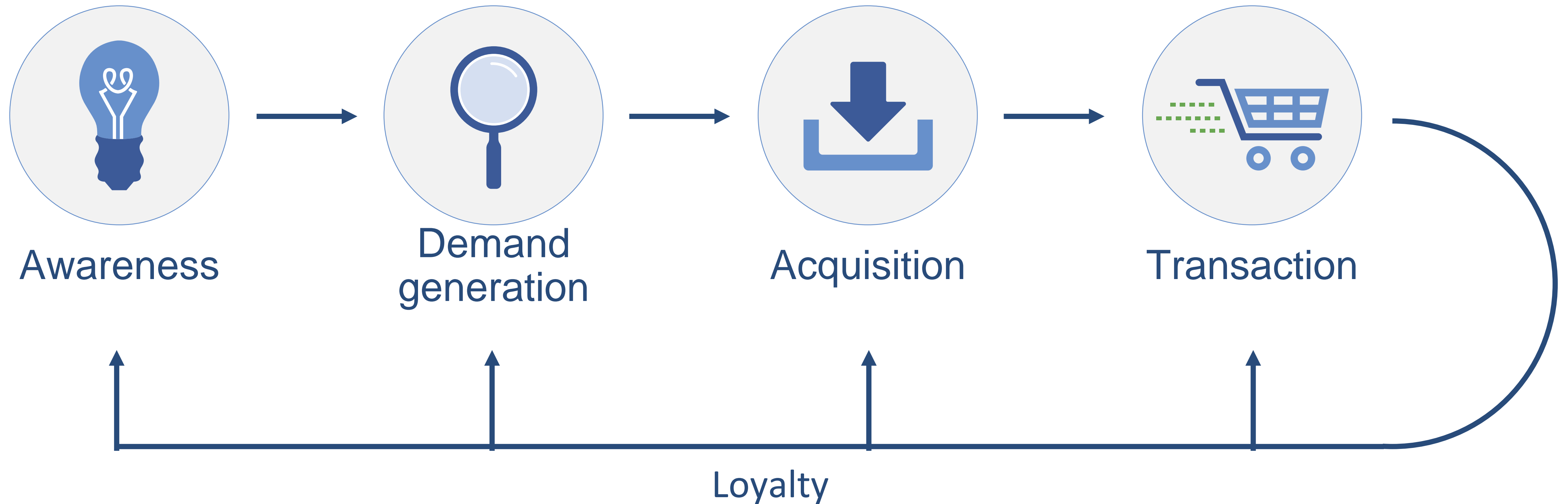
Capture attention with culturally relevant content that is “**thumb stopping**”

Measurement

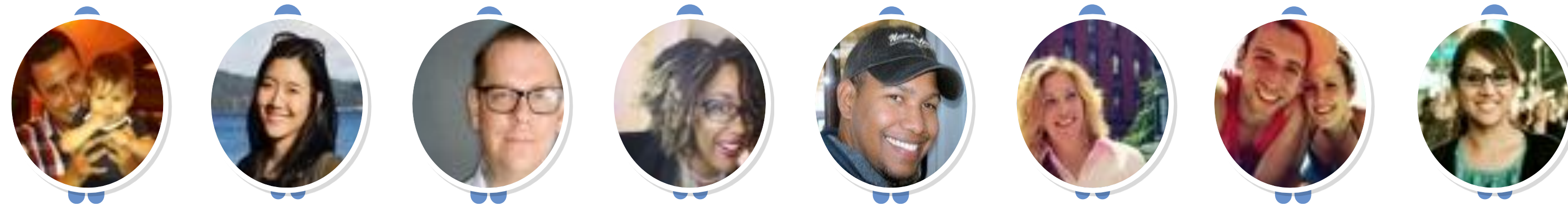


Measure results **across devices**

With Facebook, you can deliver people-based marketing at every stage of the consumer journey



