



Exhibit 6

Goya Targets Hispanic Consumers

Acerca de Goya Foods

Una Historia de Calidad

Goya fue fundada en el 1936 por los emigrantes españoles Con Prudencio y Doña Carolina Unanue quienes comenzaron importando auténticos productos españoles, tales como aceitunas, aceite de oliva y sardinas, para venderseles a la creciente comunidad hispana de Nueva York. Por más de 60 años Goya se ha convertido en el principal proveedor de arroces, granos, condimentos, néctares y auténticas especialidades latinas en los Estados Unidos. Los productos Goya son distribuidos de costa a costa y más allá, a clientes de todas procedencias quienes buscan productos con gran sabor y de la mejor calidad.

Goya fue fundada bajo el concepto de que la hora de la comida, es el momento más importante para reunirse con la familia y los amigos. Y según el paladar va cambiando, y las tradiciones a la hora de comer en familia cambian también. Goya se ha mantenido al día ofreciendo una variedad insuperable de más de 1,000 productos diferentes, incluyendo 23 diferentes tipos de arroces, 30 diferentes tipos de granos y un insuperable surtido de novedosos, deliciosos, fáciles de preparar y convenientes productos que ayudan a las familias con poco tiempo libre, a satisfacer sus necesidades a la hora de comer.

La Colección de Goya, que incluye anuncios clásicos de Goya, etiquetas de sus productos y otros objetos que se remontan al inicio de la compañía en el 1936, ha pasado a formar parte permanente del Museo Nacional de Historia Americana de la Institución Smithsonian. Goya se enorgullece en ser la primera empresa hispana en recibir este honor. Para obtener más información, oprima aquí.

Goya, la compañía hispana más grande de los Estados Unidos, emplea a más de 2,000 personas a través del mundo. Como prueba de su éxito, Goya hoy opera más de 13 afiliadas a través de los Estados Unidos, el Caribe y Europa. A pesar de que Goya ha ido creciendo durante las últimas seis décadas, su misión sigue siendo la misma que en el año 1936. Goya se dedica a proporcionar productos que satisfacen y exceden las necesidades de sus clientes.

Goya, la compañía hispana más grande de los Estados Unidos



Goya, the largest
Hispanic-owned food
company in the United
States...

Source: <http://www.goya.com/espanol/about/history.html>



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AOL and Lycos Target Hispanic Consumers

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1-2-3 Mi Página

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Sources: <http://www.aola.com>; <http://terra.com>



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Trabajador huésped.

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• BOLSAS

IR

conseguir tu casa

Documents para

EN LYCOS

The Price is Right: Play online

Com que recursos cuenta tu familia

5 años Unidos, me cobles 16 de febrero de 2003

Control Paternal

Control Paternal

Exhibit 8

Americatel Targets Hispanic Consumers

Americatel®
Comunicamos al mundo hispano

Servicio al Cliente

1010 123 Largo Distancia Residencial Largo Distancia Business Prepago Internet Servicios a Empresas Comuníquese con nosotros

Servicio al Cliente

El objetivo del servicio al cliente de Americatel® es lograr la total satisfacción del cliente proporcionándole un servicio superior en toda oportunidad. El Servicio al Cliente de Americatel® ha sido diseñado para que satisfaga las necesidades culturales y lingüísticas de la Comunidad Hispana, al mismo tiempo que le proporciona servicios bilingües al mercado de habla inglesa. Su compromiso es entregar el servicio de la más alta calidad, con respeto, profesionalismo y dedicación personal.

El Servicio al Cliente opera a nivel de toda la compañía. Todos los asociados nuevos participan en programas extensivos de capacitación en salas de clases y durante su trabajo en terreno. Desde la capacitación, la actuación de cada uno de los asociados se monitorea en forma regular mediante supervisión en terreno, remota y el seguimiento que realiza Americatel® considera la calidad del servicio como un elemento crítico para su capacidad de atraer y retener a los clientes. La visión del Servicio al Cliente consiste en promover el mejoramiento continuo de la satisfacción del cliente. Los esfuerzos principales incluyen el desarrollo de una capacitación perfeccionada y de métodos de servicio y monitoreo cada vez mayores. Americatel le ofrece a los operadores bilingües un monitoreo de siete días a la semana, de veinticuatro horas al día, así como también un monitoreo de veinticuatro horas al día de todas las redes, lo que asegura el alto nivel de servicios que nuestros clientes esperan

The client services at Americatel® have been designed to satisfy the cultural and linguistic necessities of the Hispanic community...

cliente proporcionándole un servicio superior en toda oportunidad. El Servicio al Cliente de Americatel® ha sido diseñado para que satisfaga las necesidades culturales y lingüísticas de la Comunidad Hispana, al mismo tiempo que le

Source: <http://www.americatel.net/scliente>

Exhibit 9

AT&T Wireless Targets Hispanic Consumers



Página principal

PRODUCTOS
Y SERVICIOS

COMPRAS

CONTACTENOS

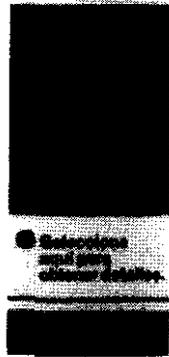


tu vida móvil. mejor cada día

mLife

¿Necesita ayuda para hacer un pedido o desea recibir más información?

