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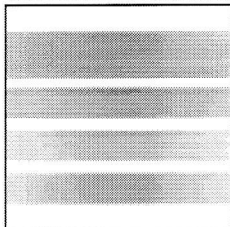
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McD's Lets Music Speak to Latino Teens

May 07, 2003

By P. Kelly Smith

DALLAS Moroch Latino/Leo Burnett USA has created a new TV campaign targeting Hispanic youth for McDonald's franchisees in the West and Southwest.



Moroch Latino's new spot "Mundo Hip-Hop" caters to the young Hispanic consumer.

The first 30-second spot from the Dallas shop breaks this week in San Antonio on popular teen networks like the WB, NBC, UPN and Fox.

In "Mundo Hip-Hop," the spot opens with two young Hispanic females cruising down Main Street USA in their yellow convertible. Their hair blows in the wind as they sing along to the hip-hop music pulsing through their car radio. As they come to a stoplight, they see McDonald's golden arches lighting up the night sky. They pull into the drive-thru and order their food. As a handsome male employee hands them their orders, the driver flashes him a smile and drives away.

"The McDonald's Owner/Operators in the West and Southwest understand that the Latino youth are very unique," said agency chairman Tom Moroch. "These spots talk directly to the young Hispanic consumer in their language and with their music."

According to Moroch research, Hispanic consumers under the age of 17 account for 35 percent of the total Hispanic consumer market population. Hispanics represent the largest and fastest growing ethnic segment in this country, according to U.S. Census figures.

The second spot, "Thumpin," will begin airing May 12 in the Houston market, with Albuquerque, N.M., and Sacramento, Calif., following later in May. The two English-language ads will air for 17 to 21 days and then

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