Use robust targeting to reach the right people



Custom Audiences
First-party data

- CRM data
- Loyalty program data
- Website visitors
- Mobile app visitors

Core Audiences
Facebook data

- Demographics
- Location
- Interests
- Behaviors

US Hispanic Auto Targeting Solutions



6.4M
New Entry
Compact Car



1.3M
New Mid
Size SUV

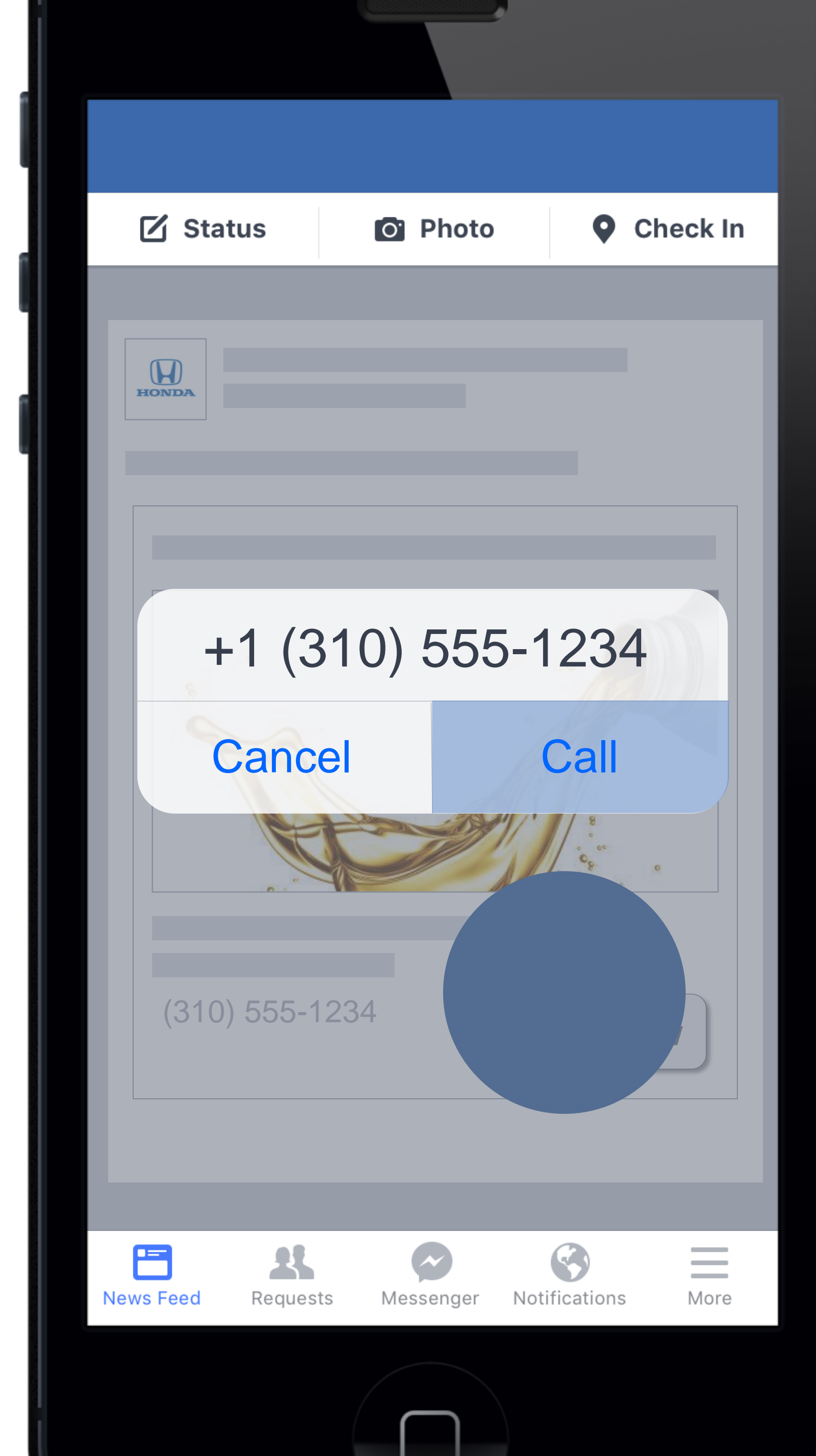


2.5M
New Entry
Mid Size

Note: Facebook Internal User Data based on reported and inferred data . Accessed August 2014.
– USH, Vehicle>Purchase Propensity>Brand>Likely to buy ..Categories – USH cluster overlayed on top of datalogix/Polk Data

Parts & Service

- List of inactive customers
 - Filter for all Hispanics
 - Drive calls to Hispanic phone line
-



New Vehicle Sales

- All Hispanics
 - Living 5 miles from store
 - Truck owners, excluding Honda
-



Sign up by providing your info below.

