

A SNAPSHOT OF HISPANIC SOCIAL CONVERSATIONS...

WHAT'S TRENDING

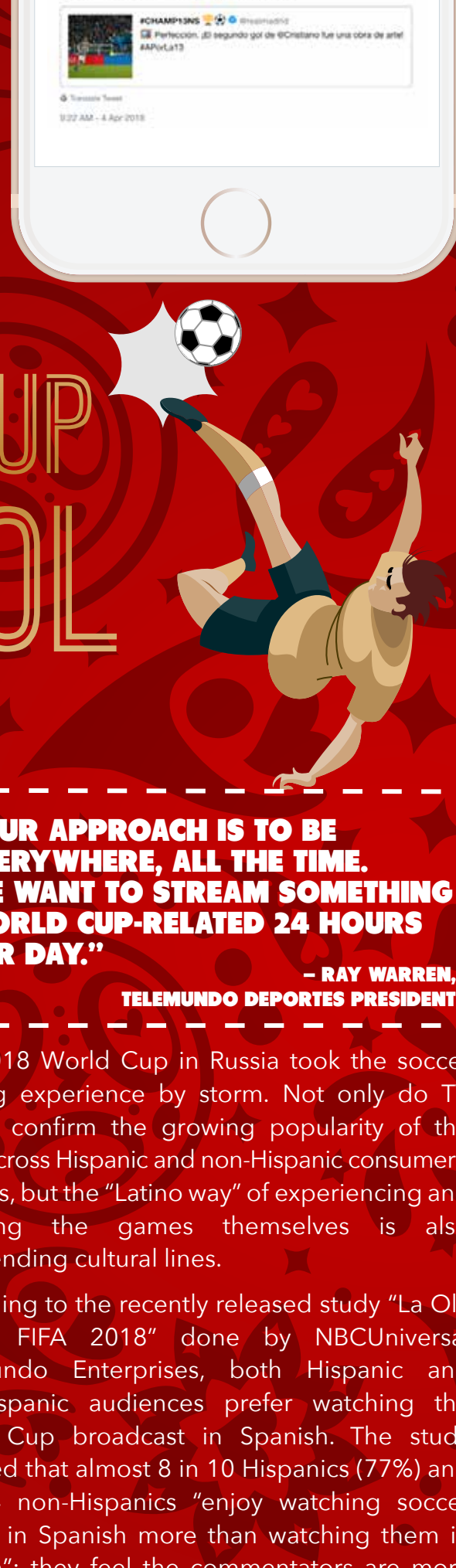
POINTS OF PASIÓN

EUROPEAN SOCCER GARNERS U.S. FANDOM

The UEFA Champions league concluded in May with some serious drama and fireworks on display. The dedication and passion of the fans were rewarded with an exciting final two games with some jaw-dropping action. Several golazos were extolled on Twitter by Hispanic fans who showed a deep appreciation for the feats themselves.

The UEFA Champions League garners a global audience of about 350 million each year and this year in the U.S., 2 million watched on Fox and 1 million watched on ESPN Deportes – the most ever in the U.S. for this tournament final. While still less than half of the UK audience, it's an indication that fútbol is growing in popularity in the States, and that the growth is not just limited to the Hispanic audience.

What's also striking about UEFA, is that people are moving from following entire teams to individual players. Despite their countries not being represented, Hispanics showed great interest in the European league and especially in the players themselves. The same is true about the World Cup, where Americans were following Latin American players despite the U.S. team not qualifying this year.



2018 WORLD CUP EN ESPAÑOL



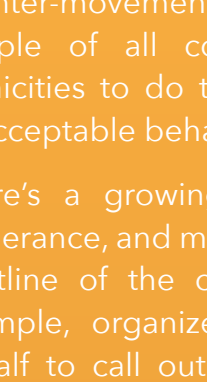
"OUR APPROACH IS TO BE EVERYWHERE, ALL THE TIME. WE WANT TO STREAM SOMETHING WORLD CUP-RELATED 24 HOURS PER DAY."

— RAY WARREN, TELEMUNDO DEPORTES PRESIDENT

The 2018 World Cup in Russia took the soccer viewing experience by storm. Not only do TV ratings confirm the growing popularity of the sport across Hispanic and non-Hispanic consumer markets, but the "Latino way" of experiencing and watching the games themselves is also transcending cultural lines.

According to the recently released study "La Ola de la FIFA 2018" done by NBCUniversal Telemundo Enterprises, both Hispanic and non-Hispanic audiences prefer watching the World Cup broadcast in Spanish. The study revealed that almost 8 in 10 Hispanics (77%) and 1 in 4 non-Hispanics "enjoy watching soccer games in Spanish more than watching them in English"; they feel the commentators are more passionate (80% of Hispanics and 45% of non-Hispanics) and that the overall experience is more authentic (76% and 31%, respectively).

