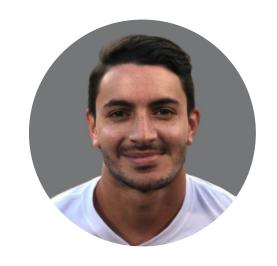
H CODE // B CODE

Engaging Digitally with Powerful Multicultural Consumer Groups

MEET OUR TEAM



FRANCISCO GONZÁLEZ-COS

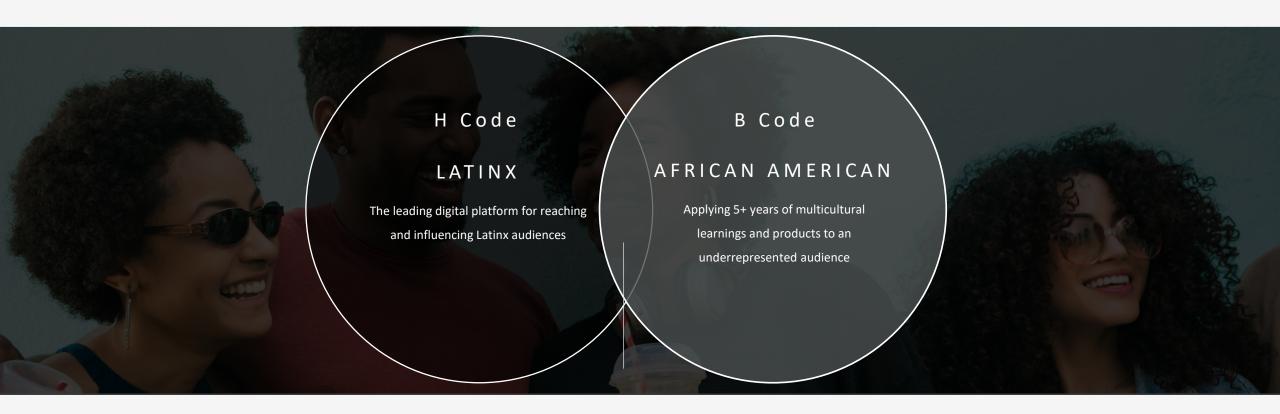
AUDIENCE NSIGHTS ANALYST H CODE INTELLIGENCE CENTER



DANIELLE HESTER

PRODUCT MARKETING MANAGER B CODE

WHO WE ARE



Both Audiences Are:

Growing
Influential
Culturally Connected
Digital-First
Trusted Inner-Circle
Desire More Customized Messaging



DIGITAL FACT PACK 2021

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



DIGITAL FACT PACK 2021

A YEAR LIKE NO OTHER

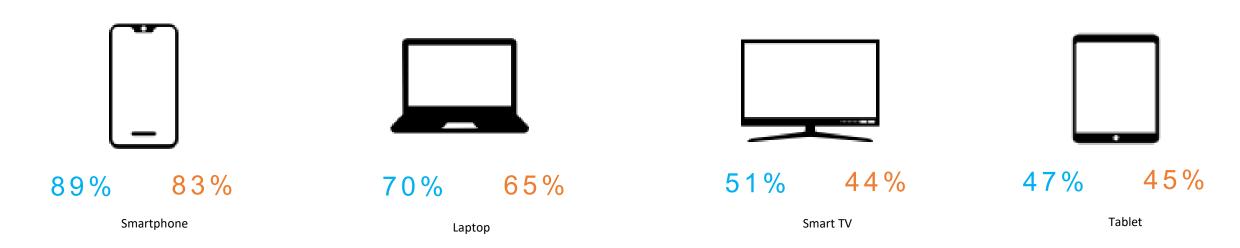
Increasingly engaged community online both with loved ones as well as with brands.

Adopting new technologies and looking to connect with advertisers.

A year of challenges highlight the path to opportunity.

WHAT HAS CHANGED?

