

A SNAPSHOT OF HISPANIC SOCIAL CONVERSATIONS...

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.



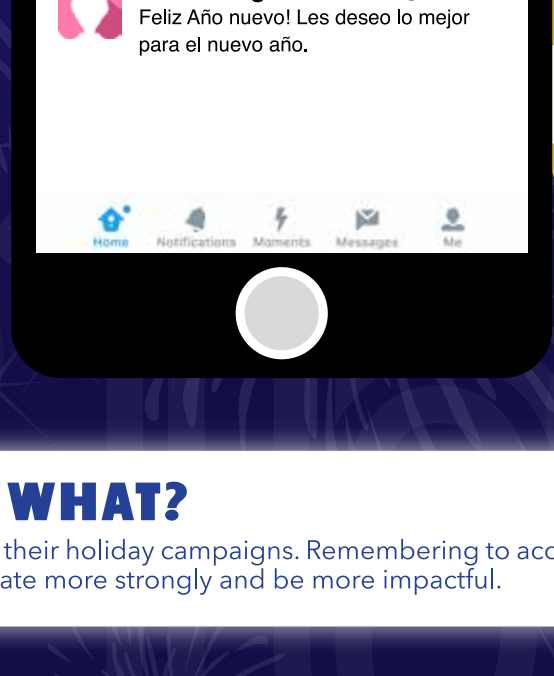
WHAT'S TRENDING

¡PA' RIBA! ¡PA' BAJO! ¡PA'L CENTRO! Y ¡PA'DENTRO!

A NEW YEAR BRINGS WITH IT THE HOPES OF PROGRESS AND BETTERMENT. VISIONS ARE CRAFTED, GOALS ARE SET AND RESOLUTIONS ARE ESTABLISHED, AND NEW YEAR'S EVE IS THE CHANCE TO WELCOME ALL OF THIS.

For Hispanics, their New Year's Eve would not be complete if their traditions were not a part of their celebrations. Whether it's eating 12 grapes at midnight – each one to bring you luck every month of the year – or eating a bowl of lentils for prosperity, each Latin American country has their New Year's Eve customs.

These traditions are rooted in their heritage, and continuing to celebrate them in the U.S. is just one of the many ways U.S. Hispanics can maintain that connection to their culture.



SO WHAT?

It's never too early for brands to start planning their holiday campaigns. Remembering to account for Hispanic traditions can help make them resonate more strongly and be more impactful.

WHAT'S TRENDING

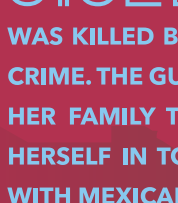
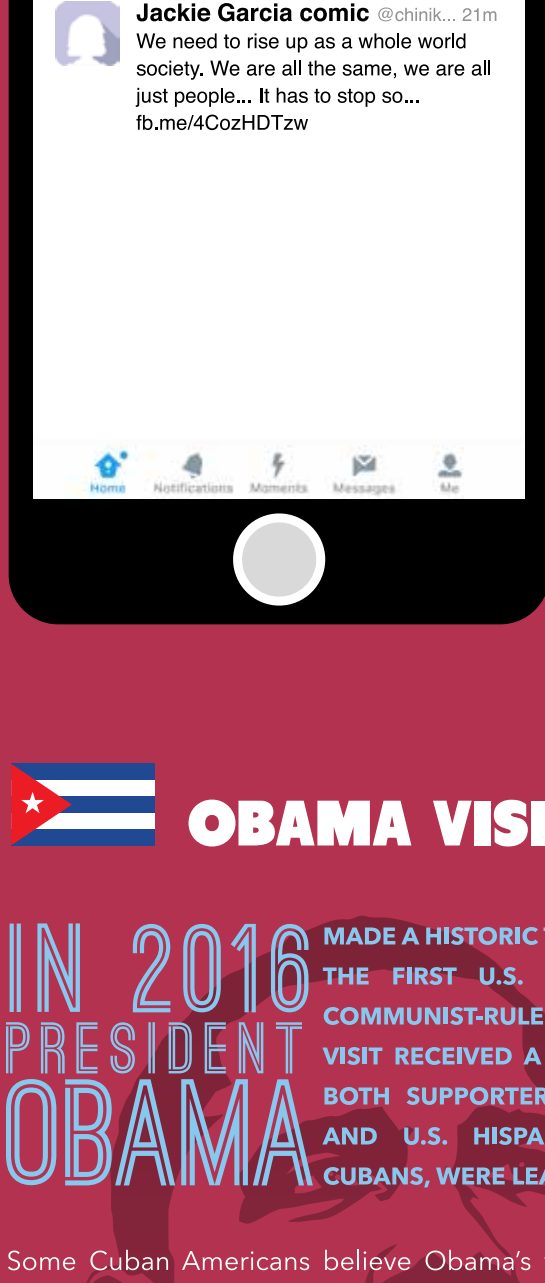
POLITICAL CHARGE

