

AdvertisingAge

MARKETING ESSENTIALS

CASE STUDY

Chrysler Sales
to Hispanic Market
Soar After Savvy
Spanish-Language Ads

CATEGORY

Television

VERTICAL MARKET

Automotive

AGENCY

Lopez Negrete
Communications

CAMPAIGN

"De Lo Ordinario
a Lo Extraordinario"

TIMING OF CAMPAIGN

Four commercials,
appeared
March 4 through
July 26, 2015

SUMMARY

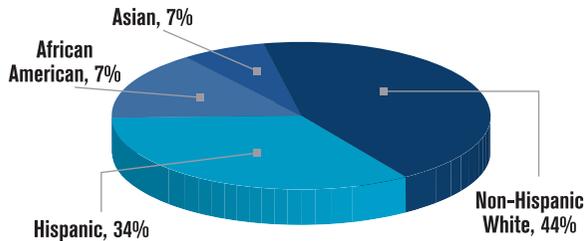
Chrysler featured
Mexican actor
Gael Garcia Bernal
strategically in four
Spanish-language
commercials for the
Chrysler 200 and
increased sales
by 206%.





GROWTH MARKET

Auto-industry audience growth by ethnic group



Source: IHS Automotive Driven by Polk, New Vehicle Registrations (Sales & Leases) Enhanced Ethnic Data, CY15 vs CY14; U.S. African American figures based on Polk's Inferred African American Data.

THE MARKETING CHALLENGE

Olivier Francois, chief marketing officer of Fiat Chrysler Automobiles, works closely with musical artists and other talent, so when his friend Pitbull highly recommended the U.S. Hispanic agency that created a Dr Pepper campaign he starred in, agency head Alex Lopez Negrete got a call out of the blue from Mr. Olivier.

That led to a Spanish-language campaign starring well-known Mexican actor Gael Garcia Bernal that addressed the automaker's challenges in the U.S. Hispanic market.

Thirteen percent of new vehicle sales in the U.S. are to Hispanics, but the market is dominated by Toyota, with a 17% share of the U.S. Hispanic market, followed by Nissan and Honda with 12% each. Fiat Chrysler isn't even in the top 10, and doesn't have a car in the entry-level sub-compact and compact categories, where young Hispanics tend to enter the market. Chrysler was also perceived as an older, less exciting brand.

Fiat Chrysler's best bet was the midsize Chrysler 200, competing with the Toyota Camry and Honda Accord that are the most popular models among Hispanics. The target was Hispanic millennials, who account for more than one in five of all U.S. millennials, and 41% of all adult Hispanics.

"We wanted a creative success, and to achieve our business goals," said Juan Torres, head of multicultural advertising at Chrysler Group. "And we wanted to reach a younger target audience, and about 44% of the millennial population today is multicultural."

THE INSIGHT

The U.S. general market campaign for the Chrysler 200 was based on favorably comparing the U.S. brand to imported, foreign car brands from Germany and Japan. That local-versus-import contrast isn't really relevant to U.S. Hispanics, whose families tend to come from countries like Mexico without local car brands, so every car is a foreign brand.

"For Latinos, we don't look at cars as domestic and imported," said Mr. Lopez Negrete, president-CEO of Lopez Negrete Communications, the biggest U.S. Hispanic ad agency.

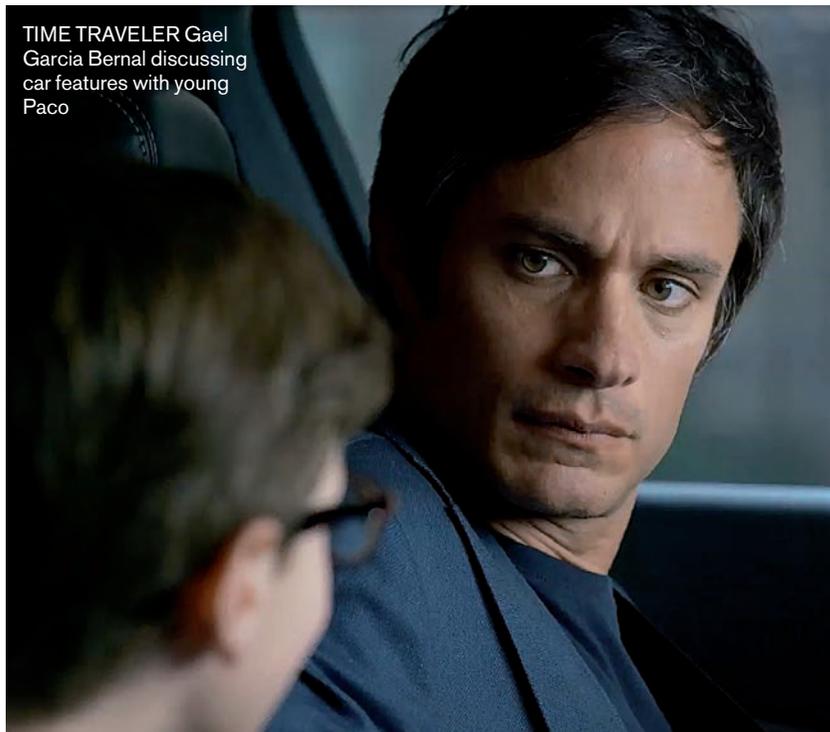
Instead, Chrysler and its agency opted for storytelling, creating a narrative that unfolds inside the car, and is built around a celebrity who exhibited similar attributes: approachable, confident and modern.

