

# A SNAPSHOT OF HISPANIC SOCIAL CONVERSATIONS...

WHAT'S TRENDING

## POINTS OF PASIÓN

### BOXING TAKES CENTER RING

While the appeal of boxing has steadily waned during the past 20 years – coinciding roughly with the decline of Mike Tyson and the heavyweight division, along with the rise of mixed martial arts – the support of the Hispanic community has not wavered.

Though Hispanics are also becoming increasingly interested in mixed martial arts, as evidenced by their excitement over the much anticipated Ronda Rousey vs Amanda Nunes fight in late December 2016, which notably did not even include a Hispanic fighter, social media was also laden with posts about the death of former middleweight Colombian boxing champ, Rodrigo “Rocky” Valdes.

In the Hispanic world, boxing ranks among the three most popular sports, depending on the origin country and region. For many, the appeal comes from the vast Hispanic representation within the sport, while for others, it's symbolic of the success that can be attained with just two fists. Big boxing matches also bring entire families together – uncles, aunts, cousins, everyone gathers for their sort of “Super Bowl.”

*“I wouldn't say Hispanics are the last loyal fan base in boxing, but it is the most loyal fan base, because these people have never defected to other sports. Hispanic fans form the very hard core of the boxing business.”*

- Bob Arum  
long time boxing promoter

### SO WHAT?

Zeroing in on Hispanic passion points, brands have the opportunity to authentically connect with this audience over shared interests. Understanding that Hispanic boxers are often symbolic of more than just the sport itself, partnership opportunities are a plenty!

Sources: <https://dsmsports.net/category/general-sports-business/>  
<http://www.latimes.com/sports/boxing/la-sp-ufc-207-live-updates-rouseys-return-action-htmlstory.html>

WHAT'S TRENDING

## THE MAINSTREAMING OF HISPANICITY

### DESPACITO TAKES OFF

Just days after premiering his highly anticipated collaboration with Daddy Yankee on January 13, Luis Fonsi's upbeat track “Despacito” was already breaking records. On Vevo, it was the Spanish language video with the most views in 24 hours (it collected 5.4 million hits) and it skyrocketed to No. 1 on several of the Latin charts, including Hot Latin Songs. The social media frenzy that ensued was no exception.

The video was filmed in Puerto Rico and aims to celebrate the Latin culture; characterized by movement, dancing and rhythm, the positivity embedded in the music seems especially appropriate and necessary given the current climate in the U.S... and people took notice. This is just another in the string of examples proving the impact of Latin culture on the mainstream.



*“For us Latinos, this urban feel in the rhythm is what we breathe in and out; it's a synonym of party. Latinos are known for being happy people and now, more than ever, I think we need happy music. That's why I went this route.”*

- Luis Fonsi

### SO WHAT?

As evidenced through music, language lines are blurring as more and more artists gain cross-over appeal. Considering the sensitive and often uncertain times we are living in, music represents a platform for positivity and unity – one that brands can capitalize on to connect with their diverse audiences.

