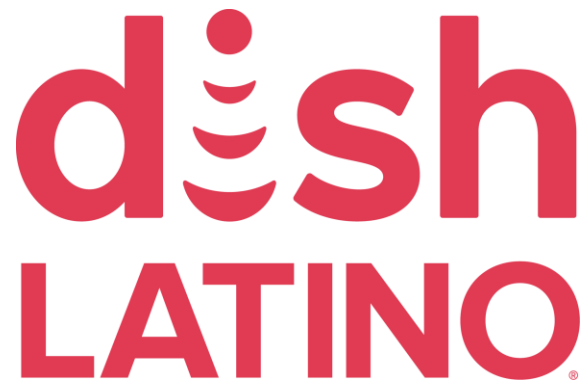




**Case Study:**

DishLATINO - Iconos

Year: 2023



This case study was prepared for the client DishLATINO for the *Iconos* campaign to strengthen awareness, consideration, and emotional affinity for the brand. It was developed and designed by MARCA Miami. In the Best Hispanic Cultural Insight, it won Silver.

## Executive Summary

DishLATINO was the first pay T.V. service featuring Spanish-language programming designed specifically for the Latinx community in the U.S. However, with the emergence of cord-cutting and consumers of all backgrounds- including Hispanics- leaving traditional cable providers for streaming services such as Netflix and Hulu, DishLATINO needed to remain relevant as the only direct-to-consumer T.V. platform for Latinos in the U.S. by revamping awareness and emotional connection to the brand. The DishLATINO *Iconos* campaign pushed its new platform, "Latino Como Tu/Latino Like You," to remind Hispanic consumers of the brand's cultural connection to their community.

The campaign utilized Latino TV icons such as Eugenio Derbez and *El Chavo* to celebrate Latinx contributions to the television industry and remind consumers of their connection to the Hispanic community. The *Iconos* campaign was a resounding success, with record-breaking impressions and views online and triple-digit increases in web traffic around the campaign.

## Definition of your challenge

As cord-cutting and streaming grew exponentially, especially during the coronavirus lockdowns, consumers, including Spanish-speaking consumers, saw the streaming category grow with a multitude of new options from Netflix, Hulu, HBO Max, and Amazon Prime Video to newer platforms like Peacock, Disney+, Paramount Plus, ESPN+, Fox Nation, and CNN+, leaving Hispanic consumers often forgetting and abandoning DishLATINO as the only exclusively Spanish-language streaming platform.

DishLATINO's target is bilingual Spanish-preferred Latino families in the U.S. They are lower to middle-income families who mostly live in multi-generational households with varying levels of acculturation or assimilation to U.S. culture. This target market of Hispanics is often economically challenged. Still, T.V. is one service where they are usually willing to spend, using it as an alternative to activities outside the home that can be costly for their households. The *Iconos* campaign was commissioned to revitalize and remind Hispanic consumers of the unique connection and authentic credentials DishLATINO has to their community and re-establish these emotional connections to the brand that more generic streaming platforms like Netflix and Hulu cannot match for U.S. Latinos.

## The Key Insight & Strategy

The target audience, mostly born outside of the United States, is working to achieve the American Dream. Although they are thriving towards their goals in the U.S., a notable 71% of Latinos express a deep connection to their cultural roots, as revealed in the Pew Research study in 2021. They stress the importance of passing down traits of their heritage, such as language, values, music, and food, to future generations. Latinos take pride in their current journey and remain hopeful about the future. A substantial 70% of Hispanic Americans actively participate in the traditions and culture of their family's heritage, with 60% feeling a responsibility to preserve the cultural customs of their ancestors, according to Collage Group.

These insights served as the inspiration for our project. DishLATINO's goal was to harness the cultural and entertainment values shared among Latinos from diverse backgrounds and their optimism for the future. The concept aimed to bring together two iconic figures from the past and present of Latino entertainment—Eugenio Derbez and *El Chavo*. Eugenio Derbez is a contemporary Latino actor widely regarded as one of the most influential Latinos in the U.S., as recognized by *Variety* and the Hispanic Heritage Foundation for multiple years. This icon has played a role as DishLATINO's brand spokesperson and has played a significant role in taking the brand to a higher level.

## Execution

DishLATINO's marketing campaign was a creative and impactful initiative that utilized deepfake technology to bring together two iconic Latino figures: Eugenio Derbez and the late *El Chavo*. The campaign aimed to symbolize the collective journey of Latinos, connecting their rich heritage and nostalgia for Latin America with the achievements and aspirations of Latinos in the United States today. This approach authentically shared the Latino community's cultural values, experiences, and memories, positioning DishLATINO as "Latino Como Tu" or "Latino like you." To generate excitement, the campaign strategically leaked scenes from the commercial, sparking rumors about Eugenio Derbez's involvement in a new project related to *El Chavo*. This created buzz on social media and in the Hollywood press. The official launch included a national press conference webcast revealing the full campaign details.

Timing was key, as the 'Iconos' spot debuted during a Mexico-United States World Cup qualifier game, when many U.S. Latinos tuned in, maximizing its reach. To maintain momentum, DishLATINO also introduced an Instagram filter that allowed Latinos to take

pictures with the two iconic figures, encouraging audience engagement. Overall, DishLATINO's campaign effectively combined technology, celebrity influence, cultural symbolism, and strategic ways to connect with the Latino community in the United States.

## Results

The campaign elicited a profoundly emotional response from consumers, evoking feelings of nostalgia and pride in their Latino heritage. This resonant message not only bolstered our brand among existing customers but also introduced us to a new demographic. The results were staggering: a 432% surge in web traffic to DishLATINO.com, over 20 million video views on social media, and media coverage worth over \$3.5 million from 1,200 online placements. On the digital front, we witnessed 1.6 million engagements on major platforms like Facebook and Instagram, and the Chavo/Derbez social media filter garnered 46K impressions. The campaign's ripple effect was evident, with 2.1 million user-generated content pieces echoing its sentiment. Remarkably, the campaign also made waves on TikTok, a platform we hadn't initially targeted, trending for a week. Regarding creative impact, the *Iconos* spot set new records for DishLATINO, with purchase intent scores reaching an impressive 90, outdoing all previous benchmarks.

## Industry Impact

This endeavor underscores the power of culturally insightful work tailored for specific audiences, yielding enhanced results and fostering deeper emotional connections with multicultural groups. The campaign's success among younger Latino generations on social media attests to the potential of genuine Latino narratives to captivate new audiences. Despite many from this demographic being English-preferring, they passionately engaged with the Spanish-language commercial, propelling its virality on TikTok. Their online interactions celebrated their heritage, with many reminiscing about cherished memories of watching *El Chavo* with family.