

Branding Opportunities in the Baby Care Industry with Hispanic Moms



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There's a reason that the new Gerber baby is Latina, Sofia Vergara is peddling Suave and Covergirl, and J.Lo's Glow is the highest grossing celebrity-endorsed perfume of all time. These brands recognize that Latinos love to buy especially in certain categories. Particularly, they tend to over-index as consumers of beauty, hair, and baby products. In fact, according to a recent Nielsen study, if Latinos living in the U.S. were their own country, their buying power would make them one of the top twenty economies in the world. (Costantini 1)

Diapers, baby lotions and baby wipes are part of the child-centered Hispanic family environment. As Hispanic families get ready to welcome a child into their lives, a new budget for baby care products is set aside to represent one of the top items on the shopping list for Hispanic moms. In the United States, big companies are taking advantage of this valuable market and are continuously striving to reach these Hispanic families with the right strategy.

While in some aspects their demographics are similar to other Americans, Hispanics live in larger households than the average U.S. family (Kaplan 1). Nearly one in four babies in the U.S. is born to a Hispanic mother. (Cvetan 1) Children are considered a blessing for all families, and even more so for Hispanics. Hispanic mothers tend to be over protective of their children not only when they are growing up but also throughout the course of their lives. In many cases, the only babysitter that has their full trust is their own mother.

Brand loyalty of one brand vs. another is very strong in the baby care industry. It may be based on brands used by previous generations or it built out of a product trial. According to Chris Ferdock, vice president of marketing for Associated Hygienic Products (AHP), "When a consumer finds a product that meets their needs at a price they find acceptable, they are likely to stick with that product." Once a brand is identified, most likely the consumer, in this case, the mother, will share the news with her family, friends, co-workers and this might lead these reference groups to continue the buzz about the brand around their own set of groups."

The Online World's Influence on Hispanic Moms' Purchasing Decisions

According to the U.S. Census Bureau, 33.5 million Hispanic people are active Internet users. Hispanics have substantial purchasing power and they shop online. Twenty eight percent of online Hispanics have more than five persons in the household compared with 24 percent of non-Hispanics. Sixty five percent have children compared with 57 percent of non-Hispanics. The percentage of Hispanic households earning more than \$75,000 is growing dramatically. These are the people most likely to be online. (Kaplan 1)

The growth of online interaction by Hispanic moms has a big influence on the marketing efforts among Hispanics in the baby care industry. Nowadays, many of these moms write their own blogs, turn to social media platforms to read and share their tips, experiences on their preferred brand's website. In addition, the convenience of online couponing might serve as a motivating factor to surf the web in order to save money when the family budget gets tight.

The website Todobebe.com is a major online tool for Hispanic mothers to seek advice, opinions and material when it comes to babies. This site offers parenting tips, information on best products to buy for their children, evaluation of these products and also calendars for tracking their pregnancy. These tools help these Latina moms to perform their best in their new role. In addition, this site provides information not only for babies and children, but also beauty tips, maternal fashion and pregnancy care for the moms themselves. It is important to note that the site is all in Spanish, which can be beneficial for the many preferred Spanish-speaking moms out there. (Todo Bebe 1)

One major representative of the Hispanic online moms' population is Cristy Clavijo-Kish. Not only does Clavijo-Kish run her own bilingual blog and resource site for multicultural parents of tweens, called Los Tweens, but she also co-founded Latina Mom Bloggers. Latina Mom Bloggers is the go-to place for Hispanic online moms to learn new ways to leverage social media presence and partner with top brands for social media campaigns, product reviews, ambassador programs and advertising. (Goodman 1)

Another Hispanic online mom, Linda Carmona-Sanchez explains "The belief has been the best advertising is word of mouth, not anymore. Parents will talk to each other, but they are more tech savvy and will also look you up online." (Goodman 1)

In February, a study conducted by BabyCenter, a U.S. parenting website, owned by Johnson & Johnson, revealed how much more likely moms were to regularly use social media compared with the general population and they found the results to be 80% vs. 55%, respectively. In addition, moms were more likely than the general population to have over 200 friends and to "like" brands to keep up to date with the latest information. (Marketers meet moms 1)

