

A TEXTUAL ANALYSIS: THE PORTRAYAL
OF WOMEN IN SPANISH-LANGUAGE MAGAZINES

by

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PORTRAYAL OF WOMEN
IN HISPANIC ADVERTISING

Katie Ragsdale

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ABSTRACT

Using a grounded theory approach, the following study seeks to understand how women were portrayed in Spanish-language magazines in the year 2013. The evidence presented supports the idea that advertisers use the following messages when seeking to connect with Latinas: Women as caretakers, women as empowered, women seeking to attain, women as sexy and women as preoccupied. Celebrities as well as women with fair skin and dark hair were by far the types of models used in the advertisements.

Understanding the messages and subjects used in current magazines will be of great value to advertisers attempting to reach this unique audience. In order to gain a better understanding of U.S. Hispanics and current approaches to connecting with this audience, a fourteen-week internship was held at Puente Marketing & Advertising.

PORTRAYAL OF WOMEN
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Katie Ragsdale

Keywords: Latina, Hispanic Advertising, women, Spanish, language

Chapter One

It has been my hope since the beginning of college to work in advertising, and I always have wanted to continue speaking Spanish in my career. This interest in the Spanish language began as a 14-year-old freshman in high school, when I knew just a few basic words in Spanish. As a basic requirement, I began Spanish I classes and grew to love it. I loved learning new words, and since that first class I was determined to learn how to speak the language fluently. After completing level four as a senior in high school, I knew all the grammatical rules and could write well, but did not have many opportunities to speak it frequently. Upon enrolling in the University of Missouri, I took advantage of every chance I could to continue learning new words and speak it outside of the classroom. This included joining Spanish club and taking a two-week trip to Costa Rica for a Spanish conversation class. By the time I was in my third year of college, I felt even more confident with both my Spanish language skills and knowledge in advertising to accept an internship in Buenos Aires, Argentina, through the MU Journalism Abroad program. This three-month internship at Avant Garde Agencia helped to prepared me for my professional project, where I pored over hundreds of Spanish advertisements and worked for a Hispanic advertising agency.

On May 12, 2014, I began working at Puente Marketing and Advertising as a bilingual marketing intern. After months of searching for a place to complete the work component of this project, I finally found a great advertising agency specializing in the Hispanic market located in the Crossroads Arts District in Kansas City, Missouri. I quickly learned that Rob Flores and his team were the only ones in my city, and possibly

in the Midwest, that do what they do—which is why I did everything I could to work for them.

The opportunity to do both in this professional setting has been a great jumpstart to my career. The purpose of my position was to assist in researching and helping develop marketing plans for various clients, targeting primarily the Hispanic community in three areas: consumers, businesses and communities. Puente offers many services, even as a small agency. Qualitative and quantitative market research, bilingual campaigns, media planning and buying, creative strategies and Hispanic market education are just a few of the agency’s specialties, and we are capable of much more.

In regards to the research portion, it has complemented the professional component nicely. As I learned more about Puente before beginning work, I decided to conduct research within the field of Hispanic advertising and narrow my focus to women in Spanish-language magazine advertisements. I have taken a couple of Women and Gender Studies classes at the University of Missouri, and one was in Argentina. In that class, one topic involved analyzing how women were portrayed in media. Similarly, I am interested in understanding how women are portrayed in advertisements directed toward Latinas in the United States. While viewing advertisements funneling in and out of Puente Marketing’s office, I was able to find some parallels with the categories and concepts I created throughout the research process. Additionally, while filing through magazine advertisements, I have been able to recognize some “dos and don’ts” in advertising to Hispanics (including cultural clichés, Spanglish and strategic messaging) based on what I have learned at Puente and literature review research.

Chapter Two

Week One: 5/12-5/16

My first week at Puente has already provided me with good experience and a peek into what I will be doing throughout the summer. On my first day Monday, May 12, I was given the opportunity to sit in on the voiceover recording for a McDonald's television and radio spot. It was really interesting to get a behind-the-scenes look at how these types of advertisements are put together.

Additionally, I did some translation work for the YMCA of Greater Kansas City for a selection of Facebook ads and proposed a plan for Puente itself to run some ads on the social networking sites. Rob and Kaley are putting me in charge of getting the company's social media sites up and running again. They explained that they haven't had a lot of time to focus on marketing their own company, so I did some work on Puente's Facebook, Twitter and LinkedIn accounts as well as the new website.

The most exciting part of my job is getting to use Spanish daily while I learn more about the U.S. Hispanic market. Our graphic designer lives in Buenos Aires, one freelance employee is from Puerto Rico, and we have contact with many Hispanic-owned business owners. The company is so unique, especially for the Midwest. It is the only agency in Kansas City specializing in the Hispanic market; it's so exciting to be a part of it.

Please note that I will be out of town from Thursday, May 22 through Wednesday, May 28. I have cleared this with my supervisors, and I will make up an extra week of work and research at the end of the summer.

Week Two: 5/19-5/20 and 5/29-5/30

I had another good week at Puente. We continued to work on cleaning up the new website and wrapping up some work for various clients. I continue to post on Facebook, Twitter and LinkedIn frequently (on behalf of Puente) with the help of Hootsuite. I am seeing a good increase in Twitter followers and in engagement.

Puente's other intern, Stephen, and I sat in on an AHAA webinar to learn about a specific demographic—Upscale Latinos. This was a good learning opportunity for both of us, and we were able to pass on the information to Kaley and Rob, both of whom unfamiliar with this demographic.

On Thursday I sat in on a meeting with executives from NCLR, or National Council of La Raza. The organization calls itself “the largest national Hispanic civil rights and advocacy organization in the United States,” and it “works to improve opportunities for Hispanic Americans. Its conference, open to all, will be held in Kansas City in 2015. We are hoping to help them out with some of the local marketing and advertising, which will mean big exposure for Puente.

In terms of research, I ordered a library card and located the magazines I will be using over the course of this project. Both Latina and People En Español are located at the Central location of the Kansas City Library, and I will have to request and interlibrary loan to find Cosmopolitan En Español. I also tied up the final loose ends of my proposal, which will be sent to you soon.

Week Three: 6/2/14 - 6/6/14

Kaley was out of town this week, so I stayed busy. My main duty was working on a big Price Chopper project. The grocery store is hoping to make some of their locations

more accommodating for Hispanic shoppers. My job has been to pinpoint grocery store locations using a geotargeting software called Geoscape, where I am able to determine what demographic of shoppers are going to particular store locations. I will then make recommendations to Price Chopper on which Kansas City locations should be modified to make them more welcoming to Hispanics.

I also met with some representatives from El Centro, which is a community center here in Kansas City. They are going to help us recruit Hispanic women with whom we can shop at a Price Chopper location. We will meet in their homes for a pre-shopping trip interview and then go along with them to determine their grocery shopping habits. We also had a meeting with some executives from Univision, who were in town from south Florida. It was a great networking opportunity, especially since I am hoping to move there upon completion of this project.

I have not yet received my library card, but it will likely be delivered this week so I can start looking through the three magazines I've selected. I plan to use criterion sampling using a selected set of requirements for each of the ads I will examine.

Week Four: 6/9/14 - 6/13/14

This week I focused a lot on the Price Chopper account, where I continued to plot store locations using Geoscape and create a PowerPoint to present to the client next week. It has been very tedious work, but I'm glad for the opportunity and have learned a lot using this database. I was able to find the Hispanicity of the customers (how "Hispanic" they are), where they live, what language they speak and more.

I have also been busy putting finishing touches on Puente's website. This includes adding employee photos and biographies, updating images and text and linking our social

media pages to the site. We are aiming to have the final site launch this week, so it will be great to see all the progress we have made since I began working at Puente.

Other miscellaneous projects I've worked on this week are continuing social media updates for the company, writing blog posts and working on some translations for YMCA and McDonald's. We also had KCTV5 News come in and interview our president Rob Flores for a story on Hispanic marketing. If you're interested in viewing the segment, [click here](#).

I was able to get to the library this week and go through some magazines. Kansas City Public Library carries *Latina* and *People en Español*. In order to get an overview of the types of ads these magazines contain, I went through several issues. My preliminary findings were that many ads were simply translated from English to Spanish—which is something Puente teaches against. I need to narrow down my scope of my samples by only including full-page ads with one or more women, with the majority of the advertisement being in Spanish.

Week Five: 6/16/14 - 6/20/14

Over the past week, I mostly continued to focus on Price Chopper. The first half of the week was spent preparing for a discussion group to understand Hispanic women's shopping habits. We used a nonprofit organization in Kansas City to recruit 20 foreign-born, Spanish-speaking women who would be willing to talk with us.

Unfortunately, only 11 women of the confirmed 20 ended up coming, and a few were late. We also ran into a few snags when a couple mothers brought their children in the room and when we started late. As a result, we have to conduct another discussion group on Thursday and be ready to present to the client on Friday. While I have

completed a presentation with the information we got last week, I will be rushed to complete it with the new ideas before Friday afternoon. With this extra time commitment last week, I was required to work 40 hours and did not have a chance to conduct any research. I am hoping I will have time this week even with the extra evening time with the discussion group.

In addition to working on the Price Chopper project, I completed some new Facebook ads for El YMCA de Kansas City. I was finally able to put the finishing touches on our website, Puentemarketing.com, which went live today. It is nice to see how everything came together in the end, although we have a couple bugs to fix this week.

Week Six: 6/23/14 - 6/27/14

Over the past week, I prepared for the second Price Chopper discussion group that was conducted on Thursday. We recruited 15 women, and all but one showed up. I was responsible for most of the coordination, including connecting with El Centro, buying snacks for participants, preparing discussion guides and setting and cleaning up the room. I took thorough notes during the session, and we will now present to the client next week.

Aside from the great information we received about Hispanic women's shopping habits and how they use ads, we were able to get some more interesting feedback during the discussion group. While talking about radio advertising with the women, one woman mentioned that she has heard a great ad for El YMCA de Kansas City on Pandora—which is one of our clients. It was cool to hear that she appreciated the Y's effort to reach out to people like her in Spanish, and she even told her friends and family about the ad.

Our website finally went live, and we are fixing the last few bugs before I begin promoting it on social media. Rob has asked me to brainstorm ideas of how we can

promote Puente and its new rebranding efforts. A launch party, billboard, guest blog posts and press releases are all in the works.

Despite the busy week, I was able to make it to the library to gather my first set of samples. The Kansas City Public Library does not have copies of *Latina* from July and August 2013, so I will need to choose different months for that magazine. It did, however, carry the June 2013 issue, so I was able to gather those advertisements. There were a total of 15 ads that met the criteria I outlined. I was surprised to see that using KCPL's scanner costs \$.75 per scan, so I had to download a PDF converter on my phone and take photos of the advertisements. Otherwise, I could end up spending well over \$100.

Week Seven: 6/30/14-7/4/14

On Monday, I completed our first PowerPoint and presented it to two representatives from Price Chopper. This presentation was comprised of the data I gathered and analyzed from Geoscape. I chose seven high-opportunity stores, meaning select locations should implement particular service tactics and grocery products to better accommodate the Hispanic community. The two representatives agreed with the locations I selected and requested that I add two more.

On Thursday, the grocery store's manager took us on a tour of the top-performing location when it comes to accommodating Hispanics. It was very interesting to see how the store has integrated particular products and has designed the store. For example, there is an entire wall of hard-to-find spices, cheeses specific to Mexico and Central America and even piñatas hanging from the ceiling in the produce section. They also hire bilingual employees. It's clear this store is doing a great job of catering to Hispanics.

Over the next couple of weeks we will prepare to hold a discussion group with some of the grocery store's employees in hopes to gain more insight into what the store is doing well and what could be improved upon. We will also get ready for the shop-alongs, where we will go shopping with six Hispanic women to see what kind of products they buy and why.

I was able to begin going through the advertisements I collected and taking notes on similarities throughout them all. This has helped me start constructing overarching categories that will later be broken down into smaller concepts.

Week Eight: 7/7/11-7/11/14

I have been brainstorming ideas on how we can market Puente itself and its latest rebranding efforts. I thought it would be a good idea to place a billboard on the way in or out of downtown Kansas City, MO, so I've been in contact with some sales representatives to get this started.

I have a budget of \$10,000 to use for these marketing efforts in August, September and October. Some other ideas include sponsoring NPR online or the radio station, advertising on HispanicBusiness.com and hosting a party for current and potential clients. I have been requested to create an editorial calendar and media plan with corresponding prices.

Over the past week, I also prepared guides to moderate a discussion with employees and managers at the grocery store. These discussions will be held next Friday in order to understand how employees feel about adapting their stores to be more Hispanic-friendly. We also plan to hold two focus groups on Thursday evening on behalf of a local community center. The purpose of those sessions will be to determine whether

Hispanics know about the opportunities the center provides to minority students preparing for college.

I am continuing to go over the selected advertisements and take notes on what they have in common. I am still creating categories and have been able to narrow down a few of them down to more specific concepts that describe how women are portrayed in Spanish ads.

Week Nine: 7/14/11-7/18/14

This past week was spent preparing for two focus groups and a discussion group. On Thursday, July 17, we held a focus group with kids in grades 7 through 12; one was a recent high school graduate. I took part in this group, while a native Spanish speaker conducted a focus group with these students' parents. The topic of discussion was a program offering college preparatory services to students, particularly minorities, in high school. We gauged their interest in the program and felt the focus group was a success. The discussion group was held on Friday, July 18, with department managers from the grocery store. All three participants were Hispanic. We wanted to understand their thoughts toward the Hispanic consumer and what could be done to improve shoppers' experiences; we good some good information. Next week we will speak with Hispanic employees from the store in hopes of gathering more information.

So far, my category "Caretaker" has been broken down into three concepts: "Care for Self," "Care for Others" and "Care for Her Home." This is by far the most popular category I have found in *Latina*. I have also created "Celebrity" and "Empowerment" categories. Some will take extra thought in fully understanding the concepts behind the ads. Next week I hope to gather ads needed from *People en Español*.

Week Ten: 7/21/14-7/25/14

The past week was a busy one as I prepared for another discussion group we held with Hispanic employees of the grocery store with which we are working. We spoke with nine employees representing a variety of departments in the store. They each had great points and were able to help us gain some insight into how we can improve the stores. This is the final piece of our research, and we will present to the client next Friday, August 8th.

I am also now in charge of coordinating a video shoot for Spanish promotional videos for the local community center. I am working on getting confirmation from the client and scheduling the shoot with the videographer. Additionally, I am coordinating more focus groups for the organization that will be held in a couple of weeks. We will have four focus groups--two with members, and two with non-members. I am drafting the moderator guides and managing the recruiting process.

Week Eleven: 7/28/14-8/1/14

As previously mentioned, I am coordinating focus groups that will be held at two local community centers. I spent the week determining how we would recruit both members of the gym and non-members, which is tricky. In order to find non-members, we will have to buy a list of names phone numbers and make cold calls. While I personally don't have to make these calls, I am worried that we won't be able to successfully recruit 10 Hispanic women with children. I am also putting together the moderator guides for these focus groups. Two focus groups will be held in English, and two will be held in Spanish.

I also have been putting together a detailed report for the focus groups we had a couple of weeks ago. This will be sent off to the client next week. Additionally, I am

finishing up the PowerPoint that we will use next week when presenting to the executives at the local grocery store chain.

Week Twelve: 8/4/14-8/8/14

I am working with one other person, Luciana, on recruiting both members and non-members of the community center. We went to the center to see if we could speak with any Hispanic women and to make announcements to group exercise classes. Luciana and I also tried to recruit people at a local shopping center, but we were unsuccessful. Unfortunately we have only been able to recruit four members and four non-members thus far, and we need to confirm 10. There are simply not enough Hispanic or Latina women in Parkville, MO, so we have hit a snag in that regard.