First name

Eddy



Last name

Viola



Email

e[REDACTED]@gmail.com



Back

Submit

Certified Pre-Owned

- All Hispanics
 - Living 5 miles from store
 - Midsize owners, 6+ years old
-



MENU 

+ Share   

**2014 Honda Accord Sedan
4Dr I4 CVT LX**



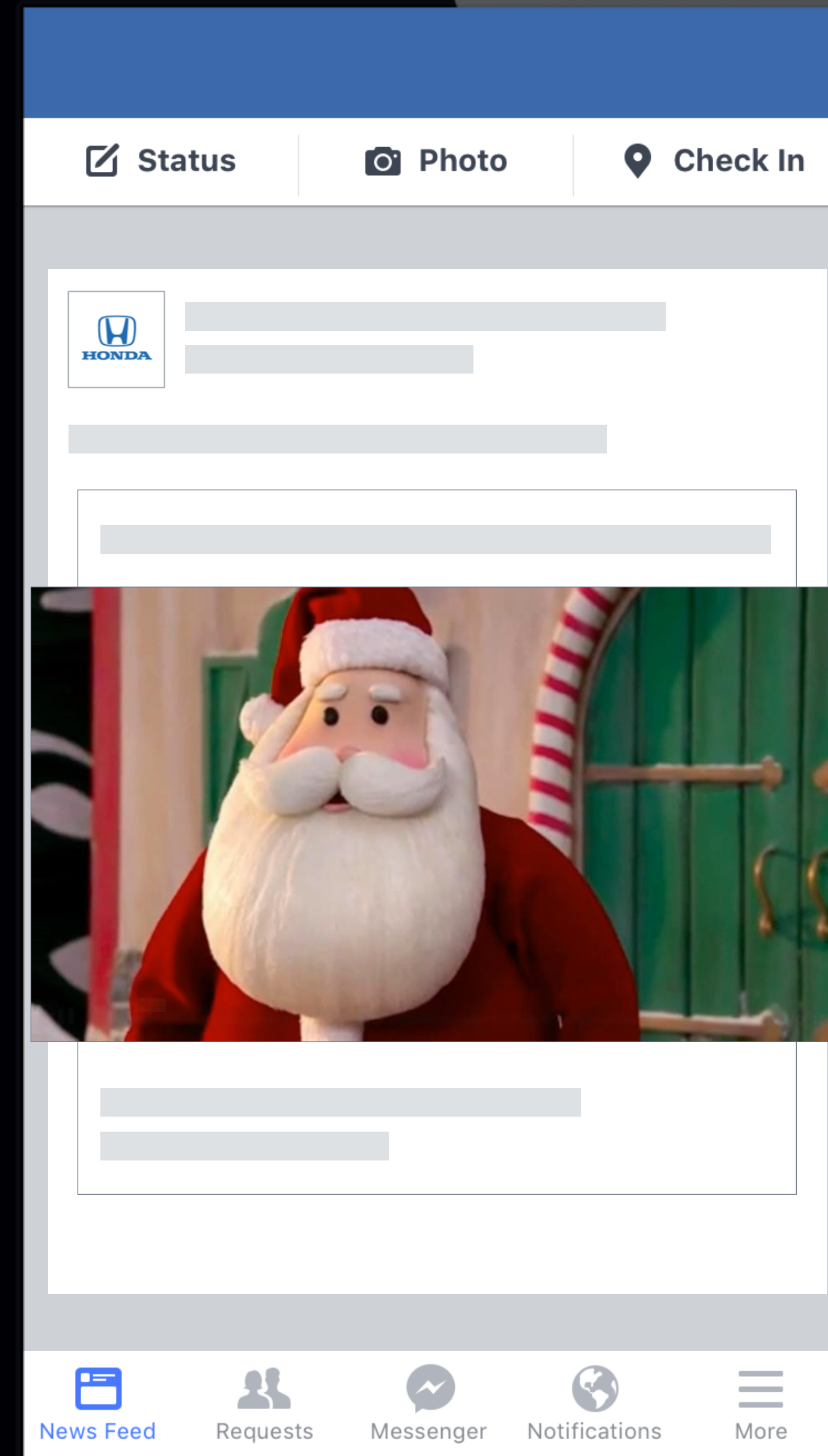
Call 

Map 

Chat 

Sales Events

- All Hispanics
 - Living in specific DMAs
 - 0-3 months from purchase
-



Tier 2 Creative Examples

Suggested Post

 **Greater Houston Honda Dealers** Like Page
Sponsored (demo) · 🌐

De nuestra familia a la tuya, obtén una CR-V 2016 en la Gran Venta El Garaje de tus Sueños Honda!