Si necesita ayuda para hacer un pedido, si simplemente desea recibir más información sobre nuestros productos y servicios, o si tiene interés en algo que no había visto en este sitio web, llame al 1 888 290-4613.



¿Desea ver en que etapa se encuentra su pedido?

En este sitio web puede ver en que etapa se encuentra su pedido y la opción estado de la orden de mas arriba.

¿Tiene preguntas sobre el servicio actual?

Si tiene preguntas sobre el servicio actual o desea hacer cambios al mismo, llame al servicio al cliente al 1 800 888-7600 (o al 611 desde su telefono inalámbrico) o contacte con un representante en español.

¿Quiere visitarnos personalmente?

Si usted vive en una de las areas que se muestran a continuación, es posible que pueda hablar en español en una de las tiendas de AT&T Wireless, quien podrá ayudarle para averiguar si hay representantes que hablan español.

If you need help making an order, if you simply wish to receive more information about our products or services, or if you have an interest in something that is not on this website, call 1 888 290-4613.



Exhibit 10

RRG

**SPANISH VS. ENGLISH
ADVERTISING EFFECTIVENESS
AMONG HISPANICS**

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I INTRODUCTION

In 1994, Roslow Research Group conducted a large-scale study entitled “*Spanish vs. English Ad Effectiveness*”. The purpose of that research (as well as this replication) was to document - among Hispanics - the relative effectiveness of television commercials in Spanish vs. commercials in English.

Although some proportion of Hispanics are viewing Spanish-language television exclusively, many are also using English-language TV. The question arises: While a proportion of Hispanics are reached via an Anglo-TV ad schedule, **are they being as effectively reached as compared to a Spanish TV schedule?** Assuming the advertiser is willing to sacrifice reaching the “Spanish-TV-exclusive viewer”, is it valid to assume that the English language spot does an effective job of reaching the rest?

Thus was the basic tenet of the 1994 study: There’s “reach” and there’s “effective reach”. The question being tested: Among Hispanics, is exposure to an English-language TV spot as effective as exposure to a Spanish-language spot?

The original research revealed some startling differences. Just to cite one example: Among bilingual Hispanics, Spanish-language ads were found to be 4 times more persuasive than English-language ads. The key to this follow-up study was to see if - six years later - any significant changes have occurred.

The methodology of this 2000 study was identical to the 1994 approach. **An** experimental design was developed, with 607 interviews completed in four major Hispanic markets. The design employed a consumer response technique commonly-used by many advertisers for testing their TV commercials. The study covered a large number of Spanish-language and English-language commercials, and three key elements **of** effectiveness were measured: unaided ad recall, communication (main message recall), and persuasion.

II KEYFINDINGS

A Overview

Confirming what was found in 1994, results herein indicate that advertising to Hispanics in Spanish is significantly more effective than advertising to Hispanics in English. Specifically, this study found that, among Hispanics ...

...commercials in Spanish are 61% more effective at increasing ad awareness levels than are commercials in English,

...when it comes to message communication, commercials in Spanish are **57%** more effective than commercials in English,

...and ads received in Spanish are 4½-times more persuasive than ads received in English.

Two other key findings:

- The increased effectiveness of Spanish ads-over-English ads was not strictly a language comprehension issue. Even among Bilinguals - those Hispanics who speak English as much as or more than Spanish in their homes - commercials in Spanish were dramatically more effective.
- In comparing the 1994 results to these 2000 results, the consistency was impressive. If one speculated that somehow - six years later - the gap would have narrowed, they would have been wrong. These new survey results - for all three measures of effectiveness - were very much in-line with the earlier survey findings.

B Ad Recall

Commercials in Spanish are 61% more effective at increasing ad awareness levels than commercials in English

