

# Hispanic Media Opps: Chicago Bears taps Paco Collective to drive Hispanic fan engagement

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**Subject:** Hispanic media, Spanish language, sponsorship, TV, radio

**Company:** The Chicago Bears Football Club (Winmo) is a professional football team and member of the National Football League, who play at Soldier Field, one of the oldest stadiums in the NFL.

**Opportunity:** After naming Trisect as its creative and media AOR just a few weeks ago, the Bears have now named Paco Collective as its first Hispanic-specific strategic marketing firm. The new agency will help the football team refine the way it connects with Chicago Hispanics. The Bears have continued to take steps to tap into Chicago's Hispanic community, filing for a trademark for the phrase "Vamos Bears," as well as signing a multi-year radio broadcasting agreement with Univision to air the games on the Hispanic stations WVIV-FM/93.5/103.1 and WRTO-AM/1200.

Paco has also been working with Chicago baseball team the White Sox, and has been very successful with its marketing strategy thus far, running it deep into Hispanic neighborhoods around the city. Although the Bears don't have the same urgency to sell tickets like the Sox do, the team felt it was important to push its brand into a demographic that has not yet embraced the NFL in a big way. So the team felt that a more complex strategy would be the most effective way to cultivate Hispanic fans, and that Paco would be the best agency to help them do it. A big strategy will be language used in ads and marketing, as older Hispanic audiences seem to connect more with fully Spanish ads, while millennials favor a blend of Spanish and English.

Therefore, Hispanic-focused sellers should be reaching out now to secure ad dollars ahead of football season, as planning is likely underway. Look for revenue tied to radio and sponsorship opportunities. An advantage will go to sellers with high Chicago-based, Hispanic-focused engagement rates. Additionally, those sellers that have high Hispanic millennial sports focused reach may have an advantage as well.

## Additional Insight

**Media Spend:** According to Kantar Media, the Chicago Bears spent \$2.5 million on measured media in 2015. The largest portion of the spending was given to digital, while the rest was divided among spot TV, newspapers and outdoor.

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