

# Marketing to Hispanics: Best Practices

---

**October 23, 2013**

**Jamie Moldafsky, CMO**

Together we'll go far

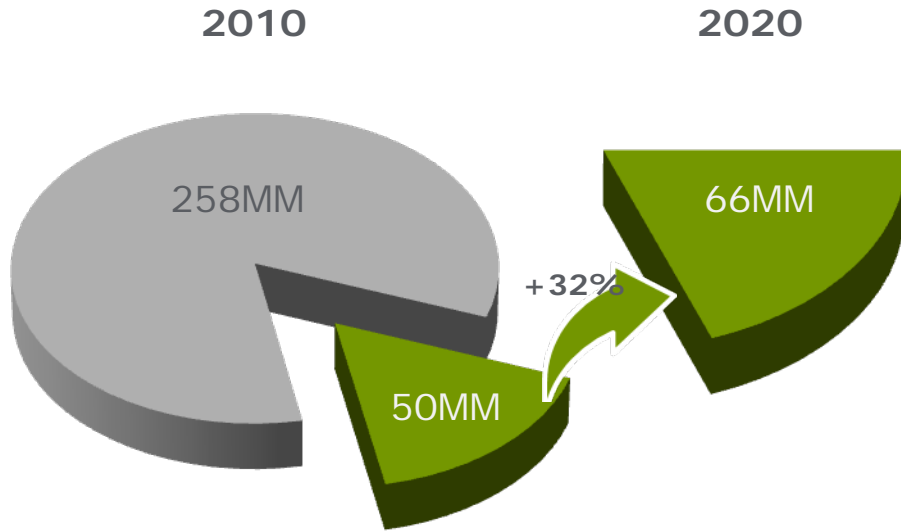


# Agenda

- Our Hispanic Segment strategy
- Hispanic marketing approach

# The U.S. Hispanic population is and will continue to be a strategically important segment for Wells Fargo

The Hispanic segment is sizable today and continues to grow rapidly

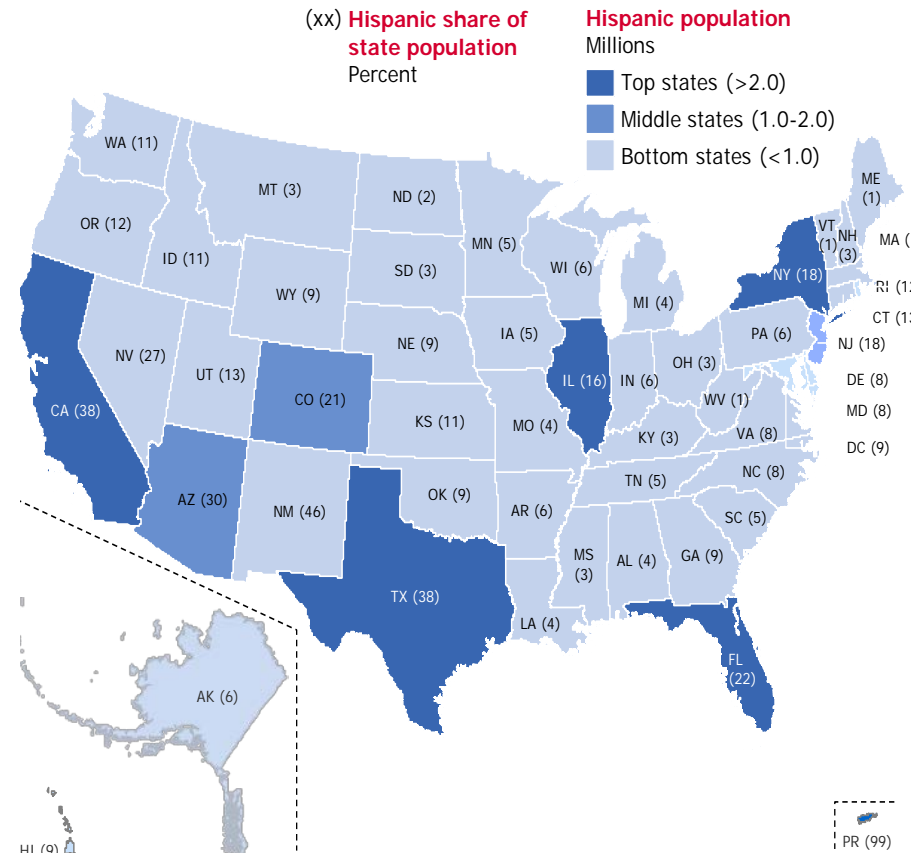


■ Hispanic ■ Non Hispanic

- Hispanic segment will grow to 19% of the U.S. population by 2020
- Non-Hispanic population will grow only 6.5% during that same period (vs. 32% for Hispanics)

Source: U.S. Census, Pew Hispanic Center, McKinsey analysis

... and is geographically concentrated in key Wells Fargo markets



Source: U.S. Census 2010

# Our Hispanic segment strategy

To continue to attract Hispanic customers by delivering a **customer experience** that meets their **preferences and financial needs** and acknowledges the diversity of the Hispanic community.