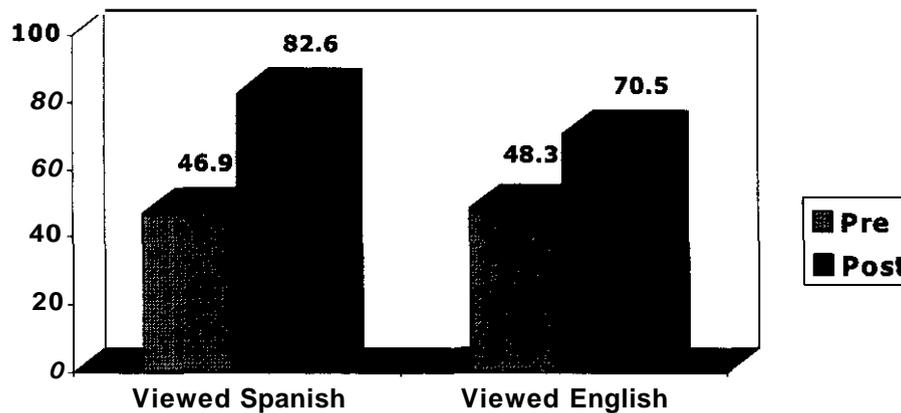
Pre-to-post shift in ad recall for the average English-language spot was +22.2 percentage points: from **48.3%** pre-exposure, to **70.5%** post-exposure. In comparison, exposure to a Spanish-language spot resulted in a +35.7 point shift ...a **61%** greater “lift”.

Two other noteworthy findings:

- In terms of ad recall, effectiveness appeared to be unaffected by language ability. The edge of “Spanish-over-English” among bilinguals was identical to the total results (+61% for the total, +61% for the Bilinguals). Note that the **1994** study showed a similar pattern: The superiority of Spanish-over-English was as strong (actually slightly stronger) among the Bilinguals as among the Spanish-dominant viewers.

Ad Recall

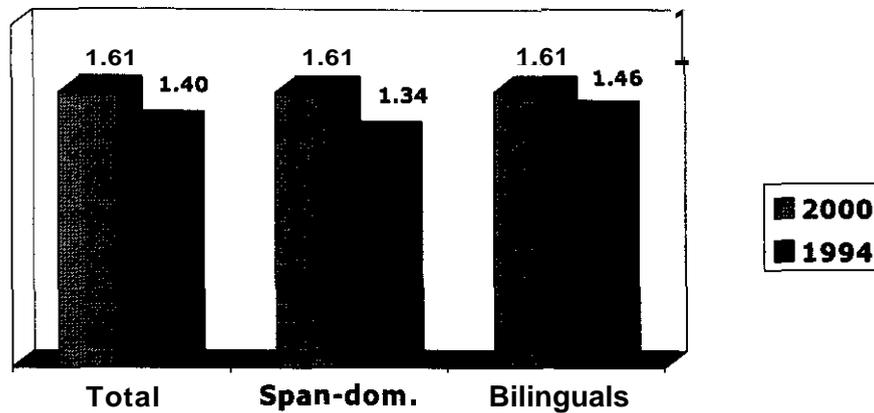
Commercials in Spanish are 61% more effective at increasing awareness levels



- In comparing to '94, effectiveness of Spanish-over-English improved. Whereas the previous study found Spanish **spots** to be 40% more effective on this recall measure, the new study found Spanish spots to be 61% more effective.

Ad Recall

*Spanish-to-English Index
2000 vs. 1994*



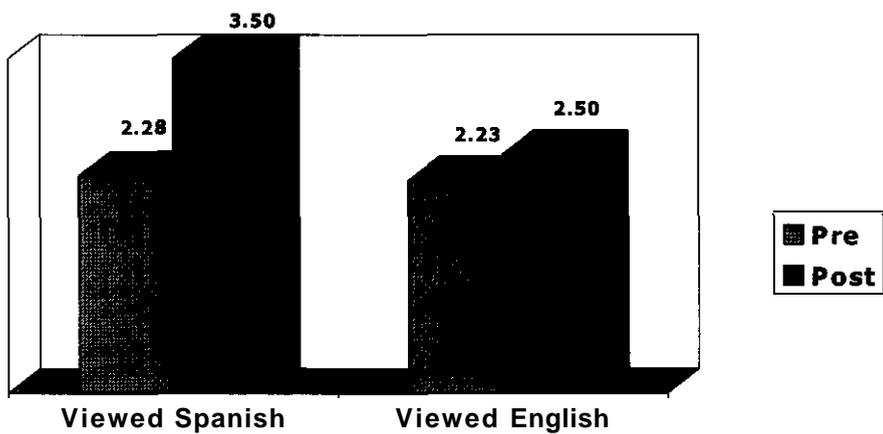
C Persuasion

In terms of influencing the purchase decision, commercials in Spanish are 4½-times more persuasive than commercials in English

The preference-shift scores were impressive. Among Hispanics who viewed Spanish-language programs + commercials, persuasion scores increased an average of +54% pre-to-post exposure to the ads (from 2.28 to 3.50 “persuasion points”). Among those viewing English, persuasion scores increased 12%. Thus, in terms of propensity to purchase, the Spanish ads were 4.5-times more influential. Among Spanish-dominant Hispanics, commercials in Spanish were 6.00-times more persuasive; among Bilinguals, 3.36-times more persuasive. Note that there were no significant differences vs. the '94 study results.

