

The logo for ALMA culture lab is displayed within a teal speech bubble. The word "ALMA" is in a small, white, sans-serif font at the top left. Below it, the words "culture" and "lab" are stacked in a large, white, lowercase, sans-serif font. The speech bubble is set against a background of three overlapping speech bubbles in teal, orange, and dark blue.

ALMA
culture
lab

The text "QUARTERLY DIGEST VOL. 14 Q2-2019" is contained within a white speech bubble with a dark blue tail. The text is in a bold, dark blue, sans-serif font.

**QUARTERLY
DIGEST VOL. 14
Q2-2019**

QUARTERLY DIGEST

A SNAPSHOT OF HISPANIC SOCIAL CONVERSATIONS...

As the makeup of America changes to become more multicultural by the day, we at Alma have also changed. Beginning with this volume of our Quarterly Digest, we'll be reporting trends in culture beyond Hispanics. If it's happening with a segment audience, we'll be capturing it and interpreting it in the context of the segment and as a whole. It's not a shift to universal understanding, rather, it's a shift towards better understanding the specificity that drives true authenticity.

As we look to 2020, when America's under 18 population officially becomes minority-majority, it is imperative that we understand shifts in culture holistically, how the same issues take different shapes depending on the cultural values they are looked through, and what unique trends are popping up for individual segments. We hope you'll enjoy this new cultural lens and learn along with us.

WHAT'S
TRENDING

PAN-HISPANIC UNITY

HISPANIC INFLUENCERS

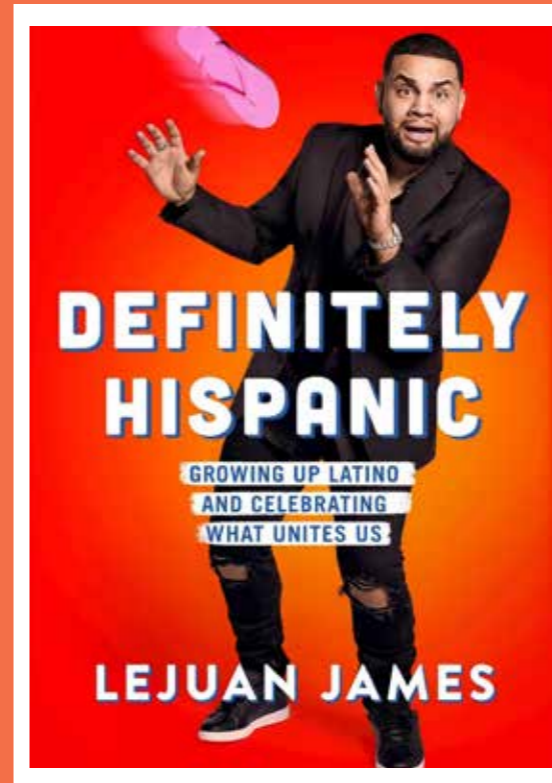


The average age of Latinos in the U.S. is just 27. Much younger than the average age of their non-Hispanic White counterparts at 42. There are a number of young Latino social media influencers who have quickly built their following by simply being their 20-something year-old selves and connecting with other young Latinos growing up in the U.S. It is their authenticity that allows them to build real camaraderie with their followers, connecting over the shared nostalgia and experiences that are so near and dear to their Hispanic hearts.

LeJuan James is a prime example. Capitalizing on his popularity for his comical portrayals of his own growing up Latino experiences on social media platforms, he recently released a book of essays on this exact topic: “Definitely Hispanic: Growing Up Latino and Celebrating What Unites Us.” LeJuan fans could not contain their excitement over this book of stories that had them saying, “*That’s how I grew up too!*”

SO WHAT?

Young, relatable Latinx influencers have been building social media presence for quite some time; however, as some of the most popular ones begin making their way onto other platforms, such as James with this book, or Lele Pons landing a deal with Jack-in-the-Box, it is a signal of society’s increasing appetite for stories with more varied perspectives. It also reaffirms Hispanic consumers’ desires to see their stories reflected with authenticity and nuance — something they’re looking for and expecting from brands as well.