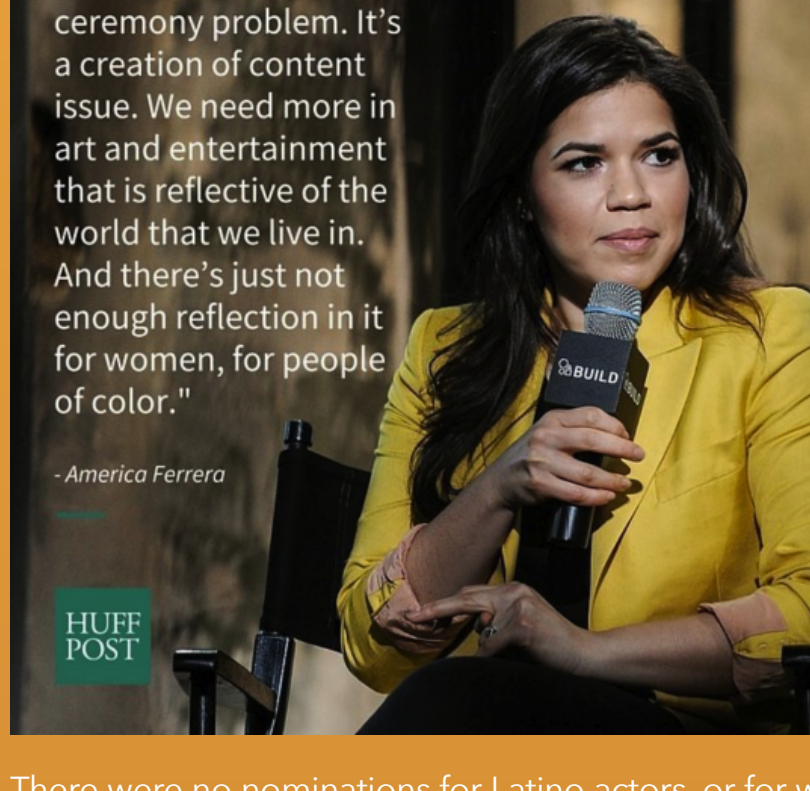
Sources: <http://www.billboard.com/articles/columns/latin/7661716/luis-fonsi-despacito-daddy-yankee-interview>  
<http://www.billboard.com/articles/columns/latin/7720915/luis-fonsi-despacito-hot-100-song-interview>

WHAT'S TRENDING

## THE FIGHT FOR INCLUSIVITY

### #OSCARSSOWHITE = AN ONGOING BATTLE

After last year's #OscarsSoWhite, a grass-roots campaign about the lack of diversity in awards ceremonies, led to rule changes in academy membership, this year's ceremony included the most diverse nominee list in history. And while much credit was given to the academy, the multicultural American populous is craving even more representation, as Hollywood falls short of full inclusiveness.



*“It's not an award ceremony problem. It's a creation of content issue. We need more in art and entertainment that is reflective of the world that we live in. And there's just not enough reflection in it for women, for people of color.”*

- America Ferrera

HUFF POST

Sources: <http://www.fox.com/oscars/oscars-so-white/>  
<http://www.fox.com/oscars/oscars-so-white/>

There were no nominations for Latino actors, or for women directors, for instance. Hispanics, like other minority groups, seek out stories that they can relate to and see themselves reflected in. If Hollywood tells authentic stories that put Hispanics and other minority groups at the center, they are sure to appeal across audience segments, as evidenced by the box office success of films like Hidden Figures and Moana.

*“One year does not make up for over 80 years of underrepresentation of all genders, sexual orientations, races, abilities and First Nation status, #OscarsSoWhite is about the inclusion of ALL marginalized communities, both in front of and behind the camera, throughout the entertainment industry.”*

- April Reign  
Activist and #OscarsSoWhite creator

### SO WHAT?

The entertainment industry, with its expansive reach, has the unique opportunity to practice and portray true multiculturalism – just as brands do with their advertising. Brands stand to learn a lot from these social rally cries and would be wise to incorporate the ideas behind the commentary into their communication strategies.

Sources: <http://www.latimes.com/entertainment/la-et-oscars-nominations-2017-live-oscarsoswhite-s-april-reign-films-are-1485270061-htmlstory.html>  
<https://www.usatoday.com/story/life/movies/2017/01/24/oscars-diversity-more-than-black-or-white-latino-asians-excluded/96951730/>

WHAT'S TRENDING

## PAN-HISPANIC UNITY

### MOBILIZATION IN THE TRUMP ERA

As U.S. policies continue to evolve in the Trump era, many Hispanics remain uncomfortably uncertain. But it is out of this uncertainty, that the visibility and voice of Latino leaders has also emerged. Aiming to increase recognition of gaps in social, economic and political equity, and forge policies to address them, Latino leaders are becoming more involved.

Latino leaders advocate for unity among Hispanics, regardless of country of origin, as well as with other minorities. The hope is to build influential coalitions with African Americans, Asian Americans and American Indians to harness still greater numbers and wield more influence – often starting at the community level.



