



<https://www.HispanicMarketAdvisors.com>



About Consolidated Credit en Español

- <https://www.consolidatedcredit.org/es/>
- Fort Lauderdale, FL
- In 20 years, Consolidated Credit helped over 5 million consumers get out of debt safely and effectively.

Goals

- Engage with the Hispanic community in the US in a fun & unique way
- Build brand equity within the Hispanic market
- Grow web traffic from relevant trusted sources

Approach

- Marketing cartoons
- Animated videos
- Social media advertising

Results

- 173,394 pageviews in 12 months
- Improved Avg. Time on Page by 18.35%
- Boosted engagement with younger gens via Instagram, Pinterest, & YouTube
- Expanded reach of Spanish readers through content partnerships
- Built network with Latino influencers and Hispanic media/publications



Case Study | Small Business: Consolidated Credit

Consolidated Credit Improves its Social Engagement with Gen Y and Gen Z by Adopting a Highly Creative Latinx Marketing Campaign

Hispanic Market Advisors®, US-based Spanish SEO agency, Spearheaded Marketing Cartoons Development, Animated Video Marketing, and Social Media Advertising

The Challenge: Engage with Its Younger Audience About Financial Education

While generational cutoff points aren't an exact science, according to Pew Research Center, Generation Y, also known as Millennials, were born between 1981 and 1996 (ages 23 to 38 in 2019), comprising primarily the children of the baby boomers and typically perceived as increasingly familiar—but not natural-born—with digital and electronic technology. Anyone born after 1997 is part of [Generation Z](#), the first generation to grow up with computers, smartphones, and the Internet, while taking hold in popular culture and journalism.

Most Gen Z individuals are concerned about financial literacy but at the same time, 84% rely on parents and family for financial information. This is challenging considering that many parents grew up with different financial information, less sophisticated options relating to savings, retirement, mortgage, and loans, and often don't fully understand the options themselves.

Many Gen Z individuals grew up witnessing their young adult to middle-aged millennial parents with student loans and debt which has influenced Gen Z financial habits.

Gen Z financial literacy programs need to teach smart debt management to build credit and awareness of how debt works can greatly help Generation Z to better manage finances. The challenge, however, is not creating personal finance content but do so in a way that resonates with this younger audience. After all, TV shows, long articles and blogs are not consumed anymore by everyone.

The Solution: Share Financial Literacy Tips in a Fun, Creative Way!

If you've ever watched Latin American telenovelas on Televisa, Telemundo or Univision, you know just how addictive they can be. From the plot-twists to the dramatic close-ups, there's always something new for the audience day after day.

In the spirit of recreating this successful phenomenon within the Latinx community, and after analyzing different approaches, [Consolidated Credit](#), in coordination with [Hispanic Market Advisors®](#), created in 2016 a series of fun telenovela-style stories with the use of two friendly "fictitious" cartoon characters, Daniel Travieso and Rita Cabezas-Brüger, resembling a normal couple going through every day's life events.

Throughout the monthly published episodes published online and in social media networks, [Daniel and Rita \[ESP\]](#) walk us through events including how to face financial challenges, managing debt, using credit cards, how to save and prepare for life events such as marriage, buying a home, a car, the birth of a child, the departure of a loved one, caring for pets, and more.

Generation Z dominates online searches, and the objective of this campaign is to tell everyday stories while providing financial tips in a creative and entertaining manner. Consolidated Credit makes it fun while uses the mediums where Gen Z likes to engage!

Special Participation of Tecla Awards Winner for Best Spanish Language Creator

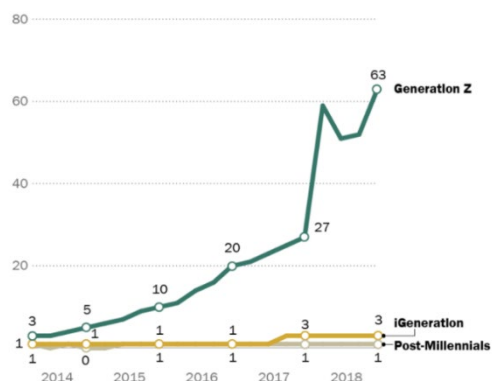
Romina Tibytt of [Mamá XXI](#) participated in the marketing campaign as one of the voices reading financial tips at the end of each "Daniel y Rita" episode.

Romina has been a leading voice within the Latinx market, who was awarded at Hispanicize 2016 the [Tecla Awards for Best Spanish Language Creator](#) – and knows well the importance to captivate young people long enough to learn about the otherwise dull world of debt management and financial planning.

Generation Z is set to be the largest generation and within the decade will own more buying power than Millennials (Gen Y) and Baby Boomers combined.

Generation Z dominates online searches for information on the post-Millennial generation

Relative U.S. search volume of generation terms (Google Trends)



Conclusion – Final Thoughts

You can define financial education as the ability to manage one’s finances not only for day-to-day life but for achieving long-term financial goals. When individuals have enough financial awareness and skills, they can strategically manage, save, and invest money. Young people are not the exception, the more financial literate they are the better prepared for life they become.

Through this creative digital marketing program, Consolidated Credit was able to help families throughout the United States to learn tips on how to end financial crises and solve money management issues through financial education. On the business side, the non-profit organization was able to grow its digital footprint by connecting and engaging with a young voice that appreciates creativity and authenticity. The campaign helped build a network with Latino influencers and Hispanic media/publications, which in turn resulted in 173,394 pageviews in 12 months while helping improve Avg. Time on Page by 18.35%, which is a strong on-page signal for SEO benefits.

“Some Deliver Empty Promises, We Deliver Trackable Results!”
Let’s discuss what we can accomplish together – [click here](#)