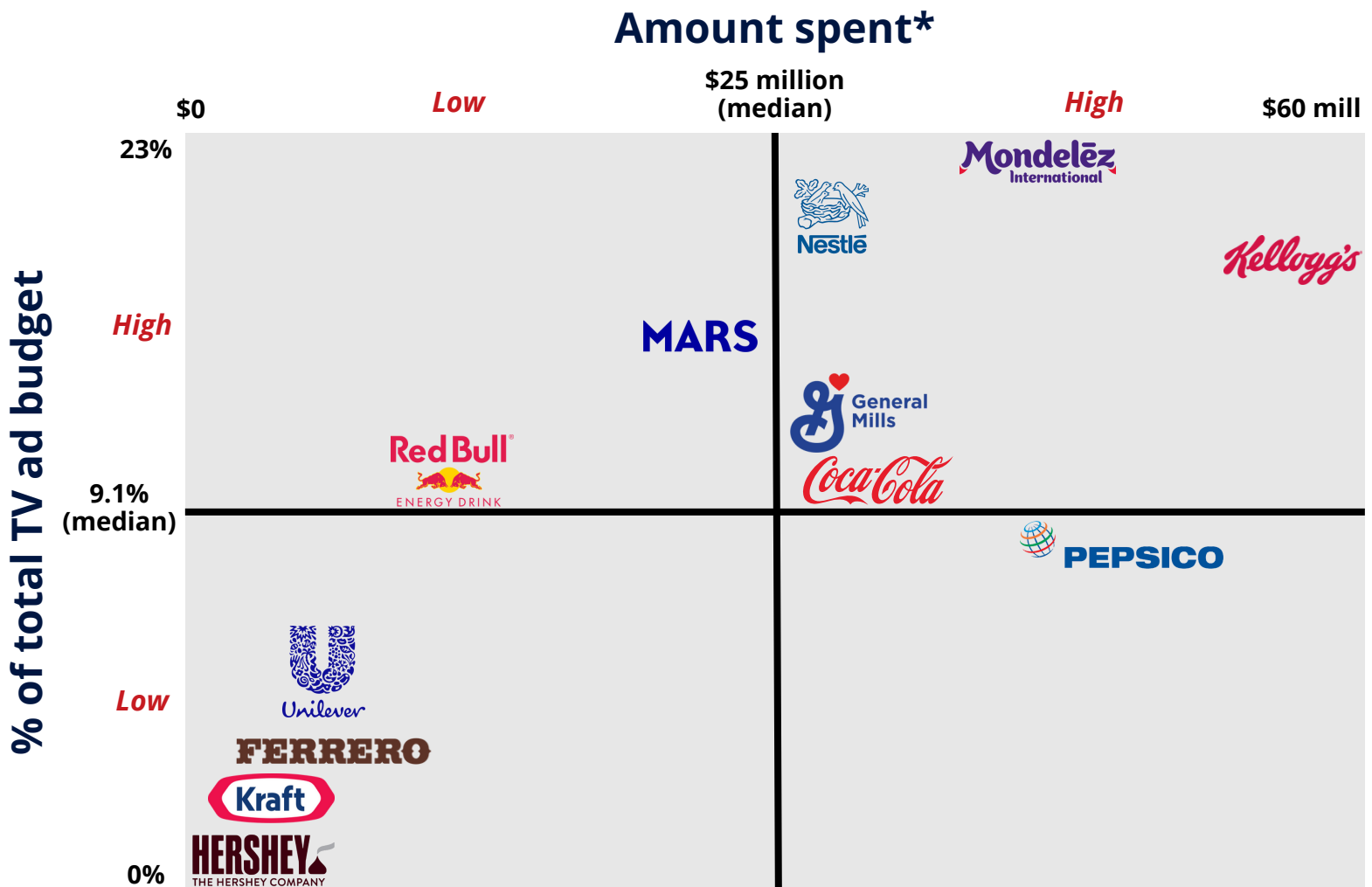


Companies varied widely in advertising targeted to Hispanic consumers.

Ad spending on Spanish-language TV:



Seven companies were responsible for three-quarters (73%) of all advertising on Spanish-language TV

*Seven companies had <\$0.1 in Spanish-language TV spending: Campbell Soup, Conagra, Dannon, Post Foods, Keurig Dr. Pepper, Tyson, Wonderful

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