



“THE CHANGING FACE OF AMERICA”

“How it affects your business”

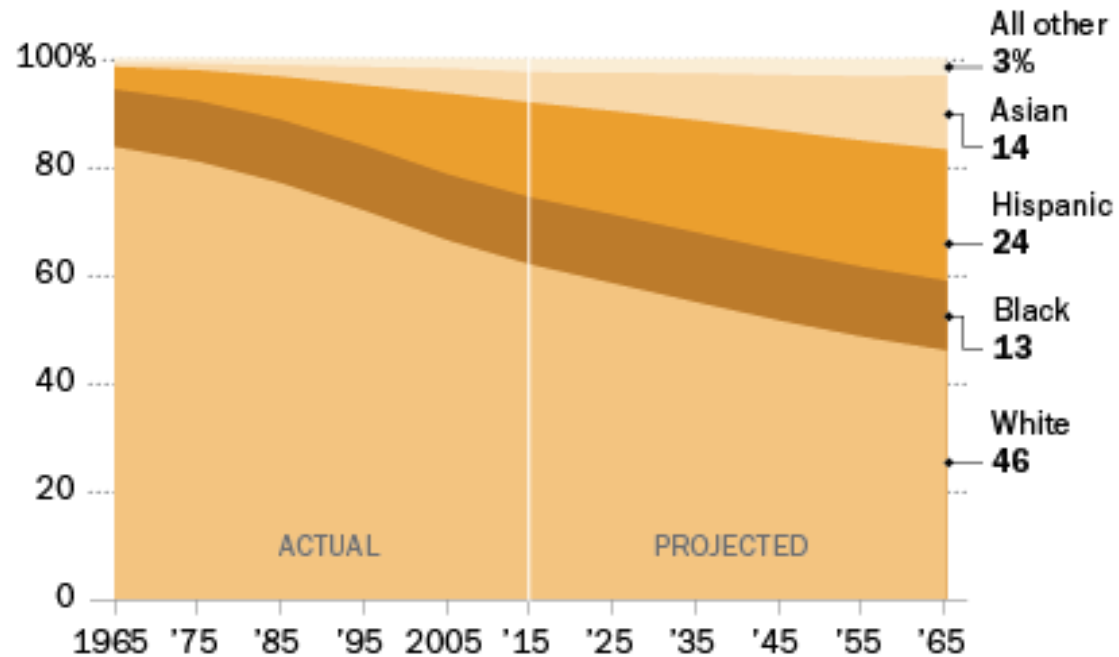
A PRESENTATION BY:



***JOE BENITES
PRESIDENT***

The changing face of America, 1965–2065

% of the total population



Note: Whites, blacks and Asians include only single-race non-Hispanics; Asians include Pacific Islanders. Hispanics can be of any race.

Source: Pew Research Center 2015 report, "Modern Immigration Wave Brings 59 Million to US, Driving Population Growth and Change Through 2065"

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\$

Total population in 2065 will exceed 54% and annual buying power in the United States, combining the racial categories excluding Whites, will exceed \$5 trillion. Close to 40 % of all USA buying power. Today it exceeds \$3.6 trillion in buying power.