I spent most of my week preparing to present the research I have been working on throughout my internship at Puente. This includes store location and customer data analysis as well as discussion groups with Hispanic women, employees and managers. The presentation went really well, and one of the executives said investing in this research was the best use of marketing dollars he has seen thus far. Hearing that was a big relief and compliment given the amount of time and effort I have put into this project.

Week Thirteen: 8/11/14-8/15/14

I had an incredibly busy week with four focus groups and a video shoot. The first focus two groups in Olathe, KS went pretty well. We had a great turnout, although the reserved room was not ideal. The focus groups in Parkville, however, did not go as planned. We ran into a lot of trouble recruiting Latinas, as Parkville does not have a large Hispanic population. Only three people attended when we should have had around 16 for the night. Nonetheless, we still conducted short interviews with those that did come.

I also coordinated a video shoot for the YMCA of Greater Kansas City, which was conducted on Thursday, August 14. The goal was to speak with members and employees about why the Y inspires them and how it has changed their lives. The people we spoke with had great stories and wonderful things to say, so I think the videos will turn out nicely. We did, however, run into some trouble with acoustics and external noise. Hopefully those factors will not have a big impact on the video quality.

With working late nearly all week, I am falling behind on my research. I was, however, able to get to the library one day to scan advertisements from the July 2013 issue of *People en Español*. I saw patterns among the ads that fit into the categories I have already constructed and also added the following categories based on the ads I analyzed: “Attainment” and “Accomplishment.” I can already see that my categories will be evolving as I continue analyzing more advertisements.

Week Fourteen: 8/18/14-8/22/14

I just completed my fourteenth and final week of my internship at Puente Marketing. Over the past week, I began working on a project with Hispanic-owned businesses in Kansas. I have been busy gathering pertinent information putting together a PowerPoint presentation with the results of 50 interviews that my supervisor conducted. Additionally, I am working on coordinating the completion of the videos for the YMCA as well as looking ahead to some public relations opportunities that I will be working on over the next couple of weeks.

There is still a lot of work to do on Puente’s marketing efforts, so I am continuing to work on social media and look into opportunities like Pandora, NPR radio, billboards and a party.

I haven't been able to complete my research over this 14-week period, so I will continue to work on that consistently over the next month or two.

I truly have had a great experience working for Puente and feel very fortunate for the opportunity. What I've learned here about the Hispanic market, conducting research and agency life in general is far more than I could learn in a classroom. Nonetheless, it was so intriguing to put to use all the information I've learned over the course of four years in undergrad and one year in graduate school.

Chapter Three

In addition to exposing me to certain processes that I had not yet learned, such as how to buy media, create project proposals and manage multiple accounts, Puente has provided me with an abundance of knowledge about the Hispanic market, particularly in the Midwest. More specifically, I have learned about the ethnic composition of Hispanics in Missouri and Kansas, their media habits and ways in which Hispanics differ from each other, whether by country of origin, traditions or nuances.

For example, Puente has borrowed a method from Geoscape Intelligence System to differentiate Hispanics. It is a sliding scale from that measures “Hispanicity” segment, or how acculturated someone is. HA1s, HA2s and HA3s are all U.S.-born, and HA4s and HA5s are both foreign-born. The larger the number, the closer the person is to his or her Hispanic roots and culture. For example, an HA5 is a recent immigrant who probably knows little-to-no English and feels strong ties to the country of origin. An HA3, while foreign-born, is bi-cultural can move comfortably between two languages. An HA1 individual may have a Hispanic last name but likely does not know any Spanish and fully identifies with U.S. culture with little to no ties to his or her ethnicity. This is very helpful to us in identifying our target audiences and research segments.

Additionally, I was able to grow Puente Marketing’s presence on social media over the fourteen weeks, and it continues to grow to this day. Utilizing various online tools such as Facebook ads and Hootsuite, I was able to track progress on a daily basis.

Having taken a qualitative research class, I felt I was adequately prepared to for multiple discussion and focus groups we held for two different clients, the YMCA of Greater Kansas City as well as Ball’s Price Chopper, a large grocery store chain in the

Midwest. At the same time, I found that experience is the best way to learn. While the research class helped me to understand how focus groups are to be conducted, it did not necessarily teach me how to react to hiccups in the process, such as participants not showing up on time or at all.

My advice to those looking to conduct focus groups with Hispanic participants—or any participants—is to over-prepare when possible. Allow adequate time to recruit participants, and follow up with a phone call a couple of times—especially the day before the focus group. Recruit more people than necessary to allow for those who do not show up, which is inevitable in any focus group. Prioritize questions, and have more questions ready than necessary in case the session runs more quickly than expected. These are things I did not know before I assisted in coordinating the focus groups and discovered through trial and error.

Chapter Four

Chapter four includes samples of the work I completed over the 14-week period at Puente Marketing. The two clients with which I worked closest are Ball's Price Chopper, the YMCA of Greater Kansas City. Additionally, I assisted in Puente's own marketing efforts. Communication with the clients was conducted in English, while work with consumers and potential customers for each entity was conducted in both English and Spanish.

The YMCA of Greater Kansas City

I assisted in multiple discussion groups, focus groups and interviews over the course of the summer, six of which were for the YMCA of Greater Kansas City. I have included screen shots of the final presentations I created that do not give away any confidential information regarding findings. The background, objectives and agenda are included. The first round of YMCA focus groups was for students in middle school and high school, while the second round was held for parents of these students.



OBJECTIVES

- To gain an understanding of general perceptions of education and higher learning within the Kansas City Hispanic community
- To understand how Hispanics in the community view the YMCA, and specifically, its Y Achievers program
- To gauge Hispanics' interest and likelihood to participate in the Y Achievers program
- To learn how the Y Achievers program could adjust its marketing efforts to attract more Hispanic students in the Kansas City area.

3 | Y ACHIEVERS | ©2010 YMCA of the USA

PARENT FOCUS GROUP

1. IMPORTANCE OF EDUCATION

2. OBSTACLES

3. PREPARATION

4. ORGANIZATIONS

5. PERCEPTIONS OF THE YMCA

6. Y ACHIEVERS PROGRAM

- Description
- Benefits
- Cost

7. INSIGHTS AND RECOMMENDATIONS

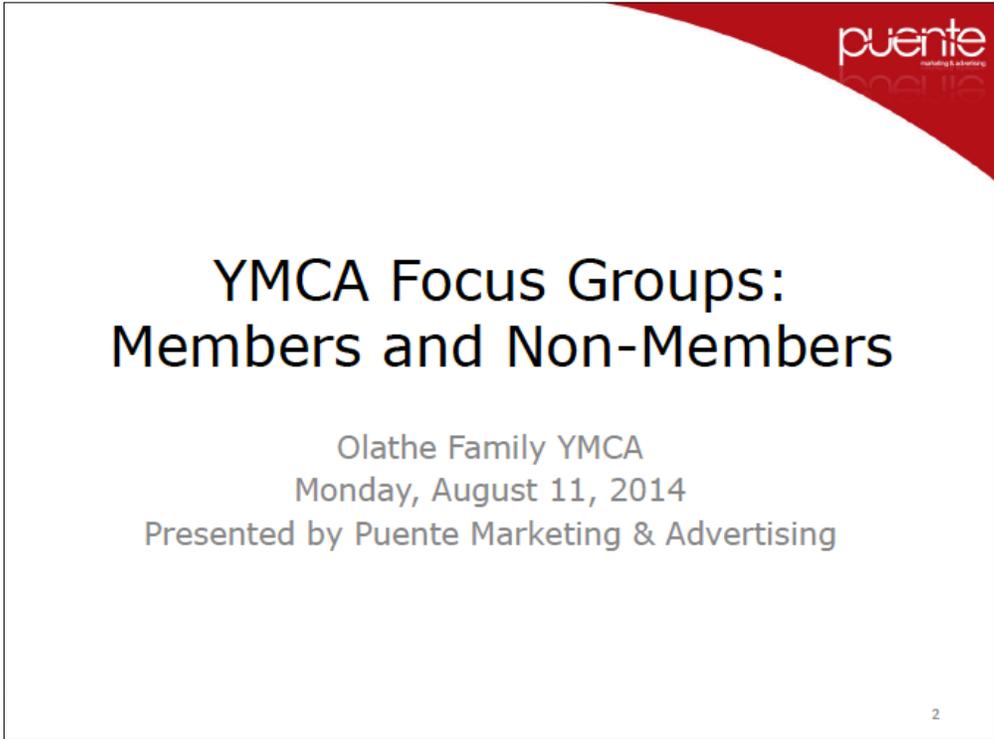
6 | Y ACHIEVERS | ©2010 YMCA of the USA

STUDENT FOCUS GROUP

1. IMPORTANCE OF EDUCATION
2. FAMILY
3. MOTIVATORS
4. PREPARATION
5. ACTIVITY
6. PARTICIPATION
7. PERCEPTIONS OF THE YMCA
8. Y ACHIEVERS BENEFITS
9. SELECT QUOTES
10. INSIGHTS AND RECOMMENDATIONS

19 | Y ACHIEVERS | ©2010 YMCA of the USA

YMCA – Olathe, KS Members and Non-Members Focus Groups



The slide features a white background with a red curved graphic element in the top right corner. The Puente Marketing & Advertising logo is positioned in the upper right. The main title is centered in a large, bold, black font. Below the title, the location and date are listed in a smaller, grey font, followed by the presenter's name. A small number '2' is located in the bottom right corner.

puente
marketing & advertising

YMCA Focus Groups: Members and Non-Members

Olathe Family YMCA
Monday, August 11, 2014
Presented by Puente Marketing & Advertising

2

Non-Member Focus Group

Background

The YMCA of Greater Kansas City wants to better communicate with and serve the Hispanic market in Kansas City.

The YMCA commissioned Puente Marketing & Advertising to conduct a market research study among Hispanic women and provide recommendations to increase membership among Hispanics at the Olathe Family YMCA in Olathe, KS. Olathe's population is 125,872 people. The Hispanic population is now 12,794 people, or approximately 10% of the total population.

Our qualitative data was gathered by recruiting and speaking with eight Hispanic women living in the Kansas City community.

Objectives

The objectives of the study were to . . .

- ❖ To gain an understanding of how familiar the Hispanic community is with the YMCA and its affiliates
- ❖ To gain an understanding of members of the Hispanic community view the YMCA, its programs and messaging
- ❖ To learn how to effectively communicate with Hispanics in the Kansas City area when it comes to healthy living
- ❖ To understand the best ways to create the right programs for continued growth in Hispanic membership

Source: Suburbanstats.org & U.S. Census Bureau

3

Non-Members Outline

1. Methodology
 - Recruitment
 - Conduction
2. Healthy Living Discussion
3. YMCA Discussion
4. Media
 - Radio
 - Television
 - YMCA Ads/Direct Mail
5. Participant Recommendations

4



YMCA Interviews: Two Non-Members & One Member

Platte County Community Center South
Tuesday, August 12, 2014
Presented by Puente Marketing & Advertising

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Non-Member Interviews

Background

The YMCA of Greater Kansas City wants to better communicate with and serve the Hispanic market in Kansas City.

The YMCA commissioned Puente Marketing & Advertising to conduct a market research study among Hispanic women and provide recommendations to increase membership among Hispanics at the Platte County Community Center South in Parkville, MO. Parkville's population is 5,554 people. The Hispanic population is now 205 people, or approximately 3.7% of the total population.

Our qualitative data was gathered by recruiting and speaking with two Hispanic women living in the Kansas City community.

Objectives

The objectives of the study were to . . .

- ❖ To gain an understanding of how familiar the Hispanic community is with the YMCA and its affiliates
- ❖ To gain an understanding of members of the Hispanic community view the YMCA, its programs and messaging
- ❖ To learn how to effectively communicate with Hispanics in the Kansas City area when it comes to healthy living
- ❖ To understand the best ways to create the right programs for continued growth in Hispanic membership

Source: Suburbanstats.org & U.S. Census Bureau

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Non-Member Outline

1. Methodology
 - Recruitment
 - Conduction
2. YMCA Discussion
3. Media
4. Participant Recommendations
5. Final Remarks

Member Interview

Background

The YMCA of Greater Kansas City wants to better communicate with and serve the Hispanic market in Kansas City.

The YMCA commissioned Puente Marketing & Advertising to conduct a market research study among Hispanic women and provide recommendations to improve their experiences at the Platte County Community Center South in Parkville, MO.

Our qualitative data was gathered by recruiting and speaking with one Hispanic woman who is a member of the YMCA and regularly visits the Parkville location.

Objectives

The objectives of the study were to . . .

- ❖ To gain an understanding of how Hispanic community YMCA members view the YMCA, its programs and proposed messaging
- ❖ To learn how to effectively communicate with Hispanics members in Parkville when it comes to healthy living
- ❖ To understand the best ways to create the right programs for continued growth in Hispanic membership

Member Interview

1. Methodology
 - Recruitment
 - Conduction
2. YMCA Discussion
 - Perceptions
 - Motivations
3. Media
4. Participant Recommendations

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Non-Member Outline

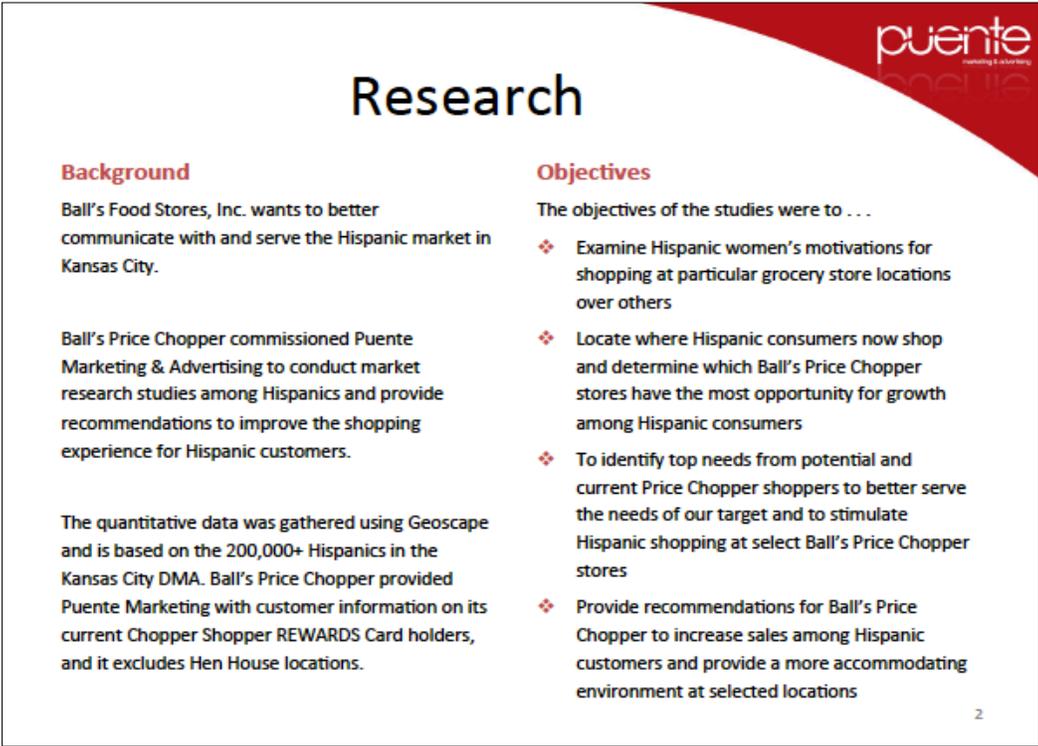
1. Methodology
 - Recruitment
 - Conduction
2. YMCA Discussion
3. Media
4. Participant Recommendations
5. Final Remarks

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Ball's Price Chopper

The other company for which I did research was Ball's Price Chopper, a top grocery store chain in the Midwest. I also have included screen shots of the final presentations without providing any confidential information.

