

# A SNAPSHOT OF HISPANIC SOCIAL CONVERSATIONS...

WHAT'S TRENDING

## BICULTURAL ENTRENCHMENT

### TWO COUNTRIES, ONE HEART

In the month of July, people all across the U.S. celebrated America's Independence Day, but for Hispanics, celebrating the independence days of their mother country proved equally as important. Bicultural Hispanics identify completely and wholeheartedly with two different cultures, and can seamlessly move between the two - a notion often manifested by their vibrant holiday celebrations from both cultures.

Hispanics took to social media to express their immense pride for their country of residence (and in some cases, birth), all while ensuring they maintained a sense of *orgullo* for their homeland.

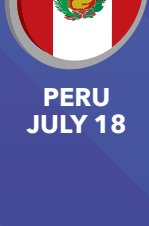
#### LATIN AMERICAN INDEPENDENCE DAYS (JULY)



USA  
JULY 4



VENEZUELA  
JULY 5



PERU  
JULY 18



ARGENTINA  
JULY 9



COLOMBIA  
JULY 20



### BICULTURAL HISPANICS

Feel very proud of Hispanic background

100%

It feels very natural to me to live and act in ways that are typical of U.S. American culture and still retain my heritage

95%

Would like to participate in more activities that celebrate my heritage

97%

Feel connected to my culture

72%

Source: Simmons, Spring 2016 NHCS Adult Study 12-Month

### SO WHAT?

Although many bicultural Hispanics are growing up in the U.S. and fully embrace the American traditions and culture, it is imperative for brands to keep in mind how strongly they are still tied to their Hispanic side. This duality makes them consumers who are interesting yet complex, and have a strong hand in helping to influence and shape the American culture at large.

WHAT'S TRENDING

## MUTUAL INFLUENCE

### BIENVENIDA ELENA!

This summer, the Disney Channel introduced Elena of Avalor, the brand's first ever Latina princess - an exciting moment for the Hispanic community! Elena reflects the brand's ongoing diversity push, aiming to resonate with the growing U.S. Hispanic audience.

According to The New York Times, Elena of Avalor episodes are packed with Latin folklore, Aztec-inspired architecture, and "original songs that reflect musical styles like mariachi, salsa and Chilean hip-hop." What's more, Elena herself has an American accent, while the older characters have Spanish accents, making it a true representation of the Hispanic reality in the U.S. today.

*"It's not a secret that the Hispanic and Latino communities have been waiting and hoping and looking forward to our introduction of a princess that reflects their culture."*

- Nancy Kanter  
EVP of Original Programming /  
General Manager, Disney Junior Worldwide

### SO WHAT?

Twitter lit up with just as much excitement and engagement about Elena as it did with Mattel's introduction of their diverse Barbie line back in January. This moment serves as another example of the meaningful role that brands can play in the lives of consumers by depicting people, situations and circumstances that Hispanics can relate to. The opportunities to connect with Hispanic consumers are endless!

Source: <http://nymag.com/thecut/2016/07/disney-latina-princess-elena-avalon.html>

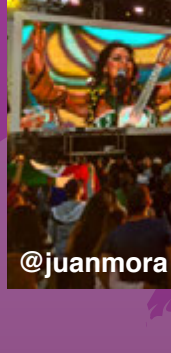
WHAT'S TRENDING

## PAN-LATINO UNITY

### RISE UP AS ONE

Despite all of the negativity that dominated the political space during Q1 and Q2, there was at least one positive thing that arose -- the coming together of the Pan-Latino community. The Rise Up As One concert on the U.S.-Mexico border wasn't just about mobilizing the Hispanic community to vote, inspiring them to be an active part of the U.S. electoral process (although it did just that!), but was also about the rich culture that unites Hispanics from all Latin American countries.

Artists advocated for diversity on stage by calling for unity and strength, and Hispanics from all over gathered in celebration of the very things that founded this nation.



@juanmora

### SO WHAT?

As we've seen numerous times before, brands with the highest degree of resonance among Hispanics tend to be those that boast their same core values. Diversity and inclusion are among the most important of these, and brands that stand together with Hispanics and amplify their voice have the opportunity to connect on a foundational level.