## WHAT WE HAVE LEARNED

- **Hispanics are quickly embracing new technologies and content formats** – in many cases above general market rates.
- **A sub segment of the population is growing in affluence** . Hispanics are becoming more educated, increasingly taking leadership roles in corporations and creating new businesses.
- **The financial needs of the population are increasing**. Hispanics are younger, have larger households, and many are opening new businesses.
- **There is a higher degree of aspiration and desire to achieve key financial goals** in the community – e.g. buying a home, financing children’s education, and opening new businesses.
- **The U.S born Hispanic population is increasing**. As a result, segmentation approaches and the role of the Spanish language in the marketplace changing.

## WHAT WE ARE DOING

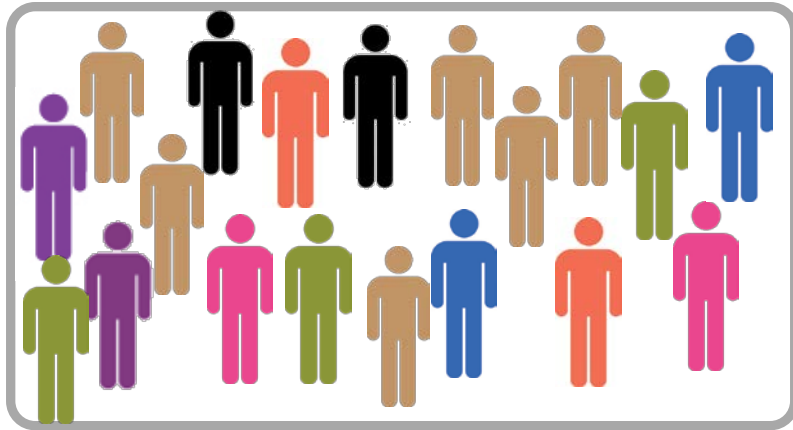
1. **Accelerating focus on “mobile first” as critical channel to engage Hispanics**
2. **Building out focus on sub-segments of Hispanic audience**
3. **Increasing efforts to deliver relevant financial guidance**
4. **Strategically enhancing in-language sales and servicing capabilities across channels** to be able to continue serving customers who prefer to communicate in Spanish.
5. **Building out robust “total market” approach to our marketing**, reflecting broad and deep insights and creative expression, as well as continuing Hispanic-focused integrated marketing

# Total Market – Definition & Approach

Total Market is inclusive of Caucasian, Hispanic, African American, Asian, and inclusive of LGBT consumers. Campaigns should *reflect the increasing diversity* of the U.S. population as well as the *impact of multiculturalism* on American culture. Total Market campaigns should *use cultural cues* and elements that come from the experiences of different ethnic groups, *use talent of different ethnicities*, and *draw on universal truths* (i.e. the importance of education for your children, the desire for homeownership).

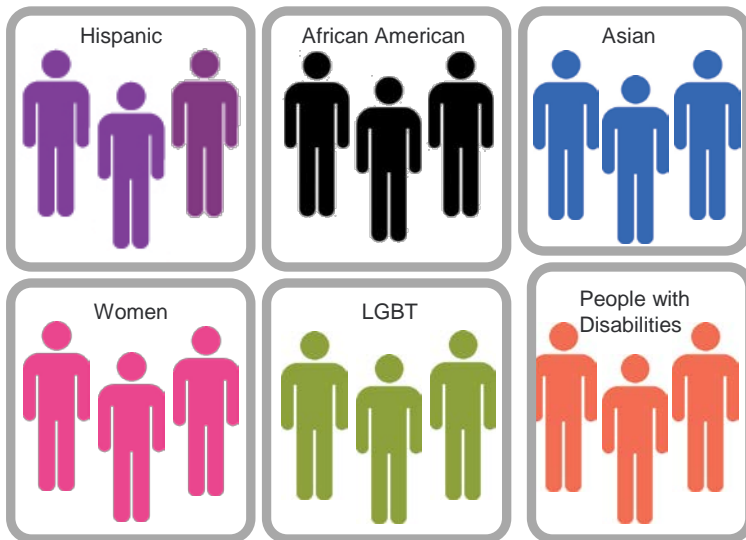
# How do we apply a Total Market approach in Marketing?