The intent of the first discussion group for the grocery store was to understand how women shop for food items and their motives for doing so. In the second, we spoke to managers of the store to gain insight into how the store could improve the client experience for Hispanics. Finally, the third discussion group aimed to understand how Hispanic store employees felt about working for the store and why. As will the store managers, we hoped to understand how we could improve the Hispanics' grocery shopping experiences.



Research

Background

Ball's Food Stores, Inc. wants to better communicate with and serve the Hispanic market in Kansas City.

Ball's Price Chopper commissioned Puente Marketing & Advertising to conduct market research studies among Hispanics and provide recommendations to improve the shopping experience for Hispanic customers.

The quantitative data was gathered using Geoscape and is based on the 200,000+ Hispanics in the Kansas City DMA. Ball's Price Chopper provided Puente Marketing with customer information on its current Chopper Shopper REWARDS Card holders, and it excludes Hen House locations.

Objectives

The objectives of the studies were to . . .

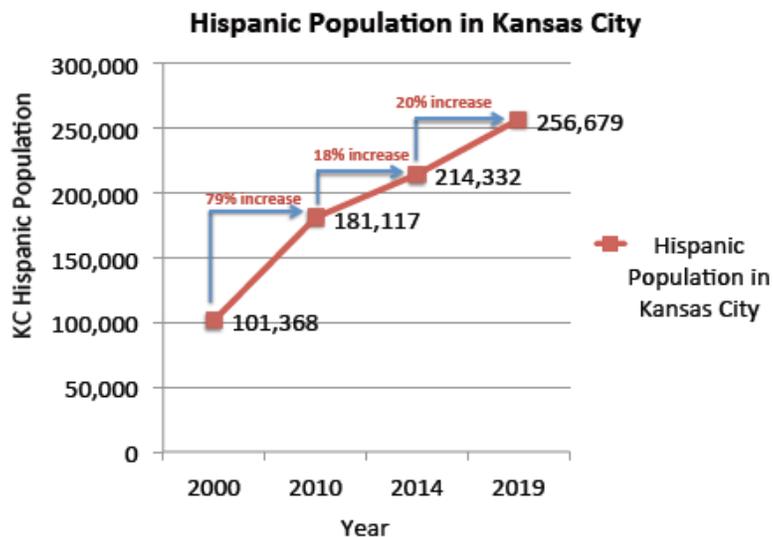
- ❖ Examine Hispanic women's motivations for shopping at particular grocery store locations over others
- ❖ Locate where Hispanic consumers now shop and determine which Ball's Price Chopper stores have the most opportunity for growth among Hispanic consumers
- ❖ To identify top needs from potential and current Price Chopper shoppers to better serve the needs of our target and to stimulate Hispanic shopping at select Ball's Price Chopper stores
- ❖ Provide recommendations for Ball's Price Chopper to increase sales among Hispanic customers and provide a more accommodating environment at selected locations

2

Outline

- ❖ MARKET SNAPSHOT
- ❖ CONSUMERS
 - ❖ Two discussion groups among 26 Hispanic women
 - ❖ Six accompanied shopping trips
- ❖ TEAMMATES
 - ❖ Discussion group among three Hispanic and one non-Hispanic store 12 managers
 - ❖ Discussion group among nine Hispanic store 12 teammates
- ❖ RECOMMENDATIONS

Projected Hispanic Population Growth in Kansas City



KC DMA 2014:
214,332

KC DMA 2019:
256,679

The Hispanic population in Kansas City is expected to grow by **20%** in 5 years.

Hispanic Women Discussion Groups Price Chopper Shoppers & Non-Shoppers June 2014

15

Methodology

- Two focus groups were conducted entirely in Spanish among 26 females within the Kansas City Hispanic community. Both Price Chopper and non-Price Chopper shoppers were included.
- The discussion groups lasted 45 minutes to one hour and were audio recorded.
- Participant recruitment was conducted by a Hispanic female from El Centro, Inc.
- Discussion guides were developed by Puente Marketing in accordance with the objectives at hand and were approved by Ball's Food Group, Inc. Three television ads were provided to Puente Marketing by Ball's. Print ads were selected from Dos Mundos and the Kansas City Star.
- The sessions were conducted on June 18, 2014, and on June 26, 2014, at El Centro Inc., a trusted community organization who has served the Hispanic community since 1976.

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Methodology

Four Ball's Price Chopper Managers from Store 12

- One discussion group at store 12 was conducted in English among four department managers.
 - Seafood and poultry; teammate for 26 years; Mexican
 - Produce; teammate for 24 years; Mexican
 - Bakery; teammate for 18 years; Honduran
 - Service manager; teammate for 5 years; American
- The discussion group lasted one hour and was audio recorded.
- The discussion group was conducted by the president of Puente Marketing & Advertising at store 12, located at 4950 Roe Blvd. in Roeland Park, KS.



**Hispanic Teammate Discussion Group
Roeland Park Price Chopper
July 25, 2014**

26

Methodology

Nine Hispanic teammates

- One discussion group at store 12 location was conducted in English and Spanish among 9 bilingual, Hispanic teammates representing multiple departments.
- Years-of-service ranged from new hires to 19 years.
- The discussion group lasted for one hour and was audio recorded.
- The discussion group was conducted by the president of Puente Marketing & Advertising.

27

Puente Marketing & Advertising

One of my assignments at Puente Marketing was to create and/or continue our social media accounts. This includes the website's blog on puentemarketing.com/blog, our Twitter handle @PuenteMarketing, and our LinkedIn and Facebook pages, both of which can be found by searching for Puente Marketing & Advertising. I also created Facebook ads to increase page "likes." These advertisements went out in English on newsfeeds and sidebars to those whose job titles are Account Manager, CMO, President, Creative Director and Marketing Manager, among others, in seven key markets. The ads resulted in 29 page new likes over the course of two weeks.

The following pages include samples of social media postings as well as five blog posts I wrote and posted over the course of fourteen weeks. Although a few blog postings attribute Norberto Ayala-Flores as the writer on the website, this is simply for credibility purposes as he is the President of the company. I wrote each of the following blog posts pulled from puentemarketing.com:

Welcome to Our Blog! - June 24, 2014

Welcome to the Puente Marketing & Advertising Blog! Check back frequently for tips on Hispanic marketing, industry trends and information on how we can help your business grow. Which topics would you like to see on our blog? Let us know, and we'll write about it! In the meantime, follow us on our Facebook, Twitter and LinkedIn pages. We look forward to hearing from you!

FAQ: Can I just translate this campaign into Spanish? - July 11, 2014

In short, the answer is no. We get this question a lot. It is a common misconception that marketing and advertising materials geared for the general market will work just as well in the Hispanic market. This is where many companies get it wrong. Directly translating a strategic message and related materials from English to Spanish (or any other language, for that matter) will rarely get you the results you're hoping to achieve. Here's why:

Understanding Differences

Imagine you're marketing a new clothing line for women aged 60-75 and girls aged 8-12. Would you produce the exact same ads targeting both demographics at the same time? Probably not. Just like you would not market a clothing line to adults and children in the same ways, you shouldn't market to both the general market and Hispanic market using the exact same messages and tactics.

Lost in Translation

"That assignment was easy as pie!" "This pair of jeans cost me an arm and a leg." "Buy this one, and you'll get more bang for your buck." Each of these common U.S. phrases paints a very clear picture in the mind of a native English speaker. What would happen if you translated them directly to another language? Sure, you may be able to say something similar in German, French or Spanish, but the words will not likely convey the same meaning. This same concept applies both to language and to messages. Successfully appealing to the Hispanic market is far more than translating phrases and sentences. It's understanding cultural, societal and linguistic connotations to directly appeal to this unique audience.

What *Can* Be Directly Translated?

Some items may be directly translated and still convey the same message. For example, a "buy one get one free" coupon or a "50% off" discount card with its rules and regulations does not hold any particular connotation with its message. It simply states an offer and its disclosures. Aside from these small exceptions, most campaigns will need to take a different route in appealing to bilinguals or Spanish-only speakers.

Understanding your target audience is the number one step in successfully creating and implementing a campaign. Need help connecting with the U.S. Hispanic population? You've come to the right place. Give us a call at 816-283-8300 or contact us online. We have helped businesses large and small across the entire nation and would love to do the same for you.

Hispanics Scaling the Market – July 17, 2014

AHAA! In late May, Puente was lucky to attend a webinar hosted by AHAA, The Association of Hispanic Advertising Agencies. In this informative webinar, we found that new research shows that Upscale Hispanics are a strong economic force that continues to grow. According to AHAA, 15 million homes fit into this market segment. Upscale Hispanics are defined as any Hispanic household making between 50,000 to 100,000 dollars annually. The Upscale Hispanic represents 37 percent of spending power for the Hispanics demographic and are projected to grow from the present population of 15 million to 35 million in 2050. These facts can inspire an “AHAA” moment for numerous companies who decide to act upon this new research!

Youthful Mobile Spending

Upscale Hispanics are influencing the market in an interesting way. Upscale Hispanics are younger in comparison to non-Hispanics making the same income, and 65 percent of U.S born Hispanics are Millennials. This means that marketers can reach out to the youth in a unique way through technology and mobile devices. Upscale Hispanics have spent \$3.7 Billion in online and mobile purchases in the past 12 months. Also following this trend, Hispanic Millennials have a higher likelihood of buying online than non-Hispanic Millennials, according to CCN. As we continue to rapidly move into a more mobile generation, we cannot ignore this new trend. Take note: the more companies target Hispanics through mobile devices, the greater the payoff!

Stability

In addition to being young, Upscale Hispanics are fiscally responsible. AHAA notes that they are more likely to pay rent, mortgages, and credit cards. This sense of responsibility also carries over to eating healthy and investing in health coverage for their entire family. Upscale Hispanics are stable consumers that have the future at heart. Creating a sense of loyalty to maintain this stable and responsible group can greatly benefit companies hoping to grow business.

Final Thoughts

Unlike other demographics, Upscale Hispanics buy goods to differentiate themselves rather than to make them feel good, and they invest in products that will provide longevity. Companies and industries reaching out to the Upscale Hispanic have the potential to work with a consumer group that is willing to spend \$500 billion annually. The Upscale Hispanic will continue to become a more prevalent economic force. It is important for companies to reach out in the right way. Here at Puente Marketing and Advertising, we can help you do that. Allow us to help you bridge your company to the rapidly growing Hispanic market.

Lost in Translation - July 28, 2014

In a previous blog, we explained why it's not enough to simply translate an English campaign directed to the general marketing into Spanish while growing Hispanic-marketing efforts. It's good to see that brands are starting to reach out this market segment, but the following campaigns (like many currently running) weren't as effective as planned.

Under Fire

An American favorite, Chipotle Mexican Grill has recently found itself under fire for its new branding campaign called "Cultivating Thought." Quotes by famous authors worldwide have been plastered across the restaurant's bags and cups. The problem? Authors of Mexican or Latino descent were not chosen to be featured. The restaurant says it reached out to Latino authors, but they declined the offer to be quoted. Using a variety of authors from around the world and of different ethnicities could have ensured the Mexican restaurant connected with many more people.

Got Milk?

Brands have been translating English campaigns to other languages for years, and for years it hasn't worked as planned. The Got Milk? campaign was wildly popular for English speakers the U.S. However, the same marketing strategy didn't do so well with Hispanics in 2011. By directly translating the headline, the California Milk Processor Board was left asking Spanish-speaking women if they were lactating. Furthermore, some found the campaign to be flat out offensive by failing to acknowledge that mothers and grandmothers do most of the grocery shopping in Hispanic homes—where a lack of milk on hand is no laughing matter.

Covered California

Food brands aren't the only ones that have made mistakes in Hispanic marketing. California's state health insurance exchange, Covered California, decided to reach Hispanics through marketing the Affordable Care Act. Covered California highlighted one main selling point: nobody will be denied for pre-existing health conditions. This may sound good to you, however, many Hispanics have never even had or considered buying health insurance. Additionally, many published ads did not include phone numbers and addresses—which many Hispanics rely on when shopping. Just a few small tweak could have ensured the messaging strategy was effective.

Even more importantly than understanding the language, brands must know the ins and outs of Hispanic culture. An effective marketing campaign takes thorough research and a strategic plan that will resonate with this audience. Allow us to help you with all aspects of your Hispanic campaign. Call us at 816-283-8300 or contact us online for more information.

¡Muy Bien! Hispanic Marketing Done Right – August 7th, 2014

Some brands have fallen short despite great attempts at reaching the growing Hispanic market. Nonetheless, there are many brands that are using culturally relevant tactics to reach Hispanics, and they've been proven to be successful!

Honey Bunches of Oats

Post's cereal Honey Bunches of Oats turned its attention to the Hispanic market in hopes of increasing awareness and sales by rolling out a campaign in 2012 and 2013. The message, "Pensemos Positivo," or "Let's Think Positive," was placed across channels and drove a 77% increase in general awareness through Latin music and Hispanic celebrities, like Latin Grammy nominee Prince Royce. Honey Bunches of Oats also took full advantage of growing mobile usage among Hispanics by giving out prizes to customers who uploaded videos of themselves dancing. 100% of the cereal brand's growth from 2010 until 2013 came from Hispanics!

J.C. Penney

From a controversial commercial to begging customers to return, J.C. Penney has had its fair share of bumps in the road over the past few years. In addition to its attempts to straighten out its image, the retailer began pushing to create a more Hispanic-friendly environment for its customers. With bilingual signage, Latin music and culturally relevant commercials, J.C. Penney has a strong grasp of how to reach this market. In fact, Puente's president Norberto Ayala-Flores was featured in a KCTV5 News story about this campaign! While it's too soon to know the results, we think this will help J.C. Penney reach its goal of increasing sales by Latinas.

McDonald's

Just like any other general market segment, Hispanic campaigns aren't one-size-fits-all. McDonald's realizes this and created an ad focusing around the 2014 FIFA World Cup. This bilingual spot was able to reach Hispanics of very different ages by recognizing the differences between generations and effectively reflecting these differences in the commercial. The commercial is a great example of a brand reaching beyond translations and really understanding cultural implications to connect with its targeted audience.

Jiffy Lube

In an attempt to reach prospective Hispanic female customers, Puente Marketing created a strategic, integrated and replicable plan for two markets—Austin and Tucson—that ended with an impressive increase in Jiffy Lube's Hispanic customer base. Through Pandora radio, Facebook, radio, online offers and more, Puente was able to help Jiffy Lube increase its Hispanic customer base by 53.4% in just two cities!

When a business takes the time to really understand the Hispanic market, the payoff is huge. Puente specializes in the Hispanic market and can provide the extensive research, education and resources necessary to help your business take full advantage of this tremendous demographic. Give us a call at 816-283-8300 or contact us on the web.

Twitter Samples

Puente Marketing @puentemarketing

TWEETS 239 FOLLOWING 167 FOLLOWERS 145 FAVORITES 79

Puente Marketing @puentemarketing · Jun 10
It's great to see a company like @jcpenney recognizing the huge potential in Hispanic consumers by creating a culturally-relevant campaign.

Puente Marketing @puentemarketing · Jun 10
.@jcpenney gets it right! Take a look at the unique way the department store is growing its business. adage.com/article/cmo-st... [View summary](#)

Puente Marketing @puentemarketing · Jun 3
Brands Focus on Hispanic Audience for World Cup Ads ow.ly/xAcTP

Puente Marketing @puentemarketing · Jun 3
5 powerful tips to boost your website for the Hispanic market ow.ly/xAc8g [View summary](#)

Puente Marketing retweeted **Nuria M. Santamaria** @nms · Jun 3
Key to reach Hispanic consumers: 1. Plan/Act quickly 2. Think younger and 3. One size does not fit all onforb.es/ROPXj via @forbes [View summary](#)

Puente Marketing @puentemarketing · May 29
No surprise here: Hispanic-specific ads are 3 times as effective as ads dubbed in Spanish. See article for examples. viralgains.com/2014/05/hispan...

