

WHAT'S TRENDING

THE FIGHT FOR INCLUSIVITY

#WEARETHE DREAM

Amid the recent uproar surrounding Congress' plans to end DACA, MTV and Get Schooled partnered to create the "We Are the Dream" campaign. With French Montana leading the charge, the campaign aims to reinforce undocumented young people's place in our community, and connect them with information and resources that can help them navigate their path by furthering their education.

As part of the campaign, French encouraged all Dreamers to post a selfie on either Twitter or Instagram with the hashtag #WeAreTheDream, in order to "spread awareness and stand in solidarity with the belief that everyone should be able to go to college" – an invitation that prompted enthusiastic participation from Hispanic Dreamers.

"I AM ONE OF THE TENS OF THOUSANDS OF FIRST- AND SECOND-GENERATION IMMIGRANTS THAT ARE HAVING A SIGNIFICANT POSITIVE IMPACT ON THE UNITED STATES. I AM EXCITED TO LEAD OTHERS IN THIS FIGHT, TO ENSURE DREAMERS CONNECT WITH SUPPORT THEY NEED TO GET TO COLLEGE AND MAKE THEIR AMERICAN DREAM COME TRUE."

-FRENCH MONTANA

The campaign also extended into Hollywood, where both Hispanic and non-Hispanic celebrities showed their support proudly on social media, all sporting black shirts with the message 'We Are All Dreamers.' Among them were Selena Gomez, Chef José Andrés, Lin-Manuel Miranda, Gina Rodriguez, Ellen DeGeneres, Pharrell Williams, Kevin Durant and many others!

Source: <http://people.com/chica/ellen-degeneres-supports-dreamers-tshirt/>

WHAT'S TRENDING

PAN-HISPANIC UNITY

#SEHABLAUSA CON ORGULLO

On February 22, during Premios Lo Nuestro (a Spanish-language awards show honoring the best of Latin music), Univision launched "Se Habla USA," a purpose-driven campaign that promotes the value of diversity, inclusion and the important role that Hispanic culture plays in America. The campaign focuses on empowering Latinos, encouraging them to take pride in their culture and speak Español. It also aims to highlight the tremendous positive influence that Hispanics have had, and continue to have, in the U.S.

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!

"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 NETWORKS.

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

WHAT'S TRENDING

LOCAL SPOTLIGHT: GOING NATIONAL

#NEVER AGAIN & #MARCHFOROUR LIVES

February 14, 2018, marked the day of the tragic shooting at Marjory Stoneman Douglas High School in Parkland, Florida, which left 17 people dead. As is typical with such events, it incited a heavy emotional response nationwide (both online and off) and brought gun control to the center of the political debate, in which U.S. Hispanics of all ages, generations and walks of life participated. Even Latino stars got involved in the conversation. Jennifer Lopez, Luis Fonsi and Chayanne were just a few among the many celebrities who used their enormous platforms to stand by the families and friends of the victims and advocate for gun law reform.

A survey conducted by Pew Research Center revealed that Hispanic registered voters prefer gun control over gun owners' rights by a margin of 62%-36%. A further breakdown reveals that 82% of foreign-born Hispanics think controlling gun ownership is more important than protecting gun ownership rights, compared to 59% of Hispanics born in the U.S. who say the same.

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-march-for-our-lives-against-gun-violence-today/>
<http://www.peewhispanic.org/2014/10/16/chapter-2-latinos-views-on-selected-2014-ballot-measure-issues/>

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#REPRESENTATION MATTERS Wins at the Oscars

The award for Best Animated Feature goes to... Pixar's COCO! Not only did the film win Best Animated Feature, but its' main track "Remember Me" also took home the award for Best Original Song. Hispanics were thrilled by the prestigious recognition and Twitter lit up with praise. Reacting strongly to the performance of the song, which showcased a neon purple church illuminating the stage with a dance troupe of ballet folklórico dancers and mariachis, Hispanics felt especially connected to and represented by the experience. Tweets also peaked during the heartfelt speech given by the film's director, Lee Unkrich, who concluded that, "Representation matters."

"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."

— DIRECTOR LEE UNKRICH

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.

Source: <http://www.just Jared.com/photo-gallery/4044480/coco-remember-me-oscars-2018-sperformance-03/>

WHAT'S TRENDING

THE MAINSTREAMING OF HISPANICITY

MÚSICA LATINA TAKES THE STAGE

Last year, Coachella's lineup included the most Latin bands in the festival's history... until this year. Jumping from 11 to 15 Latino acts, the two music-packed weekends included a diverse range of sounds and cultures. Cardi B lead the pack of performers, along with Princess Nokia, Miguel, and Kali Uchis. Also taking the stage was the French-Cuban duo Ibeyi, Helado Negro, Buscabulla, Cuco, Deorro, Rebolledo's Pachanga Boys, and cumbia sonidera's finest, Los Angeles Azules, as well as some of LA's up-and-coming groups like The Marías and The Delirians.

Joining the crowd, SXSW in Austin and Lollapalooza in Chicago have also growing Latino representation within their festival lineups. At SXSW, 200 of the 2,000 artists could be categorized as Latin music artists, and Lollapalooza's 2018 lineup includes artists like Cuban-American singer-songwriter Camila Cabello, fast-rising Chicano star Cuco, and "electro tropical" Colombian sensation Bomba 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.

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 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.hartbeat.com/view-article/2017/05/10/review-father-john-misty-twin-peaks-crush-coachella-weekend-two>
<http://remezcla.com/music/coachella-2018-lineup/>

WHAT'S TRENDING

MUTUAL INFLUENCE

AMERICAN DOLLS GET A LATINA MAKEOVER

Mattel's introduction of their diverse Barbie line back in early 2016, was very well-received among U.S. Hispanic consumers, who appreciated finally seeing themselves reflected in these new versions of the famous doll. This year, the company released a Frida Kahlo Barbie doll as part of its Inspiring Women line. The company released this line with the intention of giving young girls role models that will inspire their "limitless potential."

"DIVERSITY IS SOMETHING WE REALLY NEED IN THE SCIENCES, AND WE'RE 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.

Source: <https://news.hartbeat.com/view-article/2017/05/10/review-father-john-misty-twin-peaks-crush-coachella-weekend-two>
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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