

novelas with my grandma and just saw the commercial for this hashtag. I'm forever proud of my Mexican culture and the family that made me @Mr rock fl Orgulloso de ser parte de la fuerza que mueve a este país. #SeHablaUSA

#SeHablaUSA I'm watching

@1doli5

@MarcialPMfa1027 @despiertamerica orgulloso de mi español porque le pone al mundo, ritmo, sabor, calidez, hospitalidad, pasión. 🦂 👞

Serving as a rally cry, U.S. Hispanics were called upon to participate by sharing all the reasons they're proud of their language and culture, using the hashtag #SeHablaUSA to gain momentum - just one look at Twitter and it's clear that momentum it gained!

#SeHablaUSA

"FOR GENERATIONS, LATINOS HAVE EMBODIED THE VALUES THAT MAKE THIS NATION SO UNIQUE AND SPECIAL - THEY DREAM AMERICAN DREAMS AND VALUE AMERICAN VALUES. SE HABLA USA WILL BE KEY IN PROMOTING THE IMMENSE CONTRIBUTIONS HISPANICS HAVE MADE TO AMERICAN CULTURE, BUSINESS AND BEYOND THAT HAVE LONG BEEN OVERLOOKED AND WILL SEEK TO POSITIVELY INFLUENCE THE NARRATIVE THAT EXISTS AROUND HISPANIC **CULTURE IN AMERICA."**

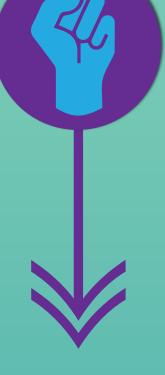
> -JESSICA RODRIGUEZ, PRESIDENT AND COO OF UCI NETWOKRS.

SO WHAT?

It's not the first example we've seen of U.S. Hispanics rallying together around their shared experiences as U.S. residents and citizens. In today's political and social climate, there are more and more national and grassroots efforts that aim to empower this segment of the population, bringing them together as a united force. Brands can use these opportunities to show their support for their Hispanic consumers in real time, proving that the issues they face are important enough to stay current.

Source: https://corporate.univisioncom/corporate/press/2018/02/26/univision-launches-groundbreaking-campaign-se-habla-usa-celebrate-latino-culture-espanol-america/

LOCAL SPOTLIGHT: GOING NATIONAL **#NEVER AGAIN &**

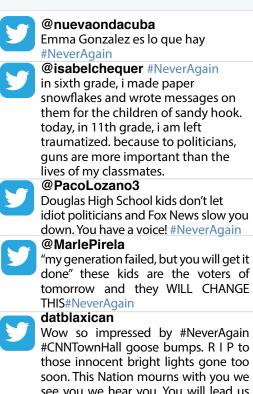


WHAT'S TRENDING

#MARCHFOROURLIVES

prefer gun control over gun owners' rights by a margin of 62%-36%. A further breakdown reveals that 82% of foreign-born Hispanics important than protecting gun ownership rights, compared to 59% of Hispanics born in the U.S. who say the same.





THIS#NeverAgain Wow so impressed by #NeverAgain #CNNTownHall goose bumps. R I P to those innocent bright lights gone too soon. This Nation mourns with you we see you we hear you. You will lead us and shine the light #Nomore #NeverAgain. Don't let nobody tell you any different you are OUR FUTURE. #NeverAgain

SO WHAT?

Traditional U.S. Hispanic views on gun control seem to be becoming a prevalent opinion among many in the U.S. Brands can learn a lot from understanding the Hispanic mindset on important issues, and even use it to gauge the pulse and direction of shifting norms among the broader population.

Source: https://www.seattletimes.com/seattle-news/seattle-march-for-our-lives-against-gun-violence-today/ http://people.com/chica/latino-celebrities-react-to-parkland-florida-school-shooting/ http://www.pewhispanic.org/2014/10/16/chapter-2-latinos-views-on-selected-2014-ballot-measure-issues/

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#REPRESENTATIONMATTERS Wins at the Oscars

THE FIGHT FOR INCLUSIVITY



"WITH COCO, WE TRIED TO TAKE A STEP FORWARD TOWARD A WORLD WHERE ALL CHILDREN CAN GROW UP SEEING CHARACTERS IN MOVIES THAT LOOK AND TALK AND LIVE LIKE THEY DO. MARGINALIZED PEOPLE DESERVE TO FEEL LIKE THEY BELONG. **REPRESENTATION MATTERS.**"

Although there were no Latinx nominees this year, there were wins for Mexican director Guillermo del Toro's Shape of Water, a large presence by Latinx actors like Rita Moreno, Gina Rodriguez, Eiza González, and Salma Hayek (among others), and a surprise Foreign Language Film winner. The ceremony felt like a true celebration of everything Latino, and represented the hope for a more diverse future in the entertainment industry.