Puente Marketing @puentemarketing

TWEETS 239 FOLLOWING 167 FOLLOWERS 145 FAVORITES 79

Puente Marketing @puentemarketing · Jun 17
Are you advertising to Hispanic millennials on mobile? If not, you should be...bit.ly/1nN8p5z #mobileads #Hispanicmarketing

Puente Marketing @puentemarketing · Jun 17
Agreed! #KC RT @Slate "We're calling it. This is the best celebration of tonight's amazing John Brooks winner--WATCH: ow.ly/y8pAX [View summary](#)

Puente Marketing @puentemarketing · Jun 16
Who is watching #TeamUSA today at the @FIFAWorldCup? We are!

Puente Marketing @puentemarketing · Jun 16
.@McDonalds did a nice job creating a culturally-relevant commercial that goes beyond simply translating. See it here:bit.ly/1q4w4iD

Puente Marketing @puentemarketing · Jun 12
#HDF30 great event. 30 years!

Puente Marketing @puentemarketing · Jun 12
In case you missed it, here's the @KCTV5 story featuring Puente's president Norberto Ayala-Flores bit.ly/1oSqXCq

Home Notifications Messages # Discover Search Twitter

Puente Marketing
@puentemarketing

TWEETS 239 FOLLOWING 167 FOLLOWERS 145 FAVORITES 79

Puente Marketing @puentemarketing · May 15
 TruGreen Named Among LATINO Magazine's Top 100 Companies for Latinos
hispanicprblog.com/hispanic-media ... via @hispanicpr

Puente Marketing @puentemarketing · May 15
 Google to share report on diversity huffingtonpost.com/2014/05/15/goo... [View summary](#)

Puente Marketing @puentemarketing · May 15
 Interesting read MT @LatinoVoices Hispanics will have the strongest impact on U.S. food culture in the next 5 years huff.to/1gMRLF [View summary](#)

Puente Marketing retweeted **Telemundo** @Telemundo · May 15
 ¡Bueno días a todos! El #TeamTelemundo les desea un gran jueves. ¡A sonreír mucho!

Puente Marketing retweeted **Pew Research Center** @pewresearch · May 15
 Today there are 4 states in which about 1-in-5 or more people are foreign born pewrsr.ch/1sO9H1Z

Facebook Page and Ad Samples

Puente Marketing Katie Home

Page Activity Insights Settings Build Audience Help

Like · Comment

Rachael Jenks Branson ★★★★★ 11/21/2013
Like · Comment

Megan Perry ★★★★★ 11/01/2013
Like · Comment

LIKED BY THIS PAGE

Reyna's Express

HispanicBusiness Media Inc.

Kansas City Business Journal

English (US) · Privacy · Terms · Cookies · More · Facebook © 2014

31 people reached [Boost Post](#)

Puente Marketing Posted by Katie Ragsdale (?) · May 14 @
 We are up and running again! What kind of information would you like to see shared on our social media pages? Be sure to follow us on Twitter @puentemarketing as well!

Like · Comment · Share [Date](#)

55 people reached [Boost Post](#)

Puente Marketing changed their cover photo.
 Posted by Katie Ragsdale (?) · May 14 @

Like · Comment · Share [Date](#)

41 people reached [Boost Post](#)

Post Reach

UNREAD

0 Notifications

0 Messages

Recent

2014

2013

2012

2011

2010

See Your Ad Here

Puente Marketing
 We're focused on bridging the gap between brands and Hispanic consumers.

Like Page · 140 people like this page

[Promote Page](#)

Ch

Puente Marketing (816) 283-8300
 Closed Now
 Closed until tomorrow 9:00am - 5:00pm
 Add Price Range
 http://www.puentemarketing.com/ **Promote**

PHOTOS

POSTS TO PAGE

Puente Marketing
 Posted by Katie Ragsdale (?) · May 19

Help us welcome our new intern Stephen to the Puente team! He is starting today and will be helping us throughout the summer.

THIS WEEK

- 2 Page Likes
- 41 Post Reach
- UNREAD
- 0 Notifications
- 0 Messages

Recent

- 2014
- 2013
- 2012
- 2011
- 2010

See Your Ad Here

Puente Marketing
 We're focused on bridging

Puente Marketing 140 likes, 1 visit

Barbara Harger Ragsdale, Ben Owens and 45 others like this.

Promote Your Page
 Reach up to 660,000 people near Kansas City
Promote Page

Invite your friends to like Puente Marketing

Eduardo Gonzalez **Invite**

See All Friends

ABOUT

1925 Central, #201
 KANSAS CITY, MISSOURI

Three Ways to Increase Sales To Hispanic Customers
 www.forbes.com

Small business optimism is running high these days, but the news that the U.S. economy contracted in the first quarter is a good reminder of how important it is for every entrepreneur to get in front of economic trends. That means identifying and focusing on pockets of growth.

Like · Comment · Share **1** **page**

56 people reached **Boost Post**

Puente Marketing shared a link.
 Posted by Hootsuite (?) · May 29

"Hispanic Millennials are the single most important consumer group per capita in the U.S." Can you afford NOT to market to them? <http://ow.ly/xonuN>

ads powered by **ADTECH**
 www.mediapost.com

4 Habits To Pay Close Attention To When Marketing To Hispanics

Like · Comment · Share **page**

43 people reached **Boost Post**

Page Likes

- 41 Post Reach
- UNREAD
- 0 Notifications
- 0 Messages

Recent

- 2014
- 2013
- 2012
- 2011
- 2010

See Your Ad Here

Puente Marketing
 We're focused on bridging the gap between brands and Hispanic consumers.

Like Page · 140 people like this page **Ch**

Suggested Page



Puente Marketing

Sponsored

Puente Marketing connects your brand with the rapidly-growing Hispanic market.



Puente Marketing

Business Services
140 people like this.

Like Page

Suggested Page



Puente Marketing

Sponsored

Puente Marketing connects your brand to the Hispanic market throughout the Midwest.



Puente Marketing

Business Services
140 people like this.

Like Page

Suggested Page



Puente Marketing
Sponsored

We can help you bridge the gap between your brand and Latino consumers.



Your Bridge to the Hispanic Consumer
Research, Marketing and Advertising

816-283-8300

KC: 1929 Central St, Suite 201 Kansas City, MO 64108
SA: Serrano 416 Buenos Aires, AR (CP 1414)

Puente Marketing
Business Services
140 people like this.



Home Campaign Create Ad in Campaign

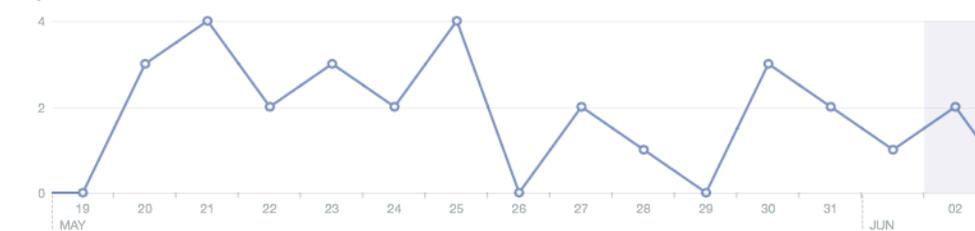
All Campaigns ▶ **Puente Marketing - Page Likes**

STATUS <input checked="" type="checkbox"/>	DELIVERY ● Not Delivering Ad Set Completed	OBJECTIVE Page Likes	SCHEDULE May 19, 2014 1:10pm - Jun 2, 2014 11:59pm	SPENT TODAY \$0.00 LIFETIME SPENT \$64.98 of \$64.98
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PAGE LIKES ? 29	REACH ? 4,040	FREQUENCY ? 3.75	TOTAL SPENT ? \$64.98	AVG. COST PER PAGE LIKE ? \$2.24
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May 19, 2014 - June 2, 2014 ▼

— Page Likes



Ad Sets
Ads
All Except Deleted ▼
Edit Ad Sets ▼
View Report
View History
1 Result ◀ ▶

☐	Status ?	Ad Set ?	Delivery ?	Results ?	Cost ?	Reach ?	Budget ?	Spent Today ?
☐	<input checked="" type="checkbox"/>	Kansas City, St. Louis, Des Moines, Wichita, Omaha, Lincoln... - 25-60	● Completed	29 Page Likes	\$2.24 Per Page Like	4,040	\$4.50 Daily	\$0.00

Chapter Five

Introduction:

Hispanics often are an underserved audience in the marketing and advertising world, which became very evident while working at Puente Marketing & Advertising. While some companies have taken great strides in reaching Latinos in the United States, others often fall short. Honey Bunches of Oats, Nissan and the NFL are just a few examples of brands that have excelled in reaching the Hispanic market. However, a lack of knowledge both by businesses and advertisers often results in stereotypical, cliché, offensive or simply irrelevant messages that do not resonate with the audience. The subjects chosen for an advertisement to be created in Spanish can play a large role in speaking to the target audience. Additionally, the strategic message and role in which the subject is placed both have a great affect on the advertisement's effectiveness. Based on these observations, the researcher will answer the following questions:

RQ1: How are women physically represented in US print magazine advertisements published in minority-driven magazines published in 2013?

RQ2: In what roles are women portrayed in US print magazine advertisements for Latinas published in 2013?

In other words, how are Latinas represented in magazines that are designed for them? What do these women look like, and what roles do they play? What types of social implications does it have for Latinas in the United States? The researcher seeks to answer these questions using a grounded theory approach as outlined by Corbin and Strauss (1990). Corbin and Strauss note that each concept reveals itself by repeatedly evident in the evaluated text—each of which are outlined below. Looking at the female subject in

conjunction with her pose, the text and the surrounding scene will all contribute to the construction of broader categories and the concepts that fall beneath each of these overarching categories.

Methodology:

The sample was chosen from three different magazines created for Spanish speaking women between the ages of 18 and 45 in the United States: *Cosmopolitan en Español*, *Latina* and *People en Español*. In order for an ad to qualify for the sample, it had to show at least one woman as a subject, be a single full-page and include text fully in Spanish—aside from the product name, which in many cases remains in English.

Latina's parent company Latina Media Ventures calls itself “100 percent Latina. 100 percent American. All pride. All passion.” It has been ranked number one in total advertising pages among Hispanic populations for the past eight years (About Latina Media Ventures).

Established in 1996, the magazine’s purpose is: to entertain and inspire women with award-winning content that covers Latin culture, style, beauty, food, music and celebrities, and to create products and services that always have, at their core, the real Latina woman—her unique needs, her unique lifestyle.

Similarly, *Cosmopolitan in Español* “presents a friendly voice when addressing the issues that young Hispanic women are concerned with” and “inspires young women to be the best they can be in all realms of their life” (Televisa 2014).

A textual analysis using grounded theory was conducted as the qualitative research method in order to analyze the underlying societal and cultural messages that the advertisements convey. Barbara B. Stern (1996) defines a text, in the context of

advertising, as “any media artifact designed to persuade consumers, and generate, composed, recorded and analyzed by sponsorial agents and/or researchers” (p. 62).

A textual analysis, as defined by McKee (2003), is “a methodology – a data gathering process – for those researchers who want to understand the ways in which members of various cultures and subcultures make sense of who they are, and of how they fit into the world in which they live” (p. 1). Stern (1996) suggests a three-step process for conducting textual analyses. The first step is the identification of elements within the text, such as language, copy, metaphors, characters and plot. The second step constructing meaning based on the text’s elements by defining categories, which indicate wider assumptions and implications about culture and society.

Finally, the researcher is to look for thematic patterns throughout the samples suggesting underlying social cues such as dominance/submission, sociability/aloneness or femininity/masculinity (Stern 2006). Deconstruction of meaning is one of the most important steps of a textual analysis, providing the researcher with an opportunity to become more aware of the political, social and cultural messages that may be hidden beneath the messages of persuasion (p. 71).

Analysis:

The first proposed research question delves into how women recently have been physically represented in US magazine advertisements for Latinas. It became evident that advertisers do not necessarily choose subjects they believe will likely resonate with a Latina audience. Many of these advertisements were simply translated from English to Spanish, and the context and message is the same in both versions of the ad. Furthermore, not a single ad that was analyzed portrayed a woman that could be viewed as a plus-size

model. Most models chosen for these ads have fair skin and don long, dark hair. Some have fair skin and blonde hair, while very few black models were included in the sampled advertisements. Use of celebrities, whether Latina or not, also is a commonly used tactic. Jennifer Aniston, Karla Martinez, Evan Mendez and Sofia Vergara and Salma Hayek were chosen as models for a variety of advertisements.

Based on the samples taken from these three Spanish-language magazines, a few patterns in the physical appearance of the female subjects were evident. The researcher concludes that the women in these magazine advertisements are nearly always represented as thin with traditional indications of beauty such as long hair, straight and white teeth, flawless skin and rosy lips. Recognizable celebrities often are used.

The second research question seeks to answer how women were portrayed in 2013 in print magazine advertisements created for Latinas. Few qualitative studies, if any, have been conducted to understand how advertisers attempt to relate to Hispanics, let alone how models are portrayed in magazines for Latinas. *Cosmopolitan en Español*, *People en Español* and *Latina* were the three magazines chosen in this sample. In an attempt to narrow the scope of the project, three months were selected from each magazine published in the year 2013. June, July and August were available for both *People en Español* and *Cosmopolitan en Español*, while the April, June and May issues were available in *Latina*. The following categories and concepts have evolved in order to answer the second research question in regards to the roles women are shown in ads within magazines created for Latinas.

Fiske and Taylor (1991) describe Social Categorization as an individual's need to organize information efficiently and comprehensively while subsequently applying our

beliefs to a larger population. According to La Ferle and Lee (2012), Social Categorization can be used as an explanation as to why advertisers use stereotyping in their advertisements. One of the most common patterns that was evident throughout each of these magazines was the women being shown as a caretaker, whether looking after her family, herself or her home—each of which are concepts constructed under this category. The most frequent concept found within this overarching caretaker category is the care a woman has for her family, a very traditional concept found in advertisements for all women. A *Latina* ad for Kellogg's Nutri Grain bar shows a smiling woman holding her child. It states, "Antes de empezar el día cuidando a tu familia, cuídate a ti. Te ayuda a cuidarte para que luego puedas cuidar de todo lo demás." This translates to, "Before beginning the day caring for your family, care for yourself. It helps you care for yourself so later you'll be able to care for everything else." While the emphasis appears to be on self-care, the true message is that the woman's main role is to care for her family and "everything else." Other brands that chose to emphasize this message of care for family are Similac Sensitive, S.C. Johnson, Exelon Patch, Dish Latino, Zyrtec and Got Milk? Placing women in traditional roles is a very popular approach taken in Spanish-language advertisements. In Hispanic advertising, an emphasis is frequently placed on the importance of family and taking care of the home, thus supporting the theory of social categorization.

While caring for family is a very popular concept, care for self is also evident in *Latina* magazine advertisements. Colgate Total Advanced + Whitening placed an ad in the June 2013 issue of *Latina* of a light-skinned woman with dark hair and a straight, white smile sitting on the beach in workout gear. "¿Sonrisa más saludable?" or, "A

healthier smile?” it asks. “Sí, se puede. Ayuda a mejorar tu salud bucal,” or “Yes, it’s possible. Improve your oral health.” The combination of the exercise clothing with the text implies that the woman is doing everything she can to care for her overall health. Other brands’ ads that work into this concept are Garnier Frutis Pure Clean, Alevé, and L’Oreal.

Finally, two ads, both in *Latina*, convey a message about the importance of a woman caring for her home. An ad found in the April 2013 issue for The Home Depot shows a brunette woman admiring her new, clean bathroom. She appears pleased with her the new bathroom, especially since she has just saved money, as the headline indicates. Another ad for Gain products states, “Gain will leave your home with an irresistible aroma that everyone will love,” and shows a woman cleaning her refrigerator door with Gain in hand, leaving a trail of flowers everywhere she cleans. Both indicate that she takes great pride in the way her house looks to others.