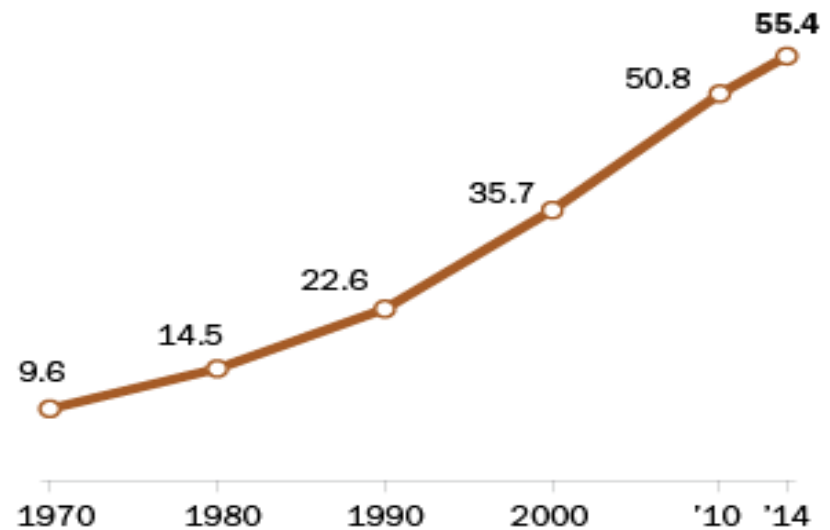
HISPANICS

The Hispanic population reached a new high of **55.4 million in 2014** (or 17.4% of the total U.S. population), an increase of 1.2 million (2.1%) from the year before. However, that 2.1% rate continues a trend of slower growth that began in 2010

Latinos are on pace to wield **\$1.5 trillion in buying power** in 2015, a 50 percent growth over 2010's \$1 trillion, according to a Nielsen report.

Hispanic Population Growth

U.S. Hispanic population, in millions



Note: 1990-2014 estimates are for July 1.

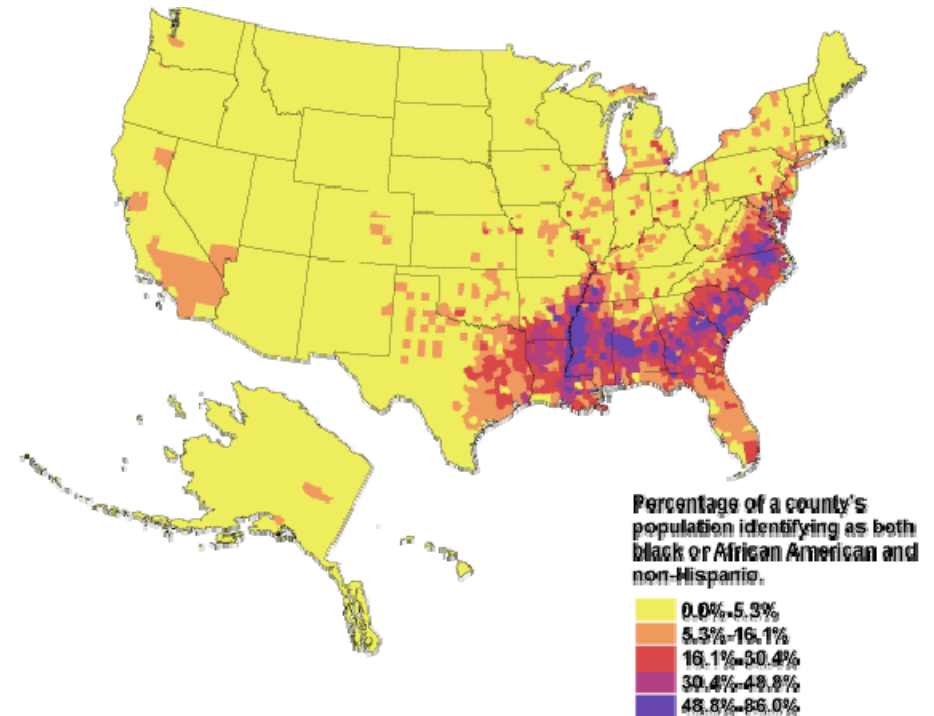
Source: 1970-1980 estimates based on the Decennial Censuses, see Passel & Cohn 2008. 1990-2014 estimates based on Intercensal population estimates and Vintage 2014.

