

A SNAPSHOT OF HISPANIC SOCIAL CONVERSATIONS...

WHAT'S TRENDING

BICULTURAL ENTRENCHMENT

GENTEFICATION

A POLARIZING FORCE IN THE NEIGHBORHOOD

Gentefication (when the Spanish word for people, *gente*, meets gentrification) is a movement in which young, upwardly mobile Latinos move back to the neighborhoods where they grew up and open up businesses. These businesses tend to be rooted in Hispanic culture, but often with a modern twist; for example, including gluten-free tacos or vegetarian chorizo quiche as part of the menu. Such choices serve as a reflection of the owners' duality and also of their intent to cater to more American tastes and preferences in order to attract diverse crowds.

These "gentefiers" take immense pride in being a revitalizing force in their beloved neighborhoods, while still preserving their cultural heritage and protecting them from outside gentrification. Many Hispanics feel that gentrification is inevitable, and thus prefer gentefication as a way to improve their communities while keeping their culture and history alive and intact. However, some Hispanics are wary of its effect, believing that both gentrification and gentefication can push out the authentic Latino small businesses that have stood as neighborhood staples for years. As a way to combat these changes, many are fighting back and urging others to protest gentefied restaurants and events in their communities. The debate as to whether gentefication is enriching Latino neighborhoods like Boyle Heights or diluting them is starting to ramp up on social and within high density Latino communities. In fact, a new Starz's series called *Vida* tackles the topic and the mixed sentiments of U.S. Hispanics head on.



SO WHAT?

Whether gentefication results in its intended effect remains to be seen, but this debate does highlight the ever-important authenticity within the Hispanic community in the U.S. Whether staying true to traditional Latinx culture or fusing it to express it in new and modern ways, it will remain key for brands to engage with Hispanics and portray their culture genuinely if they want to make a real impact.

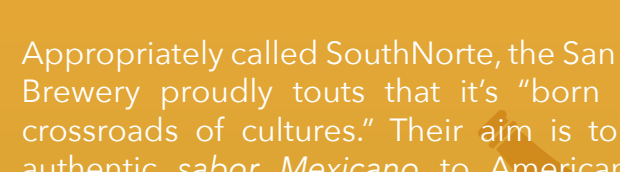
Source: citylab.com, Twitter

WHAT'S TRENDING

POINTS OF PASIÓN

BICULTURAL BREWS

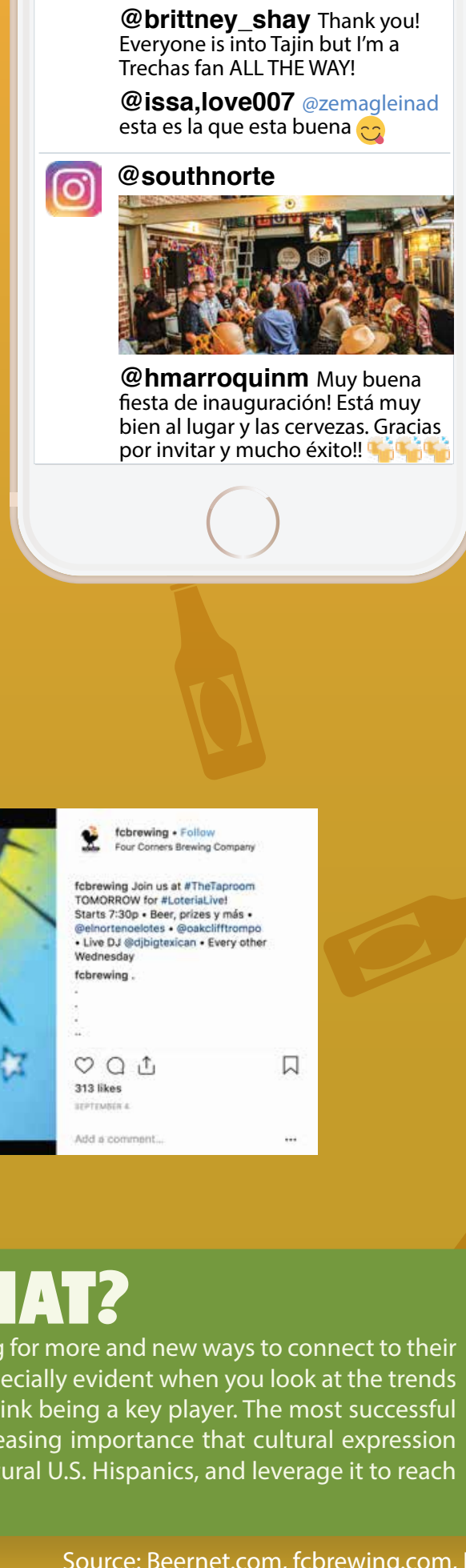
HIT THE TAP ROOM



There are some new kids on the craft beer block and they're taking on a new direction. Inspired by traditional Mexican flavors and traditions, and with a desire to share Latino culture with others, beer companies in high-density Hispanic areas are creating a new niche for themselves in the beer world— much to the delight of Latinos and non-Latinos alike.

