

## A SNAPSHOT OF HISPANIC SOCIAL CONVERSATIONS...

WHAT'S TRENDING

## PAN-HISPANIC UNITY

## THE ORGULLO IN #IMMIGRANT HERITAGE MONTH



The Hispanic social media sentiment of Q2 2017 can be summarized in just one word: PRIDE. These few months witnessed the celebration of important tentpole events like Pride and Immigrant Heritage Month, and Hispanics took the opportunity to express themselves. We know that in Latin culture, the notion of "success" is often seen as a generational aspiration, and this was evidenced by the sense of gratitude they expressed toward their predecessors. Posts were laden with emotion, as Hispanics used examples from their personal lives to connect with one another and rally around the diversity that defines the U.S., and that "makes America great."



#Pride2017

#ImmigrantHeritageMonth

#Istandwithimmigrants

#iamanimmigrant

## SO WHAT?

Tentpole events provide a rich opportunity for brands to connect with Hispanics in in-culture moments. Understanding the topics that matter most to this historically-passionate audience will be key for brands looking to connect on an emotional, and maybe even a vulnerable, level.

WHAT'S TRENDING

## PAVING THE WAY

## THE LATINA WONDER WOMAN

Entrepreneurship has always been common among Hispanics living in the U.S. According to the U.S. Hispanic Chamber of Commerce, Hispanic entrepreneurs are creating businesses at a rate 15 times faster than the national average. And according to the 2016 State of Women-Owned Businesses Report, for every 10 women-owned businesses launched since 2007, eight were started by women of color. The report also found that in the past nine years, there's been a 137% increase in Latina-owned businesses, a larger rise than among any other demographic group in the U.S.

Hispanic women are activating on social, using their voices to build each other up and help each other grow even more. This is evident in their efforts to spread the word about several associations and conferences that exist to provide support to women and Latina-owned businesses.



## SO WHAT?

Hispanic women are becoming more educated, tech savvy and connected, allowing them to challenge traditional Hispanic gender norms and the dynamics of households. Brands that acknowledge these demographic shifts and offer support to this up and coming segment, will surely receive their support in return ... and they will all thrive!

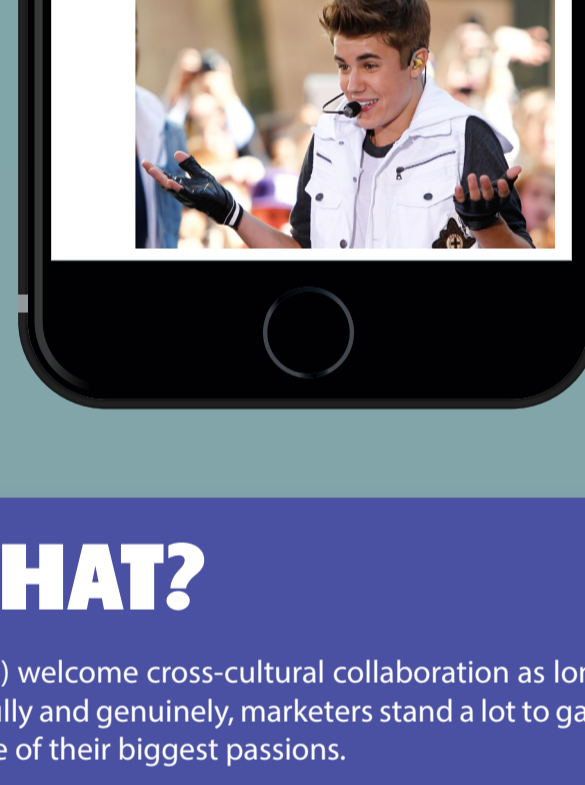
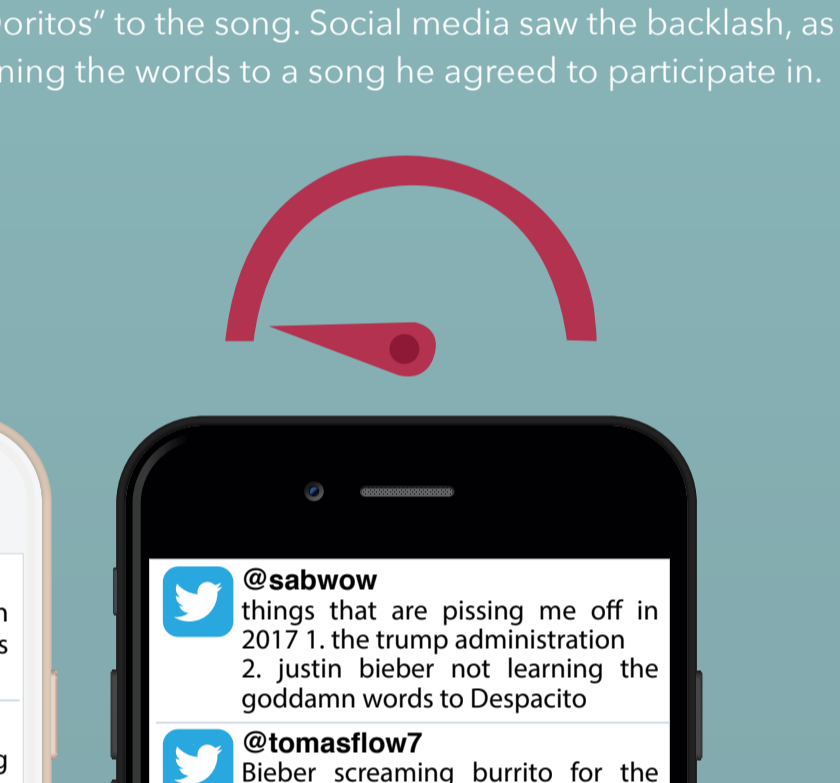
WHAT'S TRENDING

## THE MAINSTREAMING OF HISPANICITY

## DESPACITO SLOWS DOWN

Headlines like "Despacito Is The First Spanish-Language Song To Be No. 1 In The U.S. Since The Macarena" and "Luis Fonsi & Daddy Yankee's 'Despacito' Dominates Hot 100 for Fifth Week" are not only proof that reggaeton is one of the most characteristic sounds of Latin music today, but that it's also making longer strides than any other Latin genre in the mainstream. As we saw in the Q1 2017 report, the original song was a hit among the Hispanic audience, but it broadened in world-wide appeal when Justin Bieber joined with a remix, singing in Spanish.