GINA
@GINAMPEDRAZA

It’s so good!!! Reminds me so much of my childhood growing up. I could never sleepover a friends house especially if they have a brother (s) porque uno nunca sabe! I’m also the same way with the expiration dates too lol! Thank you for writing this book!

#definitelyHispanic <3



DANNY
@ESQUIRESFINEST

Great body of work @LeJuan_James. Touching stories of love, loss, failures & success! I started this morning and didn’t stop until the end. Lol @audible_come #DefinitelyHispanic



GOIN_BONKERZ
@GOIN_BONKERZ

Reading #DefinitelyHispanic by @LeJuan_James brought back memories of when I was younger especially the chapter where he discusses moving out of his parents house. Went through the exact same thing!



WHAT'S
TRENDING

REPRESENTATION MATTERS

ASIAN-AMERICAN REPRESENTATION PUSHING BOUNDARIES

Last year's *Crazy Rich Asians* quickly gained mainstream popularity as the highest-grossing romantic comedy in a decade. And following its success, there's been an upswing in Asian-American representation across content platforms and networks. For example...

- Marvel announced the release of *New Agents of Atlas*, a five-part comic book series with a roster of exclusively Asian and Asian-American superheroes, including their first ever Filipino superhero, Wave.
- Nickelodeon released a trailer for its reboot of *Blue's Clues* with Filipino actor Joshua Dela Cruz taking over the role of

the beloved Josh.

- Netflix's *Always Be My Maybe* has an all Asian-American lead cast that defies stereotypes by featuring modern storylines. Instead of following the cliché portrayal of being highly educated, hard working, and goal-oriented, the male lead, Marcus, is a 30-something-year-old stoner who plays in a local band.

Although there's still a long way to go, Asian-Americans are acknowledging these strides in representation, expressing their excitement on social in seeing themselves and their stories reflected in mainstream content.

SO WHAT?

As the country becomes more diverse and access to content of all types increases, people want to see their stories represented on screen — and it goes far beyond casting. Consumers are craving more authentic and nuanced portrayals that push the boundaries of how they're typically defined and seen, and brands can play a pivotal role in ensuring that their content features the true richness of their diverse audiences.



LADY MARIE
@ITSLADYMARIE



Blues clues was my 2nd ALL TIME fav show growing up (after barney lol) and to see the reboot made PROPERLY *AND* with filipino/asian representation makes this all the more sentimental for me. I'm so excited

AUSTIN KIM
@KIMSANITY47



"Always Be My Maybe" is actually such a cute movie and also we love Uncle Randall/Ali Wong /Asian representation in media! Esp. appreciated that the directors were detail-oriented in depicting the Asian American experience in many subtle but important ways!

THOMAS MISION
@SHADOW_UZUMAKI



Yo, I'm loving all these #AAPI and #Asian #superheroes all kicking Fire demon butts. @Marvel #AgentsofAtlas #NewAgents

RAMSHA
@PANTOKKI



IM LEGIT GONNA WATCH THIS. I'm so happy to see Asian/Filipino representation on a kid's show as big as Blues Clues

RACHEL
@RACHELTLE



Watching Always Be My Maybe and seeing all these asian American culture references representative of my upbringing casually dropped throughout the movie has my heart all. Representation is important!



THE FIGHT FOR INCLUSIVITY

LATAM INDIGENOUS CULTURE'S MOMENT IN THE LIMELIGHT

There's been a recent surge of interest in Latin American indigenous cultures from the mainstream, as evidenced by two emergent animated properties: Cartoon Network's Victor and Valentino, which follows two brothers in a mystical Mexican town where Mesoamerican myths come to life, and Netflix's Pachamama, which tells the story of an Incan family growing up during the Spanish conquest.

In response to the content, Hispanics expressed gratitude for the opportunity to connect with aspects of their background that aren't as commonly emphasized, and non-Hispanic cartoon enthusiasts and educators embraced the chance to learn about new mythologies with different sets of characters.

