Engaging Digitally with Powerful Multicultural Consumer Groups
MEET OUR TEAM

FRANCISCO GONZÁLEZ-COS
AUDIENCE INSIGHTS ANALYST
H CODE INTELLIGENCE CENTER

DANIELLE HESTER
PRODUCT MARKETING MANAGER
B CODE
WHO WE ARE

H Code
LATINX
The leading digital platform for reaching and influencing Latinx audiences

B Code
AFRICAN AMERICAN
Applying 5+ years of multicultural learnings and products to an underrepresented audience

Both Audiences Are:
Growing
Influential
Culturally Connected
Digital-First
Trusted Inner-Circle
Desire More Customized Messaging
WHAT IS IT?

A comprehensive, first-party look at the digital lives of Black and Hispanic Americans.

Includes:

• Where they spend their time
  • What they’re doing
  • Who they’re sharing with
  • How much time they’re spending
• What’s important when reaching/messaging
• How they feel about the ads they see
• What brands are doing right/wrong when it comes to multicultural marketing/advertising
A YEAR LIKE NO OTHER

Increasingly engaged community online both with loved ones as well as with brands.

Adopting new technologies and looking to connect with advertisers.

A year of challenges highlight the path to opportunity.
WHAT HAS CHANGED?

WHAT DEVICE DO YOU USE TO CONNECT TO THE INTERNET?

89% 83%
Smartphone

70% 65%
Laptop

51% 44%
Smart TV

47% 45%
Tablet

HISPANIC

BLACK AMERICAN
SURGE IN SMART DEVICE OWNERSHIP

WHAT SMART DEVICES DO YOU HAVE?

<table>
<thead>
<tr>
<th>Device</th>
<th>Hispanic</th>
<th>Black American</th>
</tr>
</thead>
<tbody>
<tr>
<td>Speaker</td>
<td>53%</td>
<td>36%</td>
</tr>
<tr>
<td>Refrigerator</td>
<td>32%</td>
<td>31%</td>
</tr>
<tr>
<td>Microwave</td>
<td>30%</td>
<td>33%</td>
</tr>
<tr>
<td>Washer/Dryer</td>
<td>26%</td>
<td>28%</td>
</tr>
<tr>
<td>Vacuum</td>
<td>23%</td>
<td>25%</td>
</tr>
<tr>
<td>Doorbell/Security Camera</td>
<td>22%</td>
<td>28%</td>
</tr>
</tbody>
</table>
69% of gamers own a Gaming Console, with PlayStation (39%/38%) being the most popular, followed by Xbox (34%/29%) and Switch (29%/22%).

40% of gamers play videogames on their smartphone.

58% prefer playing videogames with others rather than by themselves, especially with their own friends online.

37% watch eSports regularly, and their favorite platforms to do so is through Cable TV, YouTube, and Twitch.

77% of gamers are playing more than 3 hours a week than what they did last year.

64% Hispanic, 31% Black American
The pandemic has forced Hispanics and Black Americans to spend time indoors and find ways of entertaining themselves, leaving cable behind and switching to connected TV options.

<table>
<thead>
<tr>
<th></th>
<th>Hispanic</th>
<th>Black American</th>
</tr>
</thead>
<tbody>
<tr>
<td>Have a cable subscription, a decrease of 10% from last year</td>
<td>55%</td>
<td>54%</td>
</tr>
<tr>
<td>Own a smart TV, an increase of 4% from last year for both audiences</td>
<td>73%</td>
<td>74%</td>
</tr>
<tr>
<td>Own a streaming media device, a decrease of 9% from last year for both audiences</td>
<td>48%</td>
<td>46%</td>
</tr>
</tbody>
</table>
## Which Connected TV Platforms/Services Do You Use?