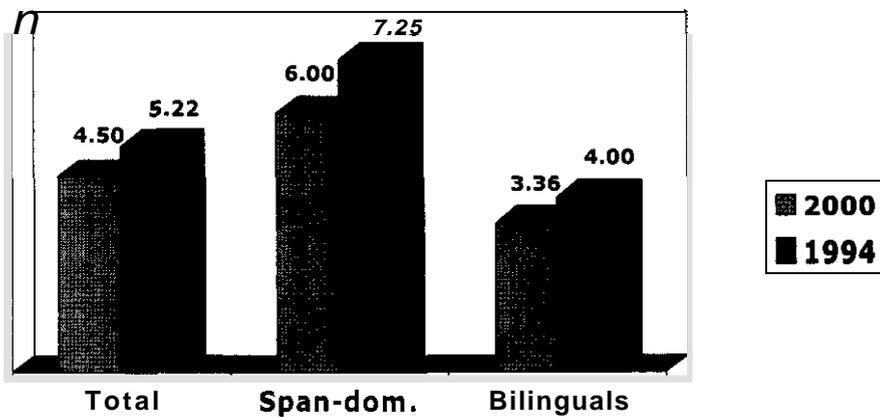
Persuasion

Commercials in Spanish are 4%-times more persuasive



Persuasion

Spanish-to-English Index 2000 vs. 1994



D Communication

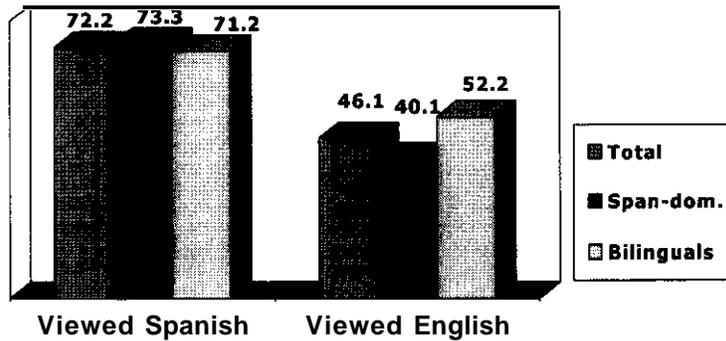
Fifty-seven percent more Hispanics will recall the spot's message when they receive it in Spanish

Among those who viewed Spanish-language ads, 72.2% were able to correctly play back the main message. Among those who viewed English-language ads, 46.1% correctly played back the main message -- a 57% advantage for Spanish-over-English.

One might expect this differential to be “exaggerated” by the Spanish-dominant portion of respondents. After all, since this group will likely have comprehension issues with English, message communication in Spanish *has* to be far superior. Indeed, 83% more Spanish-dominant Hispanics recalled the spots' main messages when delivered in Spanish (73.3% vs. 40.1%). On the other hand, Spanish spots were also significantly more effective among the Bilinguals: 36% more Bilingual Hispanics recalled the spots' main messages when they were received in Spanish *as* compared to when they were received in English.

Main Message Recall

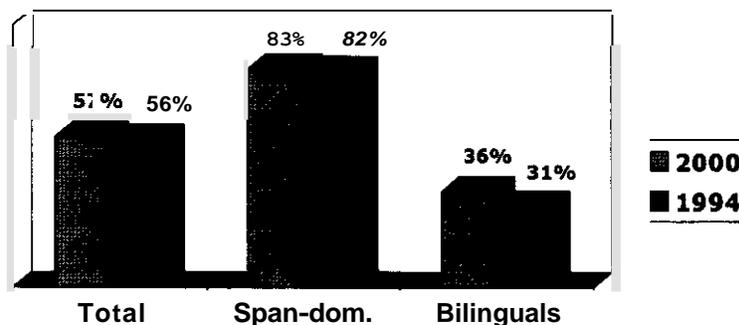
57% more Hispanics will recall the message when delivered in Spanish



Note the near-identical survey results compared to **1994**. In that study, Spanish spots were found to be **56%** more effective in terms of communication ...compared to **57%** in this new research.

Main Message Recall

*Spanish-over-English Advantage
2000 vs. 1994*



E Implications

As stated in the earlier RRG Study, "these results strongly suggest that Hispanic rating points delivered via an advertising schedule on English-language television should be adjusted down to compensate for substantially reduced effectiveness".

One could endlessly debate what the magnitude of this adjustment should be. Since the issue of effectiveness is a multi-dimensional one, and since objectives will vary from campaign-to-campaign, this question is complex. Nonetheless, to assist in evaluation, we offer the following exercise:

By recalculating the Spanish-to-English differentials - by reversing numerators and denominators - instead of showing how much more effective Spanish ads are, we now have **an** indication of how much less effective English ads are.

The results of this exercise:

Among Total Hispanics ...

- ...English ads are 38% less-effective than Spanish ads in terms of ad recall,
- ...English ads are 78% less-effective than Spanish ads in terms of persuasion,
- ...English ads are **36%** less-effective than Spanish ads in terms of communication.

Among Bilingual Hispanics ...

