

STATE FARM TARGETS HISPANICS THROUGH NBC



State Farm is making a new effort by launching a multimedia effort across various properties owned by Comcast's NBC Universal to get the word out about the durability and quality of its service to various generations of Hispanic consumers. The insurance company will also beam promotions via Style, NBC and E! "The acculturation of this country is changing, especially with the younger demographic," said Tim Van Hoof, advertising director at State Farm. A program named "Hispanics at NBCU" is meant to help marketers reach this broad group of consumers across the company's various media holdings and for all peoples. State Farm's Mr. Van Hoof said it involved an increase from prior spending with the media conglomerate.

Read the original article here: [State Farm Tests NBC's English-Speaking Networks to Reach Hispanic Consumers](#)

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