<table>
<thead>
<tr>
<th>Service</th>
<th>Black American</th>
<th>Hispanic American</th>
</tr>
</thead>
<tbody>
<tr>
<td>Amazon Prime Video</td>
<td>44% ↑23%</td>
<td>45% ↑11%</td>
</tr>
<tr>
<td>CBS All Access/Paramount+</td>
<td>16% ↑80%</td>
<td>10% ↑59%</td>
</tr>
<tr>
<td>Disney+</td>
<td>35%</td>
<td>43%</td>
</tr>
<tr>
<td>HBO Max</td>
<td>22%</td>
<td>19%</td>
</tr>
<tr>
<td>Hulu / Hulu with Live TV</td>
<td>38% ↓7%</td>
<td>36% ↓9%</td>
</tr>
<tr>
<td>Netflix</td>
<td>64% 0%</td>
<td>73% ↑1%</td>
</tr>
<tr>
<td>YouTube TV</td>
<td>27% ↓2%</td>
<td>19% ↓25%</td>
</tr>
</tbody>
</table>
FAVORITE SOCIAL NETWORKS

YEAR OVER YEAR GROWTH

HISPANIC

BLACK AMERICAN
BRANDS, COMMUNITY & VALUES

For Black and Hispanic Americans, brand values are of upmost importance as they look to engage with those who support their community or take the time to understand what matters most to them.

- 76% 82% are more likely to buy from a brand that shares their values
- 66% 65% use social media to share messages helping the community
- 68% 67% believe it is important for brands to be socially responsible
BACKGROUND

THE CHALLENGE

Due to COVID-19 Universal Pictures decided, for the first time, to skip a theatrical release and release Trolls World Tour directly to video on demand. Universal Pictures was looking to drive awareness and purchase intent among Latinx parents for Trolls World Tour.
TROLLS WORLD TOUR

TIMETABLE

SURVEY 1
Pre-Release
April 7, 2020 to April 9, 2020

LAUNCH
April 10, 2020

SURVEY 2
Post-Release
April 14, 2020 to April 16, 2020

TARGET AUDIENCE
Latinx Parents A25-49
Children A6-11
Video on Demand users

Are you planning on buying Trolls when it comes out?
- Definitely
- Probably
- Might not
- Probably not
- Definitely not

Did you purchase Trolls when it came out?
- Yes
- No
TROLLS WORLD TOUR

PRE-RELEASE

ARE YOU PLANNING ON RENTING TROLLS WORLD TOUR AT HOME ON DEMAND FOR $19.99 WHEN IT BECOMES AVAILABLE?

<table>
<thead>
<tr>
<th>Response</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Definitely</td>
<td>30%</td>
</tr>
<tr>
<td>Probably</td>
<td>40%</td>
</tr>
<tr>
<td>Might Not</td>
<td>10%</td>
</tr>
<tr>
<td>Probably Not</td>
<td>15%</td>
</tr>
<tr>
<td>Definitely Not</td>
<td>5%</td>
</tr>
</tbody>
</table>
H Code ran a cross-device High Impact Media and CTV campaign on the opening weekend of *Trolls World Tour*, to drive awareness and purchase intent.
You mentioned you were planning on purchasing TROLLS WORLD TOUR on a previous survey when it was released on Friday April 10th. Did you purchase it?

- Yes
- No

77%

23%
CASE STUDY

WELLS FARGO

SUMMER FOOD BANK

An Integrated Marketing Campaign:
Social Influencers & High Impact Media Content Amplification
We worked closely with Wells Fargo to develop a cross-device, integrated influencer and digital media strategy that drove brand awareness and sentiment during difficult times.
TRENDS LEARNED FROM COVID-19

- Podcasts
- Interactive Video Advertising
- Short-Form Entertainment
- Immediate & Comfort
- Live Streaming & VOD
- AI Marketing
THANK YOU

LOCATIONS

- Santa Monica, CA
- New York, NY
- Chicago, IL
- San Francisco, CA
- San Salvador, El Salvador
- Mexico City, Mexico