But why is this demographic so involved in social networking? According to BabyCenter's SVP and global publisher Michael Fogarty, moms, particularly first-timers, are at a life stage when they must quickly learn a lot of new information about baby care and products, and the internet is the ideal research library. "There is so much to deal with, so many decisions and choices to make," he mentioned. "They are going to connect with other moms at a higher rate because they want to validate their decisions with other moms." (Marketers meet moms 1)

Social media has helped consumers search for the best products, both in terms of performance and price, and that's especially true in the baby care market, reports Chris Ferdock, vice president of marketing of AHP. "Our demographic is 'mom.' She's leading the charge on social media," Ferdock explains. "We've seen in our category a barrage of moms talking to each other over the computer" about which products they prefer, comparing notes on price, product performance, comfort and fit. "That's really eroding brand loyalty." In helping each other get more bang for their buck, moms are leading other moms to the retailers that can be the price leaders, building "outlet loyalty." (Cvetan 1)

Insights and Findings from Experts in the Industry

Hispanic consumers represent an exceptionally strong market for baby care products. High birth rates among Hispanic women translate to strong market potential across baby care categories within Hispanics. With the high rate of Hispanic babies being born in the U.S., manufacturers in the baby care segment require a strong Hispanic marketing program to capture growth in these highly competitive categories. (Hispanic Consumers 12)

In 2008, BabyCenter extended its reach among Hispanic parents with a Spanish-language version, Baby Center en Español. The site was open to advertisers wishing to reach this lucrative market. Given the relatively high number of baby care purchases, such as diapers and baby formula, these categories have strong potential to bring consumers into the store if prices are competitive. (Hispanic Consumers 12)

On the other hand, Hispanics tend to shop less often, but spend more per trip. Fewer shopping trips among Hispanics make it critical for retailers to develop a strong connection to become the destination of choice. Manufacturers need to collaborate with retailers to develop mutually beneficial strategies to capitalize on larger shopping baskets. In baby care, several companies have shifted how they approach the Latino market, no longer relegating them to second tier consideration, but making Latinos a focal driver of business growth. (State of the Hispanic Consumer 16)

Implementation of Insights in Marketing Campaigns

Many baby care brands are already taking advantage of these findings and other aspects that characterize the Hispanic population. For instance, Procter & Gamble has stated the importance of using ethnic insights to lead total market campaigns in certain categories. These marketers, and many others, are intensifying and fine-tuning their Latino strategies to stay competitive in the changing marketplace. (State of the Hispanic Consumer 11)

Such strategies include the use of the right language for the campaign's advertising purposes. Language influences advertising's ability to connect with the Hispanic audience on a number of levels, from likeability to recall. Four key aspects about language and the Latino market can serve as guidelines for effective advertising in this case for the baby care industry. (State of the Hispanic Consumer 13)

First, Hispanics remember English language commercials as well as the general population. Second, the same commercial shown in Spanish increases ad recall by as much as 30 percent. Third, Latinos like ads 51 percent more if viewed in Spanish rather than English. Finally, hiring Spanish-speaking talent to deliver the script resonates 30 percent better with Latinos. (State of the Hispanic Consumer)

In the increasingly competitive disposable infant/toddler products segment, mothers are the chief demographic. Moms who shop for baby care items have priorities that, if met, will build loyalty to a particular store. According to a study performed by Procter & Gamble and Mead Johnson Nutrition, those priorities include: well-stocked shelves, integration of social media such as smartphones, at-shelf product codes and integration of "mom blogs" into the shopping experience. (Cvetan 1)

According to a study by Mintel, the growing U.S. Hispanic population could help to decelerate future sales declines, as Hispanic households are far more likely than other ethnic households to have children younger than 6, and the 15.8 percent growth rate among Hispanics between 2011 and 2016 will likely mean more

children in need of baby care products leading to a continuously growing demand in this category that will benefit marketers and the industry. (Cvetan 1)

