

# CULTURE

MAGAZINE

Spring 2009

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**AXiS**

THE MULTICULTURAL AGENCY



## The New Face of Latinas

In this issue of CULTURE we draw attention to some of our recent work aimed at reaching Latinas. Women-focused marketing is an area we take pride in highlighting not only on Mother's Day, but all year long. We will share with you our work to mobilize voices against domestic violence for Verizon Wireless; how Nintendo is reaching out to Latinas with their most popular games and consoles; Oprah's effort to reach out to Latinas and U.S. Hispanic households; and finally, in our Spotlight, how Royal Caribbean is making a splash with its new cruise ship.

### The New Face of Latinas

The traditional role of wife and mother has rapidly changed to independent, self-sufficient working woman for many Latinas. Today, they represent one of the fastest growing groups, and are a rapidly growing part of the U.S. population. Their economic power is increasing and by 2050 Latinas will represent nearly one quarter of all U.S. women. They are key influencers and buyers who are open to establishing relationships with brands that respect their cultural roots and language preferences. Latinas continue to hold on to their traditions, culture and language and prefer marketing that is culturally relevant.

by 2050  
nearly  
**25%**  
of U.S.  
women will  
be hispanic

### New Ways to Reach Them

Not surprisingly, the best new media to reach Latinas is online. They are spending more time on the Internet than watching TV. They prefer to visit social networks, read blogs as well as search for guidance, advice and ideas. Nearly 90 percent make online purchases while 95 percent are online at least once a day.

## Latinas are Advocates of Their Communities

Research confirms that marketers who give back to the community are more likely to be seen favorably by minority moms. Community based organizations are seen as a resource for Latinas and their families.



## Oprah en español

The Axis Agency was engaged by Harpo Productions, the producers of The Oprah Winfrey Show, to promote and increase awareness of the show by informing Hispanic consumers about the availability and use of Secondary Audio Programming (SAP) and Spanish-language Closed Captioning in nine markets across the country.

### Campaign

Axis undertook an integrated media relations campaign, supported with advertising in key markets, to educate and inform Hispanics about the use of SAP and Closed Captioning. The campaign aimed at Spanish-dominant and bilingual households in the U.S. was designed to drive viewers to Oprah by highlighting the wide range of programming appealing to Hispanic families and offering viewers the ultimate in lifestyle, family programming.

hispanic  
moms look to  
**doctors**  
and magazines  
for information

### Results

Conducted successful media relations around three media announcements for "The Oprah Winfrey Show"

The "Oprah Winfrey Show" is available in SAP and with Closed Captioning

Oprah's Best Life Week

Suze Orman's new book, *2009 Action Plan — Keeping Your Money Safe & Sound*

Secured calendar listings in Hispanic publications in Top 25 DMA's achieving maximum awareness of the availability of "The Oprah Winfrey Show" through SAP

Leveraged Oprah Winfrey's stature to produce and distribute a matte release discussing Oprah's entry into the Hispanic market and educating Hispanic audiences on the use of SAP

Coverage ran in 242 Hispanic local and national media publications garnering 18,494,139 media impressions



## Verizon Wireless hopeline

The Axis Agency partnered with Verizon Wireless to help create and execute the Verizon Wireless HopeLine® and Yasmin Davidds Mobilizing Voices™ campaign. The program's goals were to facilitate a dialogue about domestic violence and prevention in the Hispanic community, especially among young people in the Western Region, and to continue to raise awareness about Verizon Wireless HopeLine® program.

The Mobilizing Voices™ campaign sought to reach Hispanic youth on college campuses in California and Arizona, including the University of Southern California, San Jose State and Arizona State. The program aimed to raise awareness of domestic violence through a combination of grassroots efforts, media relations and a main event that took place on each campus. The Mobilizing Voices™ campaign awarded five individuals who showed extraordinary courage in overcoming domestic violence with the first-ever Mobilizing Voices™ Award. As part of the award, each winner received a congressional proclamation and \$5,000 awarded to their domestic violence charity of choice.

**Campaign**

Axis oversaw the development of key pieces of the campaign, such as the program name (Mobilizing Voices™), marketing collateral and press materials.

Materials included Mobilizing Voices™ logo design, a website where consumers and media could find out more information about the campaign, an e-mail invitation or “e-push” to generate awareness of the Mobilizing Voices™ Award opportunity as well as posters and fliers to publicize the events on campus and in the community.



*Mobilizing Voices Program Highlights Video*

### Results

Over 1,500 students attended the college events  
Media highlights include Telemundo, CNN en Español Radio, MTV Tr3s, *La Opinion*, *Mundo L.A.*, and Univision.com  
Additionally, Axis secured coverage in the campus publications for San Jose State University (*The Spartan Daily*) and Arizona State University (*The State Press*)  
A total of 49,310,498 million impressions were generated via TV, radio, print and online placements

# 70%

of hispanic moms say marketers don't seem to focus on their interests



# Nintendo DS™ latina college life tour

## Background

The Nintendo DS™ Latina College Life Tour promotion was a way to take the Nintendo DS brand to young, Hispanic women ages 18-35. The goal was to reach out to the busy, hardworking Latinas, with a calendar full of responsibilities, and show them fun alternatives to enjoy a little break. Nintendo wanted to focus on an event targeting this consumer and their values: heritage, preparing for the future, community, respecting their past and designing their future.