- ...English ads are 38% less-effective than Spanish ads in terms of ad recall,
- ...English ads are 70% less-effective than Spanish ads in terms of persuasion,
- ...English ads are 27% less-effective than Spanish ads in terms of communication.

As stated earlier, without knowing a specific campaign's objectives it may be difficult to combine these three measures in a meaningful way. However - even among the Bilingual subset - the reduced effectiveness of English ads is evident. For example, if - based on a campaign's objectives - one considers ad recall to be *the* critical measure, one might consider adjusting-down the general market delivery by 38%. Similarly, if persuasion is deemed most critical, then one might consider adjusting-down the general market schedule's reach by as much as 70% (the Bilingual differential) or more!

One last observation here: Echoing what we said earlier in this write-up, perhaps the most impressive finding in this latest research was the consistency with the '94 results. The bottom line? After six years, the "effectiveness advantage" of Spanish ads over English ads has not diminished.

III METHODOLOGICAL OVERVIEW

A total of **607** interviews were completed among Hispanic adults 18-49 years of age, in four markets: Los Angeles, New York, Miami and Houston.

- 1 In each market, a random telephone survey was conducted among Hispanics in which unaided brand and ad awareness were collected for four product/service categories.
- 2 Upon completion of this telephone interview, respondents were invited to a central location facility, under the pretext of viewing and evaluating a TV program. Upon arrival at the central location, half of the respondents were asked to play a brand/point allocation “chip game” - based on interest in purchase - for each of the four product categories; then exposed to a 20-minute segment of a Spanish-language TV program in which four spots had been embedded. After viewing the program, these respondents were asked brand and ad recall questions for the four product categories (repeating the questions that had been asked several days earlier in the telephone interview); asked to repeat the brandpoint allocation game; and asked to write down the main message of each spot they had just seen.

The other half of respondents followed the exact same procedure; except they viewed an English-language program with four English-language spots.

With this procedure it was possible to document pre-to-post shifts in unaided ad recall and propensity-to-purchase (or “persuasiveness”) for the tested brands -- and compare the magnitude of these shifts for those who saw the ads in Spanish vs. those who saw the ads in English. It was also possible to compare - by language-of-viewing group - the proportions that could correctly recall the commercials’ main messages.

In each market there were eight separate viewing sessions/groups, as follows:

- 1 Spanish-dominant males 18-49 years of age, viewing Spanish-language program + commercials.
- 2 Spanish-dominant males 18-49 years of age, viewing English-language program + commercials.

METHODOLOGICAL OVERVIEW (Cont'd)

- 3 Bilingual males **18-49** years of age, viewing Spanish-language program + commercials.
- 4 Bilingual males **18-49** years of age, viewing English-language program + commercials.
- 5 Spanish-dominant females **18-49** years of age, viewing Spanish-language program + commercials.
- 6 Spanish-dominant females **18-49** years of age, viewing English-language program + commercials.
- 7 Bilingual females **18-49** years of age, viewing Spanish-language program + commercials.
- 8 Bilingual females **18-49** years of age, viewing English-language program + commercials.

The four tested commercials varied from group-to-group. However, the market/sex group-pairs were always shown commercials for the same four brands. For example, if the males viewing Spanish in **NY** were exposed to Spanish-language spots for Macy's, McDonald's, Heineken and Head & Shoulders shampoo, the males viewing English in **NY** were exposed to English-language spots for the same four brands.

Fifty-two different commercials were tested, covering **17** different categories and **24** different brands (See Appendix of this report for a list of the categories).

Note: For purposes of this research, "Spanish-dominant Hispanics" were defined as speaking Spanish at home more than English. "Bilingual Hispanics" were defined as speaking Spanish and English equally at home or speaking more English than Spanish.

IV RATIONALE

Advertising effectiveness is difficult to quantify ..in any language. The advantage of this design is that all comparative indicators are built into the test. No comparisons to other survey results or normative data are required. For example, for awareness and persuasion measures, pre-to-post shifts in levels for those exposed to Spanish-language commercials are compared to those exposed to English commercials for the same brands. All are asked the exact same question series'. The only variable being manipulated between the two sub-samples is the language of TV-viewing. **Any** built-in response bias inherent in the procedure is thus equalized.

Testing one pair of spots for one brand - or even one product category - would have limited the applicability of results. The inclusion of a large number of spots covering different product/service categories provided the ability to compare effectiveness for the “average” Spanish vs. the “average” English commercial.

V SUMMARY OF RESULTS

A Advertising Recall

In the initial telephone contact, respondents were asked - for four separate product categories - to recall all brands that they had recently seen advertised. Several **days** later - after exposure to the test commercials - these four unaided ad recall questions were repeated. With this setup, it was possible to look at pre-to-post shifts in ad recall for the test brands; comparing the magnitude of the shifts for those seeing Spanish ads vs. those seeing English ads.