The Choice: Brand Name vs. Store Name Products

According to a 2012 Nielsen Research Report, total retail channel data for all consumer packaged categories shows that Hispanics are just as likely to buy name brands and private label as the general market. That said, Hispanic name brand loyalty prevails in three highest consumer packaged goods categories with significant consumption; hair care, baby products, and health and beauty. In these categories, Latinos are more likely to buy name brands than the total market. They spend 15 percent more on branded baby products and 10 percent more on private label, making baby care a win-win for all types of products targeting this segment. (14)

Name Brand vs. Private Label

Annual Dollars per Buying Household

	Name Brand			Private Label		
	Hispanic	Total	Hispanic to Total Index	Hispanic	Total	Hispanic to Total Index
Hair care	\$55	\$39	143	\$7	\$7	99
Baby products	\$26	\$23	115	\$6	\$6	110
Health and beauty	\$326	\$297	110	\$69	\$75	91

Source: Nielsen Homescan® 01/02/2011 – 12/31/2011

Consumers can buy diapers anywhere, Chris Ferdock says, advising retailers to “build a good brand that your consumer can’t buy anywhere else.” In product selection, he says, focus on leak protection and fit. Features such as fit, performance and absorbency are paramount in store brand diapers and pants, agrees Kyle Tucci, senior vice president of Valor Brands LLC, Alpharetta, Ga. (Cvetan 1)

According to the “Brand” New Mom study of more than 1,900 moms, conducted by Kelton Research, more than half (52 percent) of moms are willing to buy store brand products for the household, yet just three in ten (30 percent) will buy store brand products for their babies. This is even more striking when the purchase is infant formula; less than a quarter (23 percent) is open to buying a store brand for that product category. (Moms feel pressure 1)

“The consumers’ expectation is that store brands have the fit and performance” of the leading brands, and “the same features, such as stretch-to-fit and absorbency like Pampers Baby Dry or Huggies Snug and Dry,” he says. Otherwise, they will not purchase store brand versions, or at least not more than once. Still, Ferdock believes product innovation is the secret to success for store brand managers. Provide a product design platform that meets your customers’ needs, with features that can be marketed, he advises. (Cvetan 1)

Product improvements and updates in this segment need to be frequent to meet consumer demand and also because the consumer base turns over frequently as new parents come into and leave the market, Tucci points out. Garment-like diapers and pants that are thinner, just as absorbent and fit better under clothes are

driving product development now, he says, adding that thinner disposables provide better shelf-space utilization for retailers. Thinner disposables also benefit the environment by reducing packaging material and creating better freight efficiencies. (Cvetan 1)

According to Ferdock, packaging should be the next major consideration for store brand managers after product development. The shift in the diapers category is toward boxed packs and, in some cases, very large poly bag packs. “Larger packages are the biggest trend,” he says. “Consumers kind of treat diapers like toilet paper. They want to put it in the pantry and forget about it for a couple weeks.”

That said, it’s very important in marketing store brands to give consumers a price-point option that promotes trial. Larger packages of diapers can be priced in a range as wide as \$14 to more than \$30. Retailers will have difficulty hooking a first-time mom on a product she hasn’t yet tried at that price, but if they are offered with a smaller pack priced at under \$10, the situation might be different. (Cvetan 1)

On the package design front, Ferdock recommends employing the “10-second rule.” Because consumers don’t spend a whole lot of time in each aisle, the package needs to look “as premium as possible,” even better than the national brands’ packaging, but trying to keep the package design simple, Tucci advises. “Have a product that clearly shows size, weight-range and all the key benefits to the consumer,” he says. “This is a very busy consumer. They are making that decision at the shelf, so the easier you can make that, the more likely you are to get the sale.” (Cvetan 1)

When it comes to store brands, price is always relevant, but even more so now, Ferdock says. Consumers of baby care products also tend to be younger and on tight budgets because of the costs of child-rearing and diapers which can constitute a significant household expense. In addition, the national brands are packing fewer diapers into packages while selling the packages at the original price, Ferdock says. The practice aims to make up for the increased costs manufacturers are paying for raw materials.