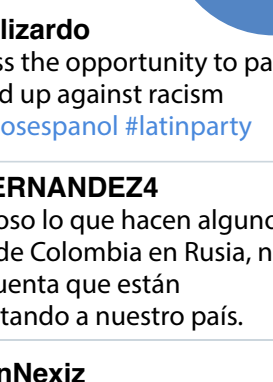
ON HISPANIC SOCCER FANS: DID YOU KNOW THAT...



3 in 4 use social media to keep up with soccer-related content, schedules and activities

28%

Message and video chat with others watching the match elsewhere



A majority agrees that "social media adds a lot to the way they live and enjoy soccer"

SO WHAT?

These signals highlight the ever-increasing passion for soccer beyond just the Hispanic audience, creating even more opportunities for brands to connect in nuanced ways. Knowing that consumers desire the ability to immerse themselves in authentic experiences, brands should seek to develop omnichannel strategies that meet consumers where they are, with the content and experiences they crave. There is rarely a passion point that cuts across language, status, country of origin and culture, and brands need to be ready to connect with consumers who are already primed to engage.

Source: <http://hispanicad.com/agency/research/world-cup-fandom-booming-en-espanol>
https://www.snrl.com/Cache/snrlpdf_18e34508-d68b-441a-a31e-c87b43d6feaf.pdf

WHAT'S TRENDING

MINORITIES IN SOLIDARITY

THE LATI-NET STRIKES BACK AGAINST DISCRIMINATION

2018 has seen the rise of the internet as a "strike-back" tool against public acts of discrimination; a sort of nation-wide counter-movement silently encouraging people of all colors, backgrounds and ethnicities to do their part in condemning unacceptable behavior.

There's a growing lack of tolerance for intolerance, and minorities seem to be at the frontline of the cause. U.S. Hispanics for example, organized online on their own behalf to call out New York lawyer Aaron Schlossberg and a Montana Border Patrol agent, both for publicly harassing people for speaking Spanish.

"THE SIMPLE TRUTH IS THAT IF RACIST BEHAVIOR IS INSULATED FROM SOCIAL SHAMING, IT WILL LIKELY CONTINUE AND MULTIPLY UNTIL IT BECOMES ACCEPTED."

— LAILA LALAMI



Showing their solidarity with other minority groups, they also used social platforms to ridicule a woman for calling the police on African Americans for having a cookout. These acts of public shaming have even extended to fellow compatriots as evidenced by their online reactions during the early stages of World Cup, where they criticized their fellow Hispanic fans bad behavior toward fans of other ethnicities.

SO WHAT?

Though not all brands have historically been given public permission to take a stance on social issues, as more discriminatory instances occur, brands are increasingly expected to be unequivocal in their solidarity with those who are the target of discrimination—especially in cases where the incidents occur in their realm, as happened with both Starbucks and Fresh Market.

Source: <https://www.thenation.com/article/the-social-shaming-of-racists-is-working/>

WHAT'S TRENDING

POINTS OF PASIÓN

THE REGGAETON DEBATE, REIGNITED

Reggaeton has long been a polarizing musical genre on social media, and Aleks Syntek recently reignited the debate after posting a video commenting about the genre's "pornographic" lyrics and calling for a ban in spaces frequented by minors. This prompted reggaeton stars such as J Balvin to reply in defense of their genre.

Often ridiculed online with memes, reggaeton has been called out for misogynistic content and scapegoated as the cause of broader social ills. It's worth remembering that while increasingly progressive, some Hispanics (typically on the older side) still tend to take traditional social stances, which can make it challenging for edgier forms of expression to gain sweeping acceptance.

Proponents of the genre often draw parallels with hip-hop, pointing out that both genres reflect their social context and face resistance from heavily racist and classist undertones—an unfortunate fact that Syntek himself laid bare when he said that such music "came from apes."

Most responses on Twitter from U.S. Hispanics boasted disapproval toward Syntek, even from those who admit they don't like reggaeton. Some invited him to create a reggaeton hit himself, while others simply did it for him, re-mixing his songs to sound like that of the genre.

Fun online debates can be a great forum for brand interactions, especially around topics like reggaeton that tend to be good-natured. However, it's important that brands keep in mind the biases and sometimes deeper undertones that may exist at the root of any debate, in order to avoid becoming embroiled in a controversy that's more emotionally charged than initially expected.