Appropriately called SouthNorte, the San Diego Brewery proudly touts that it's "born at the crossroads of cultures." Their aim is to bring authentic *sabor Mexicano* to American craft beer and to blend influences from each side to give locals a bit of home, no matter where they are. Their beer names even reflect their mission, including their Mexican-style lager "SEA SENORI", their agave lager "AGAVEMENTE" (brewed with agave and hibiscus), and their Mango IPA "NO GÜEY."

Four Corners, founded in Dallas, is also inspired by bicultural flavors and imagery. They use traditional Mexican *lotería* and *luchadores*, for example, and Mexican slang is pasted on the bottle. In fact, one of their most iconic brews is called "El Chingón."



SO WHAT?

Now more than ever before, U.S. Hispanic are looking for more and new ways to connect to their culture and to share it with others. This becomes especially evident when you look at the trends manifesting within their passion points: food and drink being a key player. The most successful brands will be those that understand the ever-increasing importance that cultural expression and experience has in the lives of modern day bicultural U.S. Hispanics, and leverage it to reach this rich and complex audience.

Source: Beernet.com, fcbrewing.com, Instagram

WHAT'S TRENDING

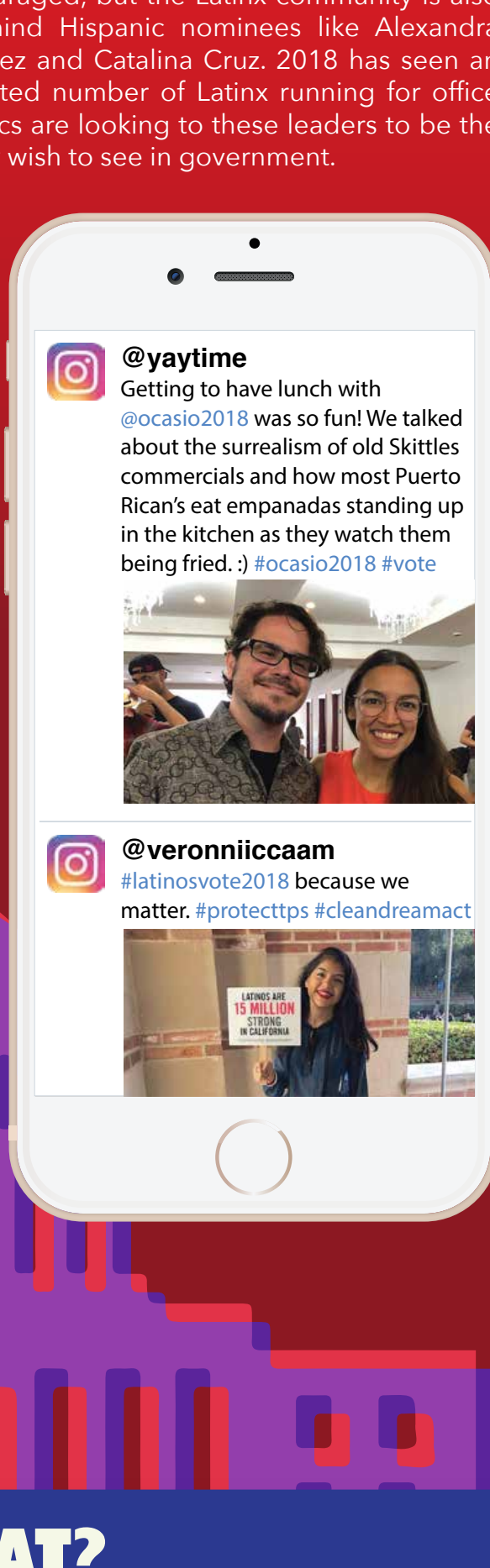
LATINX FOR CHANGE

#LATINOSVOTE2018

With 27.3 million eligible voters (up by 4 million in 2012), the Hispanic community was expected to show up big to the polls and cast their vote in the 2016 Presidential election... yet only 11% did so.

To remedy the disappointing lack of turnout, Hispanics have become more active, encouraging each other to vote in both the primary and midterm elections in 2018. With hashtags like #BlueWave2018, #LatinosVote2018 and #SomosMas, the Latinx community is mobilizing to harness their ability to enact real and positive change.

Not only is participation in the electoral process being encouraged, but the Latinx community is also rallying behind Hispanic nominees like Alexandria Ocasio Cortez and Catalina Cruz. 2018 has seen an unprecedented number of Latinx running for office and Hispanics are looking to these leaders to be the change they wish to see in government.



SO WHAT?

There are countless examples of the growing Hispanic influence and representation across society, and now that representation is stretching into politics with a never-before seen passion. U.S. Hispanics are collectively continuing to fight for their Latino-American dream and brands can play a role in facilitating their cause.