A 2005 study by Mastro and Behm-Morawitz found that depictions of Latinas on television are stereotypical. Latin women are most often depicted as young, thin and scantily clad with thick accents. This pattern of portraying women as being “sexy” was evident in each of these magazines. This category is broken down into three different concepts. In a 1998 study, Schroeder and Borgerson found this underlying theme in advertisements within fashion magazines and catalogs. Much like this study, the researchers looked at genre, subject and colors as well as context and connotation to understand how the subjects of the ads were intended to be portrayed. They found patterns of sexual objectification of the women and concluded that sexual stereotypes are still prevalent in advertising (p. 191). Similarly, the first concept constructed under the

sexy category is women as rebels, or in dominant positions, such as the advertisement in *People en Español* for a television show called *Devious Maids*. All five women shown are wearing little black dresses, high heels and red lipstick with mops and dustpans. One is smearing blood across the floor, and the women are posed in a seductive manner. By combining the stereotype as women as housewives while simultaneously portraying them as “devious,” the reader concludes that the women are clearly rebelling against social norms and expectations. The “Devious Maids” advertisement could easily fall under a second category as well, which refers to the advertisements that show women as objects.

For example, a *People* ad for a brand called Mía de Andrea shows a thin brunette woman wearing a bra, underwear, earrings and makeup. She is shot from the front and back, and there is no text on the ad, indicating that she is simply there for the audience’s viewing pleasure. While this as initially was not considered in the analysis due to the lack of headline and text, the absence of words clearly brings focus to the woman. Mía de Andrea uses her body to sell the product, thus presenting her as a sexual object.

A concept falling under the *sexy* category and found throughout these issues is “flirty.” This concept was typically found in cosmetics advertisements across each of the three magazines, where the female model is eyeing the camera, often with long eyelashes and hair falling over her shoulders. Sofia Vergara, a famous actress from Colombia, is shown in a Covergirl ad in *Latina* magazine covering her chest with her mouth slightly open and purple nails sparkling in the light. The headline across the page says, “Go Topless!”

Finally, “passion” was evident in a couple ads that were analyzed within this *sexy* category. A *People* ad from July of 2013 for Maybelline Color Show has a woman

peering through her fingers, as if flirting with the camera. Another ad for Herbal Essences says, “Warning: Inhale at the risk of falling in love. 10 hours of lovable fragrance and softness that you won’t be able to resist.” The text on the page clarified under which concept the ad would fall.

The construction of these categories supports the results found in Schroeder and Borgerson’s study (1998), that objectification of women through sexuality is a sexual stereotype found in the use of advertising (p. 180). It also supports the idea that objectification of women through violence is evident in these advertisements, such as the Devious Maids ad. This sample, however, did not provide evidence of male dominance.

Toyota’s RAV4 advertisement in *People en Español* is one example of the female *achiever*, which is the first concept in the *empowerment* category. The ad shows one woman wearing pieces of many different outfits. She is wearing a casual shirt, a blazer, a ski boot and roller skates all while carrying shopping bags and office supplies. The sign above the car reads, “Lista para lo que sea,” or “Ready for anything.” This vehicle is ready for whatever comes its way, just like the woman is. It portrays her as the woman who can do it all. A “Got Milk?” ad in the same magazine shows Karla Martínez, a Mexican TV show host explaining how she drinks a glass of milk for extra energy before waking up an entire country and being a mother at the same time. Other ads included in this category are for Tampax Radiant and Orgullosa.com, which is a website for the Latina community.

The two ads falling under the “dreamer” concept encourages women to follow their dreams, whether it be in starting a new business with Intima Hogar or keeping in touch with cultural roots, as in an American Family Insurance ad. The headline says, “My

dreams go wherever I go. Phoenix and Puerto Rico.” The text follows, “We don’t all come from the same place, and neither do our dreams. American Family Insurance has everything your family needs to be protected, no matter where you come from.” This is another ad that could easily fall into another category and concept, such as the family caretaker.

“Bold and Confident” is the third concept in the *empowerment* category, which includes three different ads—two from *Latina* and one from *Cosmo*. These women are portrayed as fierce and powerful. An ad for T.J. Maxx in *Latina* states, “Don’t be fooled by the lace. I’m all intensity. Save like a Maxxinista.” She is walking forward feeling confident with herself. A *People en Español* ad for American Family Insurance shows actress Eva Mendes looking over her shoulder with hair falling down her back. The text says, “Dare to have the hair of your dreams. Give your mane a restful sleep with the new Tratamiento Nocturno (Nightly Treatment) Overnight Miracle. Its formula gives you 8 hours of repair while you sleep.” It dares women to boldly try something different, which leads to the next category, which is *attainment*.

Attainment is the most common category found throughout these three magazines. *Attainment* is broken down into the following concepts: “Need for Physical Perfection” and “Living Life to the Fullest.”

The need to physically change or be physically “perfect” in some way was the most common theme throughout the advertisements in *Cosmo*, *People*, and *Latina*. The most common products were for makeup, hair or skincare products such as L’Oreal or Maybelline, while another was for Colgate Optic White, a whitening toothpaste. Unlike the ads for Orgullosa.com—an online forum where women can interact with other

Latinas and offer support or advice, these ads encourage women to change something about their appearance. A Slim Fast ad outlines the shadow of a woman thinking two different thoughts. The first being, “I want to look thin and sexy in my dress.” The next says, “I want to look thin and sexy *without my dress*.” The tagline then reads, “Consigue lo que *realmente* quieres,” or, “Go get what you *really* want.” Another from *People en Español* claims “Perfection in an instant,” which advertises BB Cream by Maybelline, while the same product’s ad in *Latina* calls it a “miracle product that is applied in one swipe for perfect skin.” Frizz-Ease, a hair styling product, outlines “3 steps to beautiful curls.”

However, not all ads in this category are related to physical perfection. “Living life to the fullest” was a theme found in both *Latina* and *People*. An ad for Nescafé encourages women to enjoy life and celebrate each day with a cup of nice, hot Nescafé Clásico. An AARP ad in the *People en Español* June 2013 issue states, “Someone said that what’s important isn’t your years of life but the life in your years. At AARP, we couldn’t agree more.” It shows a couple gazing upward and hugging each other, seemingly enjoying the moment. Another ad for the same company in the same magazine shows a woman and her young daughter touching noses, smiling at each other. The mother has her arms around the girl’s waist, and they are clearly happy.

The fifth and final category and concept is called *preoccupied*, which depicts the woman in the advertisement as being frazzled or too busy to know or understand what is going on around her. The brand Secret centers its whole #StressStinks campaign around the woman being stressed. One ad in *People* shows a woman in a taxi on her way to the airport with her purse still sitting on top of the taxi before it takes off. She is on her

phone, and the taxi driver is unhappy. Another ad from the same campaign has an image of a woman accidentally dropping her laptop on the concrete. Her arms are flailing in the air, and her jaw is dropping. The hashtag #SressStinks is plastered in the middle. The third ad in this category is for Gain dishwashing soap. The woman is so enthralled and excited about washing dishes, that she doesn't realize one child is spilling a bowl on his high chair, her daughter is roller skating in the kitchen, and the husband is about to throw a plate across the room. Washing dishes appears to be an escape for her. Each of these images portrays a woman who is stressed and overwhelmed, and the product offers a solution to her busy life.

Discussion:

There is a general consensus among researchers that minorities, especially Latinos, are underrepresented in advertisements and across all media platforms. It is estimated that nearly half of the selected advertisements were originally created for a General Marketing audience in English and translated for the Spanish-language magazines. With others, however, it was clear that the message and models were selected solely for the Hispanic magazines. In regards to the advertisements created solely for these Hispanic magazines (rather than those translated from English), the two most common roles chosen for the women in the ads are caretakers and achievers.

The intent of this study was not to suggest that one type message is better than the other or that one role is more important than another. These are simply findings based on the sample. That being said, it is evident that women in Spanish-language magazines are most often portrayed as a caretaker, whether for family, the home or herself. The chosen messages and graphic elements combined indicate that this is the main role of a Latina. In

fact, a message commonly used is that the woman must take care of herself so that she can care for everyone else. In return, her family will then feel all the love she has to give. This evidence supports Martínez's study (2004) that analyzed entertainment and romance articles *Latina*, one of the magazines analyzed in this study. She found that that *Latina* heavily criticizes sexism while placing responsibility on women to combat male chauvinism. Nonetheless, the researcher states, "The magazine sometimes falls into the heterosexist trap of promoting normative ideas of family and gender roles that were the cornerstone of early patriarchal Latino social movements" (p. 168). The evidence found supports this finding, as the woman as a housewife and mother was a very common theme found in the ads created for Latinas.

As previously mentioned, many of these advertisements took a different approach with the intent of empowering Latinas and highlighting their great contributions to society. Whether it be through starting her own business, being a "wonder woman" and taking on many roles both in and outside of the home or simply supporting herself and other women in her community, these ads focused on accomplishment in a way that is different from caring for other people. While other studies must be conducted to support the research findings, this indicates there may be a push for less-frequent use of stereotypes such as the "sexy Latina" or the "caretaker" and more demand for showing Latinas as achievers who can and do excel in roles outside of the home.

Much like a study by Schroeder and Borgerson (1998), sexual stereotypes were evident in this sample. However, I expected this to be a more common stereotypical theme in advertisements, as the results of a study by Mastro and Behm-Morawitz (2005) indicated.

Limitations of this study include sample size and magazine genre. It would be advantageous to look at other types of Spanish-language magazines, such as *Poder Hispanic*, described as “intelligence for the business elite,” *Alma Magazine*, which focuses on culture, fashion and politics or even those created specifically for a male audience, such as the *GQ* Spanish edition. With more time and access to other magazines, the researcher also could expand the sample size to include other magazines for Latinas such as *TV y Novelas*, *Vanidades* and *Latina Style*.

Based on the results for each of these research questions, the next step the researcher would like to take is investigating would be to compare the roles in which Latinas are shown in 2013 magazine advertisements to those in previous years. It would be beneficial to see how both subjects and strategies used have evolved, if at all, over the past 10, 20 or 50 years.

Additionally, the researcher could compare these magazine advertisements from the year 2013 to Spanish television advertisements from the same year. The study by Mastro and Behm-Morawitz (2005) concluded that stereotypes were often used when portraying Latinos on television, and this ethnic group is also underrepresented on TV. It would be interesting to compare the differing characteristics of magazine advertisements to television commercials, which provide more context in terms of setting, voice, tone and message.

Finally, it would be extremely beneficial to advertising professionals to conduct focus groups with Latinas themselves to understand how they react to the messages presented. Message perception and interpretation is not often studied, yet successful

campaigns rely heavily on how whether its messages are accepted or rejected by the target audience.

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Appendix A

Cosmopolitan en Español June 2013

1. L'Oreal: "New Sheer Protect Sunscreen Oil SPF 50+. Broad spectrum UVA/UVB protection. Solar protection efficient for all ethnicities. Clean sensation, no grease. Proven by dermatologists. Doesn't clog pores or produce acne. Also available in SPF 30 and 15. Because you're worth it."
2. Mary Kay: "EYELASHlandia Mary Kay Ultimate Mascara. A marvelous product to create maximum volume and eyelashes that appear longer and thicker. Try the complete repertoire of Mary Kay mascara. Communicate with your Independent Mary Kay Beauty Consultant or connect with one at marykay.com."
3. Clairol: "Change to the healthiest color today. I changed. My hair looks healthier now than before dying it."
4. Primor: "Start your own business! It's very simple. 1. Call and order your free catalog 2. Teach your friends and family about the catalog 3. Buy the fabric at factory price and sell at the catalog price. The difference is your earnings. 4. Make your orders and start making A LOT OF MONEY. Call and order your NEW catalog Spring – Summer 2013 FREE!"
5. TRESemme: "Control your hair. New Keratin Smooth. Up to 48 hours of protection against frizz. A system low in sulfates, with keratin extract, maintains soft hair like you just left the salon for the next two days."
6. Ponds: "Get glowing skin that is worth showing off. Noticeably more bright and radiant skin in 2 weeks. Try the NEW Daily Lotion POND'S Luminous Moisture with glowing minerals and SPF 15 so that you can show off your glowing skin every day."
7. Intima Hogar: "ENTERPRISING WOMEN INTIMATE HOME. Fight to achieve your dreams that give your family well-being and that achieve a better lifestyle. Earn more money selling products of excellent quality for the home. Order your FREE catalog! Call now."
8. Xtreme Slim: "Lose 1 pound daily and gain a permanent smile. Maintaining a harmonious figure and healthy physical state are critical needs to human beings that wish to improve their quality of life, elevate levels of self-esteem and happiness in a definitive and natural way."

Cosmopolitan en Español July 2013

1. Slim Fast: "I want to look thin and sexy in my dress. I want to look thin and sexy without my dress. Go get what you really want. Slim Fast!"

2. Bioshaper: “BIOSHAPER. Famous diva and Dominican actress Charytin guarantees the results. Enjoy a slender figure with a belt that gives you curves and makes you flat.”

Cosmopolitan en Español August 2013

1. Maybelline: “Think about a color like no other. Inspired by the desired fashionista catwalk.”
2. Palmer’s Shea Butter Formula: “Palmer’s works. I’m the proof. I couldn’t believe how good my skin feels since I began using Palmer’s Shea Butter Formula! It’s soft, smooth and super radiant.”
3. Colgate Optic White: “Double Action. New Colgate Optic White Dual Action polishes and whitens more than 3 tones. That is more than what the leading dental whitening cream does.”
4. Intima Hogar: “Fill your children’s dreams with color with Intima Hogar. Sell Intima Hogar, the number one brand of home products that gives you more money and free time for your family. ”
5. Moringa: “Moringa: The easiest way to live healthy. The health benefits of a plant called Moringa of Asian origin have been appreciated by the Asian and African cultures. These benefits can be dated back from centuries ago.
6. Intima Hogar: “Start your own business. Sell the best brand of bedding in the United States with a catalog. Get earnings up to 52%. We supply the whole country. Call now and order your new catalog Spring – Summer FREE.”
7. SlimFast: “Lose 2 inches in 30 minutes. Paraffin that reduces measurements and shapes your body. Everyone who used SlimFast reduced measurements from the first application.
8. Divina Latina: “Don’t forget to visit www.divinalatinasorteo.com each week to have opportunities to win prizes!”

Latina April 2013

1. CoverGirl: “Go Topless!”
2. Garnier Fructis: “Pure health, shine, light. Pure Clean. 92% biodegradable formulas. Take care of yourself.”

3. Orgullosa: “We women with a well-pressed skirt like to brag about our two profiles. A woman with a Well Pressed Skirt is 100% from here and 100% from there. She has the best of both worlds and knows how to take advantage of that. Enter the Orgullosa.com community, share your secrets, give advice, tell your experiences of here and there and connect with women like you.”
4. Maybelline: “Meet the BB Cream! A miracle product that is applied in one swipe for perfect skin. Every day. 8 in 1: Covers imperfections. Illuminates. Events skin tone. Softens. Hydrates. Enhances. Protects with SPF 30. 0% oil and other heavy ingredients.”
5. L’Oreal: “Finally, the perfect black tone! Always bright. Never overcharged. Our black tones more alive and radiant for an incomparable coverage.”
6. Secret: “#StressStinks. Get 4 times the protection against sweat that stinks—the sweat caused by stress. Sweat caused by stress can happen to anyone at any time. What is your experience with sweat caused by stress?”
7. Pantene: “Dare to have the hair of your dreams. Give your mane a restful sleep with the new Tratamiento Nocturno Overnight Miracle. Its formula gives you 8 hours of repair while you sleep.”
8. TJ Maxx: Don’t be fooled by the lace. I’m all intensity. Save like a Maxxinista.”
9. Nescafé: “Are you coffee or café? If your guests tell you what time to arrive but not what time to leave, you are café. Being café is believing that life is made to enjoy. That’s why you celebrate it every day with a cup of nice, hot Nescafé Clásico.”
10. Gain: “Gain will leave your home with an irresistible aroma that everyone will love.”
11. Got Milk? “Days begin with the best milk. A glass of milk gives your family 9 essential nutrients, like 8 grams of protein. The best way to say, ‘Good Morning.’ Enrich your morning.”
12. Tampax Radiant: “You excel. Your period doesn’t.”
13. Herbal Essences: “Warning: Inhale at the risk of falling in love.10 hours of lovable fragrance and softness that you won’t be able to resist.”
14. Clairol: “Change to the healthiest color today. I changed. My hair shines healthier now than before coloring it.”
15. “The most marvelous cleaning of the year. So that your family feels all your love, clean your bathrooms, surfaces and clothes with products from S.C. Johnson.”