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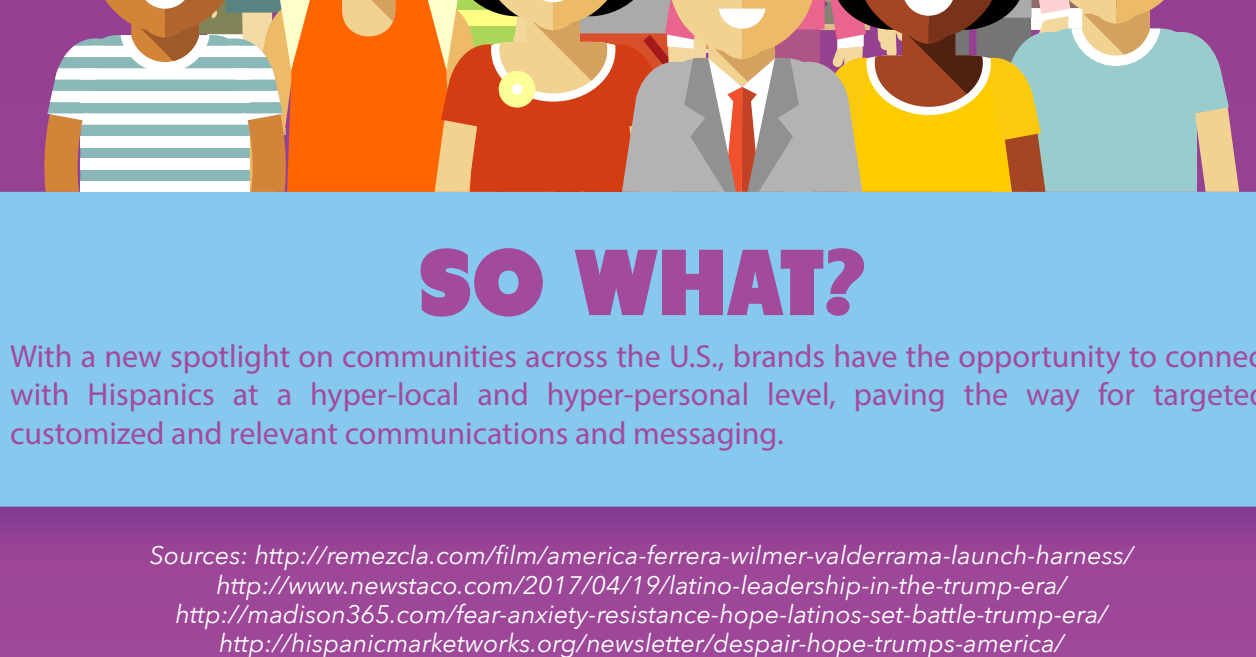
Hispanics are known for being community-oriented. Not only are they taught the value of sharing and helping others from the time they are young, but being that they are Latinos living in the U.S. at the start of the Trump presidency, the sense of community has become even more important – as evidenced by the outpour on social media, encouraging each other to be informed and involved in community-level action.

Latino artists are also becoming empowered to create change, starting local and then scaling where possible. For example, America Ferrera, Honduran-American actress, has generated considerable buzz and praise for her new docu-series “Harness.” “Harness” was co-founded by Ferrera, her husband Ryan Piers Williams, and Wilmer Valderrama to inspire communities to action and empower change. According to Ferrera, it was about convening people with frontline activists to hear authentic stories about what is happening in their communities and bringing those stories to light.



**“ ¡MAÑANA! Salgamos a apoyar a la comunidad inmigrante indocumentada que declarará públicamente su estatus por lo que compromete de continuar la lucha por lograr el respeto de sus derechos humanos, algunos de los cuales AÚN no están escritos.”**

**f Roxana Bendeزú**



### SO WHAT?

With a new spotlight on communities across the U.S., brands have the opportunity to connect with Hispanics at a hyper-local and hyper-personal level, paving the way for targeted, customized and relevant communications and messaging.

Sources: <http://remezcla.com/film/america-ferrera-wilmer-valderrama-launch-harness/>  
<http://www.newstaco.com/2017/04/19/latino-leadership-in-the-trump-era/>  
<http://madison365.com/fear-anxiety-resistance-hope-latino-set-battle-trump-era/>  
<http://hispanicmarketworks.org/newsletter/despair-hope-trumps-america/>

**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)