## Campaign

The Axis Agency oversaw the development of key pieces of this promotion, which included an "I Play for Me" Interactive Area, promotional signage and flyers, daily contest, premium distribution, and DS Latina Street Team. The Nintendo DS Latina Street Team delivered key culturally-relevant product messages and stories to consumers throughout the two-day event, and helped demonstrate how the students can inject the Nintendo DS into their busy schedule.



The tour was conducted at the Florida International University, which has approximately 38,000 full-time and part-time students, 59% Hispanic and 56% female, providing Nintendo with the ideal platform to offer an interactive area, which was a welcome and attractive change of pace for these students

## Results

Over 1,200 engaged in the Nintendo DS "I Play for Me" Interactive Area through contest sign-ups, game demos, premium takeaways and interaction with the Latina Street Team

Nintendo was one of only two major brands on-site  
Created an interactive environment that was entertaining, culturally relevant and fun for Latinas to take a break from their busy schedules

Daily contest provided 10 winners with a free Nintendo DS

**80%**  
of hispanic  
moms use  
coupons  
when  
shopping



## Women in Digital shesays gains new voice in l.a.

**55%**  
of hispanic  
moms prefer  
to read blogs

Axis and Weber Shandwick recently hosted the launch the Los Angeles chapter of SheSays ([www.shesays.org.uk/US](http://www.shesays.org.uk/US)), an international social networking group focused on the engagement, education and advancement of women in digital marketing and advertising. SheSays offers networking events and a mentoring program for professional women worldwide to supplement their creative digital career development.

SheSays events focus on relevant topics in digital communications, allowing women to meet face-to-face and participate in dialogue. During the chapter launch, the panel discussion centered around the topic of social media and featured three of the industry's thought leaders.

The presentations kicked off with Melinda Moore, VP of Trailer Park, who shared case studies from her work with YouTube as a tool for social change, with a spotlight on will.i.am.'s use of the video sharing site to gather support in the effort to end world poverty.

Raquel Krouse, VP and Social Media Lead at the IPG Emerging Media Lab, provided insight on the importance of listening as customers are talking more with their peers online about products and brands. Raquel presented examples of how active



listening has helped social media-savvy brands uncover opportunities, stay competitive, manage their reputation and avert crisis.

Left to Right: Kim Hoang, Senior Art Director, Axis Agency & Founder, SheSays LA; Melinda Moore, VP, Trailer Park; Raquel Krouse, VP, IPG Emerging Media Lab; and Melissa Robinson, SVP, Weber Shandwick.

Bringing it all together was Weber Shandwick's own Melissa Robinson, SVP, Digital Communications, who spoke about the need to create content that is relevant and compelling. Melissa shared her work with Stand Up To Cancer and how they engaged organizations, bloggers and social media sites to help mobilize a legion of supporters.

Leveraging the momentum and success of the launch, the next event, featuring mobile gaming, is already in the works and is slated to take place next month at the IPG Emerging Media Lab.

For more information on volunteering, speaking or hosting a future event, contact [Kim Hoang](#), SheSays LA Manager.

Follow SheSays LA online:  
[Twitter](#), [Facebook](#), [LinkedIn](#)



## Royal Caribbean International oasis of the seas launch

The Axis Agency, working with Weber Shandwick's Travel and Lifestyle practice, was responsible for carrying out multicultural media outreach for Royal Caribbean International, including the official launch and presentation of the new *Oasis of the Seas* cruise ship for Hispanic and African American markets. *Oasis of the Seas* is the first of two ships that introduces a new class of ships for RCI. The *Oasis* class introduces the cruise line's unique and innovative neighborhood design concept, which will provide vacationers with the opportunity to seek out relevant experiences based on their personal styles, preferences or moods.

**Campaign**

Target Hispanic and African American consumers in predominantly urban markets such as Los Angeles, New York, Miami, Chicago and Atlanta  
Media outreach to key travel, lifestyle and business print & broadcast journalists pre- and post media events  
Coordinate "reveal" media events  
Distribution of media materials and proactive drive of journalists to *Oasis of the Seas* website and image libraries  
Distribution of monthly "neighborhood" announcements and unique ship features



*We Build Incredible Neighbors: Oasis of the Seas*

## Results

Secured more than 14.5 million media impressions. Coverage in top dailies for Hispanic markets including *El Nuevo Herald* (Miami), *El Sentinel* (Orlando), *Al Día* (Dallas), *El Tiempo* (New York) and *La Raza* (Chicago)  
Story with images included in EFE newswire (equivalent to the Associated Press but for US Hispanic and Latin American media)  
Placements in AOL Black Voices and Rolling Out UrbanStyle Weekly