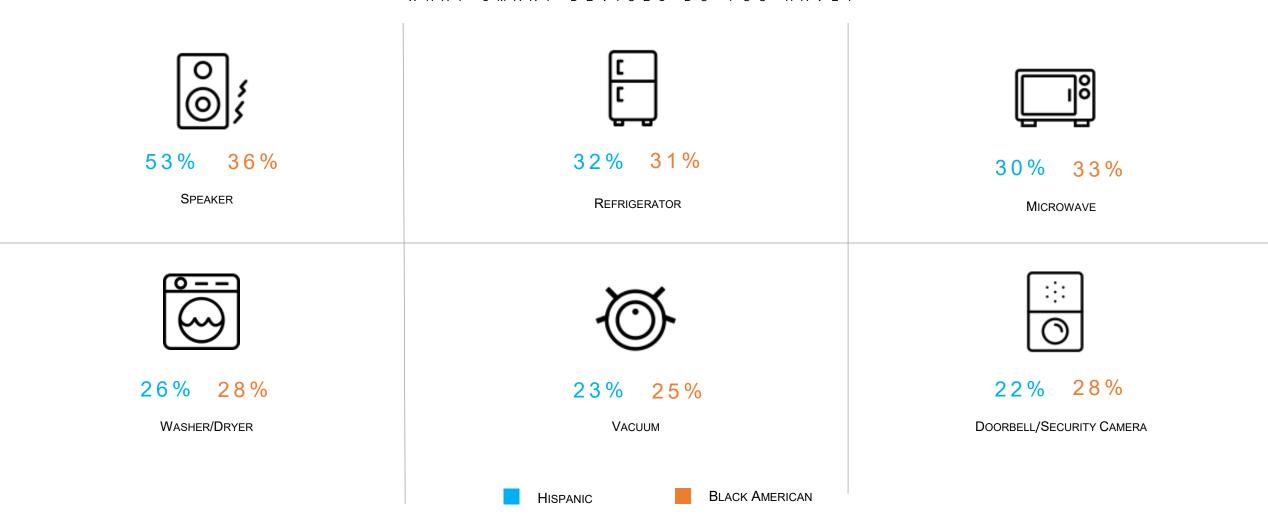
WHAT DEVICE DO YOU USE TO CONNECT TO THE INTERNET?



HISPANIC BLACK AMERICAN

SURGE IN SMART DEVICE OWNERSHIP

WHAT SMART DEVICES DO YOU HAVE?

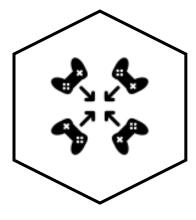


GAMING & ESPORTS





40% 31%



58% 53%



37% 31%



77% 74%

Own a Gaming Console,
PlayStation (39%/38%) being
the most popular, followed
by Xbox (34%/29%) and
Switch (29%/22%)

69%

Play videogames on their smartphone

Prefer playing videogames with others rather than by themselves, especially with their own friends online

Watch eSports regularly, and their favorite platforms to do so is through Cable TV, YouTube, and Twitch of gamers are playing more than 3 hours a week than what they did last year



HISPANIC



BLACK AMERICAN

CORD CUTTERS

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.

55%

54%

Have a cable subscription, a decrease of 10% and 13% from last year for Hispanics and Black Americans respectively

73%

74%

Own a smart TV, an increase of 4% from last year for both audiences

48%

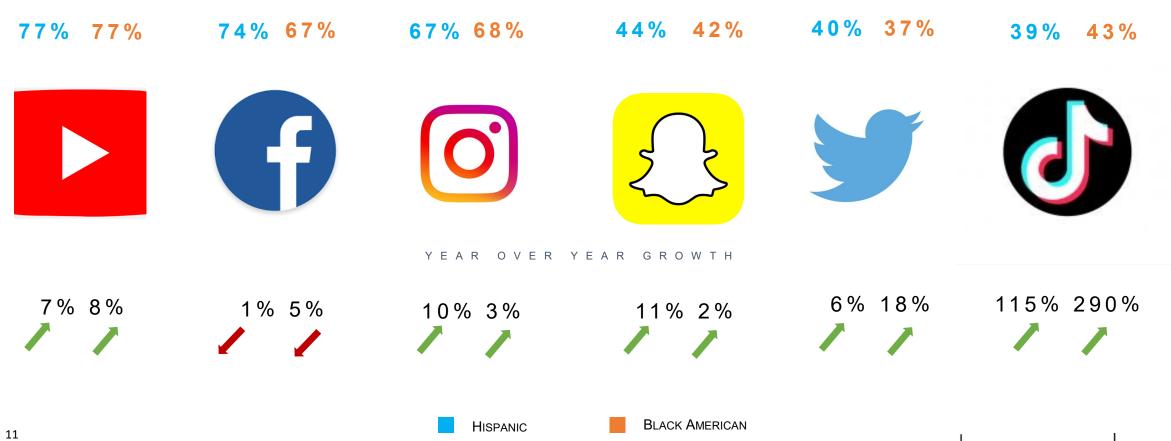
46%

Own a streaming media device, a decrease of 9% from last year for both audiences

STREAMING SERVICES

WHICH CONNECTED TV PLATFORMS/SERVICES DO YOU USE?	BLACK AMERICAN	HISPANIC AMERICAN
AMAZON PRIME VIDEO	44% ↑23%	45% ↑11%
CBS ALL ACCESS/PARAMOUNT+	16% ↑80%	10% ↑59%
DISNEY+	35%	43%
HBO MAX	22%	19%
HULU / HULU WITH LIVE TV	38% ↓ <mark>7%</mark>	36% ↓9%
NETFLIX	64% 0%	73% ↑1%
YOUTUBE TV	27%. ↓ <mark>2%</mark>	19% ↓25%