Latina May 2013

1. Orgullosa: “Because we don’t have to forget who taught us the recipe for moving forward. Thanks for teaching us to wear a well-pressed skirt. Today’s women wear a well-pressed skirt thanks to the ingredients from our moms. It’s time to celebrate them and recognize the love and support that they always have given us. Enter the orgullosa.com community, register today and share your story with women like you.”
2. CoverGirl: “Increase volume, not clumps. 200% more volume without clumps. New clump crusher. The new curved brush eliminates clumps while increasing volume! Participate in the challenge Without Clumps on youtube.com/covergirl.”

Latina June 2013

1. Gain: “Washing plates may never feel this good. But it can smell good.”
2. Olay Total Effects: AA anti-wrinkle + BB beauty balm + CC color and correction. We present to you the ultimate in beauty: Olay Total Effects Tone Correcting CC Cream.
3. Always: “The best pad in history! It’s so comfortable that I almost forget I’m wearing it. IT’S PERFECT! Discover what other women think at always.com. Made with Infinicel, a unique material. It’s delicate and flexible. You almost can’t feel it. Made like no other. Protects like no other.
4. Vidal Sassoon: “Salon greatness, at your fingertips. Radiant color from start to finish. New VIDAL SASSOON PRO SERIES. Now you can wear the color you want: a radiant color and long-lasting style only from Vidal Sassoon. Formula VS Precision Mix – Penetrates every strand. No grays.”
5. Colgate Total: “Healthier smile? Yes, it can be done. It does more than protect, it helps improve your oral health.”
6. Orgullosa: “Women with a well-placed skirt love what’s on the inside and conquer what’s on the outside. To the women with a well-placed skirt, exterior and interior beauty is given to us naturally. That’s how we conquer the world. Enter the orgullosa.com community, register today and share your secrets.”
7. Aveena: “Having healthy skin makes a beautiful difference. Healthy and beautiful skin begins with the use of oats, the natural ingredient that’s most recommended by dermatologists to improve skin dryness.”
8. Kellogg’s Nutri-Grain: “Before beginning the day caring for your family, care for yourself. Made with whole grains, rich fiber, real fruit and without high fructose corn syrup, Kellogg’s Nutri-Grain bar helps you care for yourself so you can care for everyone else later.”

9. The Home Depot: “Who said that your bathroom could look so good for so little? Us. Nobody simplifies converting the bathroom you have into the bathroom you want like The Home Depot. Start with products and low prices you’ll only find at The Home Depot, like elegant faucets and toilets equipped with economical and innovative WaterSense technology; add our project-planning tools and our experts’ store knowledge at homedepot.com/bath, and before you know it, the bathroom of your dreams will be a reality. Do more while saving.”
10. Similac Sensitive: “Similac contains an ingredient that helps you to provide nutrients to your baby, more so than breast milk. Now is a critical moment in your infant’s brain and visual development. That’s why, more than DHA, Similac contains lutein, an important nutrient that’s found in a mother’s milk. For restlessness and gas caused by lactose sensitivity, try Similac Sensitive”
11. “Sandra Echeverría knows the key to having beautiful skin is using sunscreen, whether there is sun or not.”
12. Tampax Radiant: “Offer up my favorite skirt to the period gods? NEVER. Protect your look! Tampax Radiant helps prevent spotting. Even more, it has a wrapper that closes so you can discretely throw out the tampon. You excel. Your period doesn’t.”

People en Español June 2013

1. Exelon Patch: Throughout my whole life my mother was always there when I needed her. Now it’s my turn.”
2. AARP: “Someone said that what’s important isn’t your years of life, but the life in your years. At AARP we couldn’t agree more. AARP. Possibilities at your fingertips.”
3. 7 Up: “True beauty, truly refreshing, for any season.”
4. Infusium: “By no means will I get rid of it. Every time that you rinse your treatment to repair your hair, you eliminate 95% of what you just applied.”
5. Mistresses: “Love has no rules. 13 weeks of seduction.”
6. Dish Latino: “Spanish: Carrier of Latino values. Having bilingual programming is convenient for me.”
7. Garnier BB Cream: From the innovators of BB. Perfection in an instant. Free of shine all day.”
8. Aleve: “Ease your arthritis pain with our low prices. Practical advice for a healthier life. Do light exercises at night to prevent morning stiffness. Spent time

outside for an extra dose of Vitamin D that helps you construct healthy bones. Take Aleve as indicated for pain.”

9. Garnier Fructis Sleek & Shine: “Insurmountable softness and shine. Doesn’t leave greasy residue.”
10. Head & Shoulders: “Rescue your scalp and hair from yourself. Head & Shoulders Damage Rescue resolves two problems at the same time: relieves dry scalp and helps repair damaged hair. Also leaves your hair up to 10x stronger. So, let down your hair and walk with confidence.”

People en Español July 2013

1. Devious Maids: “From the Executive Producer Eva Longoria and Mark Cherry, the creator of Desperate Housewives.”
2. AARP: “Someone said that what’s important isn’t your years of life, but the life in your years. At AARP we couldn’t agree more. AARP. Possibilities at your fingertips.”
3. Always Radiant: The only spots on me should be leopard spots. Protect your look from spotting. So delicate and flexible that you almost can’t even feel it! Absorbs up to 55% more and can be used for up to 8 hours.”
4. American Family Insurance “My dreams go where I go. Phoenix and Puerto Rico. We don’t all come from the same place, and neither do our dreams. American Family Insurance has everything your family needs to protect yourselves, no matter where you come from. All your protection under one roof.”
5. Mía de Andrea: no text.
6. Frizz Ease: “Beauty salon style: CURLY. The Frizz-Ease line helps you create whatever style you want – from curly to wavy to straight, so you can choose the look you like most and dare to take the advice of Carmen, style expert and founder of VivaFashionBlog.com. 3 steps to beautiful curls: The perfect curls begin in the shower, use Frizz-Ease Smooth Start Hydrating Shampoo and Conditioner to moisturize and restore your hair’s natural defenses against frizz. Apply Frizz-Ease Curl Reviver Styling Mousse to moisturize your hair with your fingertips and achieve soft curls and defined waves that are full of life. Rocia Frizz-Ease Moisture Barrier Firm Hold Hairspray to help combat humidity and prevent frizz in any type of climate.”
7. Got Milk? “One glass of milk before Despertar a América. It takes a lot of energy to wake up an entire country and also be a mother. So in my family, we begin every day with 9 essential nutrients such as 8 grams of protein in milk. And we’re all ready! Got Milk? Enrich your morning. proyectodesayuno.com”

8. Maybelline Color Show: “New COLOR SHOW Polka Dots. Only our formula features polka dots of many sizes to achieve an authentic 3-D effect. It passes the runway test....it doesn’t break under pressure. Trend of the moment: very flirty designs. POLKA DOT 3-D. The official nail enamel of Mercedes Benz-Fashion Week in New York.”
9. Maybelline Color Show: “New COLOR SHOW Holographic. Only our metallic pearls transform to create a color that changes from tone to tone. It passes the runway test....it doesn’t break under pressure. Trend of the moment: metallic colors that transform. Holographic Chic.”
10. Pantene Pro-V: “Reconciles your mane with the humidity. Smooth Collection. Dare to wear manageable hair with the revolutionary Moroccan Argon Oil in its Pro-V system. Blocks the humidity. Combats frizz for 72 hours.”
11. “To help you enjoy every moment of happiness. Similac Sensitive for lactose sensitivity. You know what’s best for your baby. For irritability and gasses due to lactose sensitivity, Similac Sensitive offers complete nutrition with low amounts of lactose. And it has lutein and DHA for the development of the brains and eyes. With Similac, you can feel confident that your baby has the nutrition needed so you can enjoy the happiness of each moment.”
12. Toyota: “The totally redesigned RAV4. Ready for anything.”
13. Zyrtec: “Kick the tissues to the curb and cheer on your team. Try Zyrtec and stop suffering from allergies. Tell us how you support your local team and participate in the Zyrtec sweepstakes Supporting your Team and have the chance to win a \$200 Walmart GIFT CARD WEEKLY. Visit [Facebook.com/Zyrtec](https://www.facebook.com/Zyrtec)”

People en Español August 2013

1. CoverGirl + Olay: “Recommended by our covergirls and experts in dark circles. The ultimate in showing younger skin. CC CREAMS: Instant coverage and long-term correction. Corrects the appearance of spots in time, dark circles, fine lines and aging, soft texture, hydration enriching , vitamins and antioxidants. Search for more secrets to show a younger skin at covergirl.com/CCforMe”
2. MAC Prep + Prime: “The last generation of BB Creams. Unifies skin tone, blurs imperfections and brightness the natural skin while protecting it from dangerous UV rays. Now it’s available in nine different shades or skin tone. Semi-translucent and sumptuously mild, for a silky and radiant and soft appearance.”
3. Colgate Total: “A healthier smile? New Mouthwash Colgate Total helps protect against germs even after eating and drinking.”
4. Frizz-Ease: “Beauty salon style. WAVY. The brand Frizz-Ease helps create any style you want from curly to wavy to straight, so choose the look that you desire

and try to take it with the advice of Carmen, expert in styles and founder of Vivafashionblog.com”

5. L’Oreal: “No sulfates. No heavy waxes. Total nutrition from the root to the ends. It’s not a secret. My hair is softer than ever!”
6. Aloxxi: “Express yourself with color. More than 100 Italian tones that are trendsetters of superior long-term coverage. Multi-dimensional, healthy and bright hair.”
7. Secret: “#Onthewaytotheairport #Whereismypurse #Thetaxidriverismad #Sweatcausedbystress. Secret Clinical Strength gives you the protection you need against sweat produced by heat and physical activity and furthermore, it gives you 4 times the protection against sweat caused by stress.”
8. Dove: “9 of 10 women prefer it to achieve a more uniform skin tone in just 2 weeks.”
9. Maybelline: “Dominating the smoky eye look has never been so easy.”
10. CoverGirl: The new and delicious recipe of clean! New Clean Whipped Cream. Smooth, creamy and not dry. We took our clean, fresh and natural formula and added a touch of hydration and later beat it until achieving a smooth and perfect matte. Upload your photo to find the perfect makeup for you on covergil.com/fablab.”
11. Infusium: “My hair defines how I look. Infusium defines my hair.”
12. Kellogg’s + Scholastic: “The bigger years begin with bigger stories. This year, when you begin your day with Kellogg’s, we will offer you free Scholastic books to help you grow your home’s library. It’s part of our force to give you Big Beginnings and Big Stories to every kid, every day. Acquire your free book at KellogsFreeBook.com. Participating products are already in stores.”
13. Garnier Fructis: “3 days straight even with 97% humidity.”
14. Garnier Skin Renew: “From the innovators of Dark Spot. 1st face mask. Instantly increases radiance.”

Appendix B

Caretaker

“Care for Self”

- Cosmo August: Palmer’s Shea Butter Formula
- Cosmo August: Moringa
- Latina April: Garnier Fructis Pure Clean
- Latina June: Colgate Total Advanced + Whitening
- Latina June: AS/DS
- People June: Aleve
- People June: L’Oreal Paris
- People June: Head & Shoulders
- People August: Colgate Total Advanced Pro-Shield

“Care for Family”

- Cosmo August: Intima Hogar
- Latina April: Got Milk?
- Latina April: SC Johnson cleaning products
- Latina May: Orgullosa.com
- Latina June: Kellog’s Nutri Grain Bar
- Latina June: Similac Sensitive
- Latina June: Exelon Patch
- People June: Dish Latino
- People July: Similac Sensitive
- People July: Zyrtec
- People August: Kellog’s + Scholastic

“Care for Home”

- Latina April: Gain
- Latina June: The Home Depot

Empowerment/Accomplishment

“Achiever”

- Cosmo June: Primor Casa
- Cosmo August: Primor Casa
- Latina April: Tampax Radiant
- Latina April: Orguillosa.com
- People July: Toyota
- People July: Got Milk?

“Bold/Confident”

- Cosmo August: Divina Latina
- Latina April: TJ MAXX
- Latina April: Orgullosa.com
- Latino April: Pantene Tratamiento Nocturno Overnight Miracle
- Latina June: Orgullosa.com
- Latina June: Tampax Radiant
- People August: Aloxxi
- People August: Infusium

“Dreamer”

- Cosmo June: Intima Hogar
- People July: American Family Insurance

Attainment

“Need for Physical Perfection”

- Cosmo June: XTREME SLIM
- Cosmo June: Pond’s
- Cosmo June: TRESemme
- Cosmo July: Bioshaper
- Cosmo August: SlimFast
- Latina April: Clairol
- Latina April: L’Oreal Paris
- Latina April: Maybelline BB Cream
- Latina June: Vidal Sassoon
- Latina June: Aveeno
- Latina May: CoverGirl
- People July: Frizz Ease
- People June: Garnier BB Cream
- People June: Colgate Optic White
- People June: Garnier Fructis Style
- People June: Mary Kay
- People July: Slim Fast
- People July: Pantene
- People August: CoverGirl + Olay
- People August: MAC Prime + Prep
- People August: Frizz Ease
- People August: L’Oreal
- People August: Dove
- People August: CoverGirl Nueva Clean
- People August: Garnier Fructis
- People August: Garnier Skin Renew

“Living Life to the Fullest”

- Latina April: Nescafé
- People June: AARP
- People July: AARP
- People June: 7-Up
- People July: Always Radiant

Sexy

“Rebellious”

- People July: Devious Maids
- People June: Mistresses

“Flirty”

- Cosmo August: Maybelline
- Latina April: CoverGirl
- People July: Maybelline Color Show

“As an Object”

- Mía de Andrea

“Passion”

- Latina April: Herbal Essences
- People July: Maybelline Color Show
- People August: Maybelline Master Smoky

Preoccupied

- Latina April: Secret
- Latina April: Gain dishwashing soap
- People August: Secret

Appendix C

Introduction:

My passion lies in traveling and exploring different cultures. My most notable experience was spending the 2012 spring semester as an intern at a marketing agency called Avant Garde Agencia in Buenos Aires, Argentina. This not only exposed me to a country much different from my own, but it also provided me with in-depth knowledge of how strategic communication in South America differs from practices used here in the United States. It was there that I firmly decided my dream career included using both bachelor's degrees (Journalism and Spanish) for which I had worked so hard. Gaining a wider perspective on how this industry works abroad is essential to my eventual success, which is why I have decided to continue on this path.

My high school Spanish teacher, Cathy Meyer, originally sparked my interest in the Spanish language by consistently challenging me and instilling a love for language. Starting class as a fifteen year old with no previous knowledge of another language, I was fascinated with the idea of communicating with someone in a language other than English. After that first class, I was completely hooked. I took four years of Spanish in high school and another four in college, completing degrees in both Journalism and Spanish. I had always wanted to be a part of the Missouri School of Journalism, but I didn't want to give up my Spanish language skills either. That is when I decided I could major in both in hopes of learning two distinct skill sets. While my strategic communication background has given me insight into planning, developing and executing campaigns, my Spanish background focuses on historical literature, cultural exploration and language. I have come to realize that these degrees highly complement

each other and provide extensive insight into problems and questions that arise within mass communication.