## 1) TOTAL MARKET



+

## 2) DIVERSE SEGMENTS



**Who?** English speaking customers – *inclusive of Diverse segments*, which are the mainstream in strategic Wells Fargo markets and are driving the majority of growth.

**How?** Addressing customer insights that are *common across mainstream*, and *inclusive of Diverse Segment insights*.

**Example:** “Conversations” Campaign



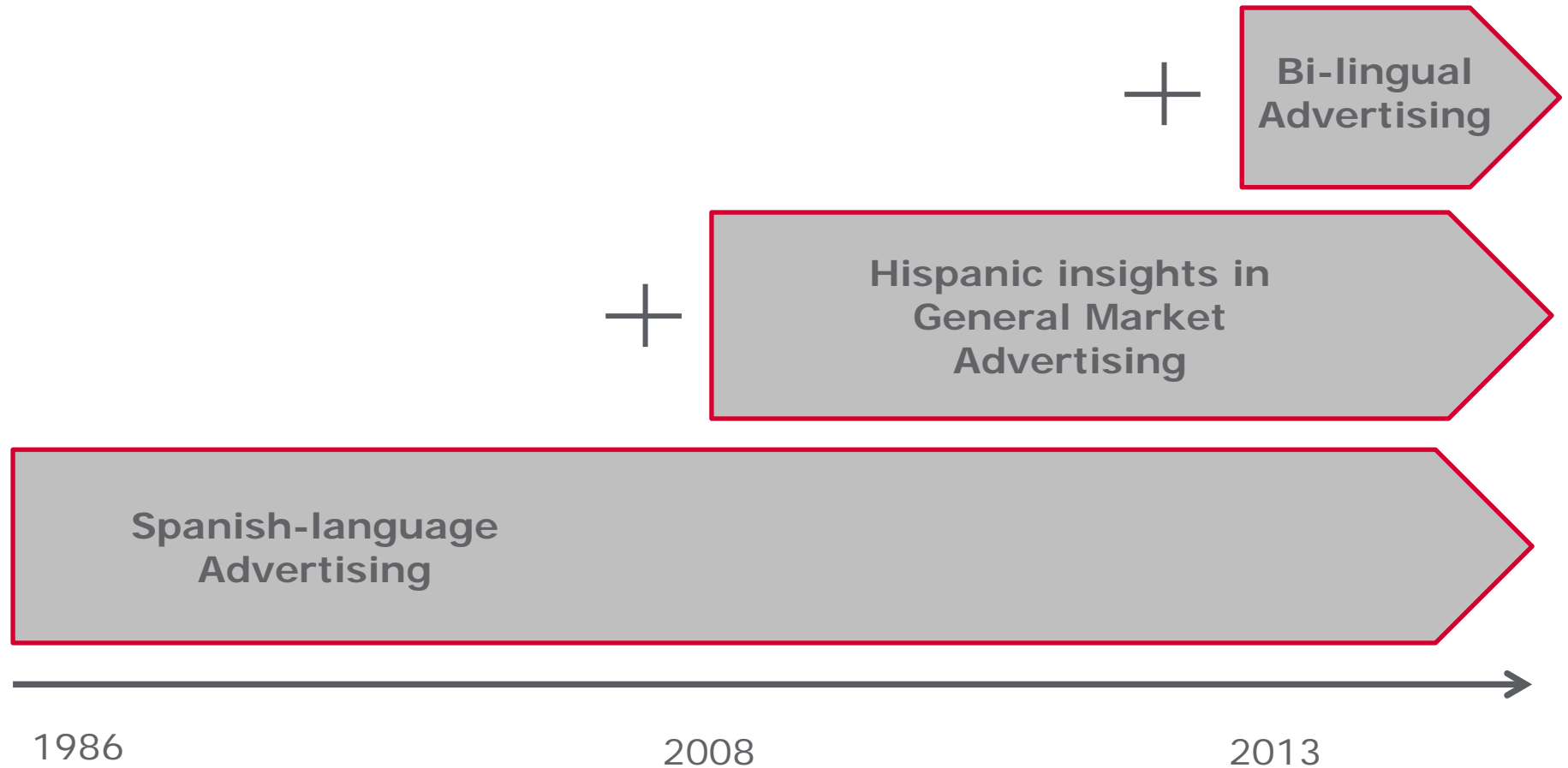
**Who?** Selected Diverse Segments, which represent significant growth for Wells Fargo.

