



### **1) Overview**

Carmen's is a segmented co-op direct mail program that provides positive ROI for advertisers seeking exposure to U.S. Hispanic homes. Carmen's reaches Hispanic consumers by delivery of a flat oversized envelope, which measures six inches tall and nine inches wide. Advertisements are accepted in both English and Spanish, however, bilingual advertisement is the preferred method of communication in Carmen's. Carmen's mails quarterly and reaches 2.5 million Hispanic homes in 7 states and 12 markets.

### **2) Who is Carmen?**

Carmen is a fictitious, acculturated, Latina female, gregarious in nature, the matriarch of the household, knowledgeable in everything, has become the provider of lifestyle information, recipes, money matters, nutritional choices, health topics, air travel, and many other tips and advice to her ever growing population of Hispanic family and friends in the U.S.

### **3) Demographics**

Carmen's mails to Hispanic households to a specific female name. The female names are secured from a database and represent a high level of acculturation. The females are ages 25-40, with the average female age being 28. Inside the same home are children between the ages of 0-18. The minimum household income is \$25,000.00 U.S. Dollars and above.

### **4) CPM**

Space cost in Carmen's is determined by weight of the Advertisers supplied preprinted material or product samples to our size specifications. It must be able to fit into a flat oversized envelope, which measures six inches tall and nine inches wide. The CPM's are as follows:

Up to 0.1000 ounce (1/10<sup>th</sup> of an ounce) - \$35.00/M

0.1001 to 0.2000 ounces (above 1/10<sup>th</sup> & at or below 2/10<sup>th</sup>'s) - \$38.00/M

0.2001-0.2500 ounces (above 2/10<sup>th</sup> & at or below 1/4 of an ounce) - \$40.00/M

### **5) Effectiveness**

"THE MAJORITY OF HISPANIC CONSUMERS ARE PRICE CONSCIOUS AND USE COUPONS. 75% OF HISPANICS WITH HIGH ACCULTURATION REPORTED USING COUPONS, COMPARED TO 62% WITH MEDIUM ACCULTURATION AND 55% WITH LOW ACCULTURATION. 46% OF HISPANICS SAID THEY "ALWAYS" OR "SOMETIMES" USE COUPONS, COMPARED TO 56% OF OVERALL CONSUMERS."

NCH Marketing Services' Hispanic Coupon Survey, 2002

### **5) Effectiveness Continued**

"HISPANIC HOUSEHOLDS ONLY RECEIVE AN AVERAGE OF 20 DIRECT MAIL PIECES A YEAR, COMPARED WITH THE 300 OR SO RECEIVED BY THE GENERAL U.S. POPULATION. DIRECT MAIL CAN EXPECT ANYWHERE FROM A 25 PERCENT TO 100 PERCENT GREATER RESPONSE FROM THE HISPANIC AMERICAN MARKET THAN FROM THE POPULATION AT LARGE."

Target Marketing Magazine, March 2002

Media Audit's 2002 Report states that among U.S. Hispanic's, 28.7% of all Hispanics read 75% of all Direct Mail received.

The Draft/Simmons Hispanic Study indicates that 72% of Hispanic Americans say they read their mail, 66% respond and, 39% say they want to receive more. Hispanic Americans get 1/8th to 1/10th the direct mail of other Americans. Therefore, no mailbox clutter!

### **6) Reach**

Carmen's mails quarterly and reaches 2.5 million Hispanic homes in 7 states and 12 markets. Carmen's is not a saturated direct mail program. It is segmented to the highly acculturated Hispanic female who makes the buying decisions in the U.S. Hispanic household.

### **7) Production Costs**

Advertisers supplied preprinted material or product samples to our size specifications. Actual creative and printing of ads to be included in Carmen's is handled by the client or the client's agency. Carmen's can also produce an insert in a relatively short period of time for those advertisers who want to participate but do not have existing materials.

### **8) Availability – Execution in Carmen's Markets**

Carmen's offers category exclusivity on a first come, first served basis and, the right of first refusal to an advertiser in a category that has appeared in a previous mailing.

### **9) Solo vs. co-op Effort**

The main difference between solo direct mail and co-op direct mail is the cost. In Carmen's the CPM includes all lists, insertion, and postage costs. In a solo mailing, all services must be purchased independently.

Carmen's can deliver a U.S. Hispanic household for \$35/M or \$0.035 (three and 1/2 cents) per home. 1,000,000 homes = \$35,000.00

A solo campaign to a U.S. Hispanic household averages \$350/M or \$0.35 (thirty-five cents) per home. 1,000,000 homes = \$350,000.00