On the other hand, smart merchandising can help draw attention to the cost-savings of store brand diapers, training pants and baby wipes, Tucci says. The shelves should be arranged to make it easy for consumers to compare the private label offerings to a national brand in terms of price and features. “Compare-and-save messages are great,” he says. “That helps the consumer make the decision.” (Cvetan 1)

To encourage trial of store brand diaper and training pants, AHP put together a social media department. Its “First Impressions” campaign, designed to drive trial for first-time moms, engages with mothers to generate confidence in the company’s products. Advertising themes for the retailer and point-of-purchase materials help the campaign communicate the benefits of the brand in-store, Ferdock reports. “We hold Twitter parties for retailers,” he says. “We go out and talk to consumers. We’re telling them what the benefits of our products are.” (Cvetan 1)

The Role of Advertising in the Baby Care Industry

The “Brand” New Mom study also revealed that moms are feeling overwhelming pressure to overspend on products for their babies even as they significantly cut back in nearly every other area of their lives to cope with these challenging times. The “Brand” New Mom study of more than 1,900 moms, conducted by Kelton Research, found that today’s new mom often makes decisions based on guilt rather than practicality, even when it is proven that a high-profile brand offers no clear benefits over other far less expensive options. (Moms feel pressure 1)

According to Hispanic Market Weekly, over half of expectant first-time moms (58 percent) admit they are consumed by thoughts about what products they need to buy their babies every day, and nearly four in ten (37 percent) of moms express overall guilt about not being able to afford a specific baby product. Based on the study, a major reason for this is the overwhelming, often confusing display of advertising and promotional messages hitting moms from almost every direction that produces a complicated mix of emotions. According to Nielsen data, more than \$688 million was spent on advertising baby formula and other baby products from September 2010 to August 2011. (1)

“This study sheds light on what moms are going through from both an emotional and economic standpoint,” said Sandra Gordon, national baby products expert and author of Consumer Reports Best Baby Products, 10th edition. “Moms are so intent on absorbing as much baby-related information as possible, and making the right purchasing decisions, that it can be easy to overlook inexpensive options that are just as safe and effective for their baby.” (Moms feel pressure 1)

Key players in the industry

Three well-recognized brands in the United States play a big role in the baby care industry and have done a really good job in each of their campaigns to reach the Hispanic market. Their marketing strategies have reflected the extensive research behind this market and have created a significant amount of buzz in the industry.

Johnson & Johnson

Johnson & Johnson is a global brand that specializes in products that promote the health and well-being of people. Johnson & Johnson has more than 250 operating companies in 57 countries making it a big player in the healthcare industry. The company’s biggest brands specialize in baby-care, wound-care, and skin-care products. (Amaya 134)

According to Amaya, in an effort to reach the Hispanic market, Johnson & Johnson joined forces with Vidal, the leader in Spanish-language branded entertainment and with La Comunidad, another top Hispanic advertising agency. In 2008, Johnson & Johnson launched a Hispanic online marketing campaign to promote its iconic baby lotion. The campaign introduced a series of online “webisodes” aimed at Spanish-dominant Latinas. The webisodes were used to showcase the benefits of a mother’s touch on an infant’s wellbeing. In addition, the webisodes featured a very familiar voice, Grammy-winning recording artist and mother of three, Olga Tañón. (134)

Johnson & Johnson’s director of global communications, Lori Dolginoff, said the company decided to go a step further with their idea of product integration when they noticed that Hispanic moms were going online in record numbers. Banner video ads for their campaign went live in February of 2010 on Univision.com and BabyCenter.com/espanol with a new webisode airing about twice a month. (Amaya 135)

According to Amaya, the company also considered the importance of TV advertising and served as sponsor of the “Primeros Pasos” baby segment on Univision network’s highly rated morning show Despierta

America. A similar marketing effort was launched in English to meet the needs of Hispanic mothers who are English-dominant or bilingual and might prefer their content in English. (135)