THE CAMPAIGN

In a twist on the technique of character reflection, in which someone from the past approaches their future self, a young boy hops into the car next to Mr. Bernal and proclaims, "I love your car. I'm you."



Gael Garcia Bernal during filming of the ads



TIME TRAVELER Gael Garcia Bernal discussing car features with young Paco



From the past." When the nerdy young boy in a sweater vest and thick glasses addresses Mr. Bernal as Paco, Mr. Bernal points out the real Paco, an adult version wearing a sweater vest and glasses in a nearby, boring car. But young Paco, or Paquito, will have none of it. The Spanish-language campaign's theme "De Lo Ordinario a Lo Extraordinario" is all about rejecting the mundane and discovering a new world.

As Paquito tries to prove the unlikely notion that he will grow up to be the very cool Gael Garcia Bernal—and own his car—viewers get to know the Chrysler 200 intimately. The spot "Mi Mama No Es Tu Mama" ("It's My Mom, Not Your Mom") demonstrates the car's voice-command system as Paquito tells the car to call "Mom" and he and Mr. Bernal squabble over whose mother is on the phone. (It's also a sly wink at the title of one of Mr. Bernal's most famous Mexican movies "Y Tu Mama Tambien").

In other spots, Mr. Bernal fascinates Paquito with his ability to park with no hands, detect other cars about to pass and calculate distances. By the end, Paquito has ditched his glasses and donned a leather jacket, and an affectionately exasperated Mr. Bernal is protesting "It's not me, it's the car."

"For Chrysler, if you use a celebrity, the first rule is that the celebrity has to make sense in every way," said Fernando Osuna, Lopez Negrete's chief creative officer. "Everything we do around the story is related to a feature of the car and makes sense with the brand."

Unlike many other stars who turn up frequently in commercials, Mr. Bernal was new to U.S. advertising, but liked the script and essentially plays himself. "He's not someone who does a lot of advertising, so it was a big deal," said Chrysler's Mr. Torres. "And it wasn't just an idea with a celebrity, it was a



celebrity who felt the story was right and wanted to be part of it."

"Yes, Gael's a star and a heartthrob," Mr. Lopez Negrete said. "But he's very approachable and so natural. As Latinos, we look at him and he's one of us."

THE RESULTS

- **Sales of the Chrysler 200 to U.S. Hispanics grew by 206%**, an increase of 4,300 units during a five-month campaign from March through July 2015, versus the same period in 2014.
- **Overall, U.S. Hispanics account for 34% of total growth in car sales**, more than African-Americans (15%) and Asian-Americans (7%).

Another plus for Chrysler: The campaign was popular with dealers because all the action took place in the car, showing off features in a fairly seamless way thanks to the ad campaign's conceit.



NEXT STEPS

This year Chrysler is focusing its Hispanic efforts on several other vehicles, notably in the minivan segment, and will also give them the celebrity treatment.

Mr. Torres said Horatio Sanz, the Chilean-born actor and former "Saturday Night Live" performer, is appearing in Spanish- and English-language ads for

the Chrysler Pacifica minivan. (The general market campaign features comedian Jim Gaffigan in ads by Wieden & Kennedy).

And Danny Trejo, best known as movie character Machete, is returning in Spanish and English-language spots for Dodge, he said. Last year, Mr. Trejo played an intimidating Dodge salesman.

MARKETING LESSONS

Cultural context rules. For the Chrysler 200, the general market campaign established the car as a peer to the best-performing imports. That doesn't really resonate for Hispanics. "For us they're all imports," Mr. Lopez Negrete said. "And if we'd gone the general market way, I don't think we could have personalized the product features so much." In the U.S. Hispanic market, there are often specific category-driven nuances.

Choose your celebrity wisely. Many multi-cultural celebrities, like Pitbull and Sofia Vergara, have serious cross-over potential, and a given celebrity represents a particular set of attributes and can mean something different to each audience, especially its "native" audience. Gael Garcia Bernal is a celebrated Mexican actor and former telenovela star who has become well-known in America and worldwide. Yet, Mr. Lopez Negrete says, he is "ours" and has a distinct history, perception and halo for a Latino consumer, particularly the Chrysler 200's U.S. Hispanic millennial target.

Take your time to tell your story. In today's multichannel world full of consumers with multiscreen viewing habits, don't cram all the features the brief demands into one execution. A more engaging, organic story cuts through the clutter. The "De Lo Ordinario a Lo Extraordinario" campaign let the engaging relationship between Gael and Paquito unfold, while subtly demonstrating the car's innovation, design and technology features.