Overall, significantly more Hispanics were able to recall having seen the ads when they saw them in Spanish as opposed to when they saw them in English. The differential in favor of Spanish-over-English was +61%. And the superior lift of Spanish-over-English held true regardless of the respondents' language ability.

Specifically, for total adults exposed to Spanish spots, ad recall increased **35.7** percentage points - **from** 46.9% pre-exposure, to 82.6% post-exposure (see Table 1). This was 61% greater than the pre-to-post shift (of 22.2 points) for those viewing English spots. And the results for the two language-ability subsets were identical (+61% edge for Spanish-over-English **among** the Spanish-dominant group and among the Bilinguals).

As shown in Table 2, the advantage of Spanish-over-English increased considerably from the 1994 study. In terms of ad recall, the older research indicated that Spanish ads were 40% more effective ...whereas this latest study pegs the advantage at +61%.

Table 1
ADVERTISING RECALL - 2000

	<u>VIEWED SPANISH TV</u>			<u>VIEWED ENGLISH TV</u>			<u>INDEX</u> SP/ENG
	<u>PRE</u> (%)	<u>POST</u> (%)	<u>SHIFT</u>	<u>PRE</u> ("A)	<u>POST</u> ("A)	<u>SHIFT</u>	
Total	46.9	82.6	+35.7	48.3	70.5	+22.2	<u>1.61</u>
SpanDom	47.2	82.1	+34.9	48.6	70.3	+21.7	<u>1.61</u>
Bilinguals	46.7	83.2	+36.5	48.0	70.7	+22.7	<u>1.61</u>

Underlined Score indicates significant
difference at a 90% level of confidence

Table 2
ADVERTISING RECALL - 2000 vs. 1994

	<u>2000 (Point Shift)</u>			<u>1994 (Point Shift)</u>		
	<u>VIEWED</u> <u>SPANISH</u>	<u>VIEWED</u> <u>ENGLISH</u>	<u>INDEX</u>	<u>VIEWED</u> <u>SPANISH</u>	<u>VIEWED</u> <u>ENGLISH</u>	<u>INDEX</u>
Total	+35.7	+22.2	<u>1.61</u>	+38.6	+27.6	<u>1.40</u>
SpanDom	+34.9	+21.7	<u>1.61</u>	+34.9	+26.0	<u>1.34</u>
Bilinguals	+36.5	+22.7	<u>1.61</u>	+43.4	+29.7	<u>1.46</u>

Underlined Score indicates significant
difference at a 90% level of confidence

B Persuasion

As outlined in the “Methodology” section, respondents were asked to play a constant surdpoint-allocation “chip game” based on interest in purchasing brands. Respondents allocated IO-points (or chips) among brands Within each product category. The more interested in purchasing a brand, the more points the respondent could allocate to that brand. The only guideline was that, when completed, the points had to add up to IO. This point allocation game was played twice for each of the four product categories; before viewing the commercials and after viewing the commercials.

Echoing the 1994 findings, the results of the point-allocation test were dramatically positive for those seeing commercials in Spanish. Overall, Spanish spots were **4%** times more influential in purchase attitude than were English spots.

The average pre-score for the test brands among those subsequently seeing Spanish ads was 2.28 points. After seeing the commercials, this score rose **54%**, to a 3.50 (Table 3).

Among the other half of the sample, the pre-score was 2.23 points. After seeing commercials in English, this score rose to a 2.50 ..**an** increase of only 12%.

The dramatically increased persuasiveness of Spanish advertising was true for both Spanish-dominant and Bilingual Hispanics. For example, among the Bilinguals, seeing commercials in Spanish was 3.36-times more effective in influencing the purchase decision.

Encouragingly, results were very much in-line with the 1994 study (see Table 4). While this latest research indicated Spanish ads were 4.5-times more persuasive, the earlier study showed the advantage of Spanish-over-English at 5.2-times.

Table 3
PERSUASION SCORES - 2000

	<u>VIEWED SPANISH TV</u>			<u>VIEWED ENGLISH TV</u>			<u>INDEX SP/ENG</u>
	<u>PRE</u>	<u>POST</u>	<u>%SHIFT</u>	<u>PRE</u>	<u>POST</u>	<u>%SHIFT</u>	
Total	2.28	3.50	+54	2.23	2.50	+12	<u>4.50</u>
SpanDom	2.14	3.43	+60	2.07	2.28	+10	<u>6.00</u>
Bilinguals	2.43	3.57	+47	2.40	2.73	+14	<u>3.36</u>

Underlined Score indicates significant difference at a 90% level of confidence

Table 4
PERSUASION SCORES - 2000 vs. 1994

	<u>2000 (% Shift)</u>			<u>1994 (% Shift)</u>		
	<u>VIEWED SPANISH</u>	<u>VIEWED ENGLISH</u>	<u>INDEX</u>	<u>VIEWED SPANISH</u>	<u>VIEWED ENGLISH</u>	<u>INDEX</u>
Total	+54	+12	<u>4.50</u>	+47	+9	<u>5.22</u>
SpanDom	+60	+10	<u>6.00</u>	+58	+8	<u>7.25</u>
Bilinguals	+47	+14	<u>3.36</u>	+44	+11	<u>4.00</u>

Underlined Score indicates significant difference at a 90% level of confidence

C Communication

After completing the awareness and persuasion question series', respondents were asked to write down the main idea of each of the viewed commercials. Answers to this open-ended question were subsequently coded on a yes/no basis; based on whether or not the viewer recalled one or more of the spots' main messages.