But what's most interesting about indigenous cultures entering the limelight, is the self-reflection it sparked among many Hispanics on social media, leading them to question whether culture has properly depicted and included indigenous and afro people as a part of broader "Hispanic" portrayals.

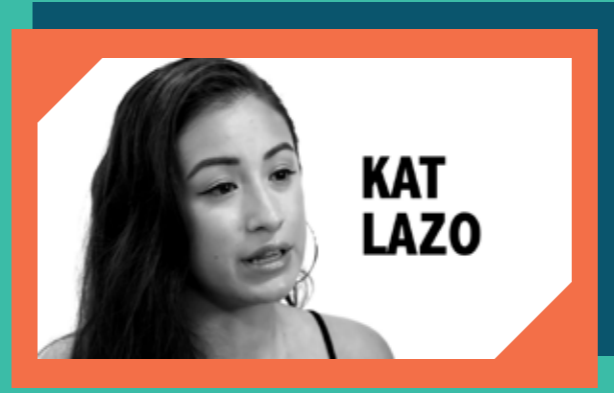
SO WHAT?

While we know Hispanics in the U.S. often rally around their shared experience, we're also seeing that the term "Hispanic" may no longer work as a catch-all for the diverse collection of Latin American cultures that want to feel included. Brands aiming to connect with Hispanic consumers will need to evolve their approach if they want to demonstrate a more sophisticated understanding of the true diversity that exists among Hispanic sub-segments.



"THE US AND LATIN AMERICAN MEDIA HAS DONE A GREAT JOB AT CONSTRUCTING AN IMAGE OF WHAT LATINX LOOK LIKE, AND THAT IMAGE IS RARELY BLACK OR FULLY INDIGENOUS."

- KAT LAZO, YOUTUBE ACTIVIST



GENTLEHOT @OHHMYGATORS



Ya'll go watch Victor and Valentino, it's about two half brothers, living with their blind grandmother Chata; for the summer. They're exploring the city and discovering old places/creatures of mesoamerican folklore ad myth.

ABBIE @ABBIE_BELEN



There's a cartoon show on Netflix called Pachamama and it's about Inca culture. I'm ready to learn more about my ancestors.

LATINA GERONTOLOGIST @LATINAGERON



White Latinxs need to understand the they do not represent the majority of Latinxs Only because you're a successful white Latinx, doesn't mean you're representing the advancement of Latinxs. You're not. Where are the indigenous & Afro Latinxs? How are we including them?

OLIVIA ABTAHI @OLIVIAABTAHI



Gentle reminder that Latino is an ethnicity and not a race. There are indigenous, black, African, asian, white & other races (+mixtures of these) that exist within the Latino ethnicity category. Being Latino does not automatically make you poc.

GEO HOLMES @GEOHOLMES



I just found out about Huehuecoyotl from an episode of the show Victor and Valentino and already love his over-the-top chaotic trickster demigod nature.

WHAT'S TRENDING

MINORITY SOLIDARITY

“LOVE IS LOVE”: A PROUD UNIFIER



Zion had his on cheering section today. Wish I was there to see you smile kid!

We support each other with Pride!



June is Pride Month, a time to celebrate the impact and influence of the LGBTQ+ community, while continuing to charge forward towards full equality. And this year's Pride was more inclusive than ever, witnessing allies from all different ethnicities rally in bright support.

- Cast members from the beloved Netflix series *One Day at a Time* rode a float at LA Pride, serving as a reminder of how they opened the door for content that tackles traditionally sensitive topics in Latin culture. Many Hispanics were touched by the cast's commitment to continue pushing LGBTQ+ stories even when off-screen.
- Dwayne Wade and Gabrielle Union supported their 11-year-old son, Zion, by attending the Miami Pride Parade. And although Wade was unable to attend due to a game, he posted a picture on Instagram of his wife and son with the caption, “We support each other with pride!”
- Eugene Lee Yang, best known as an Internet celebrity for his work with BuzzFeed, came out as a gay man in a powerful video that he wrote, directed, and choreographed, giving many in the Asian community all the feels.
- And most recently, Taylor Swift released her latest hit “You Need To Calm Down,” featuring LGBTQ+ icons like Ellen Degeneres, the Fab 5 from Netflix’s *Queer Eye* and *Orange is the New Black*’s Laverne Cox. The video drives viewers to sign Taylor’s petition for Senate support of the Equality Act.