<http://remezcla.com/music/aleks-syntek-anti-reggaeton-comments/>

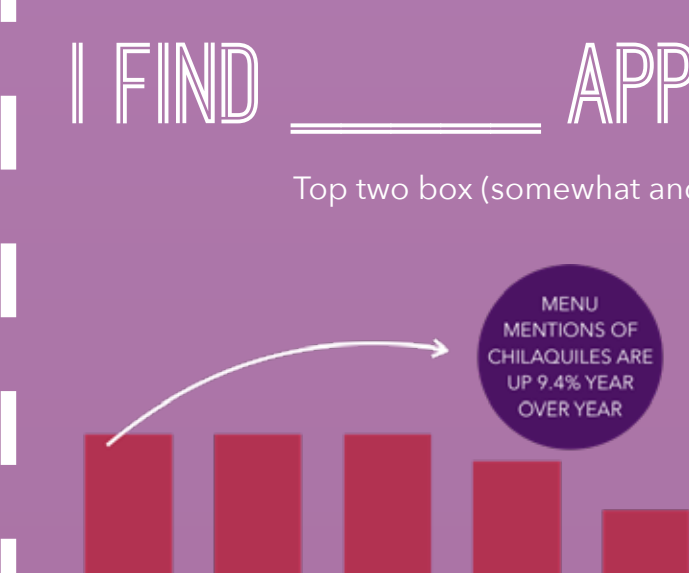
WHAT'S TRENDING

INFLUENCING THE MAINSTREAM

THE DEMOCRATIZATION OF AUTHENTIC SNACKS

For many consumers, ethnic flavors are no longer reserved for special takeout dinners or one-off occasions. As a result of the growing multicultural population in the U.S. and palates becoming more curious, authentic foreign flavors are showing up as part of consumer's daily diet. Markets and restaurants are experimenting and touting the presence of authentic and regional ingredients on their menus, recognizing the need to keep up with the escalating demand.

Latin flavors are promoting the trend. Not only are restaurants leading their Latin-inspired offerings, but both Hispanic and non-Hispanic diners are searching for authentic culinary experiences that will delight their taste buds in new ways and provide them with new cultural experiences.



I FIND _____ APPEALING AS A SNACK

Top two box (somewhat and very appealing) Top 10 shown



SO WHAT?

Last year, we saw Mexican street snacks take over the 'Gram and this trend serves as indicators of both the popularity of Latin snacks and foods across the board. These trends serve as indicators of both the increasing influence that Latin culture is having on the mainstream, as well as the increasing consumer desire to immerse themselves in new and real cross-cultural experiences. Brands that stay on top of evolving consumer preferences create more opportunities to connect by showing an understanding of what consumers are looking for — and who knows, maybe shifting tastes can inspire new ideas and innovation as well!

Source: Technomic Inc. "Smuckers Brief: Regional Hispanic Snacks" 2017

WHAT'S TRENDING

HOLDING ON TO HOME

LATAM #ELECCIONES CAUSE A STIR

Over the past couple of months, social media has been teeming with conversations about the Trump administration's family separation policies, propelling the immigration debate to the forefront once again. But a closer look at U.S. Hispanic Twitter feeds indicates that there were additional political issues top of mind, ones farther South of the border. Venezuela, Colombia and Mexico just celebrated presidential elections and it seems results were mixed. These countries have all suffered from corruption, violence and economic turmoil, and though many are skeptical of real and positive change, Latinos are staying very close to the elections and how these changes will play out longer term.

As we've seen through various examples in the past, it's clear that U.S. Hispanics still feel very close to what happens "back home," regardless of how long that has been in this country. And when looked at in the context of the current U.S. political landscape, it seems that what happens "there" and what happens "here" are more interconnected than ever before. The Trump administration's deportation, immigration and family separation policies have caused outrage across America and among Hispanics. These measures create the very real possibility of being sent back to their countries — making what's happening there more critical than ever. By keeping tabs on pivotal moments in Latin America (as well as those in the U.S.), brands can gain important clues as to the full context surrounding the current U.S. Hispanic mindset, deepening and enriching their understanding of this complex consumer segment.

<https://www.nytimes.com/2016/05/28/world/americas/venezuela-crisis-what-next.html>
https://www.washingtonpost.com/world/the-americas/dc-colombia-an-squares-off-against-former-guerrilla-as-colombians-vote/2018/06/17/ab8c213e-6d89-11e8-b4d8-eaf78d4c544c_story.html?utm_term=.68e28758cd22
https://www.washingtonpost.com/world/the-americas/lopez-obra-dor-a-leftist-wins-sweeping-mandate-in-mexican-presidential-election/2018/07/02/4c5e1de4-7be3-11e8-ace4-d21e7f165923_story.html?utm_term=.27c4d60bafde

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

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.