

When Cultural Authenticity Drives Results: Building Awareness and Leads for a One-of-a-Kind Destination

A culturally driven digital campaign helped Albuquerque Hispano Chamber of Commerce (Hispano Chamber) break into new markets, engage planners, and deliver results across channels.

2.44M

Impressions

26,000

Total clicks

8.22%

Email Total CTR

+3,900

Email campaign clicks



About The Hispano Chamber

A City as Unique as Its Name

The Hispano Chamber is one of the largest and most influential Hispanic chambers in the United States and the largest chamber of commerce in New Mexico. It was founded over 50 years ago by 14 Hispanic business leaders who saw a need for stronger representation in a state with a significant Hispanic and Native American population.

In addition to its work supporting more than 1,200 local businesses, the Hispano Chamber serves as a destination marketing organization (DMO) with a unique mandate: promoting Albuquerque specifically to Hispanic and

Native American audiences. This role emerged through a longstanding contract with the City of Albuquerque to attract meetings, events, and tourism from these communities. The Hispano Chamber is not part of Visit Albuquerque, the city's primary DMO, but rather complements its efforts with culturally focused campaigns that reflect Albuquerque's rich heritage.

The Hispano Chamber is the only DMO in the country whose mission is focused exclusively on engaging Hispanic and Native American markets. This makes it a nationally distinctive voice in destination marketing.

To learn more please visit orange142.com

The Opportunity: Laying the Groundwork for Digital Reach

A Targeted Mission, A Specialized Need

Because the Hispano Chamber plays such a singular role in the industry, the marketing team had highly specific needs, including a way to reach and engage Hispanic and Native American business owners across the U.S., Mexico, and Latin America. They needed accurate data to guide their digital strategy and ensure their message resonated across cultures and geographies.

“At the Hispano Chamber, we believe that destination marketing must reflect the soul of the community it represents,” said Roberta Ricci, Chief Experience Officer. “Our partnership with Orange 142 allowed us to elevate Albuquerque’s cultural narrative while delivering measurable results. By centering Hispanic and Native American voices, we’re not just promoting a place—we’re honoring heritage, driving inclusive economic growth, and building lasting connections across borders.”

“We’re unique,” said Dee Minnick-Lujan, Director of Marketing at the Hispano Chamber. “We needed to work with someone who understood that, who already had the data, who wasn’t starting from scratch, and who could help us reach the audiences we were responsible for serving.”

Minnick-Lujan met Marisol Vindiola, an Orange 142 account representative at a conference. Marisol immediately saw the potential for partnership and kept the conversation going. “Marisol was persistent,” she said. “Eventually, we realized that Orange 142 could help us scale ideas we’d been developing internally—taking our strategic vision and giving it the added lift it needed to reach new audiences.”

Initially, the Hispano Chamber set out to reach meeting planners responsible for organizing events for Hispanic and Native audiences in key direct-flight markets like Arizona, Colorado, California, Oregon, Texas, and New Mexico. These markets were selected for geographic convenience and their strong demographic alignment in their top-tier flight markets.

“As the Hispano Chamber and contractor for the City of Albuquerque, and in collaboration with Visit ABQ, we position our city as a premier destination for meetings and leisure tourism,” explained Minerva Jurado-Perea, the destination director for the Hispano Chamber convention and tourism department. “Expanding into these cities strengthens our marketing efforts to Hispanic and Native American audiences and supports the broader goals for tourism development and economic growth.”

Building the Foundation

The Hispano Chamber brought a clear vision and deep cultural insight, grounded in long-standing community relationships. Orange 142 partnered with them to amplify that vision, providing executional support, digital expertise, and national reach.

“Marisol and her team strategically listen to our needs and our unique position in the city and immediately begin developing a plan to help shape and strengthen our existing marketing strategy,” said Jurado-Perea.

As the campaign gained traction, the Hispano Chamber expanded its focus beyond meeting planners to include leisure travelers -- people who are drawn to Albuquerque’s rich cultural heritage, food, landscape, and vibrant arts scene. To engage both audiences effectively, the Hispano Chamber worked with Orange 142 to ensure all messaging reflected the city’s identity and resonated across cultures, languages, and traveler types. .

“Our goal is to meet audiences where they are,” said Jurado-Perea. “We prioritize bilingual campaigns because our audiences span Hispanic and Native American communities as well as international markets like Mexico, Latin America, and South America. Cultural connection is at the core of our strategy.”



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The Solution: From Awareness to Action

Orange 142 developed and executed a bilingual, multi-channel digital campaign to promote Albuquerque's unique culture and meeting offerings to business and leisure audiences. The campaign evolved in two phases, starting with broad awareness and moving into more performance-driven efforts as the Hispano Chamber's digital infrastructure matured.

Orange 142 began by helping the Hispano Chamber identify where to focus its outreach. Using proprietary In Need demographic data, it reached meeting planners and Hispanic and Native American business owners and prioritized cities with high concentrations of Hispanic and Native American residents. This data-informed strategy ensured that media dollars were spent in markets aligned strongly to the Hispano Chamber's mission.

Phase 1: Awareness & Audience Building

In the campaign's first phase, Orange 142 focused on raising visibility for the Hispano Chamber and its mission, particularly among meeting planners unfamiliar with the organization.

Channels included:

- » Paid social advertising on Meta (Facebook and Instagram)
- » Display advertising with retargeting
- » In-Need Targeting
- » Organic social content on Meta and LinkedIn
- » Video promotion using client-provided assets

All creatives were developed in English and Spanish to reflect the Hispano Chamber's target audiences and cultural mandate.