SO WHAT?

This year's awards ceremony saw a large shift from last year's #OscarsSoWhite social criticism. It was a big moment for both the film industry and for Latinx people who saw their culture not only being portrayed authentically, but being awarded and recognized in the U.S. The fight for inclusivity continues, and brands can join in by ensuring they are inclusive and representative of their diverse audiences.

Source: http://www.justjared.com/photo-gallery/4044480/coco-remember-me-oscars-2018-sperformance-03/

THE MAINSTREAMING OF HISPANICITY

MÚSICA LATINA TAKES THE STAGE

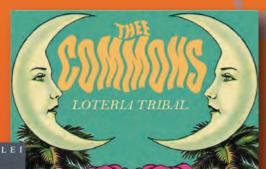
WHAT'S



music-packed weekends included a diverse range of sounds and cultures. Cardi B lead the pack of performers, along with Princess Nokia, Delirians.

Joining the crowd, SXSW in Austin and Lollapalooza in Chicago have also growing lineups. At SXSW, 200 of the 2,000 artists could Cuban-American singer-songwriter Camila Estéreo.

Beyond their increased participation and presence, it's also worth noting that these Latin acts are not singing exclusively in Spanish. While some do sing in their native tongue, others proudly belt the notes of their culture in English, and some even in Spanglish.



SO WHAT?

Every year, the boundaries of Latino representation seem to be stretching a little wider. The inclusion of more Latino artists at these large-scale events not only reflects evolving tastes and perceptions about Latino music and performers but also the impact that Latinos are having on mainstream culture. Brands can leverage Latino artists, especially the up and coming ones, to connect with and influence Hispanic and increasingly non-Hispanic consumers alike. In addition, it is imperative that brands understand that culture and relevance triumph over language, expanding their opportunities to connect over culture with different Hispanic subsegments whose language preferences span all across the language spectrum but feel ever-connected to their Latino heritage.

Source: https://news.bandsintown.com/view-article/2017/05/10/review-father-john-misty-twin-peaks-crush-coachella-weekend-two http://remezcla.com/music/coachella-2018-lineup/

MUTUAL INFLUENCE

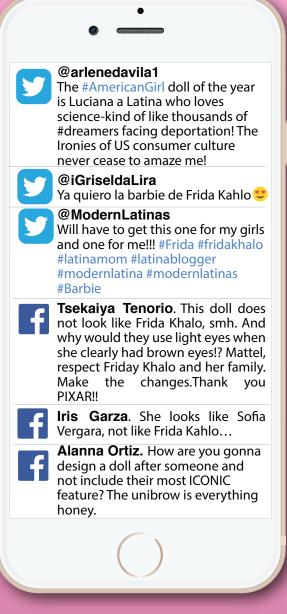
AMERICAN DOLLS GET A LATINA MAKEOVER



could they turn her into a Barbie?..

person to walk on Mars. Luciana is the first American Girl character created to encourage an interest in





"DIVERSITY IS SOMETHING WE REALLY NEED IN THE SCIENCES, AND WE'VE REALLY NOT DONE A GOOD JOB AT. LETTING GIRLS OF COLOR AROUND THE WORLD KNOW THEY CAN BE ASTRONAUTS OR ACHIEVE OTHER GREAT THINGS IF THEY TRY, THAT WAS IMPORTANT TO ALL OF US. WE'RE PLEASED THAT AMERICAN GIRL DECIDED TO MAKE HER OF LATINA DESCENT. MY BIGGEST FEAR IS THAT YOUNG GIRLS OF COLOR WILL THINK, 'PEOPLE WHO LOOK LIKE ME DON'T DO THAT.' THERE ARE ROLE MODELS OUT THERE, LIKE (VETERAN ASTRONAUT AND FIRST HISPANIC DIRECTOR OF JOHNSON SPACE **CENTER) ELLEN OCHOA AND THE FIRST AFRICAN-AMERICAN WOMAN TO TRAVEL IN** SPACE, MAE JEMISON."

-ELLEN STOFAN, FORMER NASA CHIEF SCIENTIST.



Though both Mattel and American Girl were well-intentioned in their efforts to promote diversity and inclusion with the launch their new dolls, they weren't received the same way. This highlights the importance of authenticity. Hispanic consumers are looking to be supported, represented and encouraged by brands, but if done in a way that feels forced or contrived, they'll see right through it — as proven by their reactions on social.

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