

UNDERSTANDING THE BILINGUAL BRAIN

Understanding the Impact of Language on Hispanic Millennials

THE CHALLENGE

Marketers are eager to understand how to connect with the two fastest growing consumer groups in the US: Hispanics and Millennials. But to engage with those who fall in both groups, it is important to understand the impact of language in order to optimize messaging for this increasingly bilingual demographic.

Research has demonstrated that bilingual speakers have a number of cognitive advantages over their monolingual peers; however, the neurological impact of bilingualism on advertising had not yet been explored.

THE SOLUTION

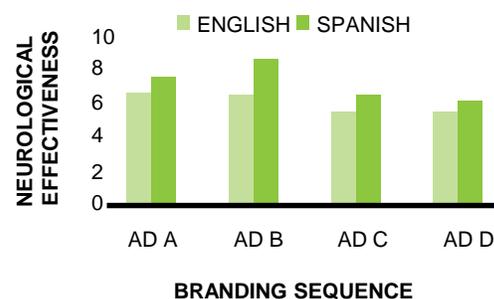
Utilizing Nielsen's consumer neuroscience technology, EEG, and eye tracking, Nielsen, Univision and Starcom collaborated to research unspoken language preferences and their impact on advertising, answering key questions, such as:

- Does the population of bilingual Millennials respond differently to messaging in Spanish vs. English?
- What are the best ways to connect with Hispanic bilingual Millennials?
- How does the language of TV programming influence how the ad is received by the consumer?

THE RESULTS

The results confirm that language influences how ads are received and introduces the idea that advertising in Spanish offers an advantage for brands striving to connect with bilingual Hispanic Millennials. Spanish-language ads did a better job connecting in a range of scenarios, particularly when the ad content was emotional in nature. Ads featuring social interaction were generally more engaging in Spanish than in English. Similarly, branding was more effective in Spanish. Because switching languages requires increased attention, key messaging and branding should not be shown within first 10 seconds of transition.

ADVERTISING CASE STUDY



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