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AFRO AMERICANS

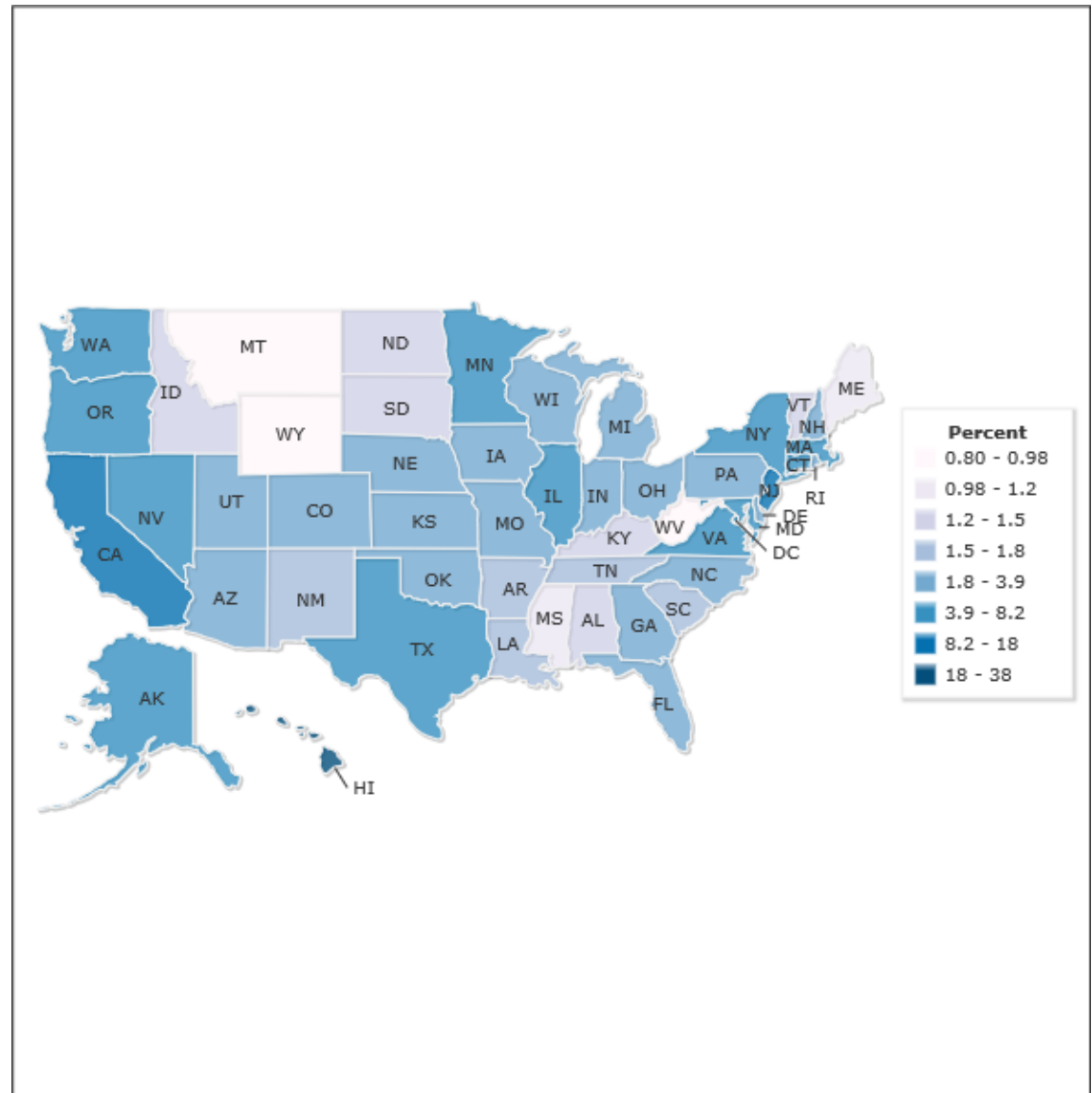
The number of Afro Americans, either alone or in combination with one or more other races, on July 1, 2014, up 1.3 percent from July 1, 2013 or **45.7 million**.

The Nielsen report findings found that the African American population is an economic force to be reckoned with, with a projected buying power of **\$1.1 trillion by 2015**.



ASIAN AMERICANS

Americans of Asian ancestry, representing the third largest minority group, has achieved a 165 percent gain in buying power between 2000 and 2012 and will **reach \$1 trillion in 2017**. The U.S. Asian market is already larger than the economies of all but 17 countries in the world. The Asian population is growing faster than the total U.S. population and the Selig Center projected the population to reach **17.2 million in 2012**—a gain of 55.2 percent from 2000's base population of 11.1 million. **(It is now 19 million)**. Demographic studies reveal 52 percent of Asians over 25 had a bachelor's or advanced degree compared to 30 percent of Caucasians. Because the Asian consumer market is so diverse in national ancestries, languages and cultures, businesses that target subgroups will find rewarding niche markets.