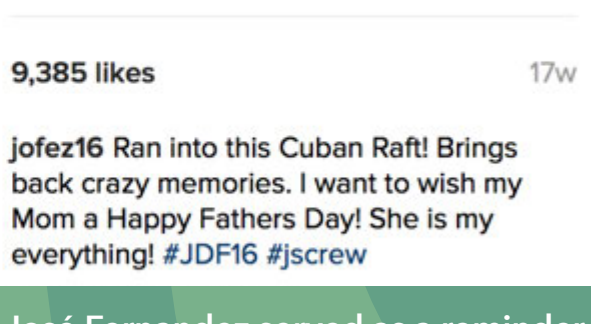
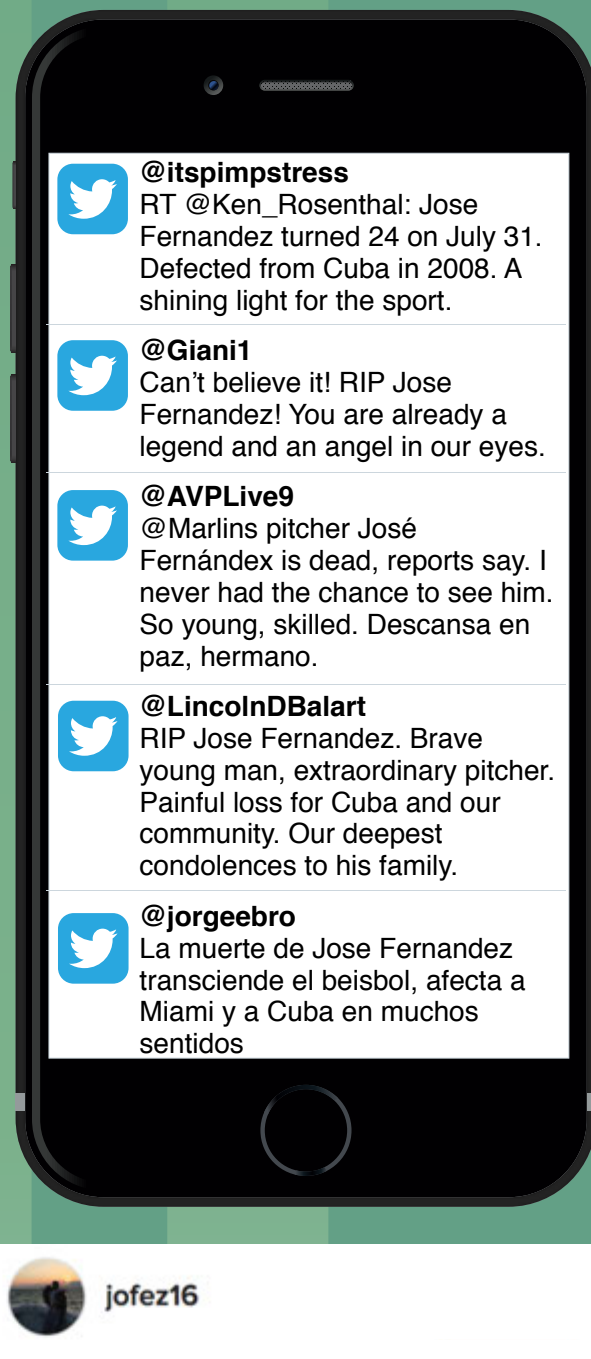
WHAT'S TRENDING

## LOCAL SPOTLIGHT: HOMETOWN HEROES

### RIP JOSÉ FERNANDEZ

The Twittersphere was laden with emotional posts as Hispanics reacted to the devastating news of the tragic passing of 24-year-old, Cuban-born, Miami Marlins pitcher, José Fernandez. Not only was he known for being a down-to-earth, jovial, well-liked player, many Hispanics, especially those of Cuban descent, also identified with Fernandez's immigrant story (known for his numerous attempts to defect from Cuba). He represented their struggle, their fight and, ultimately, the potential achievement of the American Dream.

Second to only soccer, baseball is a hugely popular sport among Hispanics and many follow it closely - yet, in this case, the love of baseball came secondary to the connection between the Hispanic community and one of their own, their beloved hometown hero.



José Fernandez served as a reminder that the Hispanic immigrant story is one that still exists TODAY, and is not just a remnant of an older generation.

*"He was one of us," Raul Mas, a Cuban-American from Miami-Dade County told USA Today. "My father is 45 years older than me, so baseball is our bond. And José was all we talked about - a certain game, a certain pitch. We'd only go to games where he pitched."*

Source: [http://www.npr.org/sections/thetwo-way/2016/09/26/495459587/all-cubans-are-saddened-by-this-loss-fans-react-to-death-of-marlins-ace?utm\\_medium=RSS&utm\\_campaign=us&utm\\_medium=twitter&utm\\_source=twitterfeed](http://www.npr.org/sections/thetwo-way/2016/09/26/495459587/all-cubans-are-saddened-by-this-loss-fans-react-to-death-of-marlins-ace?utm_medium=RSS&utm_campaign=us&utm_medium=twitter&utm_source=twitterfeed)

### SO WHAT?

The wide Hispanic representation within the sport (about 30% of professional baseball players are Hispanic) makes Hispanic fans feel hyper-connected on a cultural level and, in most circumstances, brands have the opportunity to engage with Hispanics through their loyal fandom. But in events like this one, brands have the opportunity to show a genuine understanding of, and sensitivity toward, the broken hearts of the Hispanic community and can localize their strategies to show their support.

**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](mailto:info@almaad.com)