**How?** Addressing *different customer needs* – *i.e.* language, cultural differences, higher need for financial guidance and others.

**Example:** Express Send Campaign



# Wells Fargo's Hispanic Marketing Journey



# Wells Fargo TV Advertising Examples





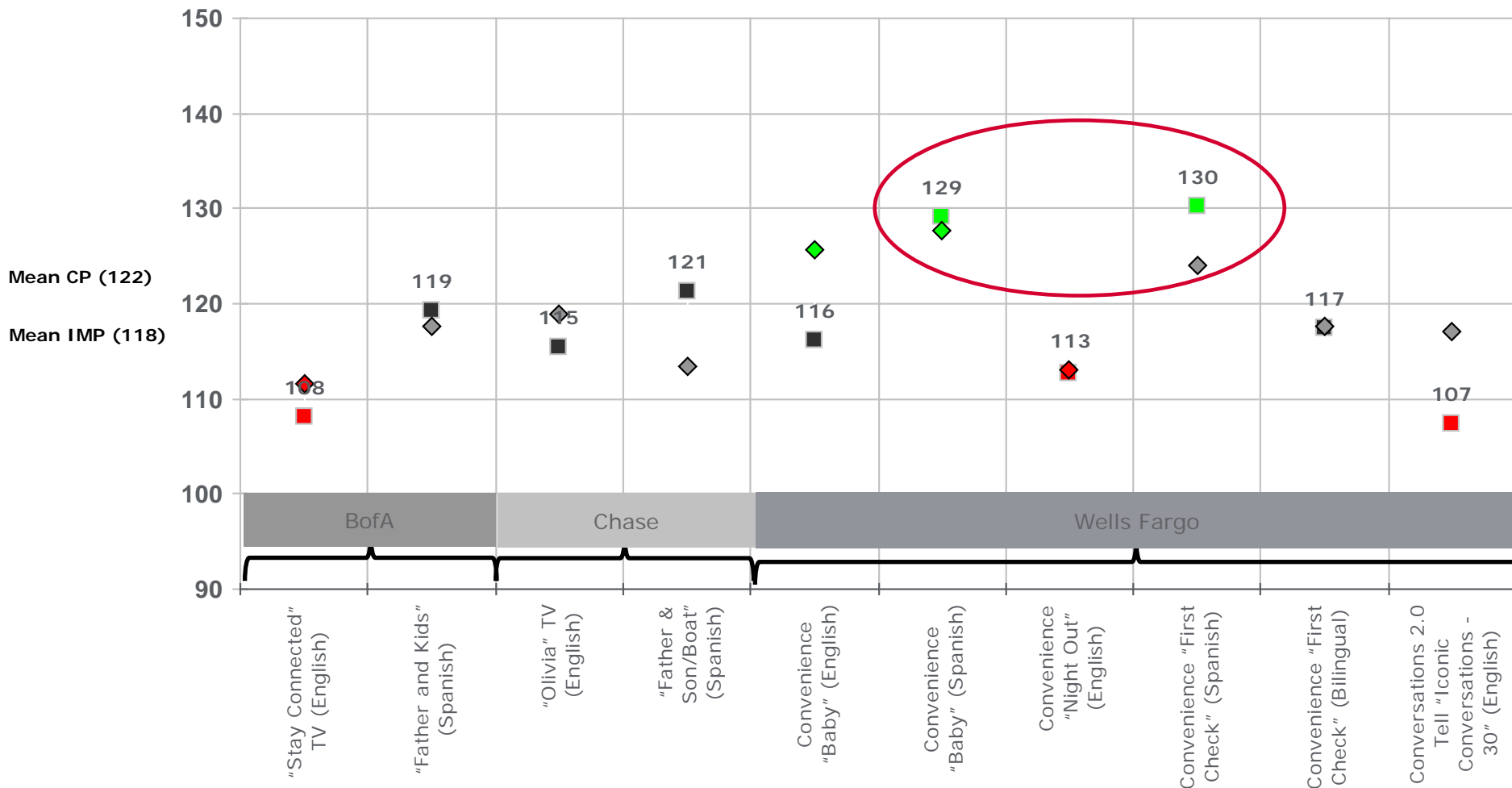
# Wells Fargo's "First Check (Spanish)" and "Baby (Spanish)" generated the highest Creative Potential among Hispanic retail banking consumers in Q2.

## Assessment of Advertising in The Hispanic Retail Banking Category

Video Ads: April through June 2013

■ Creative Potential (Values)

◆ In-Market Performance



■ Statistically Greater Than The H Category Average  
■ Statistically Less Than The H Category Average

\*Values apply to Creative Potential Scores