



## More High-Touch Marketing Needed

By Rosario Delapeña-Garza

Rosario Delapeña-Garza is executive creative director of The Cartel Group. She has 15 years' experience in Hispanic advertising serving such clients as Nike and Coca-Cola and in sectors including pharmaceuticals, airlines, banking and the automotive industry. Her work has been hailed at the Cannes, FIAP and Clio advertising festivals.

In recent years we have spent countless hours studying Hispanic lifestyle dynamics. Getting close to consumer trends, tastes, customs and buying habits with a kaleidoscope of qualitative and quantitative studies that spark the insight we need to build our creative platforms and give us the facts to support them.

That all sounds fine when our communication goals remain based on tried-and-true formulas with their respective traditional media – TV, radio and print, all of it naturally in Spanish. But when we hear that our clients are rejigging their advertising budgets and giving more priority to the general market, the idea scares us, right? How is that going to affect our influence not only on the industry but also on our community? To put it simply, what's in store for us? Changes, changes and more changes without any doubt at all.

Change demands an overhaul of how we think and what we do, but is also

the clearest sign of growth and maturity. Provided we can answer the biggest question of all: How do we spin change into success?

High-touch marketing is the answer. Let's get up close and personal with our clients and suggest new alternatives. Let's help them change and reposition their brand presence in the lives of Hispanic consumers in a more meaningful, relevant, personal and memorable way. Let's suggest greater human-to-brand interaction with more practical benefits for the consumer.

In order for change to take place in a fluid, systematic way, our focus has to be sharper and more inclusive. I think change requires more grass-roots marketing projects and tactics, and still more it needs high-touch marketing that builds a highly personal consumer relationship with the brand.

We have to make the effort not just to communicate "in Spanish" but

rather "in culture" and to really get with the sociological changes in our consumers' surroundings and in the cultural adaptations they are making. When we create "in-culture" communications we are not only taking an active part in the change but are helping to lead it. This is a very logical evolution and very close to our reality. In the end, we're Hispanics too and the future has never given us a better opportunity.

Now is the perfect time to redefine our creative capabilities by promoting flexibility in media buys and creative approaches that result in messages that are not only memorable but also dynamic, popping up when and where they are most needed and the consumer least expects them.

Changing the way we define the presence of brands in the life of Hispanic consumers is where our future lies.

### What Is High-Touch Marketing?

"High touch...what does it mean, and why should you care?" asks Marlo Boux of Boux Small Business Coaching in *Rising Women Magazine*, and explains: "The term high touch, coined by futurist John Nesbett in the eighties, refers to having human interactions, a personal element or a personal touch. In a world where nearly everything is high tech and automated (or is well on its way to being as such) it is a breath of fresh air to have some 'old-fashioned' human-to-human contact."