

A SNAPSHOT OF HISPANIC SOCIAL CONVERSATIONS...

WHAT'S TRENDING

MINORITY SOLIDARITY
--- BRAND EDITION

BRAND ACTS IN SUPPORT OF LATINX

Consumers are increasingly looking to support brands that share their beliefs and values, and US Hispanics have taken notice of those who have chosen to stand on the Latinx side.

During Hispanic Heritage Month, the NFL launched their "Feel the Orgullo" campaign, which aimed to honor Hispanics' positive impact on the game and on the country by sharing the personal stories of Hispanic players who have left a lasting legacy on the NFL.

In mid-November, Nike dropped Air Force 1 "Dominican Republic," debuted by Geraldo Rodríguez to celebrate diversity and inclusion. There's DR tagging on the 3M tongue and heel tab, and the phrase "De Lo Mío" is featured on the outsole to signify "close friend."

While these acts generated tons of positive buzz on social media and left US Hispanics feeling recognized and proud, not all brands get it right. Christian Dior's 2019 brand campaign aimed to pay homage to *escaramuzas*, the all-female Mexican sport (rodeo), and although they recognized the sport was a big source of pride for Mexicans, they failed to showcase an authentic understanding in choosing Jennifer Lawrence as the face of the campaign. The brand saw huge backlash and criticism from Hispanics on social media as a result.



SO WHAT?

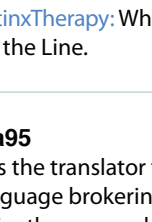
The best way to connect with Hispanic consumers is by demonstrating a genuine understanding of their culture and showing support for their community. Approaching efforts with an "all-in" mentality all the way through execution will help mitigate any risk in being perceived as inauthentic and opportunistic.