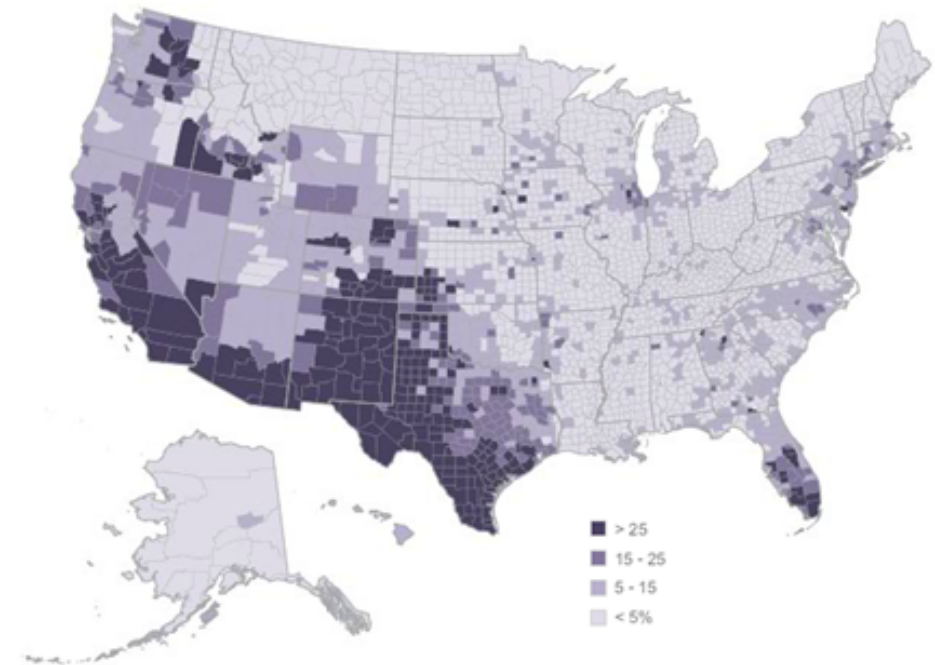


MYTH: HISPANICS ARE ONLY IN THE SOUTHWEST

This graph clearly shows that Hispanics are now in every State of the Union and in most counties. You just need to find out where they are and how many they are and what opportunities they represent relative to the location of your stores. You can also find out the makeup of the Hispanic population around the trade area (3 miles around each store) so you can format the store to the demographic. Food products are now available from every region of Mexico, South and Central America, Cuba and even smaller countries that have an Hispanic population.

Figure 1

The Distribution of the Nation's Hispanic Population, 2011 *Hispanic population share by county*



Source: U.S. Census Bureau county population datasets

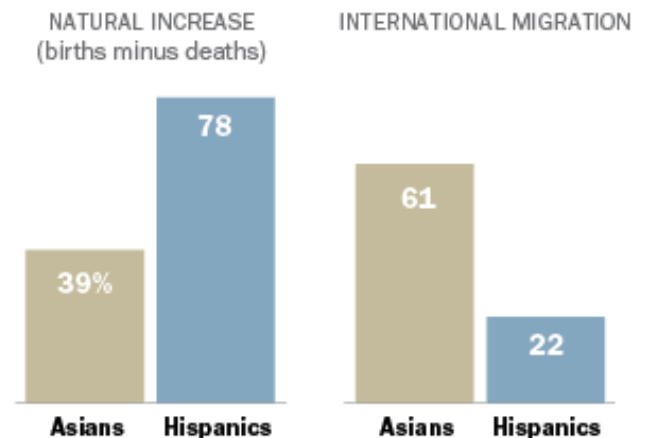
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MYTH: HISPANICS GROW BY IMMIGRATION FROM MEXICO, SOUTH AND CENTRAL AMERICA, CUBA & PUERTO RICO

More Mexican immigrants have returned to Mexico from the U.S. than have migrated here since the end of the Great Recession, according to a new Pew Research Center analysis of newly available government data from both countries. The same data sources also show the overall flow of Mexican immigrants between the two countries is at its smallest since the 1990s, mostly due to a drop in the number of Mexican immigrants coming to the U.S.