Among all adults, 46.1% of those seeing English commercials were able to correctly play back the main message. Among those seeing Spanish commercials, 72.2% were able to correctly play back the main message: a 57% edge for the Spanish communication (Table 5).

Even among the Bilinguals, communication in Spanish was significantly stronger; **as 36%** more of those receiving the message in Spanish were able to correctly understand it (71.2% for the Spanish ads vs. 52.2% for English).

Table 6 compares these communications results with the 1994 study. **As shown, the Spanish-over-English pattern is near-identical.**

Table 5
MAIN MESSAGE RECALL -- 2000

	<u>VIEWED</u> <u>SPAN TV</u> (%)	<u>VIEWED</u> <u>ENGL TV</u> (%)	% DIFF.
Total	72.2	46.1	<u>+57</u>
Spanish Dominant	73.3	40.1	<u>+83</u>
Bilinguals	71.2	52.2	<u>+36</u>

Underlined Score indicates significant difference at a **90%** level of confidence.

Table 6
MAIN MESSAGE RECALL -- 2000 vs. 1994

	<u>% DIFF. - SPANISH ADS OVER ENGLISH ADS</u>	
	<u>2000</u>	<u>1994</u>
Total	<u>+57</u>	<u>+56</u>
Spanish Dominant	<u>+83</u>	<u>+82</u>
Bilinguals	<u>+36</u>	<u>+31</u>

Underlined Score indicates significant difference at a **90%** level of confidence.

Appendix A -- About the Commercials

Fifty-two different commercials were tested, covering 17 different categories and 24 different brands. The categories were as follows:

- Automotive (3 different makes/models)
- Auto Insurance
- Beer (2 different brands)
- Coffee
- Department stores
- Detergent
- Dot.com (2 different Websites)
- Dial-around LD Service (2 different services)
- Fast food (2 different restaurants)
- Foot remedies
- Hair care/shampoo (2 different brands)
- Headache remedies
- Popcorn
- Pre-packaged pasta entrees
- Paper towels
- Stomach remedies
- Supermarkets

From a creative perspective, the Spanish/English commercial-pairs included every conceivable option:

- In some cases the Spanish creative approach was totally different from the English counterpart ...in terms of creative execution and message.
- Sometimes the Spanish execution was creatively unique, but conveyed the same - or close to the same - message as the English execution.
- In some cases the Spanish spot was identical to the English spot; using voiceovers or dubbing. In one of the pairs of commercials, bilingual talent was used ...so that the Spanish and English-language executions were totally identical yet not dubbed.

About the Commercials (Cont'd)

As highlighted earlier (Section III -- Methodological Overview), there were eight separate viewing sessions per market; 32 viewing sessions in all (**16** Spanish, 16 English). Each respondent viewed four “test” commercials, and placement of the commercials varied from tape-to-tape/group-to-group. However, the market/sex/language group-pairs were always shown commercials for the same four brands ...and placement within the program was also consistent for these group-pairs. So, for example, if the Bilingual males viewing Spanish in *NY* saw a program with the four test spots clustered in the first commercial break, the Bilingual males viewing English in *NY* saw English-language spots for the same four brands clustered in the same program-position (and in the same order) in the tape they viewed.

Also note that - in order to realistically reflect real-world viewing situations regarding “clutter” - we added commercials for non-test-products to some of the program-tapes. Here too, when this was done, consistency was maintained across market/sex/language group-pairs.

Appendix B -- Brand Recall

The three key effectiveness measures in this research were ad recall, persuasion and communication. However, to properly “setup” the unaided ad recall question, unaided brand recall was also asked. These brand recall results are presented below.

BRAND RECALL -- 2000

	<u>VIEWED SPANISH TV</u>			<u>VIEWED ENGLISH TV</u>			<u>INDEX SP/ENG</u>
	<u>PRE</u>	<u>POST</u>	<u>SHIFT</u>	<u>PRE</u>	<u>POST</u>	<u>SHIFT</u>	
Total	63.6	88.5	+24.9	62.6	80.5	+17.9	1.39
SpanDom	63.6	87.9	+24.3	63.2	79.5	+16.3	1.49
Bilinguals	63.5	89.1	+25.6	62.0	81.5	+19.5	1.31

Appendix C – Detailed Methodology

1 The Telephone Interview

Respondents were randomly recruited by telephone using a listed phone sample frame (by surname). Respondents were screened based on the census' definition of "Hispanic" (self-defined). All interviewers were bilingual. All interviews commenced in Spanish and continued in the respondent's language of choice.