Source: WashingtonPost, Twitter

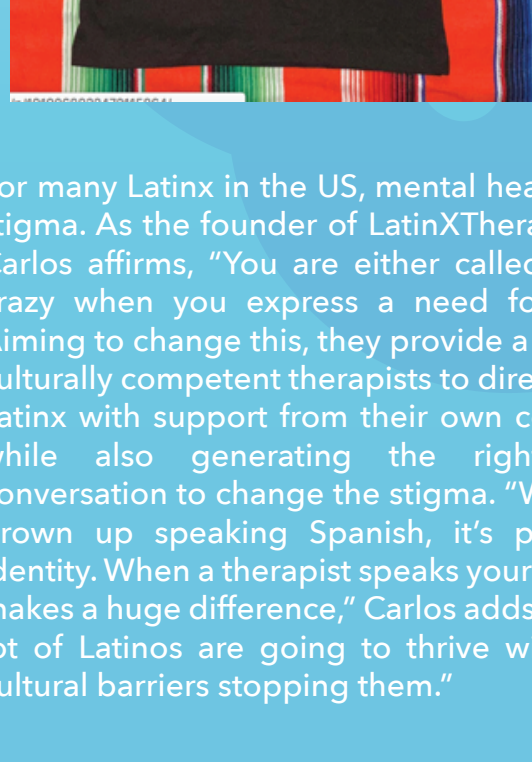
WHAT'S TRENDING

BICULTURAL ENTRENCHMENT

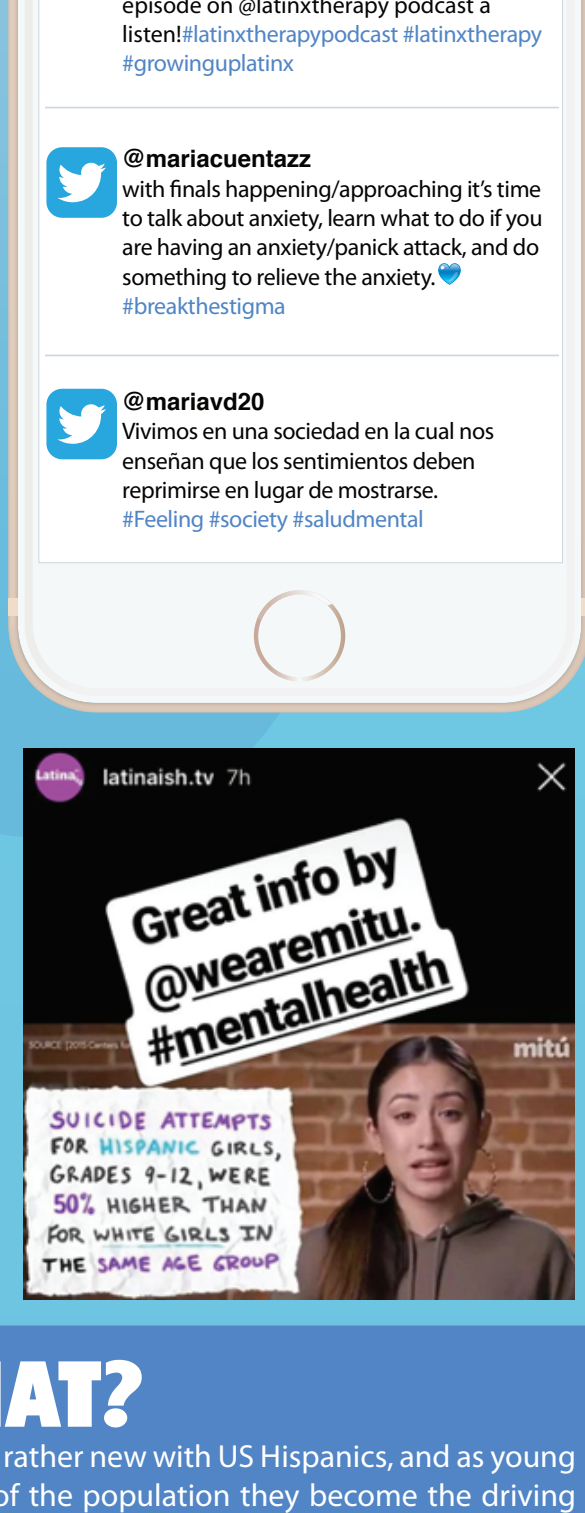
LATINX INCREASINGLY OPEN-MINDED TOWARD MENTAL HEALTH



Conversations surrounding mental health are growing on social media among the Latinx community, and this is due to both the increasingly progressive social views of US Hispanics as well as to the efforts of organizations like LatinxTherapy. LatinxTherapy.com is helping change the way Latinx traditionally look at mental health, shifting the "look the other way" mentality to a more open dialogue.



For many Latinx in the US, mental health carries a stigma. As the founder of LatinXTherapy, Brandie Carlos affirms, "You are either called a 'loca' or crazy when you express a need for self-care." Aiming to change this, they provide a database of culturally competent therapists to directly connect Latinx with support from their own communities, while also generating the right type of conversation to change the stigma. "When you've grown up speaking Spanish, it's part of your identity. When a therapist speaks your language, it makes a huge difference," Carlos adds. "It means a lot of Latinos are going to thrive without these cultural barriers stopping them."



SO WHAT?

Open and public conversations about mental health are rather new with US Hispanics, and as young Latinx become a larger and more representative part of the population they become the driving force in expanding perceptions among the broader community, challenging traditional values. An understanding of these cultural nuances will aid brands in creating strategies and messaging that resonate with the sub-cultural context that surrounds their Latinx audience.

Source: WeAreMitu, TherapyForLatinx.com, Twitter

WHAT'S TRENDING

LOCAL SPOTLIGHT

MIAMI DECLARES: OFFICIAL CROQUETA DAY

October 1 was a big day for Miamians. In honor of Sergio's Cuban restaurant, a Miami staple for 43 years, serving its 20 millionth croqueta, the city officially declared it #CroquetaDay. Croquetas, little cylindrical deep fried bites filled with ham, chicken, or fish and other ingredients, are must-haves for residents and tourists alike. Given the large Cuban population in the area and their influence on the culture of the city, these little pieces of goodness have become quite popular and ubiquitous – even deserving of their very own day!



SO WHAT?

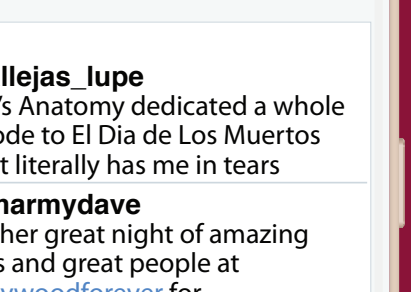
Brands can learn a lot about their Latinx consumers by immersing themselves in cities with high-density Hispanic populations. Because the makeup of each city's community is distinct in terms of countries of origin, they provide insightful pockets where marketers can parse out the nuances that exist between the cultures of different Latin American backgrounds. This can offer brands the ability to uncover specific opportunities among individual communities, which can help engage consumers in local grassroots efforts that ultimately drive saliency and connection.