From our family to yours, get a CR-V 2016 in the big sale the garage of your dreams Honda!

Translated from Spanish · Hide Original




Resumen de la Honda CR-V 2016 - Sitio oficial
Ver opciones, precios y comparaciones de la Honda CR-V 2016 en el sitio oficial. Obtener información sobre paquetes estándares, modelos y opciones de precios.

ES.AUTOMOBILES.HONDA.COM Shop Now

👍 2 Comment Share


Suggested Post

 **Tri Honda Dealers** Like Page
Sponsored (demo) · 🌐

Tómate una selfie con cualquier Honda Civic y podrías ganar uno nuevecito!

Take a selfie with any honda civic and you could win one brand new!

Translated from Spanish · Hide Original



TriHonda Dealers Selfie for a Civic Sweepstakes
Snap a selfie and tag it with #SelfieForACivic #Sweepstakes. You could be cruising in a brand new 2016 Honda Civic!

WWW.SELFIEFORACIVIC.COM Learn More

👍❤️😂 108 8 Comments 2 Shares Share

Suggested Post

 **Delaware Valley Honda Dealers** Like Page
Sponsored (demo) · 🌐

Llegó la primavera y con ella grandes ofertas. Aprovecha una en la Odyssey 2016!

Spring came and with her great offers. Takes one in the Odyssey 2016!

Translated from Spanish · Hide Original



Resumen de la Honda Odyssey 2016 - Sitio web oficial de Honda
Ver imágenes y reseñas de la minivan Honda Odyssey 2016. Las características...

