

HISPANICS GROUP 1

FINAL PRESENTATION

Alexis Krouk, Samuel Goode, Ragan Oliver, Creed Hawver, Colton Thom



FINDINGS FROM SECONDARY RESEARCH



HISPANIC AMERICANS ARE THE LARGEST MULTICULTURAL GROUP IN THE US, AND CULTURAL IDENTITY IS IMPORTANT TO THEIR BUYING DECISIONS.



AGE AND POPULATION

Hispanic Americans comprise of 19% of the US population, and they are the youngest consumer base, with a median age of 28.



PURCHASING POWER

Hispanic Americans contributed \$2.8 trillion, or 13%, to the US GDP in 2020.



PURCHASE DECISIONS

Culturally relevant marketing and products influence what Hispanic Americans purchase. 71% said that cultural identity is important to their buying decisions.

FAMILY IS VERY IMPORTANT TO MANY HISPANIC AMERICANS, AND SOCIAL MEDIA IS INFLUENTIAL



SOCIAL MEDIA

Many Hispanic Americans make purchase decisions based off of social media. 55% say that social media influencers impact their purchase decisions. They over-index on early tech adoption.



LOCATION

California has the highest percentage of Hispanic Americans. Texas has the second highest, and then Florida has the third largest.



FAMILY

75% of Hispanic households live as a family together, and they tend to have more family members than the average American family.

THEY CARE ABOUT REPUTATION-BUILDING ATTRIBUTES AND DIFFERENTIATION ATTRIBUTES WHEN LOOKING TO BUY A CAR

ATTITUDE TOWARDS CARS



- They care about reputation-building attributes such as safety, trustworthiness, durability, good value, high quality, and high performance.
- They also care about differentiation attributes such as comfort, ease to maintain, cutting edge technology, desirability, helpful dealers, and style.

ELECTRIC VEHICLES ARE GROWING AS AN INDUSTRY



- The market for electric vehicles is expected to have an annual growth rate of 10.07%
- The 10.64 million electric vehicles were sold in 2023 and it is expected that 17.07 million will be sold by 2028.
- \$561.4 billion in revenue was made from electric vehicles in 2023.

FINDINGS FROM PRIMARY RESEARCH



HISPANIC CONSUMERS FACTOR IN SAFETY, FAMILY AND ACCESS TO CHARGING STATIONS



CONSUMER BEHAVIOR

When purchasing a car, Hispanic consumers consider safety, cargo space, seating capacity and comfort.



FAMILY & FRIENDS

Hispanic consumers value the opinions of close family and friends when purchasing a car. They often use their cars to transport their children or elderly family members.



CHARGING CONCERNS

They have a high concern for access to charging stations.

THEY HAVE A POSITIVE PERCEPTION OF THE VW BRAND AND PREFER AUTHENTIC ADVERTISEMENTS



BRAND PERCEPTION

Hispanic consumers perceive VW as a reliable and long-lasting car brand. They also associate the brand with the Beetle.



AD PREFERENCES

Hispanic consumers prefer car advertisements that are authentic and highlight safety features.

SAFETY, BUILDING TRUST AND LACK OF INFRASTRUCTURE SHOULD BE CONSIDERED



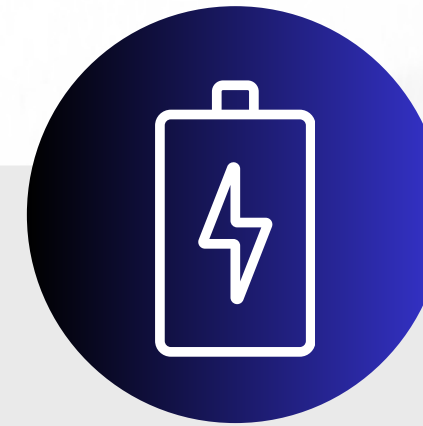
TRUST

Building trust with the community is essential. The in-person commitment to go out and meet face-to-face is what really builds a solid foundation for a relationship.



SAFETY

When it comes to a feature that matters most for Hispanics, safety was agreed upon by both experts as being on high priority.



CHARGING CONCERNS

In many Latin American countries, there is a lack of infrastructure and regulatory framework to support the widespread adoption of fully electric vehicles.

COMMUNICATION CHALLENGE AND KEY INSIGHTS

Despite often being early tech adopters, some Hispanic Americans are hesitant towards adopting electric cars over a concern of access to charging stations. Our challenge is to convince the audience that electric cars and charging stations can be trustworthy and reliable for them and their entire family.

01

Hispanic Americans often drive their older and younger family members around, and therefore use their cars as an extension to care for their family.

02

The perception that electric cars and charging them are unreliable can prevent some of them from adopting electric cars. This relates to the importance of the safety and reliability of their cars for them and their family members.

MORE THAN ENOUGH POWER TO CONNECT YOU WITH FAMILY



RATIONALE

Family is the most effective passion point to connect with the Hispanic community. Convincing Hispanic customers to trust charging stations has proven to be the biggest barrier needed to overcome with the campaign. Showing how electric cars have the potential to connect them with family members is best way to communicate their value in a culturally relevant way.

**KEY CAMPAIGN
MESSAGE:**

ELECTRIC CARS CAN BE
SAFE, RELIABLE, AND
TRUSTWORTHY FOR THE
WHOLE FAMILY.



ADDITIONAL ELEMENT INFORMATION SESSION AT THE DEALERSHIP

There will be information sessions hosted at VW dealerships in Florida, California, and Texas for potential customers to learn about the VW ID. Buzz. They will also be able to learn how to charge their cars, including at-home charging.

EXPLORE THE VW ID. BUZZ

AND LEARN HOW TO GO EMISSION-FREE

The VW ID. Buzz is a new electric car from Volkswagen. Charging your electric car has never been easier and it won't be relegated to your house alone. There are more available charging stations across America than ever before. The ID. Buzz is one of the top electric cars when it comes to fuel efficiency. Of course, the car has the best safety design indicative of the VW brand.

There will be an information session at 16825 NW 57th Ave, Miami Gardens, FL 33055. Saturday, at 2 PM the meeting will be on January 20th in the main conference room.



POSTER

Our poster highlights:

- The size of the car.
- The safety features of the car.
- The fact you can charge an electric car in your own home, which it connects back to family.



SOCIAL MEDIA AD: FACEBOOK AND INSTAGRAM



Highlights the importance of home and family while connecting to our conceptual communication territory.



THANK YOU