The theme *"Albuquerque: As Unique As Its Name"* unified the messaging across formats, reinforcing the city's distinctive identity and the Hispano Chamber's culturally specific role. Regular check-ins between Orange 142 and the Hispano Chamber -- initially weekly, later shifting to monthly -- allowed the team to adapt strategy based on results and capacity.

Traffic from the campaign was directed to the Hispano Chamber's Convention and Tourism landing page, which introduced new audiences to Albuquerque's meeting and leisure offerings. While the page was effective for awareness, its limited conversion features, primarily a Google Form, posed challenges for tracking direct leads.

Phase 2: Conversion & Lead Generation

As the campaign gained traction, the Hispano Chamber and Orange 142 began layering in more performance-driven tactics designed to generate measurable leads from event organizers.

- » **Email Marketing.** As part of the shift toward performance, Orange 142 launched email marketing in April 2025 to reach prospective meeting planners and encourage direct engagement. While the initial campaign focused on awareness, email offered a more targeted channel for driving interest and future leads.
- » **LinkedIn.** Orange 142 also planned a LinkedIn campaign launching in May 2025 to complement the email efforts. This channel was designed to reach meeting planners, event organizers as well as Hispanic and Native American-owned businesses, with the goal of generating qualified leads.

These performance-based channels are designed to complement the earlier awareness efforts by creating direct paths to conversion. They also reflected the Hispano Chamber's broader mission: to connect with and elevate organizations that share cultural and community ties to Albuquerque.

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Results: Building on a Strong Foundation

Performance

The campaign delivered strong awareness and engagement across the Hispano Chamber's target markets, setting a solid foundation for future performance-based initiatives.

Highlights include:

- » 2.44 million total impressions
- » 26,000 clicks
- » 1.07% average CTR across all channels
- » Retargeting generated 130,596 impressions and 129 clicks.
- » The email campaign received 47,400 impressions and 3,923 clicks (CTR of 8.22%).



Performance was especially strong in California, Texas, Arizona, and New Mexico, key direct-flight markets with high concentrations of Hispanic and Native American audiences.

Social Media Performance

In addition to paid media, organic content played a critical role in building awareness and engagement. Highlights include:

- » Meta ads (Facebook and Instagram) achieved a standout CTR of 1.50, well above the industry average. LinkedIn ads had a .53% CTR.
- » Posts around major events, such as the Día de los Muertos Parade and the Balloon Fiesta drew hundreds of interactions, demonstrating AHCNM's strong cultural connection to its audience.
- » Net New Audience Growth: 857 new followers.

Insights Gleaned

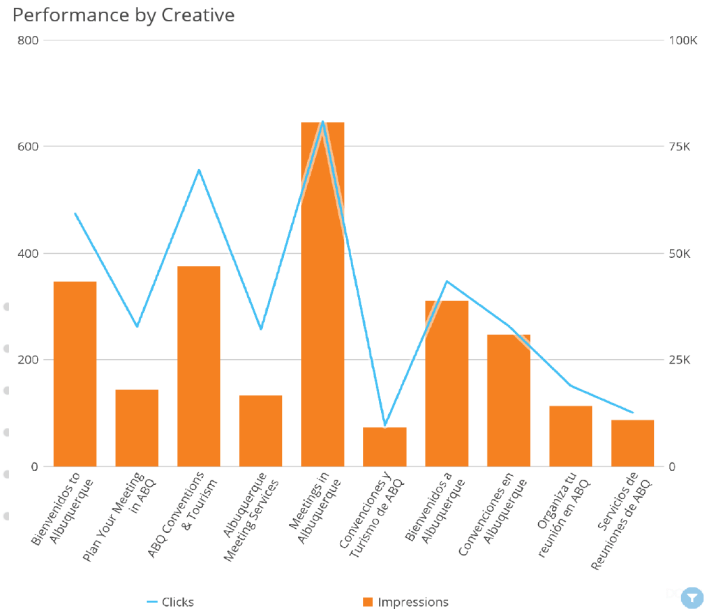
Audience segments that showed the highest engagement included:

- » Event and meeting planners
- » Travel enthusiasts
- » Users interested in cultural tourism content

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Creatives focused on meetings and conventions delivered the highest engagement across paid media, signaling that Orange 142 effectively honed in on the right audience—event planners and organizations considering Albuquerque for future gatherings. While broader cultural themes like food, art, and landscape supported overall awareness, the meetings-focused messaging generated the most direct interest.

Bilingual ads also performed especially well on mobile, reinforcing the value of culturally relevant, language-specific content in reaching Hispanic and Native American audiences.



“The campaign helped the Hispano Chamber break into key markets, test new strategies, and finally show up in places where we’ve long wanted to be. It laid the groundwork for smarter targeting, better tracking, and a stronger voice for Albuquerque’s Hispanic and Native American tourism community,” said Minnick-Lujan.

About Orange 142

Orange 142 is a digital marketing and advertising company with offices across the US. We service marketers and agencies. We are part of Direct Digital Holding, the ninth Black-owned company to go public.

We help marketers of all sizes grow their reach and revenue through data-driven media strategies. We also partner with agencies and execute campaigns on behalf of their clients.

Our team of experts deeply understands the digital landscape and the latest advertising and marketing technologies. We work closely with our clients to develop and execute custom advertising and marketing campaigns that meet specific goals.

We are committed to providing our clients with the highest service and transparency. Open communication and collaboration are essential to the success of every advertising and marketing initiative.

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