Although the masses loved and continue to love the song, many Hispanics felt a lack of authenticity from Justin Bieber after he confessed to not knowing the full Spanish lyrics, and instead added words like "burrito" and "Doritos" to the song. Social media saw the backlash, as Hispanics condemned Bieber for not learning the words to a song he agreed to participate in.



## SO WHAT?

The point is, Hispanics (especially bicultural ones) welcome cross-cultural collaboration as long as it's done in an authentic way. If done thoughtfully and genuinely, marketers stand a lot to gain by connecting with Hispanics through music, one of their biggest passions.

WHAT'S TRENDING

## THE MAINSTREAMING OF HISPANICITY

## KO-CHE-LA

This year, Coachella represented La Raza like never before. Along with the debut of the Sonora stage, Coachella's 2017 lineup included the most Latin music bands in the festival's 18-year history. This seems well overdue, as the Times article points out, "The actual city of Coachella is more than 96% Latino or Hispanic." The Latino talent in Coachella 2017 included East LA's cumbia band, Thee Common; LA's own Chicano Batman; Argentine, Tall Juan; Colombian rock group, Diamante Electrico; Mexico City's punk band, Los Blenders; Providence, RI's, bilingual punk, Downtown Boys; Venezuelan-American singer-songwriter, Devendra Banhart; and the Spanish band, Hinds, among others.



"We haven't felt represented since Caifanes would put one or two [Latin] bands but never like this year. It's too much of a coincidence that there's now a tent for garage, punk and Latino music—it could be a sign of solidarity like, 'We got you guys.'"

— Marissa Marrufo, Mexican-American from L.A.

## SO WHAT?

The Hispanic footprint is more present than ever as their influence continues to extend across industries. The entertainment industry is leading the way in showcasing the talent and creativity of the Hispanic community, spreading a deeper message of tolerance and inclusivity in the process. Brands should work to reinforce these efforts as a way to generate good will and trust among their Hispanic and minority audiences.

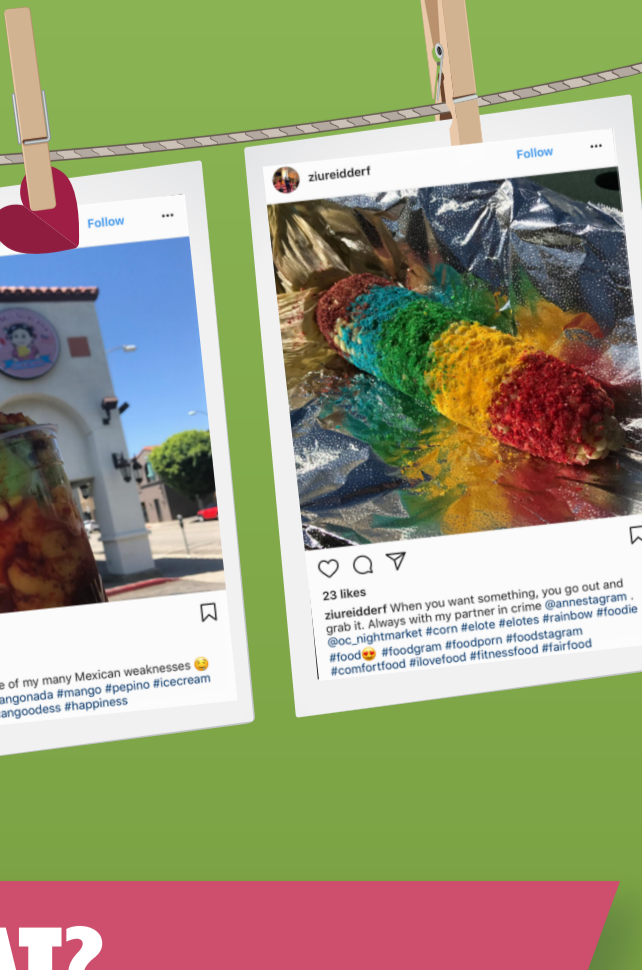
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## POINTS OF PASIÓN

## MEXICAN STREET SNACKS TAKE OVER THE GRAM

In Mexico, street snacks are available at every corner. Simple, yet flavorful inventions keep street carts and the *viejitos* who push them in business. This has been the case for decades, both in Mexico and in border towns, sometimes expanding to bigger cities like Dallas and LA. But today, these snacks are seeing a boom as they keep up with the photo-worthy frenzy of the times.

A quick look at Instagram proves that these popular snacks are not only transcending the taste buds of people of Hispanic heritage and expanding to those of Hispanics from other countries, as well as those of foodies in general, but they're also reaping their appearance to become socially shareable and Insta-worthy!



## SO WHAT?

Food is one of those cultural elements that binds Hispanic people together, and millennials are known as the most food-focused and photo-obsessed generation there is. Hispanic millennials in particular, are increasingly finding ways to infuse their culture into their lives here in the U.S., and part of that quest entails finding the most delicious and Instagrammable foods out there. Brands would be wise to leverage the strong Hispanic millennial influence to reach their general market (foodie) counterparts.

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 getting to 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)