ES.AUTOMOBILES.HONDA.COM Shop Now

👍 57 4 Comments 12 Shares Share

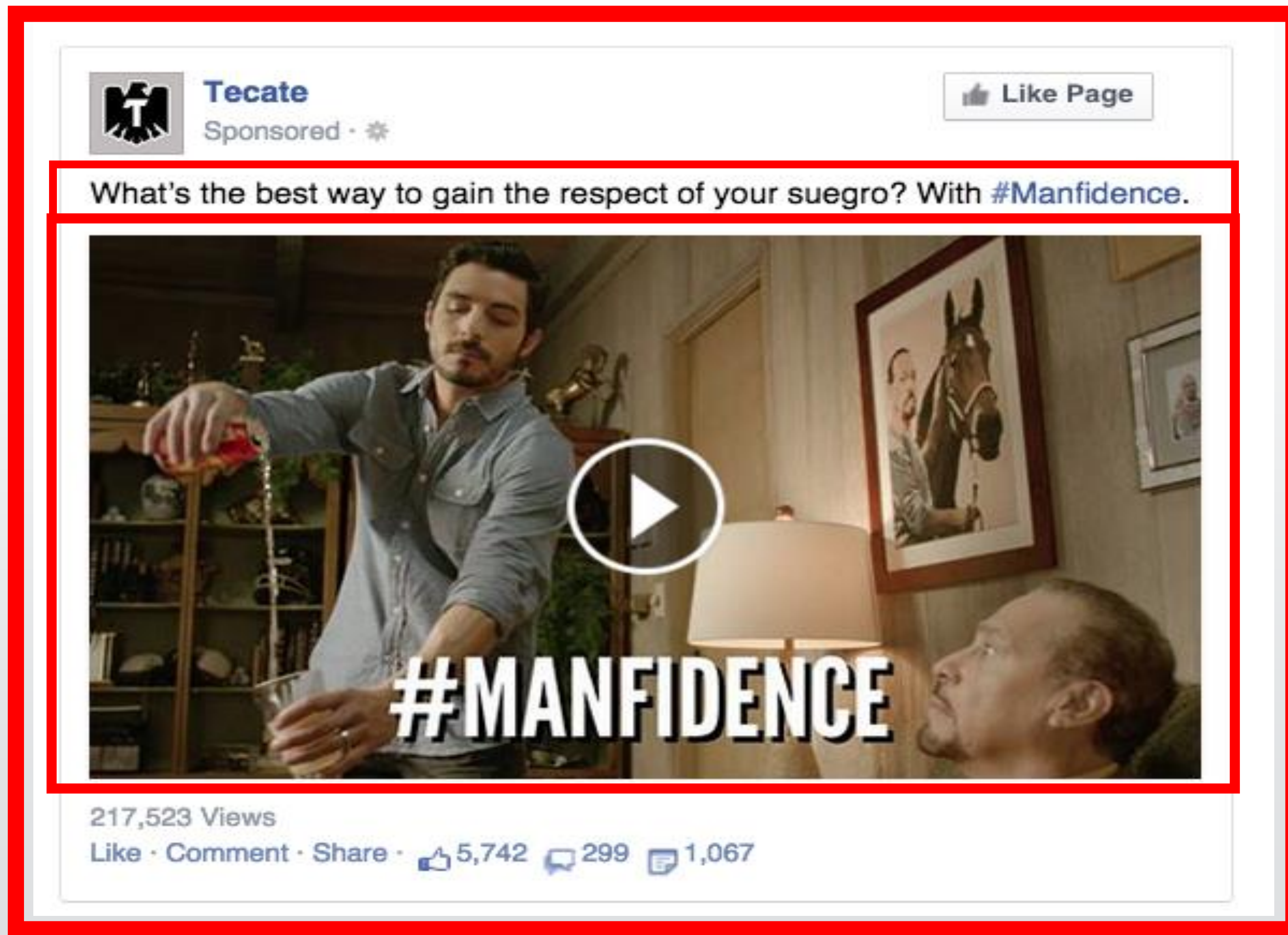
TECATE - HEINEKEN USA



Reaching Hispanic millennials

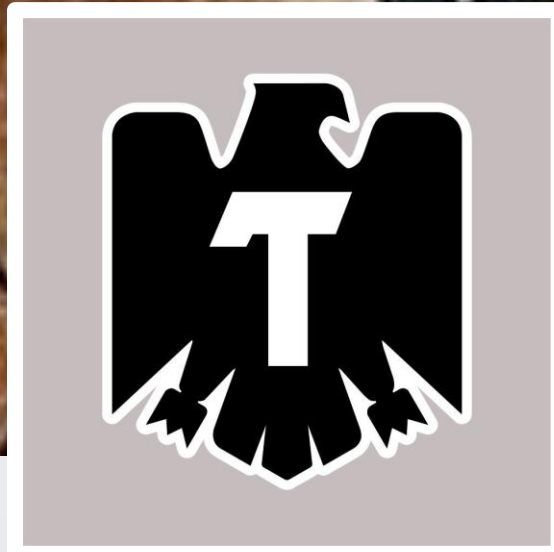
Tecate's goal was to build brand awareness with US Hispanic men ages 21-34, reaching them with ad creative that featured the "Manfidence" concept. Manfidence is an attitude shared by men who are confident, comfortable in their own skin, dynamic and clever.

The Perfect Storm



The image shows a Facebook post from the brand Tecate. At the top left is the Tecate logo and the text "Sponsored". At the top right is a "Like Page" button. The main text of the post asks, "What's the best way to gain the respect of your suegro? With #Manfidence." Below this is a video player showing a man in a light blue shirt pouring a drink into a glass while another man looks on. The hashtag "#MANFIDENCE" is overlaid in large white letters on the video. At the bottom of the post, it shows "217,523 Views" and engagement metrics: "Like · Comment · Share" with 5,742 likes, 299 comments, and 1,067 shares.

1. Targeting: Bilingual and English Dominant Affinity Audiences
2. Relevance: Culturally Relevant, Insight Driven Creative
3. Format: Leveraging Mobile and Video
4. Measurement: Nielsen Brand Effect



93%
Reach of Hispanic
Men 21-34

15%
Increase in
Ad Recall

5%
Lift in Awareness

Popping the Cap on Brand Awareness

Tecate drove incredible reach by targeting engaging, insight-driven video and photo ads to Facebook's robust

Hispanic Affinity Audience

Multicultural Holidays + Tent Poles

<u>JANUARY</u>	<u>FEBRUARY</u>	<u>MARCH</u>	<u>APRIL</u>
New Year's Day Dia de Los Reyes Magos Celebration of Gospel	Valentine's Day Super Bowl Grammy Awards Premio Lo Nuestro Black History Month Lunar New Year	Spring Break NCAA March Madness Dia de Pascuas (Easter) Holi	Tax Season Latin Billboards
<u>MAY</u>	<u>JUNE</u>	<u>JULY</u>	<u>AUGUST</u>
Mother's Day Cinco De Mayo AAPI Heritage Month	Father's Day Copa America BET Awards Dragon Boat Festival	Independence Day Premios Juventud Essence Festival	Back to School 2016 Olympics in Rio MTV Music Awards
<u>SEPTEMBER</u>	<u>OCTOBER</u>	<u>NOVEMBER</u>	<u>DECEMBER</u>
Emmy Awards Fiestas Patrias Hispanic Heritage Month Mid-Autumn Festival	Halloween Hispanic Heritage Month BET Hip Hop Awards	Thanksgiving Dia de Los Muertos Latin Grammys Diwali	Christmas New Year's Eve Posadas Dia de Los Inocentes