TYPICALLY, WE SEE LOW-LEVEL HUM FROM U.S. HISPANICS TALKING ABOUT POLITICS AND IMMIGRATION YEAR-ROUND, BUT BEING THAT THIS IS AN ELECTION YEAR, IT IS PROVING TO BE ESPECIALLY POLITICALLY DRIVEN AND HISPANICS ARE TAKING A NOTICEABLE INTEREST.

Q1 conversations were replete with news and opinions about both the politics in Hispanics' home countries as well as the politics of the U.S., representing the true cultural duality that defines U.S. Hispanics. Mexicans and Cubans were particularly vocal in response to happenings at home, while U.S. Hispanics in general reacted strongly to specific presidential candidates and immigration policies.



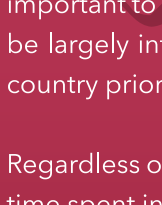
HOME



HEARTBREAK AT HOME

JUST ONE DAY AFTER BEING ELECTED MAYOR OF THE MEXICAN CITY OF TEMIXCO, GISELA MOTA OCAMPO WAS KILLED BY FOUR ARMED GUNMEN BELONGING TO ORGANIZED CRIME. THE GUNMEN BROKE INTO MOTA'S HOME AND EVEN THOUGH HER FAMILY TRIED TO STAND UP FOR HER, SHE BRAVELY TURNED HERSELF IN TO SAVE THEM – AN ACTION THAT RESONATED DEEPLY WITH MEXICANS IN THE U.S.

Though heartbreaking to many around the globe, this news serves as an important reminder to Mexicans and other immigrants of why they fled their countries of origin in the first place – to pursue a better life with more opportunities and less violence and crime.



OBAMA VISITA CUBA

IN 2016 PRESIDENT OBAMA

MADE A HISTORIC TRIP TO CUBA, MAKING HIM THE FIRST U.S. PRESIDENT TO VISIT THE COMMUNIST-RULED ISLAND SINCE 1928. HIS VISIT RECEIVED A LOT OF ATTENTION FROM BOTH SUPPORTERS, AND NON-SUPPORTERS, AND U.S. HISPANICS, PARTICULARLY U.S. CUBANS, WERE LEADING THE CONVERSATION.

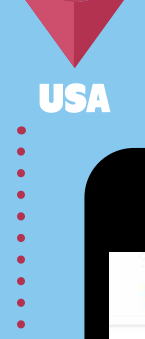
Some Cuban Americans believe Obama's visit is a "step in the right direction," a way to continue pushing Cuba toward democracy. Others don't see a real purpose beyond it being a PR stunt; they don't see how the situation of the Cuban people will change or improve as a result. It is important to note that the opinions of Cubans and Cuban Americans can be largely influenced by the personal life experiences they had in their country prior to migrating to the U.S.

Regardless of which side of the coin they're on, and despite the length of time spent in the U.S., this serves as another example of just how deeply Hispanics care about what happens in their home countries.



SO WHAT?

News like this keeps Hispanics closely tied to their home countries and serves as a constant reminder of what differentiates them from the general market. To them it's not foreign news, it reinforces their immigrant status and why the American dream continues to be so valid. Brands need to be cognizant of the role that the American dream continues to play in the lives of U.S. Hispanics.