In 2010, Johnson & Johnson launched its website BabyCenter.com/espanol. Soon after, the company decided to start the program, BabyCenter en Tu Celular. The program offered services such as alerts, mobile club and a mobile website. Users were required to register with BabyCenter.com in order to use the mobile features. (Amaya 136)

According to Jon Stross, general manager for BabyCenter International, the initiative developed after they noticed that Latina moms spent more time on their cell phones than they did online. As a result of the mobile service, Johnson & Johnson's subscriber base increased by 267 percent. The Spanish-language mobile initiative was developed before the English-language version, because based on company research; Hispanics have a higher data usage rate on their cell phones than Anglo Americans. (Amaya 136)

Pampers

Pampers, a big Procter & Gamble brand, has been recognized for a while for reaching the Hispanic market effectively. It has become common knowledge that most Latino parents, use the word "Pamper" instead of using the actual Spanish word for diaper which is pañal. (Constantini 1)

In an effort to continue targeting the Hispanic market, Pampers launched the "Mi milagro. Nuestra herencia," campaign. This online initiative was created in April of this year to celebrate Hispanics' cultural duality and the importance they place on honoring their heritage with their children. It offered Hispanic parents an opportunity to showcase their Latino pride and share personal baby care tips and information with other Latino parents. (Irwin 1)



(Media Post Publications)

According to Irwin, a dedicated heritage tab was designed on the Pampers' Latino Facebook Page. The page received over 44,000 likes, which represented almost 10 times more compared to the competition. As part of the launch, Pampers also offered daily giveaways including customized baby body suits that represented the parents' country of origin along with a chance to win the grand prize of a family vacation to a Latin American country of choice. (1)

“The goal of the ‘Mi milagro. Nuestra herencia’ tab was to offer parents on Pampers Latino Facebook a forum to connect on the joy of raising babies in the United States, while infusing and protecting Hispanic cultural pride and traditions,” said Felix Olmo, brand manager for Pampers. “While we can’t speak to future plans, I can assure you Hispanic parents are very important to us and we will continue to engage in culturally relevant ways with these consumers.” (Irwin 1)

“As a market, Pampers recognizes that Hispanics are often more brand loyal than the general market, he said. “We want to continue to cultivate a solid relationship between the Hispanic market and our brand by developing resources and programming that is culturally relevant and aligns with Hispanics’ passion points.” Olmo also adds “Our Pampers Latino Facebook is successful because we engage with Hispanic parents on topics that ‘speak’ to their needs — from baby care to special Latino traditions — and develop one-on-one relationships with our fans.” In addition, Pampers has great support from influential Latina bloggers that share the page with their respective readers as a resource to baby care information.” (Irwin 1)

This past October, Pampers partnered with Mexican singer, actress and mother of two, Thalía, to announce the launch of “Mi Música, Mi Herencia.” This online initiative pays tribute to the unique role music plays in celebrating and preserving Latino babies’ cultural identity. Pampers wanted to show consumers that they understand that beyond the typical responsibilities of learning to care for their babies, Latino parents are also challenged with the unique responsibility of preserving and infusing their Hispanic culture while living in an American culture. (Pampers Partners with Thalía 1)

To kick-off the launch of “Mi Música, Mi Herencia” on Pampers Latino Facebook and highlight the influence that music has on baby’s happy, healthy development, the brand hosted a special musical experience on Oct. 28 at the New World Center in Miami. The concert was hosted by Pampers ambassador and mom, Thalía, and attended by hundreds of expectant moms, who were surprised with Pampers “belly phones” for their “belly bumps” upon arrival. (Pampers Partners with Thalía 1)

The campaign also includes a call for entries for a baby video contest exclusively on the Pampers Latino Facebook page. From Oct. 29 through December 14, 2012, parents were invited to visit the Pampers Latino Facebook Page to download the exclusive, musical anthem for free. Once downloaded, parents were encouraged to capture their babies dancing to these classic Latin American childhood songs and upload their video submissions to share with the community. By participating in the online contest, they qualify for a chance to have their video appear within a Pampers Latino television commercial that will premiere in early 2013. (Pampers Partners with Thalía 1)

