
KRAFT FOODS FEATURING NEW KOOL-AID ADS AIMED AT HISPANIC MARKET



After a 2010 report revealed that Kraft Foods spent a mere 3.8% of its advertising budget on Hispanic media in 2009, the company has decided to triple its spending on Hispanic marketing. The Kraft brand Kool-Aid has allocated the majority of its marketing budget to Hispanics, running commercials on Univision and Telemundo that feature family settings that will appeal to Hispanic parents. Kool-Aid will also sponsor family-friendly Latino events and forgo television advertising for the regular market for the rest of the year. Studies have shown that 20% of Kool-Aid drinkers are Hispanic, prompting this change in marketing strategy.

Read the full article here:

Advertising: Kraft Aims Kool-Aid Ads at a Growing Hispanic Market

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