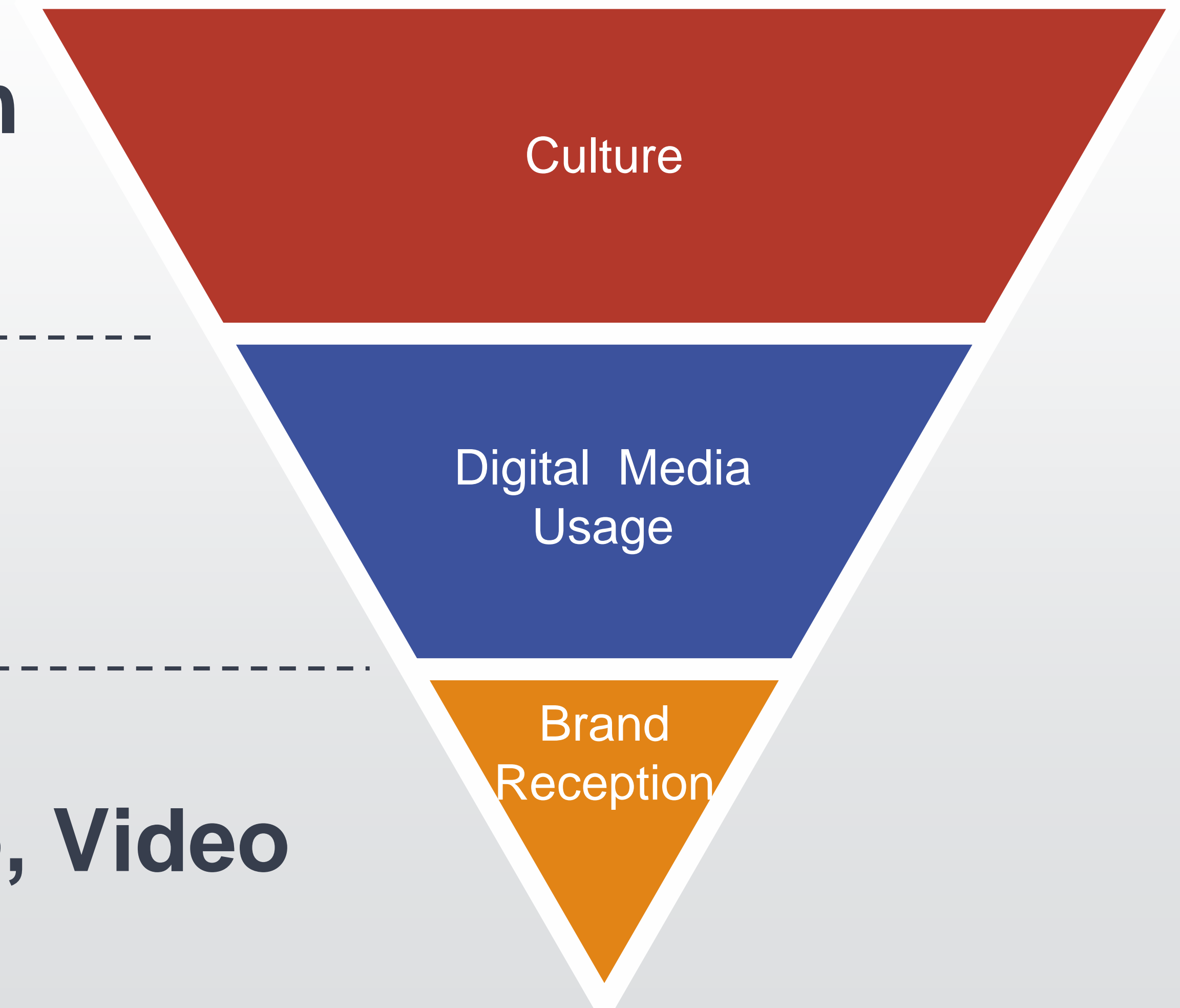
Total US Hispanic African American Asian
 American

Key Takeaways

**Messages resonate when
culture plays a role**

**Optimize for
Mobile**

Video, Video, Video



¡Gracias!