Source: Pewresearch, WeAreMitu, Twitter, Instagram

WHAT'S TRENDING

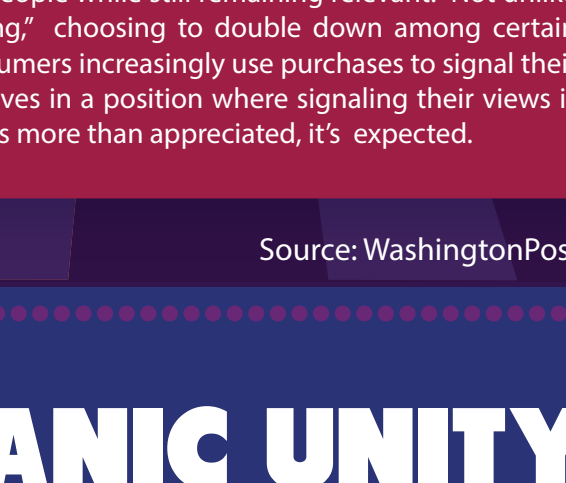
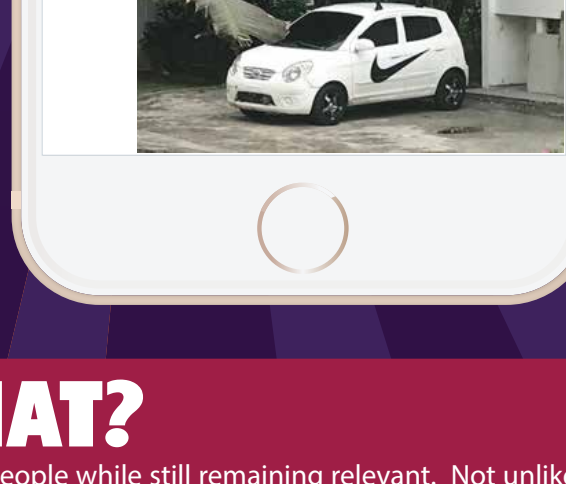
MINORITY SOLIDARITY

HISPANICS AGREE: ☒

#JUSTDOIT.COLIN

Nike's 30th anniversary "Just Do It" campaign featuring Colin Kaepernick had all of America talking, and U.S. Hispanics took part in the conversation. Though there seemed to be a general appreciation for Nike's gesture and some gave Nike wholehearted credit for what they deemed a risky move, others were skeptical.

Hispanics got behind the campaign for two main reasons. First, it provided an opportunity for them to share Kaepernick's story and cause with others in their community and in Latin America — giving us another glimpse of the solidarity among minorities that has been ramping up in recent years. Second, Nike's motivation and rationale behind the campaign gave cause for long-term optimism: a risk-averse corporation ran cold calculations and concluded that, despite visible sneaker burnings here and there, acceptance and freedom of speech still rule the day and standing on the side of that freedom was ultimately worth the risk.



SO WHAT?

Brands are finding it increasingly difficult to appeal to ALL people while still remaining relevant. Not unlike political campaigns, they find themselves "coalition-building," choosing to double down among certain segments while willingly alienating others. As Hispanic consumers increasingly use purchases to signal their values (not just their status), many brands will find themselves in a position where signaling their views is expected. Supporting their community in meaningful ways is more than appreciated, it's expected.

Source: WashingtonPost, Twitter

WHAT'S TRENDING

PAN HISPANIC UNITY

#YOSOYVENEZOLANO

The economic crisis in Venezuela has resulted in mass migration away from the country and though neighboring countries have largely maintained open borders, there are troubling signs of xenophobia and backlash against immigrants.

In response, many U.S. Hispanics have joined others across Latin America in the #YoSoyVenezolano campaign, a social media movement started in late August, in which people recount stories of immigrants from Europe and the Americas being warmly welcomed in Venezuela. These stories are meant to urge people to reciprocate the warmth and openness towards the Venezuelan people who now need it.

In America specifically, many told stories of how their ancestors were made to feel welcome in South America, and Venezuelans living in these countries are using the hashtag to show their gratitude and solidarity.



SO WHAT?

Migration and immigrant solidarity is unsurprisingly, a topic that U.S. Hispanics are very passionate about, as migration is a huge part of their shared history. While the topic is becoming more controversial in Latin America, U.S. Hispanics show a high sense of pan-Hispanic unity and tend to respond positively to any organization or brand that steps up on behalf of their fellow Latinos.

Source: Univision, Twitter

ALMA'S PROPRIETARY SOCIAL MEDIA LISTENING PLATFORM MONITORS A LARGE (AND GROWING) SAMPLE OF VERIFIED U.S. HISPANICS WITH THE GOAL OF UNCOVERING HISPANIC-SPECIFIC INSIGHTS FROM THEIR CONVERSATIONS ONLINE.

Other social listening tools capture only a portion of the Hispanic population — the Spanish-speaking ones. Our unique design allows us to listen to Hispanic conversations in any language. With a more representative sample, we ensure that we are consistently on the pulse of the topics and issues that are most important to them.

The trends and cultural flash points that we garner provide creative inspiration and real-time content that cuts through the clutter and pushes us to the center of consumer relevance — right where we want to be.

Want to know more about what's trending with Hispanics? Email us at info@almaad.com