True to the spirit of Pride Month, and in response to this string of rousing cultural moments, we’ve seen Hispanics, African-Americans and Asian-Americans take to social to voice their support and solidarity. This is especially notable considering that, historically, communities of color have been more closed to these issues.

SO WHAT?

Although Pride Month is only 4 short weeks, brands have an opportunity to connect with their diverse audiences and play an active role in the push for equality year-round. For example, shaving brand Harry's consistently incorporates the LGBTQ+ community in all of their marketing campaigns, not just during Pride, and this year they donated all profits from their Shave With Pride Kit to the Trevor Project ... and consumers praised them for it. Brands that engage in “rainbow washing” risk being seen as superficial by consumers expecting authenticity and sincerity from the brands they choose to put their dollars behind.



JOEY
@PINKREVOLUTION



I LOVE the you need to calm down music video sm.....the aesthetics, the message, & the representation wow

ERNESTO
@ECHIP13



Y'all so I was at the LA Pride and the cast of *One Day at a Time* was there. When I tell you I balled my eyes out, I seriously couldn't stop crying, I love them so much

MOSEH DUNN
@MOSEH_DUNN



I am not going to be judging anyone's child, if the child is gay and wants to go to a gay pride event I will support them, they are still my child and I will love them the same, I really have more respect for Gabrielle Union and her husband Dwayne Wade for supporting son Zion 11

EUGENE LEE YANG
@EUGENELEEYANG



Being gay and Asian is your mom seeing your coming out video and the first she she says is “you look too skinny”



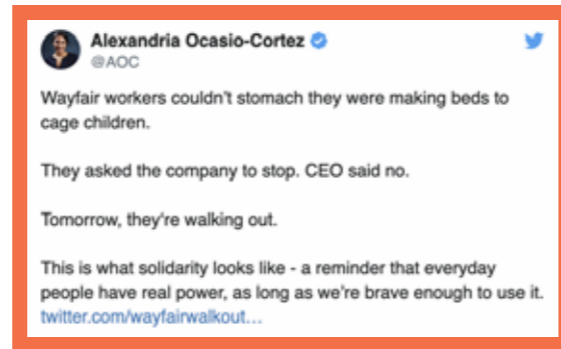


BRANDS LIVING WITH PURPOSE

THE SPRINT TO SUPPORT #WAYFAIRWALKOUT

Although there's been ongoing conversation about the treatment of migrants at the southern border, it's been at a relatively low simmer. That is, until Latina congresswoman Alexandria Ocasio-Cortez labeled detention centers used to house children as "concentration camps," sparking a wave of responses that culminated in the recent resignation of the head of U.S. Custom and Border Protection.

Just a few days after AOC's comments took over the media, a brand became embroiled in the uproar. Employees at Wayfair, upon finding out that it was selling mattresses to migrant detention centers, staged a walkout. The news immediately drew sharp rebukes from Hispanics and non-Hispanics alike, notable public figures and entertainers, advocacy organizations, and even other brands, all coming together to stand in proud solidarity with the Wayfair employees.



The popular children's magazine Highlights, for example, took a stance in condemning the separation of migrant families at the border. Aiming to live by the company's core belief — "Children are the world's most important people" — CEO Kent Johnson released a statement saying, "As a company that helps children become their best selves — curious, creative, caring and confident — we want kids to understand the importance of having moral courage. Moral courage means standing up for what we believe is right, honest and ethical — even when it is hard."



SO WHAT?