FAVORITE SOCIAL NETWORKS



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

HISPANIC



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

TARGET AUDIENCE

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

SURVEY 1

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

April 14, 2020 to April 16, 2020

April 17, 2020 to April 14, 2020 to April 16, 2020

Are you planning on buying Trolls when it comes out?

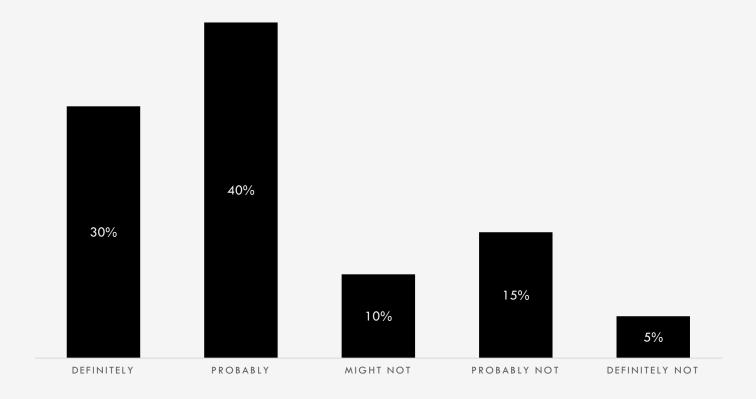
Definitely
Probably
Might not
Probably not
Definitely not





PRE-RELEASE

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



TROLLS WORLD TOUR

MEDIA RESULTS

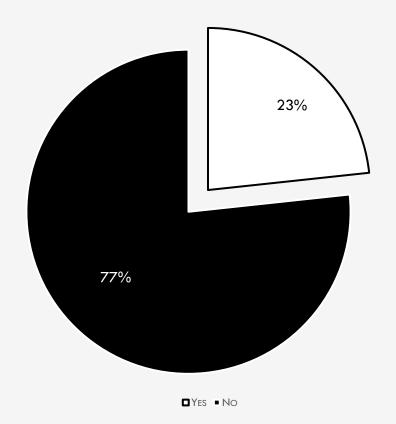
H Code ran a cross-device High Impact Media and CTV campaign on the opening weekend of *Trolls World Tour*, to drive awareness and purchase intent.

Results



POST-RELEASE

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?



CASE STUDY

WELLS FARGO

SUMMER FOOD BANK

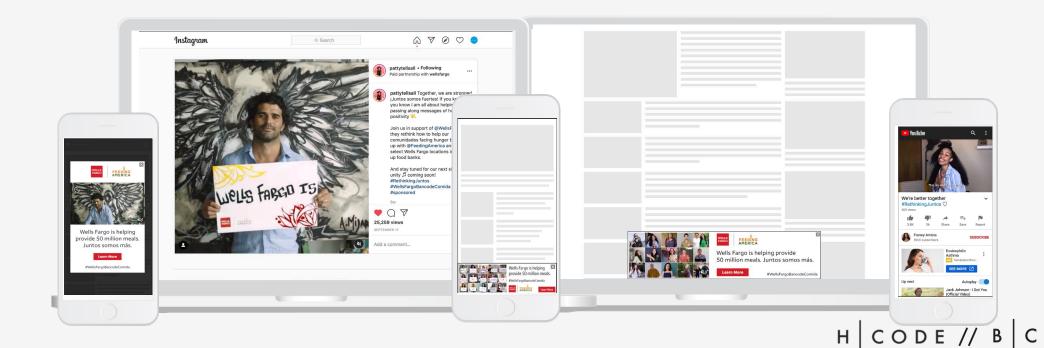
An Integrated Marketing Campaign: Social Influencers & High Impact Media Content Amplification

STRATEGY

WELLS FARGO

SUMMER FOOD BANK

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







IMMEDIACY & COMFORT



INTERACTIVE VIDEO ADVERTISING



LIVE STREAMING & VOD



SHORT-FORM ENTERTAINMENT



A I M A R K E T I N G

Q+A