Hispanic Population Growth Fueled Mainly by U.S. Births; Asians by Migration

Percent of total population change from 2012 to 2013 accounted for by ...



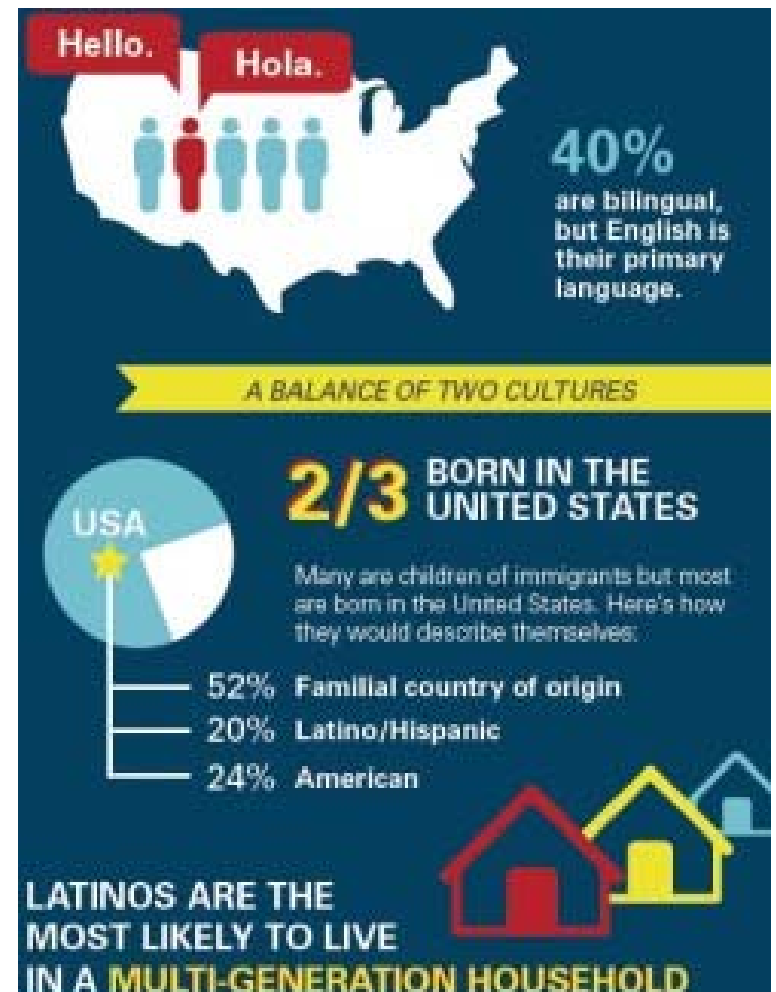
Note: Asians include mixed-race populations, regardless of Hispanic origin.

Source: U.S. Census Bureau 2013 population estimates

MYTH: YOU REACH HISPANICS IN THEIR LANGUAGE

Language use among Hispanics in the U.S. reflects the trajectories that previous immigrant groups have followed. Immigrant Hispanics are most likely to be proficient in Spanish, but least likely to be proficient in English. In the second generation, use of Spanish falls as use of English rises. By the third generation, English use is dominant

Even so, while English use among Latinos is higher in later generations and Spanish use is lower, Spanish use persists among the third generation. In daily activities such as listening to music, watching television or even thinking, significant shares of third-generation Latinos use Spanish.



SEGMENTATION BY COUNTRY OF ORIGIN

Origin	Percent	Numbers
Mexican	63	35,910,000
Puerto Rican	9.5	5,415,000
Salvadoran	3.8	2,166,000
Cuban	3.6	2,052,000
Dominican	2.9	1,653,000
Guatemalan	2.3	1,311,000
Colombian	1.9	1,083,000
Spaniard	1.4	798,000
Honduran	1.4	798,000
Ecuadorian	1.2	684,000
Peruvian	1.1	627,000
Nicaraguan	0.8	456,000
Venezuela	0.5	285,000
Argentinean	0.5	285,000

FORMAT TO THE TRADE AREA AROUND EACH STORE



FORMAT TO THE TRADE AREA AROUND EACH STORE



THE GOOD NEWS

It has never been more important to market in the moment. The evolution of digital devices (tablets, smartphones, laptops) and social channels (Twitter, Reddit, Facebook, Pinterest, YouTube-take your pick) has made it essential to create real-time content and deliver it with impact.