The tense socio-political climate of recent years has created an environment where even brands can take stances on political issues. Not only does this shift make it easier for consumers to support brands based on shared values, it also opens brands up to more scrutiny as consumers turn into more proactive, savvy activists who aren't afraid to put otherwise "neutral" brands on the spot. Today's consumers want to associate themselves with brands that authentically live their beliefs and values, which means it's more important than ever for brands to "walk the talk."

ROCKSTAR
@ROCKSTA57446063



Mis respetos para los senadores de la oposición del gobierno Trump que han llamado como tal a esos campos de concentración que tienen en la frontera sur de EEUU.

JOHN ANTHONY
@CHOCOBOHOMO



Hey @Wayfair — event professional here who's easily spent in the tens of thousands on decor product from you over the years, but won't be doing any more business now that you're cozying up to concentration camps for children @wayfairwalkout

BARB
@D8N_BARB



Hey @Wayfair, I won't be buying ANYTHING from your company again unless you stop selling to these detention camps. You don't have just what I need. I need ethical companies that don't support putting kids in cages. #BoycottWayfair I support @wayfairwalkout

RAICES
@RAICESTEXAS



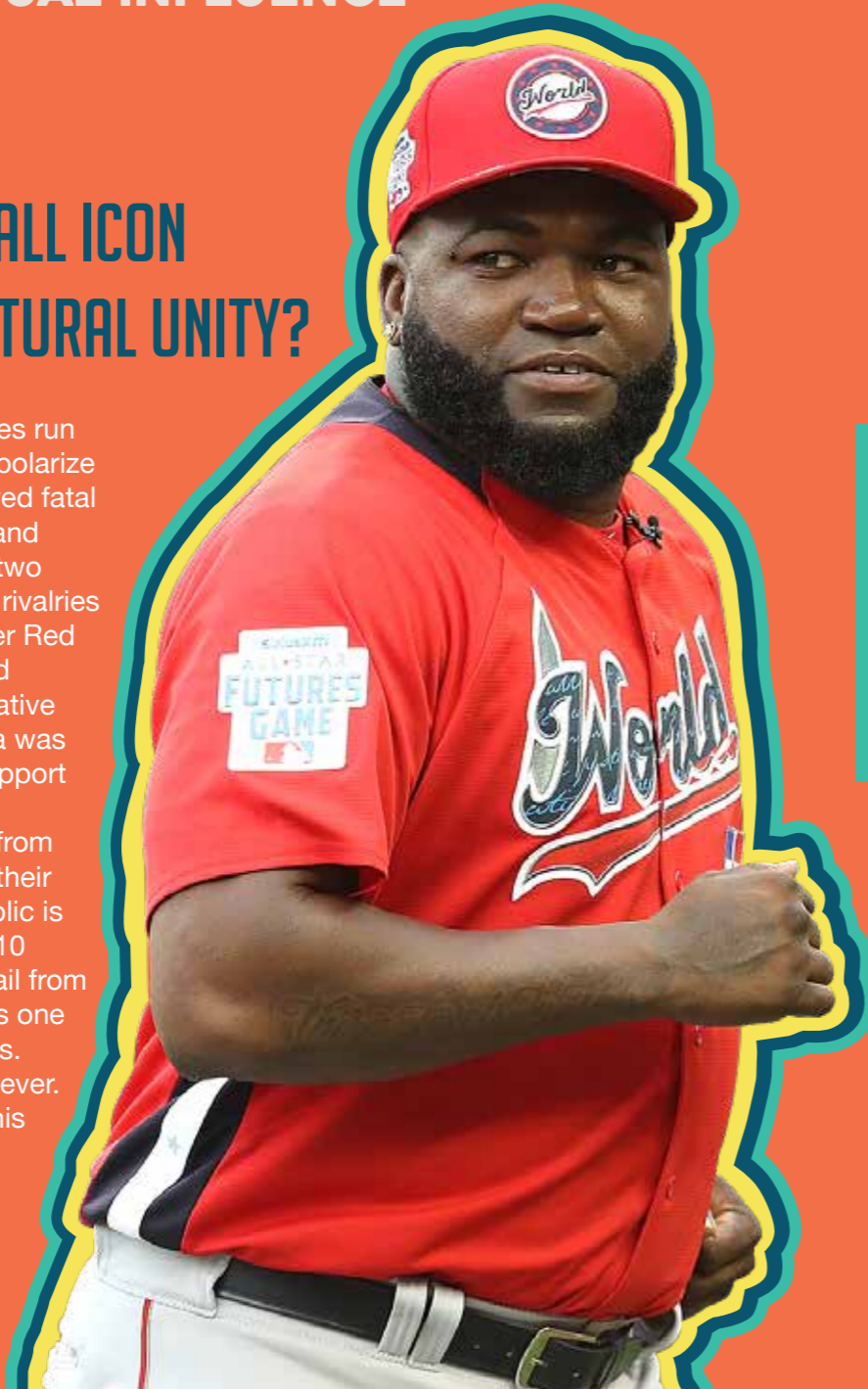
We applaud @Wayfair workers who are walking out to protest Wayfair profiting from detention centers. No one who works for a company profiting from these camps should be standing idly by as children are dying. This takes a village. #WayfairWalkout