Huggies

Kimberly Clark's diaper brand, Huggies, has also been a major competitor in the baby care product category among Hispanic moms. In 2009, Huggies launched "El Tren de Vida de Mama" campaign for their "Pull ups" diaper, a transition diaper that kids can 'pull up' themselves. The campaign was designed to validate and reward the effort that Hispanic moms put into their busy days and the importance of everything they do, from changing babies to bathing, playing, etc. The purpose was to engage new Latina moms and increase their sales. (2009 Pro Awards 1)

The campaign played on the literal translation of a train. Called the Whistle Stop Tour, a bright, colorful train was positioned at Wal-Mart and other key retailers, as well as public parks, festivals and sports stadiums. Engineers and conductors asked moms to share their motherhood tips and bedtime stories via video, audio or written submission through portable electronic touch screen stations. In exchange, they received diaper bags, tote bags, blankets, hats, growth charts and potty training DVDs. Some locations also had a photo station and a changing station. The brands supported the campaign with local radio in six markets. (2009 Pro Awards 1)

At huggiesespañol.com, moms could look up the Whistlestop schedule and program, Huggies and Pull-ups product information and enter a tip-sharing sweepstakes. Registered visitors received a diaper-bag premium. For Mother's Day, 200 moms and expectant moms received a book of the shared tips and original illustrated bedtime stories generated from the program. As a result of the campaign, over 1.5 million consumer impressions and 48 million media impressions were generated. Nearly 45,000 women shared tips. Hispanic dollar volume growth and EQ volume growth vs. the previous period outpaced the total market. (2009 Pro Awards)

The following year, Huggies, launched "El Baile de Pull-Ups" Potty Dance as a way to tell Hispanic moms that they understand potty training is a challenging time and they wanted to make it easier for them. The agency Mass Hispanic came up with El Baile de Pull-Ups Quebradita Potty Dance, a fun way for both moms and toddlers to learn how to use the toilet with a little help from Pull-Ups. (El Baile de Pull-ups 1)

A Walmart tour was created in five southwestern markets – Los Angeles, Phoenix, El Paso, Houston and Texas Valley. Pull-Ups Dance hostess, celebrity "Andrea Andrea," was the brand ambassador for the events, teaching the Potty Dance to kids, while the brand shared potty-training and other bathroom tips and tricks with the moms. (El Baile de Pull-ups 1)

The program launched with a Mother's Day PR kickoff and a red-carpet event for 150 inner-city Latina Moms at a Hispanic restaurant. In addition to a special lunch, Moms were treated to Huggies®/Pull-Ups® t-shirts, potty-training tips, discount coupons, a red rose, a month's supply of product and more gifts. (El Baile de Pull-ups 1)

Media coverage included TV and radio promotions. Five-dollar Walmart gift cards helped drive consumers back to stores. A bilingual direct-mail coupon served as the final touch to help big kids ditch the diaper and do the dance. The event generated more than 47.5 million media impressions, 19 percent more than goal; \$5,000 in Walmart gift cards were distributed and 1,000 families danced the Potty Dance. The overall campaign was a finalist for Best Multicultural/Ethnic Campaign at the 2010 Pro Awards. (El Baile de Pull-ups 1)

To continue with the use of celebrities, in June 2012, Huggies selected television personality Alfonso "Poncho" de Anda and his wife Lina Amashta to star in a series of webisodes featured on the Huggies Latino

Facebook page, to offer Hispanics parenting tips. In the webisodes, de Anda and Amashta, who have two children, discuss the challenges that come with being a parent and how to deal with them the best way. They also showcase how Huggies' product line helps make their lives easier. (Huggies 1)

The Facebook page also featured additional videos of different "parenting moments." By becoming fans of the page, parents were able to share tips and stories with other Huggies parents. Also when they gave feedback on how they have put new Huggies diapers and wipes to the test, they competed for a chance to win a fully stocked Huggies diaper bag. In addition to the partnership with Poncho de Anda, Huggies launched a full Spanish-language marketing campaign including TV, print and online advertising. (Irwin 1)

Conclusions and recommendations

Marketers appear to have taken full advantage of the highly valuable baby care market for Hispanic moms. Procter and Gamble, Kimberly Clark and Johnson & Johnson in their own specific categories have developed exceptional, out of the box campaigns that have attracted the Hispanic market's attention leading to brand exposure and higher market share. For future campaigns and for new players in the industry the following recommendations might help in the successful outreach to the Hispanic market when it comes to the baby industry.