Advertising has provided me with a practical way to express and utilize strategically-placed information, and this project offered through the MU School of Journalism will give me the opportunity to further explore campaign message effects through my studies and future career. The strong foundation I have received through pursuing these degrees will give me a concrete basis for connecting the dots to build upon what I have learned and to develop a career in cultural and language-based communications.

Professional Skills Component:

I will be working at Puente Marketing Communications, located in the Crossroads Arts District in Kansas City, Missouri. The website describes Puente as: “Simply put, we build bridges between cultures, languages and generations. We make connections with brands and the people they want to reach, with expertise in Hispanic Marketing” (Flores & Wagner). Its services include: marketing plan development, advertising, radio, print, out-of-home, direct mail, social media, SEO, event planning and execution, video production, merchandising and Hispanic diversity training. Beginning May 12, 2014, I will work for at least 30 hours per week. Since I plan to take one week off in May, the ending date for my professional skills component will be on approximately August 29, 2014. My supervisor will be Kaley Wagner, who is an Account Manager. I also will be in close contact with Rob Flores, who is the company’s president. The purpose of my position is to assist in researching and helping develop marketing plans for various

clients, targeting primarily the Hispanic community in three areas: consumers, businesses and communities.

Mr. Flores has outlined my duties for the 14 weeks in which I will be working at Puente. Through project management, I will be responsible for creating timelines for various projects and coordinating activities among vendors, creative freelancers, the internal team and clients in order to maintain deadlines. We also spoke about social media, whether it is developing, executing, monitoring and adjusting plans, oftentimes in Spanish, either for a client or for Puente itself. I also will analyze data regarding population demographics with software such as Geoscape and provide client-specific information by collecting, analyzing and summarizing data and identifying trends that will be presented to clients.

I plan to conduct secondary research related to client needs and Puente's new business opportunities in addition to assisting in primary qualitative research that will be conducted with the Hispanic community for various clients. This will likely include both focus groups and interviews, which could involve an evening time commitment. Doing so will allow me to help formulate strategies for our clients' marketing and advertising needs.

Promotional writing through blogs, press releases, website content and social media posts will be required as part of Puente's rebranding process. I will be expected to attend vendor client meeting when necessary, and I will monitor and evaluate advertisements that we have produced. While I don't have any experience in media planning, I will begin learning about it. I will assist in preparing POVs to consult clients

about campaign requirements and objectives while writing reports and presentations about media plans.

Aside from these duties, I may be required to do some billing and invoices by confirming and submitting them for payment. Above all, Mr. Flores noted that a good understanding of the Spanish language including grammar, conversation and some cultural differences among U.S. Hispanics and foreign-born Hispanics is necessary. I must also be willing to speak Spanish with Puente personnel, clients and some of our creative contacts and vendors, which I am very excited to do on a daily basis.

Mr. Flores and Ms. Wagner described these duties in the following document:



Internship Purpose: Assist in researching and helping develop marketing plans for various clients, targeting primarily the Hispanic community in three areas: 1) Consumers, 2) Businesses, and 3) Communities.

Name of Intern: Katie Ragsdale – University of Missouri – Journalism

Duration of Internship – 14 weeks (30 hours / week); Start date of May 12, 2014.

Puente Intern Job Duties and Description and Requirements:

- Project management- create timelines for various projects and coordinate activities among vendors, creative, internal team, and clients in order to maintain deadlines.
- Social media- developing plan, executing, monitoring and adjusting (in many cases, bilingual)
- Data analysis regarding population demographics with software such as Geoscape; and other resources
- Provide client specific information by collecting, analyzing, and summarizing data and identifying trends.
- Secondary research related to client needs and Puente new business opportunities
- Assist in qualitative research to be conducted with the Hispanic community for various clients (Focus groups, interviews, etc.); will involve evening time commitment
- Promotional writing- press releases, blogs, etc.
- Attend vendor and client meetings when necessary or requested
- Monitor and evaluating advertising
- Assist in preparing POVs to consult clients about campaign requirements and objectives
- Writing reports and presentations and some media planning
- Analyzing, interpreting and presenting results
- Billing and Invoices- confirm and submit for payment
- Help formulate strategies
- A good understanding of the Spanish language including grammar, conversation and some cultural differences among U.S. Hispanics and foreign-born Hispanics.
- A willingness to speak Spanish with Puente personnel, clients, some of our creative contacts, and vendors.

Projects for Summer Program 2014

State of Kansas Hispanic-owned Business Initiative Phase I Research (in progress)

Greater KC YMCA 2014 Hispanic Campaign Launch of “Cuenta tu historia.” (In progress)

Sullivan Higdon Sink/Blue Cross Blue Shield of Kansas City Research (In progress)

Hispanic Development Fund Scholarship 30th Anniversary Event (In progress)

Puente Marketing Communication New Brand ID Introduction / Launch (In progress)

1925 Central, #201 / Kansas City, MO 64108 / 816-283-8300

My work over the summer will be focused on five main projects. They include:

State of Kansas Hispanic-Owned Business Initiative Phase 1 Research; Greater KC YMCA 2014 Hispanic Campaign Launch of “Cuenta tu historia”; Sullivan Higdon Sink/Blue Cross Blue Shield of Kansas City Research; Hispanic Development Fund Scholarship 30th Anniversary Event and Puente Marketing Communication New Brand ID Introduction/Launch.

As previously mentioned, I have experience working in a professional setting in which I spoke Spanish daily, working on projects aimed toward Latinos in South America. In conjunction with my degrees in Spanish and Journalism with an emphasis in Strategic Communication, this makes me a well-qualified candidate for the position, and I believe it is a position in which I will excel. Upon speaking with Mr. Flores, it is clear that I am expected to be self-motivated. It will be my duty to take initiative to complete projects and tasks that need to be completed without being supervised every hour of every day. This will be a very hands-on experience, and I will be able to participate in a wide variety of company operations. There are only two full-time employees in the office, so I will be able to work in multiple areas and on many projects throughout the summer. Much of the work that is typically outsourced to freelancers will be reallocated to me. Mr. Flores has been extremely accommodating in arranging a position for me within the small business, and I am confident I will consistently provide Puente with quality work. Physical evidence of this work will be provided to my committee through detailed weekly reports.

Analysis Component: Theoretical Framework

Since I will be working on multiple projects and participating in a number of assignments at Puente, I feel the need to concretely narrow my research focus within the field of Spanish marketing. Having taken a couple Women and Gender Studies classes, one of them being in Argentina, I am interested in understanding how advertisers portray women in advertisements directed toward Latinas in the United States. Using Grounded Theory as the theoretical framework to guide this study, I hope to answer the following questions:

RQ1: How are women physically represented in 2013 Spanish language print magazine advertisements published in magazines for Latinas?

RQ2: In what roles are women portrayed in Spanish language print magazine advertisements published in 2013?

In broader terms, how are women represented in Spanish language ads in the United States? What do these models look like, and what does this say about how advertisers perceive Spanish speakers as a whole? What kind of societal implications does it have for Latina women in the United States?

Fiske and Taylor (1991) describe Social Categorization as an individual's need to organize information efficiently and comprehensively while subsequently applying our beliefs to a larger population. According to La Ferle and Lee (2012), Social Categorization can be used as an explanation as to why advertisers use stereotyping in their advertisements. Using stereotypical portrayals in advertising allows consumers to better recall information and feelings about a specific group (p. 167). This relates back to my research questions that ask how a particular demographic of women are represented in recent advertisements. I will look for certain themes and patterns found in the advertisements that might suggest that agencies are resorting to stereotypical representations in an attempt to connect with their audiences. I could also find that advertisers are not resorting to using stereotypes and that Latina women are being represented in a wide variety of ways.

Hugenberg and Bodenhausen (2004) conducted a study in which they determined whether people use prejudice to stereotype facial expressions through race categorization. They hypothesized that racial prejudice is strongly associated with a tendency to link

hostile faces (that are also racially ambiguous) as African American. Additionally, the researchers believed that participants with explicitly higher prejudices are more likely than others to use stereotypes in identifying individuals (p. 342). Participants were asked to categorize racially ambiguous faces as either Caucasian or African-American. The facial expressions varied from angry, which is identified as an African-American stereotype, to happy, and they found that participants were indeed more likely to categorize the angry faces as African Americans. While the first study looked at implicit prejudice, the second study delved into explicit prejudice among participants. The researchers also found a strong correlation between race bias and categorization decisions being powerfully influenced by targets' facial affect (p. 343). The study remains relevant to my research question by addressing the fact that skin tone, hair and eye color are not clear indications of race or ethnicity, yet advertisers may rely on stereotypes to help deliver a particular message. "We [the researchers] argue that facial expressions stereotypic of a particular social category will be used as cues for assigning a target to that category" (p. 342).

Corbin and Strauss (1990) outline the eleven procedures and canons for data collection and analysis using grounded theory. They first describe data collection and analysis as interrelated processes, beginning the analysis as soon as information starts to accumulate. "The carrying out of the procedures of data collection and analysis systematically and sequentially enables the research process to capture all potentially relevant aspects of the topic as soon as they are perceived" (p. 6). The authors note that each concept reveals itself by repeatedly being evident in the evaluated text, which would be magazine ads in this case. Second, they state that concepts are the basic units of

analysis, and the data are conceptualizations of a particular phenomenon. The researcher must then determine how the data will be categorized, but not all concepts become categories. Starting with broader, abstract categories and adding more distinct concepts within each category allows the researcher to develop the “cornerstones” of a developing theory (p. 7). Corbin and Strauss explain that related categories can eventually form a theory. This step will be crucial in my data collection as I construct broader categories under smaller concepts to define the role of the women in advertisements placed in magazines for Latinas.

Sampling takes a different course when using grounded theory. Rather than choosing specific samples, the researcher should choose samples based on concepts, their properties, dimensions and variations (p. 8). Additionally, important concepts within each observation should be noted without systematically counting any type of observation. The authors explain that the purpose in using grounded theory for sampling is “ultimately to build a theoretical explanation by specifying phenomena in terms of conditions that give rise to them, how they are expressed through action/interaction, the consequences that result from them, and variations of these qualifiers” (p. 9). Thus, I plan to use criterion sampling. The samples chosen will contain one or more women, and the advertisements will be at least on full page and entirely in Spanish. To narrow the sample, I will focus on advertisements printed in the last full calendar year, 2013, during the summer months of June, July and August.

After making constant comparisons to other data to check for similarities and differences and guard against bias, the researcher should examine data and look for patterns and irregularities in the findings. Next, process must be built into the theory

either through breaking down a phenomenon into stages, phases or steps or by denoting purposeful action/interaction that changes in response to prevailing conditions (p. 10).

While partaking in these steps, it is important to write theoretical memos in order to keep track of categories, hypotheses and questions the result from the analysis. This will also be helpful when submitting weekly memos to a committee and should also be used to formulate and revise theory throughout the research process (p. 10). Memos should be included when conducting all research, and they will become longer in length as time proceeds. Additionally, these memos will help develop, evolve and revise hypotheses throughout the data collection period.

Corbin and Strauss explain that the researcher should remain in consistent contact with colleagues and, in this case, the committee that I have chosen for this project. Doing so decreases the probability of bias and allows the researcher to see certain aspects that she may not have otherwise noticed. Finally, according to the authors, the researcher should analyze broader structural conditions and integrate them into the theory by showing specific linkages between conditions, actions and consequences (p. 11-12).

Reichert and Ramirez (2000) used grounded theory to define a social construction of sex appeal in advertisements. In this case, grounded theory was chosen because it is “particularly appropriate when the purpose of the research is to discover consumer-based constructs and theories,” as noted in Hirschman and Thompson (1997, p. 46). The researchers asked participants between the ages of 18 and 44 to recall an ad they considered “sexy,” and they were asked to describe what it is about the ad that conjures that description in their minds. The researchers then grouped participants’ responses to the question into 15 different concepts within five overarching categories, which

included: physical features, movement, context, proxemics and voyeurism/fantasy. While the physical features category included conceptual responses about clothing, attractiveness and body, the movement category were grouped into concepts based on behavior, demeanor and voices. Context included responses about setting, lighting and photographic effects, proxemics looked at physical distance between models and, finally, the voyeurism/fantasy category focused on projection and gaze among the models (p. 269). The researchers conclude that perceptions of what is sexy may depend on gender; men typically mentioned physical characteristics, while women used contextual features and intimacy between models to define the term (p. 271). This study is a solid example of how my proposed research study could be guided by grounded theory when analyzing print advertisements for representations or stereotypes of women in Latina magazines. Additionally, it will help provide a basis as to how categories and concepts should be constructed.

In conclusion, both Social Categorization and Grounded Theory will thoroughly guide my proposed study, which is outlined in the following pages. Social Categorization may be used as a way for advertisers to attempt to identify with audiences, and it will be interesting to see how it plays out in the advertisements in magazines targeting women in the United States. I plan to closely follow the procedures outlined by Corbin and Strauss (1990) as well as Hirschman and Thompson (1997) to help guide construction of specific concepts under an umbrella of comprehensive categories.

Analysis Component: Literature Review

Hispanic buying power is estimated to reach \$1.5 trillion in 2015, and advertisers are taking note. The Hispanic ad industry is now worth more than \$5 billion and is

growing four times faster than all other sectors with Hispanic ad spending up 11.1% in 2013 (Kelly, 2013). Furthermore, advertising in Hispanic magazines grew increased by 1.8% in 2012 compared to the general population (AHAA). However, an increase in buying power and advertising dollars does not necessarily there has been a growth in Latino representation within these advertisements. It also does not provide any insight into how Latinos are represented in these advertisements or how this population connects with these marketing attempts.

This literature review will provide an overview of previous research examining how women are represented in media, particularly in magazines catering to Latina women. It will examine the roles in which Latinas are represented and delve into the indicated implications for future advertising. Additionally, the research seeks to understand how gender representations have been studied in the past and will review a variety of methods and tactics used in studies.

This paper will review current research pertaining to the topic and propose a qualitative study that will provide further insight into advertising to Latina women. While the topics of studies examined in this review of literature may fall under multiple categories, I have chosen to highlight the most salient methods used within each of the articles reviewed and have broken them down into three working categories: minority frequency in advertising, minority roles in advertising and message perception and interpretation in ads aimed toward bilinguals.

Minority Frequency in Advertising:

Content analyses are commonly used to grasp how frequently minorities are shown in advertisements and how often stereotypes are used. A study by Knobloch-

Westerwick and Coates (2006) used this method to better understand how often media popular with minority consumers use minority reputation, which is studied far less frequently than in mainstream media. The researchers examined representation of the three largest ethnic minorities in the United States, which are African Americans, Asian Americans and Hispanics (p. 597). They aimed to compare the frequency of which of these models in ads through mainstream media to media popular with these minority groups. For the purpose of this literature review, focus will remain on Hispanic representation. The researchers chose *TV Novelas*, *People en Español* and *Vanidades* and coded sample advertisements based on model, sex and ethnicity. They found that media are becoming more diverse and are including more Hispanic models in their advertising, although this ethnic group was still found to be underrepresented in mainstream media ads (Knobloch-Westerwick & Coates, 2006).

Similarly, Taylor and Bang (1997) conducted a study to investigate the frequency and nature of advertisements that portray Latinos in the United States. They asked whether the proportion of Latino models in magazine advertisements is higher or lower than that of Latinos in the United States and whether they appear most frequently in major roles, minor roles or background roles (p. 289). Using content analysis to review 1,616 advertisements, the researchers found that only 4.7% of ads contained Latino subject even when the Latino population was 10.5% at the time of publication. They conclude that Latinos are underrepresented across all levels tested (p. 294). Additionally, Taylor and Bang found that this population is most-frequently depicted in business settings, followed by outdoor, home and social settings. The data indicate that Latinos are the represented less frequently in advertising than other minority groups in the United

States and may be subtly stereotyped in the images (p. 297-98). Ultimately, they call for further research on how Latinos in the United States are portrayed and represented in advertising as well as its media effects on the public and cultural adaptation (p. 299).