WHAT'S
TRENDING

MUTUAL INFLUENCE

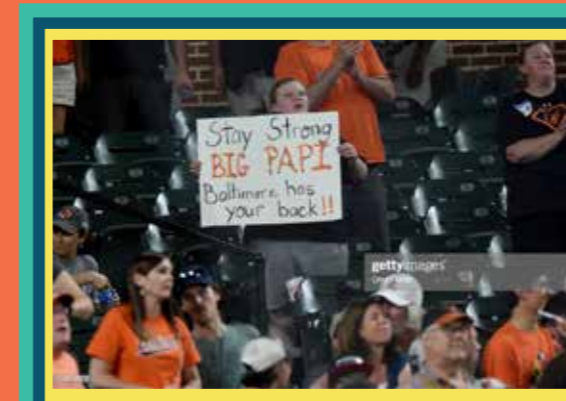
DOMINICAN BASEBALL ICON OR SYMBOL OF CULTURAL UNITY?

In a day and age where sensitivities run high and almost any subject can polarize people, an event that almost proved fatal brought together not only Latinx and non-Latinos, but also the fans of two teams with one of the most rabid rivalries in professional sports. After former Red Sox star and Boston legend David "Big Papi" Ortiz was shot in his native Dominican Republic, social media was flooded with posts of love and support from people of all races, ages, communities and sports — even from fans and players of the Yankees, their arch-rivals. The Dominican Republic is a big beisbol country (more than 10 current MLB players reportedly hail from the Caribbean nation), and Ortiz is one of its most high-profile native sons. And one of the best in baseball — ever. An American citizen since 2008, his impact has made him a legend among legends in Boston, in the broader region, within the sport and beyond.



SO WHAT?

The public reaction to what happened to "Big Papi" serves as another reminder of the influence and impact that Hispanics continue to promulgate in broader culture, and of the power it has to bring different people together. Brands should seize the opportunity to boost their relevance across target groups by embracing cross cultural influence to connect with varied groups of people.



NORA
@NORAMAYBURY



on a flight to Boston and even a few NY fans have expressed appreciation for this shirt y'all David Ortiz transcends rivalries
#DaaaJankeesLose #BigPapiStrong



ISRAEL ORTIZ 🇲🇩
@ISRAELORTIZ



Swear to God I've never missed watching a player more rest up big papi
#BigPapiStrong

JULIO
@JUJPABON429



My day was made much better upon learning that my gd friend, David "Big Papi" Ortiz has taken some steps, and conversing with family. Our world needs more people like David. #DavidOrtiz #DavidOrtizShot #BigPapiStrong #latinosports #latinomvp

CHRISC
@C_DUBS1587



this honestly brings tears of joy to my eyes. knowing David is back home where he belongs. #BigPapiStrong