



for entertainment

Analyzing Nacho Libre's Performance in the Hispanic Market

Case Study



Interview_ Case Study

Nacho Libre Case Study

The Nickelodeon film NACHO LIBRE, had strong appeal to the Hispanic market. However, Nacho Libre only performed well with some Hispanic segments and markets. Closer demographic analysis explains why some Hispanic DMAs did not perform well: NACHO LIBRE had strong appeal to the Mexican Hispanic market but only average appeal to the Cuban and Puerto Rican Hispanic markets.

How Well Did NACHO LIBRE Perform in Hispanic Theatres?

NACHO LIBRE's performance in Hispanic-identified theatres was clearly correlated to that population: theatres are grouped by their likelihood to have Hispanics in the neighborhoods immediately around the theatre – nearly 450 theatres have significantly above-average Hispanic pop (an index over 150).

In fact, those above-average Hispanic theatres -- 18% of the total -- accounted for nearly 40% of the box office in the first 6 weeks. Conversely, the least Hispanic theatres accounted for almost 70% of the total theatres where the film played, but brought in only 40% of the gross.

	% of theaters	Nacho Libre (First 8 wk B.O.)
Hispanic Pop (Index 450-685)	2%	5%
Hispanic Pop (Index 350-450)	2%	6%
Hispanic Pop (Index 250-350)	5%	12%
Hispanic Pop (Index 150-250)	9%	17%
Hispanic Pop (Index 80-150)	13%	20%
Hispanic Pop (Index 0-80)	69%	40%

Was this occurrence only a coincidence?

No. Many other Nickelodeon films show no correlation between the first 6 weeks of their box office gross and the Hispanic population.

First 6 wk B.O.	NACHO LIBRE	SPONGEBOB	LEMONY SNICKET	BARNYARD	RUGRATS
Hispanic Pop (Index 450-685)					

What if NACHO LIBRE is compared to other Hispanic Films?

NACHO LIBRE comes out on top. NACHO LIBRE had stronger appeal and brought in more dollars from the most Hispanic theatres than all other films that had strong appeal to the Hispanic market (films like: SPY KIDS, ONCE UPON A TIME IN MEXICO, THE LEGEND OF ZORRO, FRIDA and many others). The top three theatre clusters took in an average of 16% of the gross of other Hispanic films, but 23% of Nacho's gross.

Can Hispanic Theatres be Targeted?

Using a sophisticated model that designates neighborhoods around a theatre to that theatre, the demographics of the "trade area" of every theatre can be analyzed and the predominantly Mexican -- or Cuban or Puerto Rican -- Hispanic theatres easily identified. To learn more contact: more.preview@nielsen.com

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