USA



#NEVERTRUMP

HISPANICS WERE OUTRAGED AT THE RACIST AND ANTI-MEXICAN REMARKS THAT SPILLED FROM THE MOUTH OF

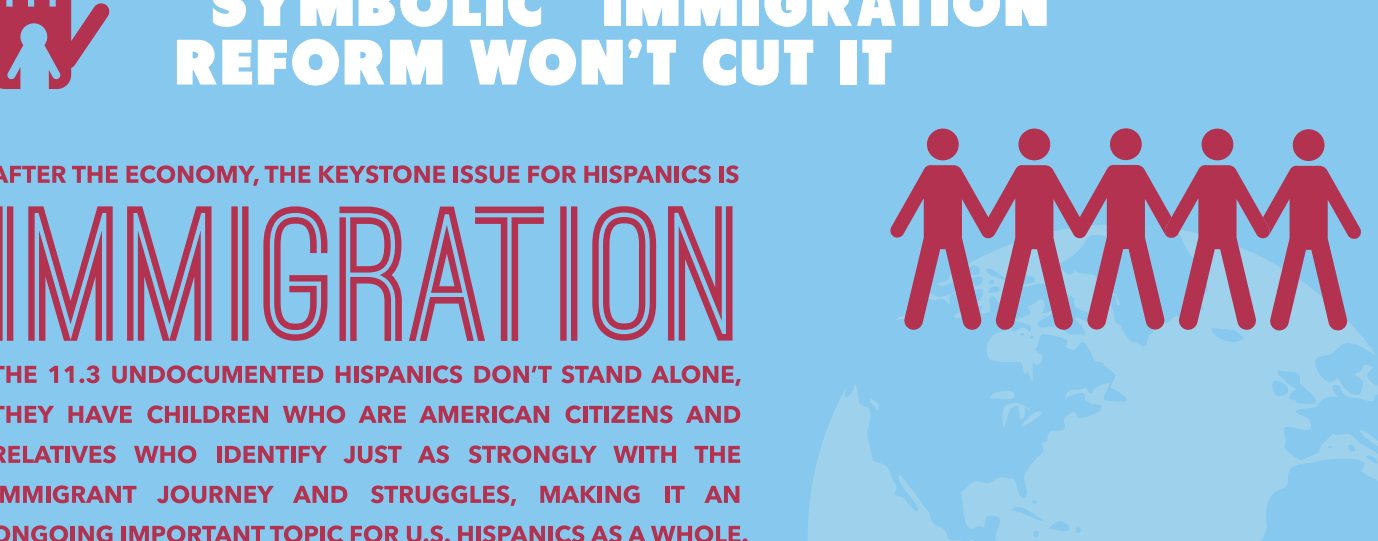
REPUBLICAN PRESIDENTIAL CANDIDATE DONALD TRUMP

LAST YEAR, NOT ONLY DID CONVERSATIONS AROUND THEIR DISAPPROVAL SURFACE, BUT WE ALSO SAW A PASSIONATE RALLY CRY FOR UNITY SHINE THROUGH.

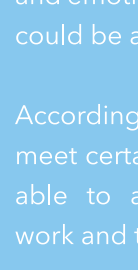
Regardless of country of origin, as Latinos we represent a united, prideful and progressive front. When a prominent political figure like Donald Trump threatens the perception of our culture, we take a stand. A group of Latino artists, including Shakira, Carlos Santana, Thalía, Pepe Aguilar and Gloria Estefan took the lead and created a song called "We're ALL Mexican" to illustrate these points.

With the U.S. presidential primaries kicking into high gear, Hispanic's disapproval of Trump relentlessly bubbles up as one of the loudest conversations on Twitter, with no signs of slowing down. In fact, a national survey by the Washington Post and Univision News shows that Trump's negative ratings among Hispanics continue to rise and are the worst in the GOP field. Given that he is the presumptive nominee, we expect to see more conversation on this topic throughout the year.

NET FAVORABLE RATING



Source: Washington Post-Univision poll conducted among 1,200 U.S. Hispanic Voters, Feb 11-18, 2016.



