



L'ORÉAL USA EXPANDING ITS ADVERTISING TO A GROWING PART OF THE POPULATION

L'ORÉAL

Although it took years for many companies to see the power of advertising to Hispanic America, L'Oréal USA is taking huge steps forward in marketing to this growing group. As the totals from the 2010 census are coming in, it is estimated that the Hispanic population in the United States will be more than 50 million, which would be more than 16 percent of the total population. According to the same estimates, more than half of the growth in the U.S. in the last 10 years came from the Hispanic population, increasing 43 percent since the census in 2000. L'Oréal USA has started a new project and teamed up with [Telemundo Communications Group](#), which is part of [NBCUniversal](#) and controlled by the Comcast Corporation. L'Oréal USA has sponsored an [official club website](#) for Telemundo's telenovelas, which are popular dramas that are broadcast for several weeks at a time on Telemundo, Mondays through Fridays. The website is the result of the joint efforts of L'Oréal USA, [Moxie](#)'s New York office, which is L'Oréal USA's digital ad agency, and [Telemundo](#).

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