Marketers need to reflect in their advertisements and promotions that they understand the bond that Hispanic moms have with their children and how good diapers can make a great contribution to their daily routines. A really important issue to note is that many Hispanic moms are away from their country of origin and their extended families. They are usually taking care of their babies on their own while their husbands are at work. Baby care products should reflect that they support these moms, offer guidance, and shorten the steps of each procedure.

One site that shows this understanding is Todobebe.com mentioned above. Marketers can use Todobebe.com to communicate their products and services to these Latina moms. Their efforts can help the mothers along in the process from pregnancy through their babies' early years. As noted, Hispanic families are known for having several children in the household which creates a good opportunity for brands to engage these mothers in activities and contests through Todobebe.com.

Advertisements could also focus on the effectiveness of specific products such as diapers and show the competitive advantage of that brand in relation to the other brands in the industry. They should also promote these ads on websites that are usually visited by these moms. Sites that feature recipes, tips for Latinas, Latina mom blogs and social media platforms are great places to get a brand's name out.

Also, store brand names have a big opportunity to promote their baby care products with strong advertisements and packaging. As mentioned above, many moms do not realize that store brands might be as beneficial as private brands. Since they are overwhelmed and worried about their new role as mothers, they spend more money on the private brand with the assumption that it will be better for their babies.

In addition, as seen in many campaigns, coupons have an influence on the consumer's purchasing decisions. To increase product trial and brand awareness, marketers can send Hispanic moms monthly coupons by email featuring buy one get one free offers or a significant discount on their next purchase that they can also share with friends and family members who have children.

Customer relationship management is another important aspect to consider when marketing to Hispanics. A good approach to put CRM in practice can be gathering Hispanic mom's personal information such as theirs and their babies' date of birth. They can send a birthday card and a customized gift every year on this special day to reflect that they care and they keep their customers in mind. This might involve more dollars, but it could lead to the development of a loyal customer.

Baby care brands should also utilize Latina Mom Bloggers since they have a strong influence in the purchasing decisions of many Hispanic Moms across the United States due to their credibility and similarity of lifestyles. These bloggers are constantly holding conferences, tweet-ups and providing information daily on their website and social media platforms.

In many cases, brands have to be able to persuade not only the actual mom of the children but also the grandmother. "Las abuelas" represent a very important role in the household whether they live with their daughter's family or not. Many times it is the grandma's opinion that matters most when it comes to baby products and baby care. They also take care of their grandchildren on many occasions which might be why they feel the right to advise on what is good and what is bad for their grandchildren.

New moms are constantly in the lookout to prevent anything happening to their babies. To overcome this "fear" baby care brands could include customized manuals that provide safety procedures and techniques that have been proven to work in the past. Language use for these manuals is crucial depending on the age of the target market. Older moms might relate more to ads in Spanish since they may still have strong ties to their home country, but younger moms who are typically surrounded by English-speaking friends and are more acculturated, will probably respond better to English ads.

To take advantage of the high use of smartphones as sources of information, marketers may also consider developing an interactive application on smartphones that functions as a planner or agenda and allows moms to schedule baby parties, doctor appointments, time to regularly change diapers, when they will run out of a certain product, as a way to help her function in her fast paced world of mom and housewife.

In conclusion, there is a great opportunity for marketers in the baby care industry when targeting Hispanics moms. While many brands have taken a successful approach promoting their products, others can improve their strategies to effectively reach these moms by understanding their situation and taking advantage of the promotional tools that are proven to resonate with this market.

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