Source: miami.com, remezcla.com, Twitter

WHAT'S TRENDING

MAINSTREAM IMPACT

ENTHUSIASM FOR DIA DE LOS MUERTOS



A year after Disney Pixar's animated film, *Coco*, brought Mexican folklore and tradition even further into the spotlight, enthusiasm surrounding the Day of the Dead holiday continues to soar among Hispanics and non-Hispanics alike. Search volume, a growing number of celebrations across the US and the increased scale of existing ones, as well as the inclusion of the holiday in other facets of modern culture, prove that the cross-cultural impact is here to stay. Here's more proof:

- In 1999, Hollywood Forever's inaugural Día de los Muertos event hosted 300 people, whereas now it attracts crowds in the tens of thousands and has become the largest observance in the US.
- Big celebrations are held beyond Mexico-only areas, including Fort Lauderdale's Florida Day of the Dead celebration which is considered one of the most spirited among America's top 10.
- Netflix built *ofrendas* honoring the deaths of fictional characters from popular series like Poussey from *OITNB* and Barb from *Stranger Things*.
- Grey's Anatomy dedicated an entire episode to Día de los Muertos, featuring a Mexican family teaching the doctors the true meaning of the holiday.
- Retailers such as Walmart and Party City are making the holiday more accessible to the masses.



DIA DE LOS MUERTOS SEARCH



SO WHAT?

What was once relegated to experiences in just Mexican neighborhoods catering to those wanting to connect with their ancestors, has now grown to include non-Mexican Hispanics as well as people from other cultures. And in contrast to surface-level celebrations of Cinco de Mayo (which is not Mexico's true Independence Day), Día de los Muertos is being celebrated more authentically by more people, and is bringing Hispanics' deep connection to spirituality to life. The increased adoption of the holiday provides brands the opportunity to connect with different audiences by leaning into multicultural insights.

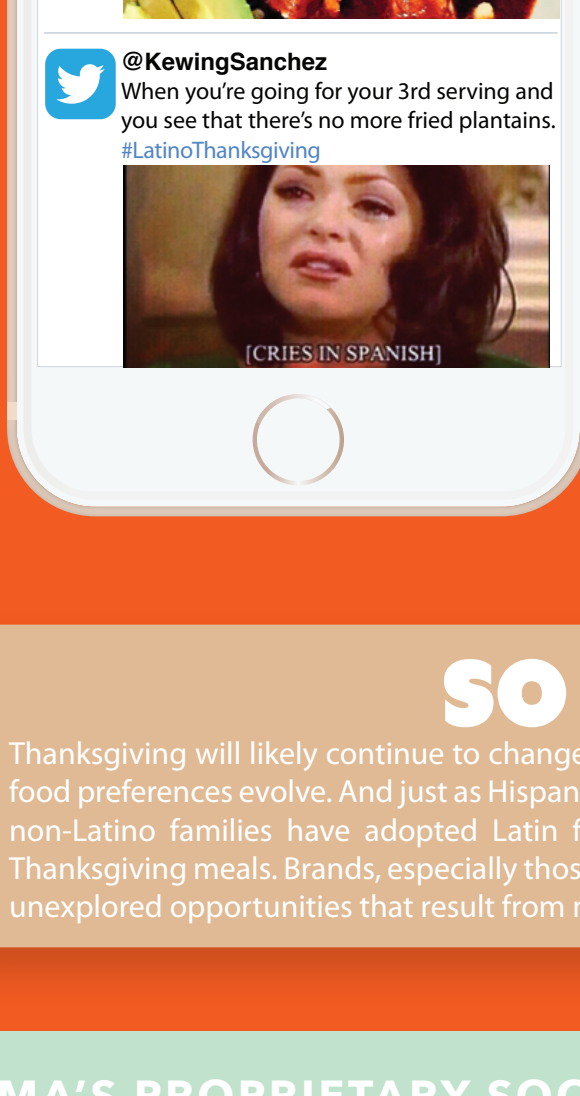
Source: WeAreMitu, Twitter

WHAT'S TRENDING

MUTUAL INFLUENCE

#LATINOTHANKSGIVING

Every year around Thanksgiving, social media is filled with excitement over the highly anticipated food to come, and as we've noticed in the past, the spread at Hispanic households looks very different to the traditional turkey and stuffing. This year, Hispanics are not only talking about the food, but also about all of those cultural paninis that make their holiday celebrations unique.



SO WHAT?

Thanksgiving will likely continue to change as the US population becomes more multicultural and food preferences evolve. And just as Hispanics have adopted the traditional American holiday, many non-Latino families have adopted Latin flavors and dishes incorporating them into their own Thanksgiving meals. Brands, especially those in the food category, can capitalize on the exciting and unexplored opportunities that result from more educated palates that crave new flavor experiences.

Source: Latina.com, Popsugar, Twitter