"SYMBOLIC" IMMIGRATION REFORM WON'T CUT IT

AFTER THE ECONOMY, THE KEYSTONE ISSUE FOR HISPANICS IS

IMMIGRATION

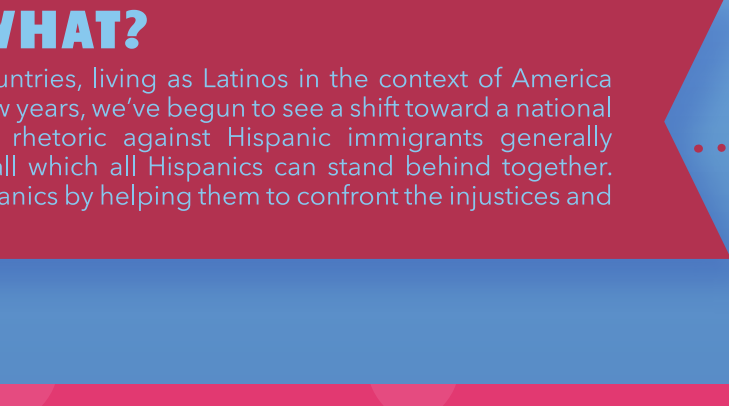
THE 11.3 UNDOCUMENTED HISPANICS DON'T STAND ALONE, THEY HAVE CHILDREN WHO ARE AMERICAN CITIZENS AND RELATIVES WHO IDENTIFY JUST AS STRONGLY WITH THE IMMIGRANT JOURNEY AND STRUGGLES, MAKING IT AN ONGOING IMPORTANT TOPIC FOR U.S. HISPANICS AS A WHOLE.

Despite some politicians being supportive on immigration, Hispanics seem skeptical and unsure that the promises and emotionally charged words will translate into real action. For current presidential candidates, winning their trust could be a challenge.

According to Pew research, nearly nine in ten Hispanic Catholics (88%) say that undocumented immigrants who meet certain requirements should be able to stay in the U.S., including 56% who say these immigrants should be able to apply for citizenship. Additionally, 87% say immigrants strengthen the country with their hard work and talent.



82 PERCENT OF HISPANIC VOTERS WANT THE NEXT PRESIDENT TO SUPPORT A PATH TO CITIZENSHIP FOR UNDOCUMENTED IMMIGRANTS, AND 43 PERCENT WOULD NOT VOTE FOR A CANDIDATE WHO OPPOSES SUCH A POLICY.



Source: Post-Washington Univision poll conducted among 1,200 U.S. Hispanic Voters, Feb 11-18, 2016.

SO WHAT?

Despite still greatly caring about their home countries, living as Latinos in the context of America makes them part of a greater cause. In the past few years, we've begun to see a shift toward a national Hispanic identity. Donald Trump's stance and rhetoric against Hispanic immigrants generally (specifically Mexicans), has spurred a rallying call which all Hispanics can stand behind together. Brands have the opportunity to connect with Hispanics by helping them to confront the injustices and prejudices they suffer in the U.S.

WHAT'S TRENDING

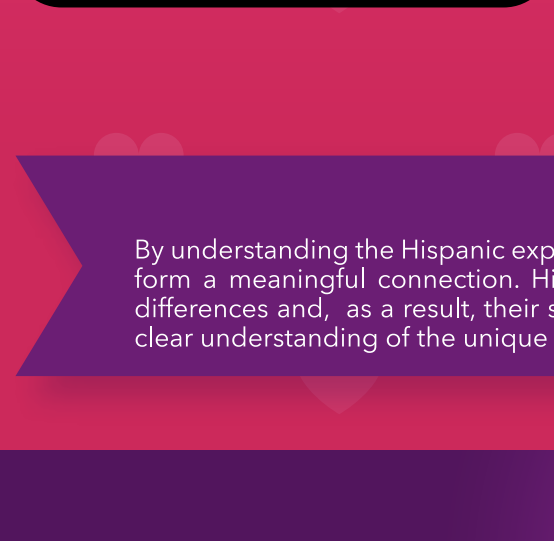
LA NUEVA Barbie

IN 2015 TOY-MAKING GIANT MATTTEL

DECIDED TO GIVE THE ORIGINAL BARBIE A MAKE-OVER BY ADDING NEW SKIN TONES AND HAIR TEXTURES TO THE LINE. THIS JANUARY, THEY ADDED NEW BODY SHAPES AS WELL.

Mattel is a great example of a company that makes a genuine effort to stay current and reflect the changing demographics of America, and U.S. Hispanics took notice. They tend to value and connect with companies that understand them and the cultural struggles they face.

BRAVO MATTTEL, BRA-VO.



SO WHAT?

By understanding the Hispanic experience in the U.S., marketers and brands have the opportunity to form a meaningful connection. Hispanics come in all shapes, colors and sizes; they value these differences and, as a result, their standards of beauty tend to be very different. Brands that have a clear understanding of the unique Hispanic point of view will resonate the most.