Be willing to prepare and invest in this preparation. Investing in the necessary resources is vital to planning for big moments and engaging with younger users in real time.

Assume they are watching more than one screen. Responding with speed to your audience in real time through relevant social media channels is a perfect way to reach your consumers.

Fish where the fish are. When targeting your audience, it's important to find where they are spending their time online and how these trends change over time.

Leverage real-time data. There are two valuable tools: historical data, the evidence behind what your consumers care about, and real-time data, which is pouring in by the second.

THE NEW AGE/REACHING HISPANIC DIGITALLY

We have been slowly moving away from such unusual tactics. And, it is with a good deal of excitement that we read [the latest report](#) from the Pew Research's Hispanic Center indicating that the Hispanic population in the US is closing the "digital divide." Hispanics' use of the internet (78%) is equal to that of the African American community and now approaches the level **(87%)** of the white population. Their use of the internet (86%) is almost equal to that of non-Hispanic whites (90%) and edges above African-Americans (84%).

What is most interesting about Hispanics as they cross the digital divide is that they are in the vanguard of the transition to mobile. A higher proportion of them **(76%)** access the internet with a cellphone or other handheld device than whites (60%), and even slightly more than African-Americans (73%). And for a variety of reasons, they are more likely to live in cellphone only households (47%) than either African Americans (38%) or non-Hispanic whites (30%).



IN-STORE & DIGITAL MARKETING

There are many advantages of digital marketing, including:

1. It's more affordable to deploy than traditional marketing and advertising
2. Digital marketing goes from planning to execution more quickly.
3. Digital marketing gives fans/viewers/readers a chance to share your content.
4. Digital marketing campaigns are easier to attach to other campaigns.
5. Digital marketing campaigns have longer shelf lives.
6. It's easier to change or stop a digital marketing campaign after it starts.
7. Digital marketing gives the brand more time and space to tell its story.

Digital marketing allows you to reach a broader, more engaged and targeted audience fast than traditional marketing and is more cost effective.

With digital marketing you're speaking to a specific audience and really test things and iterate quickly. So if one ad doesn't work you can try variations of it and track progress.

It adds a lot more science and tracking to marketing as well as allows companies to be more relational in their marketing efforts.

IN-STORE & DIGITAL MARKETING

Consumer Behavior is Trending Towards Digital - Newspaper readership is in decline. Yellow pages are almost non-existent. Customers are spending more time online and on mobile, therefore more of your marketing efforts should be digital too.