While Taylor and Bang's (1997) article concluded that stereotypes in magazine advertising were subtly used, a more recent study by Mastro and Behm- Morawitz (2005) found that depictions of Latinos in primetime television are often clearly stereotypical. At the time of the study in 2002, Latinos represented approximately 12.5% of the United States population. The researchers hypothesized that this ethnic group would appear significantly less frequently than their black or white counterparts and questioned whether physical attributes of primetime characters would vary by race (p. 113). Upon conducting a simple random sample of primetime TV shows across a two-week span, researchers looked a variety of variables such as character status, physical attributes, accent and temperament. They found that Latinas were depicted as young, thin and scantily clad with heavy accents, while Latino men were thinner and more attractive than their on-air counterparts (p. 125). Additionally, Latino men were portrayed as less intelligent and articulate with bigger tempers, while women were seen as lazy and unintelligent (p. 126). The study provides insight into how this ethnic group is often portrayed in media outside of advertising.

Women and Minority Representation in Advertising:

While using content analysis to understand the frequency of minority subjects in advertising is an important part in studying this issue, it is only a small part of understanding how and when minorities, especially Latinas in this case, are represented. Based on the previously cited literature, there is a general consensus among researchers

that minorities, and Latinos in particular, are underrepresented in advertisements and across all mass media platforms. Equally important, if not more, is understanding the underlying values and messages these advertisements project onto society. Using textual analysis, Martínez (2004) conducted a case study investigating the construction of “Latinidad” of entertainment and romance articles presented in *Latina* magazine. Based on her findings, the researcher found evidence suggesting that the magazine’s entertainment articles “act as tools that facilitate the emergence of a cultural citizenship among the magazine’s readers” and encourage readers to claim their places in society (p. 165). The reader also concludes that *Latina* magazine attempts to deconstruct negative masculinity stereotypes against Latino men. In a special feature on “Los Papis Chulos,” or “Our Finest Men,” many of the attractive men depicted in photographs were shown with unbuttoned shirts in relaxed poses, while counteracting stereotypes by outlining their family life and explaining why they are respected role models in Latino culture (p. 166).

Martínez’s study also concludes that *Latina* heavily criticizes sexism while placing responsibility on women to combat male chauvinism. Nonetheless, the researcher states, “The magazine sometimes falls into the heterosexist trap of promoting normative ideas of family and gender roles that were the cornerstone of early patriarchal Latino social movements” (p. 168). It will be interesting to see how the advertisements placed in the magazine differ from the construction of Latinidad found within its articles and whether the promotions support the ideas found throughout the editorial content.

Using feminist theory and art criticism as their basis, Schroeder and Borgerson (1998) conducted a visual analysis to understand the ways in which gender is represented in marketing images found within fashion magazines and catalogs. The researchers began

with a formal analysis describing the images, looking at aspects like genre, subject and colors used in the advertisement, noting that interpretations emerge from these descriptions (p. 166). Additionally, they looked at context, comparisons, denotation and connotation to understand the messages while interpreting the social and psychological factors behind the advertisements. Throughout the ads, Schroeder and Borgerson found patterns of male dominance and female subordination and objectification of women through violence and sexuality (p. 180). They conclude that these sexual stereotypes are still prevalent in the use of advertising and act as representation of the culture in which we live (p. 191).

A study conducted by Katharina Lindner (2004) aimed to better understand gender roles by conducting a framing analysis of images in advertising. She looked at the underlying clues in images from *Vogue* and *Time* to see whether or not stereotypes in gender roles have remained consistent between 1955 and 2002. The researcher constructed nine categories to code a total of 1,374 advertisements. The categories included feminine touch, objectification, body display and movement. She found that stereotypical images are frequently found in advertisements, and there were few significant changes over four-to-five decade. However, she did find that *Vogue* used stereotypical images in advertising more frequently over time than *Time* did (p. 419). Lindner's study remains relevant by providing a basis for how a qualitative textual analysis may be conducted.

Tucker (1998) conducted a frame analysis regarding the media discourse surrounding a controversial Calvin Klein advertising campaign that had been widely likened to "kiddie porn." By taking media samples from mainstream press outlets and

advertising industry publications, the researcher was able to form an analysis of the way society views youthful sexuality and culture in response to media coverage. The researcher analyzed the media discourse in terms of four framing functions: defining problems, diagnosing causes, evaluating actions and prescribing solutions in order to identify the discursive components that structure the kiddie-porn frame (p. 145-46). She qualitatively coded media and public's responses to the ads using the following categories: Fagin with a Twist, The Lost Boys (and Girls too), The Greek Chorus of Sources and The Public Voice. Tucker concludes that the kiddie-porn frame used in the advertisements trivializes the issue of child pornography, underlining the societal issues behind both the advertisements' messages and "the reactionary response of a usually complicit media industry" (p. 154).

Message Perception and Interpretation:

While this project will mainly focus on how women are represented in advertising in minority magazines, the way in which this demographic perceives and interprets advertising messages is also worthy of notation. Understanding how Latinos respond to images and words could ultimately have an effect on how they view themselves in magazine advertisements. This is a lesser-known area of study, yet successful campaigns rely heavily on how its messages are perceived and interpreted. Nonetheless, perception and interpretation have been researched in a number of capacities, such as investigating the impact of bilingualism and biculturalism on perception of ad messages (Luna, et al., 2008; Putoni, De Langhe & Van Osselaer, 2009).

This article takes a deeper look into how bilinguals who also identify as biculturals may, when cued by language, activate separate culture-specific concepts,

identities and mental frames. According to Hong, Yi, Morris, Chiu and Benet-Martínez (2000), bicultural individuals are defined as “those who have internalized two cultures [that] guide biculturals’ thoughts, feelings and behavior” (as cited in Luna et al., 2008, p. 280). Activating multiple cultural mental frames is referred to as frame switching (p. 279). The first two studies used qualitative methods such as semi-structured in-depth interviews to determine how Spanish-English bilingual participants interpreted four advertisements depicting women in different situations. The researchers hypothesized that women surveyed in Spanish would perceive both themselves and the person in the ad as more independent than those in English, which the results supported. They also provided female participants with four target words: “masculine,” “feminine,” “self-sufficient” and “other-dependent” (pg. 286). The participants then categorized and classified them based on perceived meaning. By implementing three studies, the researchers were able to determine that frame switching influences advertisement message interpretation and meaning and that frame switching was only evident with biculturals, not with people who were solely bilingual. The article suggests that two precisely-translated words that have seemingly identical meanings likely impact the cultural interpretations and associations with the words (Luna, et al., 2008; pg. 290). This is an important implication for global-market advertisers in understanding how biculturals process information provided through mass communication.

The language in which an advertisement is written has also been found to have an impact on the emotional intensity of the text found in an ad (Puntoni, et al., 2009). In the first study of its kind, the researchers studied how language affects perceived emotionality among bilingual consumers viewing advertisements. Using both

sociolinguistic and psycholinguistic approaches, Puntoni, De Lange and Van Osselaer proposed that promotional materials written in a bilingual's first language (L1) would evoke stronger emotional reactions than those written in their second language (L2). They also contend that information within an ad can trigger memories leading to emotions previously experienced in the same language. To test these ideas, the researchers asked participants to rate the "emotional intensity" of various slogans, manipulating the language in which the text was written. The results found that bilinguals consuming advertisements or other text written in their first language view them as more emotional than those expressed in their second language, even in cases when words were structured similarly (p. 1022). The study gives insight into how advertisers must use language strategically and appropriately to cue emotional memories, responses and connotations among bilingual consumers.

Previous research has also supported the idea that biculturals interpret the world around them depending on the language in which they are engaged and on environmental cues (Ramírez-Esparza, Gosling, Benet-Martínez, Potter & Pennebaker, 2006). The 2006 study sought to understand whether Spanish-English bilinguals, who are also biculturals, exhibit different personalities based on the language in which they think, speak and engage. Furthermore, the researchers aimed to determine whether or not bicultural individuals' personalities are consistent across cultures. Using the idea that language activates Cultural Frame Switching (CFS) for extroversion, agreeableness and conscientiousness, researchers inquired whether bilinguals with high proficiency in both English and Spanish experience frame switches. They also examined personality differences that occur when activating language. Participants were given personality tests

and, in manipulating the language used, the researchers found that those speaking English scored higher in the given CFS traits than those using Spanish, but the opposite was true in neuroticism scores. They also discovered that lower means of extroversion were evident in Mexico compared with the United States, indicating a cultural difference (p. 118).

In addition to biculturalism impacting perception, recent research has supported the idea that language also influences thoughts toward advertising messages (Noriega & Blair, 2008). Noriega and Blair asked if the same selling message in different languages could cue different cultural associations and affect persuasion. They hypothesized that higher and stronger associations of family, friends, home or homeland (FFHH) are elicited through advertisements in a person's native language. Furthermore, Noriega and Blair also proposed that a rise in FFHH-related thoughts results in higher purchase intentions and more positive attitudes toward the brand. The researchers requested one group of native Spanish-speaking participants to translate a restaurant ad and write down their thoughts. In the second study, a restaurant ad was already translated in either language, and participants were asked to record their thoughts. The participants' attitudes toward the ad, brand and purchase intent were measured. Results indicated that native-language ads elicit a higher proportion of FFHH thoughts and more positive attitudes toward the brand, ad and purchase intentions. Based on the study, the researchers infer that native language use in ads can arouse specific emotions that may not be evident through second languages (p. 81).

Barbara J. Phillips conducted a study to determine "how consumers interpret complex visual images in advertising" (Phillips, 1997; p.77). Using qualitative research

methods, Phillips proposed that audiences infer from and interpret images using pictorial metaphors and implicatures, which are defined in the source as “information that is implicitly communicated to an audience” (p. 78). The researcher compared the individuals’ interpretations of the message with what the advertisers intended to convey, an aspect of advertising that is not frequently researched. A focus group viewed an ad and was asked to write down their descriptions, perceived intent and opinions of the ad. The participants then discussed how they felt and why they felt the way they did, collectively reaching a conclusion. Based on the discussion, Phillips’ proposal was supported, and the interpretations generally matched the ad producers’ intent (p. 83). The qualitative study gives insight into how consumers utilize peripheral cues and metaphors to interpret meaning and intention of an advertisement.

Luna, Peracchio and Dolores De Juan (2003) take a different stance in measuring language effects on message persuasion, attitude and interpretation. The purpose of their study is to determine how a website’s language, graphics and culture affect Spanish-English bilingual consumers’ attitudes toward the site and its products, depending on the language in which they are created and congruity level. They hypothesize that both graphic congruity and cultural congruity are moderators of language effects on persuasion. Researchers manipulated website language, graphics and cultural congruity while maintaining the same content throughout the experiment. Participants then filled out questionnaires to gauge their attitudes toward the site, and researchers found support for their hypotheses. The study provides evidence that language and cultural congruity presented in medium context influence attitudes toward ads and ease of processing information, in addition to exploring how matching advertising appeals with bilingual

consumers' cultural values can affect attitude and perception (Luna, Peracchio and Dolores De Juan, 2003).

Method:

Based upon this broad review of literature regarding how women are stereotyped and portrayed in media and examining a variety of methodologies, the author concludes that there is a lack of qualitative research in this area of study. There has been a heavy focus on conducting quantitative content analyses, yet a gap in qualitative research exists in studying the underlining patterns found in magazine advertisements aimed toward Latina women. Furthermore, many previous methods used tend to focus on analyzing content within mainstream magazines rather than niche publications. The intent of the following proposed study is to further understand how young women between the ages of 18 and 45 are physically represented in media, and more specifically, in magazine advertisements aimed toward this ethnicity and demographic. Additionally, it will seek to discover the roles in which women are portrayed in advertisements. To reiterate, the following questions will be answered:

RQ1: How are women physically represented in US print magazine advertisements published in minority-driven magazines published in 2013?

RQ2: In what roles are women portrayed in US print magazine advertisements for Latinas published in 2013?

Samples will be chosen from magazines created for Latina women ages 18 to 45. These magazines include: *Latina*, *Cosmopolitan en Español* and *People en Español*. The majority of readers of each of these magazines are women, and average the average age

of readers is 28, 32 and 40, respectively. The goal is to analyze advertisements from multiple sources to ensure a wider and more diverse sample.

On its website, *Latina's* parent company Latina Media Ventures boasts itself as “100 percent Latina. 100 percent American. All pride. All passion.” It has been ranked number one in total advertising pages among Hispanic populations for the past eight years (About Latina Media Ventures).

Established in 1996, the magazine's purpose is: to entertain and inspire women with award-winning content that covers Latin culture, style, beauty, food, music and celebrities, and to create products and services that always have, at their core, the real Latina woman—her unique needs, her unique lifestyle.

Similarly, *Cosmopolitan in Español* “presents a friendly voice when addressing the issues that young Hispanic women are concerned with” and “inspires young women to be the best they can be in all realms of their life” (Televisa 2014).

A textual analysis using grounded theory will be conducted as the qualitative research method in order to analyze the underlying societal and cultural messages that the advertisements convey. Barbara B. Stern (1996) defines a text, in the context of advertising, as “any media artifact designed to persuade consumers, and generate, composed, recorded and analyzed by sponsorial agents and/or researchers” (p. 62).

According to McKee (2003), a textual analysis is defined as “a methodology – a data gathering process – for those researchers who want to understand the ways in which members of various cultures and subcultures make sense of who they are, and of how they fit into the world in which they live” (p. 1). Stern (1996) identifies a three-step process for conducting a thorough textual analysis of a single advertisement. The first

step is the identification of elements within the text, such as language, copy, metaphors, characters and plot. The second step is to construct meaning based on the text's elements, which is when the researcher will define concrete categories that will be used to qualitatively code the advertisements. These categories indicate wider assumptions and implications about culture and society. Finally, the researcher must deconstruct these categories and messages provided by the advertisements.

Stern explains: Step 3 involves disassembling the simplistic notion of a singular meaning to uncover assumptions likely to discomfort readers by shaking them out of complacency. Its value lies in the power to strip away placid surfaces and reveal the subversion, suppression and hierarchical power struggles that bubble underneath. (p. 67)

I will look for thematic patterns throughout the samples suggesting underlying social cues such as dominance/submission, sociability/aloneness or femininity/masculinity (Stern 2006). Deconstruction of meaning is one of the most important steps of a textual analysis, providing the researcher with an opportunity to become more aware of the political, social and cultural messages that may be hidden beneath the messages of persuasion (p. 71).

Murray (2011) makes an argument against the use of quantitative content analyses of visual texts, acknowledging its place in research but highlighting its weaknesses. Limitations include a decontextualization of the advertisement's message while simply counting the data (p. 30).

The researcher states: Quantification alone cannot appreciate the symbolic character of the communication. Repetition or frequency of message elements is a

poor guide to meaning. This is particularly true in analyses of ethnic representation in advertising. The mere presence or absence of ethnic minority figures in advertising says little of the substance of their roles.

Advertisements depicting women that fall within the proposed demographic will be collected from each of the three magazines to ensure a wider variety of models and messages. The qualitative study model will be borrowed from Stern (2006) while changing any aspects deemed necessary. Conducting a study on how women are represented in advertisements for Latinas could provide researchers with more detailed insight on how underlying messages and peripheral cues play a part in how messages are perceived by Latino consumers. In return, advertisers will have better opportunities to reach and connect with this growing target audience.

In addition to publishing my research findings on the Missouri School of Journalism website, it would also be suitable to submit the work to scholarly journals such as the *Journal of Advertising*, *Journalism & Mass Communication Quarterly* or *Critical Studies in Media Communication*.

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