



Reaching Hispanic and Latino Populations

Marketing and Communications Tips for Pharmaceutical Companies

The pharmaceutical companies that invest in creative Spanish-language and Latino-focused marketing now will gain a market share that will be strongly loyal over the long term.¹ But, in order to reach the Hispanic and Latino markets, pharmaceutical companies need to understand the roles of language and culture and their impact on everything from perceived quality of care to purchasing decisions.

Translation Plus recommends the following strategies that pharmaceutical companies can implement to improve their return on investment in Hispanic marketing:

1. Focus on the family. Marketing should focus on the family orientation that is widespread in Hispanic and Latino cultures. Stress the importance of treating life-shortening diseases in the context of being able to live longer and provide and care for the family. The strong value of family could trump the fatalistic view of life, especially if trustworthy Hispanics give examples of how their lives have been extended.

2. Plan for the future. The Hispanic population is a young population (median age for Latinos is 25.8 years), with a tradition of brand loyalty. If companies are able to establish connections with middle aged Hispanics now, it is very likely that the burgeoning younger generations will adopt the brand loyalties of their parents.

3. Build upon disease-specific educational programs. Disease-specific educational programs have the dual benefit of improving the health of an underserved population while increasing market share.

4. Offer more bilingual information. Bilingual materials meet the needs of all three Hispanic markets: Spanish-only, bilingual, and English-only. Many English-only speaking Hispanics appreciate bilingual materials because they show appreciation for their parents' language and culture. English might be more practical for technical information or certain consumer products, *but* Spanish has a more *emotional* connection, inspiring higher ad recall and more *trust*.

5. Offer culturally adapted translation. A true translation process is as an adaption of the English language concepts into Spanish language concepts. A nation-wide campaign must acknowledge the several major Hispanic groups represented in the U.S. to ensure that the Spanish adaptations utilize terminology

common to all groups. Utilize consultants who are knowledgeable of Hispanic culture and invest in a translation service with native speakers who have familiarity with the kinds of materials you need translated. Native speakers know the language and the culture of the target market. Never try to save money by asking a company employee who speaks Spanish to translate or by using computer-generated translations. What you will get is a translation of English words into Spanish words, which quickly will be recognized by native Spanish speakers as the money-saving effort it is.

6. Highlight and increase plant-based medications. Many prescription and over-the-counter drugs may have plant-based origins. If pharmaceutical companies highlight and develop more of these natural products, they will find a naturally receptive market in the more traditional Hispanic communities.

Find out more

For a detailed report on the market and demographic components of the Hispanic and Latino populations, as well as strategies and best practices for pharmaceutical companies, read our industry white paper, “Reaching Hispanic and Latino Populations in the United States: Marketing Best Practices for Pharmaceutical Companies.”

To learn more about culturally and linguistically accurate translations for pharmaceutical companies, visit www.translationplus.com or call +1.201.487.8007.

¹ Palacios, Stephen. “Hispanic Health Care”, June 20, 2005, <http://www.cheskin.com/blog/blog/archives/000700.html>.