HipCricket Creates Hispanic Mobile Marketing Network

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Mobile marketing agency HipCricket has signed on radio groups Bustos Media and Lotus Radio as part of a national Hispanic-targeted digital advertising network of radio, TV broadcasters serving 24 U.S. markets.

The Kirkland, Wash.-based company is expected to announce the advertising partnership here today at Adweek Media's Voz Latina Hispanic Marketing Conference.

The Hispanic Mobile Marketing Network will bring together radio and TV broadcasters with marketers to deliver targeted and interactive digital marketing campaigns via text messages on phones and devices, HipCricket executives said in a telephone call.

For broadcasters, the ad network provides an immediate opportunity to bundle mobile sales by specific targets, giving marketers a media buying alternative to costly regional and national buys.

"Joining HipCricket's network was an easy decision. They have executed 17,000 mobile campaigns that have delivered dramatic, measurable improvements in revenues, listener engagement, audience growth and advertiser ROI," Amador Bustos, president, CEO, Bustos Media, owner and operator of radio, TV stations nationwide, said in a statement.

HipCricket also benefits from the widened opportunity to position media buys for their clients on a regional and national basis, opening up new revenue streams for affiliate stations, said Ivan Braiker, CEO, HipCricket, noting that the marketing effort is designed to go after mobile advertisers, not traditional radio advertisers.

"This is aimed at the marketing companies and the brands that are looking to gain access to the Hispanic community and to the Latino world in a way that they can communicate on a one-on-one basis [via mobile] with special offers and unique things they can provide," Braiker said.

Marketers will be able to create customized media plans for Hispanic stations in the network and their audiences with a single buy based on the markets, stations and demos they want to target, said Jeff Hasen, HipCricket's CMO.

HipCricket also will help marketers devise mobile messaging and marketing campaigns, offering assistance in establishing a station loyalty club to initiate special offers and providing full-time access to a designated account manager for client support, Hasen added.

Hispanic consumers only receive text messages, alerts and other mobile interactions they request, per HipCricket.

As a group, Hispanics are big consumers of mobile technology and text messaging, with 32 percent of Latinos saying they were "moderately or highly receptive" to mobile marketing messages.

Moreover, 75 percent of all U.S. Hispanic households have multiple mobile phones and use them more than other personal, handheld technologies, with more than half regularly using text messaging and responding favorably to text message advertisements.

Text message usage among Latinos increased 39 percent in the past year, per M: Metrics, Seattle.

Markets targeted by the ad network include major Hispanic cities in Arizona, California, Florida, Texas, Oregon and Washington.