In addition to basic demographic and language ability questions, respondents were asked unaided brand recall and ad recall questions for four product/service categories.

After completion of the interview, respondents were invited to attend the viewing session. The length of time between the initial telephone interview and the viewing session varied from 4 to 7 days. Those attending the viewing session were compensated for their time.

Note that certain "quota guidelines" were used in the screening process:

- To ensure that the sample split by sex (within each of the two language-of-viewing sub-samples) was approximately 50% males/50% females.
- To ensure that the sample split by language ability (within each of the two language-of-viewing sub-samples) was approximately 50% Spanish-dominant Hispanics/50% Bilingual Hispanics. "Spanish-dominant Hispanics" were defined as "speak Spanish more than English at home". "Bilingual Hispanics were defined as "speak Spanish and English equally at home" or "speak English more than Spanish at home".

2 The Viewing Session

a Pre-Exposure Interview

The viewing sessions took place at focus group facilities, with the conference rooms set up "classroom-style".

Questionnaires were available in Spanish or English. A "Group Leader" took respondents through the interview, question-by-question.

Detailed Methodology (Cont'd)

After a brief introduction, respondents were asked to play a brandpoint allocation “chip game” for a product category. The questionnaire contained a list of brands in that category; and the procedure required distributing 10-points across the brands based on interest in purchasing. A participant could give all 10 points to one brand, 2-points-each to five different brands, one-point-each to 10 different brands, etc. The points could be allocated any way the respondent desired (based on purchase-interest): the only proviso was that - upon completion - the points had to add up to 10.

To assist in this allocation process - as a visual and tactile “prop” - respondents were provided with 10 (poker-style) chips ...and the game was referred to as the “chip game” (“fichas” in Spanish) throughout the viewing session.

Although wording of this question varied slightly depending on the product/service category, the wording was generally along the following lines:

We would like your opinion of (*product category*).

Please note there are several brands printed. If there are other brands you purchase, please write those brands now in the space provided.

Now, we would like you to divide 10 chips among the entire list of brands based on how interested you would be in buying them. The more interested you would be in buying the brand, the more chips you would give that brand. You can give as many or as few chips to each brand as you like -- even none to some brands, but you must use all 10 chips.

After completing the chip game for the first product category, respondents were asked to repeat the exercise for three more product categories.

b The TV Program

Respondents next viewed a 20-minute segment of a TV program. For men viewing Spanish TV the program used was “Bienvenidos”. For men viewing English television, “The Man Show” was used. Women saw an episode of “Cristina” (Spanish) or “Oprah” (English).

Detailed Methodology (Cont'd)

Inserted in the programs were 30" commercials for the four brands being tested.

c The Post-Exposure Interview

After viewing the program, respondents answered the following **5** questions **for** each of the four product categories:

- 1 Unaided brand recall ("Thinking about (category), what brands come to mind?")
- 2 Unaided ad recall ("What brands of (category) have you seen advertised recently?")
- 3 Replay chip game.
- 4 Aided advertising recall for test brand ("Do you recall seeing a commercial for (brand) in the program you just saw?")
- 5 Main message playback ("What would you say is the main idea of **this** commercial?")

3 Data Processing

The in-tab sample was weighted by male/female and by language strata/market (based on the Nielsen NHTI/NHSI Enumeration).

Appendix D -- Sample Characteristics

A total of 607 interviews were completed, 303 who viewed Spanish commercials and 304 who viewed English. Unweighted, the breakdown of the sample was as follows:

	<u>Viewed Spanish TV (#)</u>	<u>Viewed English TV (#)</u>
<u>Market</u>		
Los Angeles	78	76
New York	76	77
Miami	73	75
Houston	76	76
<u>Age</u>		
18-24	93	89
25-34	102	92
35-49	108	123
<u>Sex</u>		
Male	147	144
Female	156	160
<u>Country of Origin</u>		
Mexico	139	133
Cuba	53	57
Puerto Rico	34	38
Dominican Republic	30	28
Colombia	14	17
El Salvador	10	14
Other	21	15
NA/Ref	2	2

Sample Characteristics(Cont'd)

	<u>Viewed Spanish TV</u> (#)	<u>Viewed English TV</u> (#)
<u>U.S. vs. Foreign Born</u>		
Born in U.S.	75	82
Foreign Born	226	219
NA/Ref	2	3
 <u>Avg # of yrs in U.S.</u> (among foreign born)		
	11.4	10.3
 <u>Language Ability</u>		
Spanish-dominant	153	149
Bilingual	150	155
 <u>Education</u>		
Less than H.S. Grad	60	68
H.S. Grad	105	89
Some College	91	94
College Grad or more	44	51
NA/Ref	3	2