

## Multicultural agencies:

### The power of ideas based on multicultural experiences

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*“Since you are not experienced in things of the world, all things that are a bit difficult seem impossible to you” - Don Quixote of La Mancha (1605).*

In the world of creativity, ideas are made stronger by exploring the unprecedented in order to offer new views of reality and so provide new answers to the needs of industry. Multicultural Hispanic agencies have constructed - based on their own experiences - a new emotional connection with consumers and with that, new business for their clients. The successful display of that potential during many festivals reflects the success being enjoyed by the U.S. Hispanic market.

The 2020 ANA Multicultural Excellence Awards honored the creative efforts of such Hispanic agencies as alma, Conill and fluent360. “We see the Multicultural Excellence Awards as more than an industry awards festival. It is a forum to celebrate identity-based ideas with marketers on the front lines who are engaging with a rapidly transforming marketplace,” said Conill’s Chief Creative Officer Gustavo Sarkis.

Meanwhile, for alma Miami’s Creative Chairman and CEO Luis Miguel Messianu, “this is a cherished recognition! As one of the big winners at the ANA Multicultural Awards over the years, we are always excited to participate, and of course get meaningful recognition for our work!”

For fluent360’s Executive Creative Director Jose Suaste, the ANA Multicultural Excellence Awards is an event where agencies display the best of the best in multicultural marketing. “Not only is it great to be recognized by your peers,” he said, “but the learning and networking opportunities are paramount. Clients that showcase work and also attend the festival show they know that resonating with our people takes more than casting and sponsoring a few events.”

#### THE POWER OF IDEAS

Conill with *Unbelievable* for Toyota Motor North America was a prizewinner in the Hispanic category at the 2020 ANA Multicultural Excellence Awards. “Like most effective marketing, it started with an insight that served as a roadmap for connecting with consumers. In the case of the *Unbelievable* campaign, we fused the universal human truth of generational gaps with a Hispanic insight that younger generations of Latinos relish serving as a bridge to the future for their parents. The tagline ‘*Tu papá no lo va a creer*’ (Your dad won’t believe it) tapped into this perfectly by removing age barriers through the adoption of hybrid technology,” said Conill’s Gustavo Sarkis.

In the Print category, the agencies alma and fluent360 were honored at the 2020 ANA Multicultural Excellence Awards.

Alma, with its *Sol 2020 Cinco de Mayo* packaging design, showed that a strategy targeting individual audience segments can lead to the creation of solid ideas that make full use of the culture, and that consequently lead to “creative excellence applied to the execution through craftsmanship and attention to detail,” according to alma Miami’s Luis Miguel Messianu.

Messianu noted that despite the obstacles brought about by the pandemic, agency-client relationships have improved, particularly with the team at Molson Coors: “If we think about it, we are all hosting clients in our homes, and that alone creates a very strong bond. We truly appreciate the Molson Coors marketing team’s trust, guidance, and thirst for creativity!”

With the campaign *You Are the Excellence We Need* for Big Brothers Big Sisters of Middle Tennessee, fluent360 showed how satisfying it is to work for a wonderful cause that benefits the community. “We were able to find a unique niche where we let the everyday person feel like a hero - and that was the strongest reason why we felt the campaign would win a prize. Another key factor was the very elegant art direction, and of course the fact that we did all this on a shoestring budget,” recalled fluent360’s Jose Suaste.

For that campaign, fluent360 had to redirect its efforts due to the pandemic and the quarantine it imposed. “So we really had to focus our efforts with them online for the very first time,” Suaste said, “and try to find spaces where they could break through the pandemic-caused clutter. Everyone went online, and it seemed that in such a tumultuous year there were hundreds of organizations doing great things, so we really had to stand out in a unique way. We ended up redesigning web pages, landing pages, developing custom social-media strategies, and we’re happy to say that we made a really positive impact on the organization.”

## INSPIRATION

Using examples to illustrate the quality of creative work to be expected from Hispanic/multicultural agencies is one of these executives’ recommendations. The secret lies in “pushing ourselves to dig deeper and unlock specific cultural insights that pave the way to great, effective work. Hispanic agencies – and multicultural agencies in general - are best positioned to do this on behalf of their communities,” Messianu said.

The quality of work being produced today in the multicultural advertising world is truly inspiring. “It illustrates how brands have become more sophisticated in their approach to understanding their audiences on multiple levels. In terms of Hispanic agencies, we all need to keep pushing the bar higher by bringing bold, fresh, culturally infused ideas that propel businesses forward,” Sarkis added.

The multicultural influence currently affecting the U.S. reflects the growing Hispanic population, which reached some 51.9 million people according the 2010 Census. The diversity of consumers is changing the food business, driving change within the majority of brands due to the urgent need to become culturally adapted, and is empowering multicultural agencies to wipe out the cliches about their target audience, and in so doing consolidate its power as a unit.