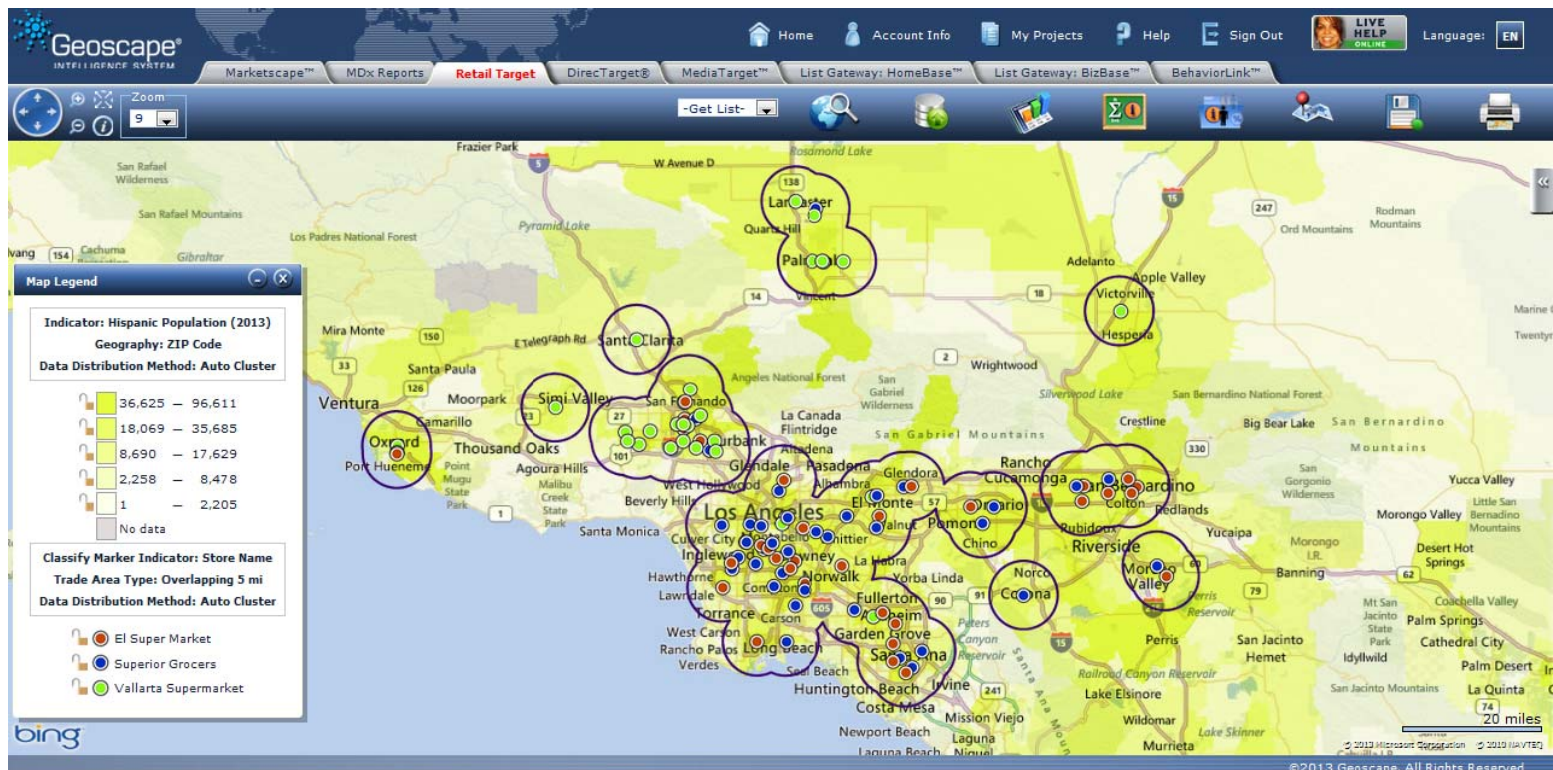
Low Barrier to Entry - Accessible to small businesses. Unlike traditional methods like television and outdoor advertising which requires significant budget; digital marketing can be implemented by any size organization.

Measurable - Able to measure how effective marketing tactics are at achieving objectives. Although not foolproof (no method of measurement is foolproof), much more credible than traditional media metrics.

Cost Effective - Not all digital marketing tactics require significant budget. As an example social media marketing & content marketing doesn't require budget just creativity and consistency.

127 High Traffic Chain Locations

(42 Vallarta, 40 Superior, 45 El Super)



Social Media Strategy and Management

- Proprietary Research and Engagement Tracking Tools To Present The Right Engaging Messaging While Measuring Its Effectiveness
- Micro-Strategy Outlays For Youtube, Facebook, Google+, Twitter, and All Media Based Social Networks
- Raise Engagement and Viewer Base By Targeting Competitor's Fan base With Custom Messaging



EXAMPLES

WEBSITE

LANDING PAGE

MOBILOZOPHY.COM

SEELOZ.COM

ZAPPAR.COM

PULPO MEDIA/ENTRAVISION

BRIABE.COM

IBM-WATSON

GOOGLE

FACEBOOK

PINTEREST

YOUTUBE

1-BEACON

POS/PERSONALIZATION

ADVERTISING/INFORMATIONAL

DIGITAL HISPANIC (20 MILLION
CELL-IPAD-LAPTOP-DESKTOP)

DIGITAL (MOBILE)

COGNITIVE

SEO

SOCIAL

SOCIAL

SOCIAL

Q & A