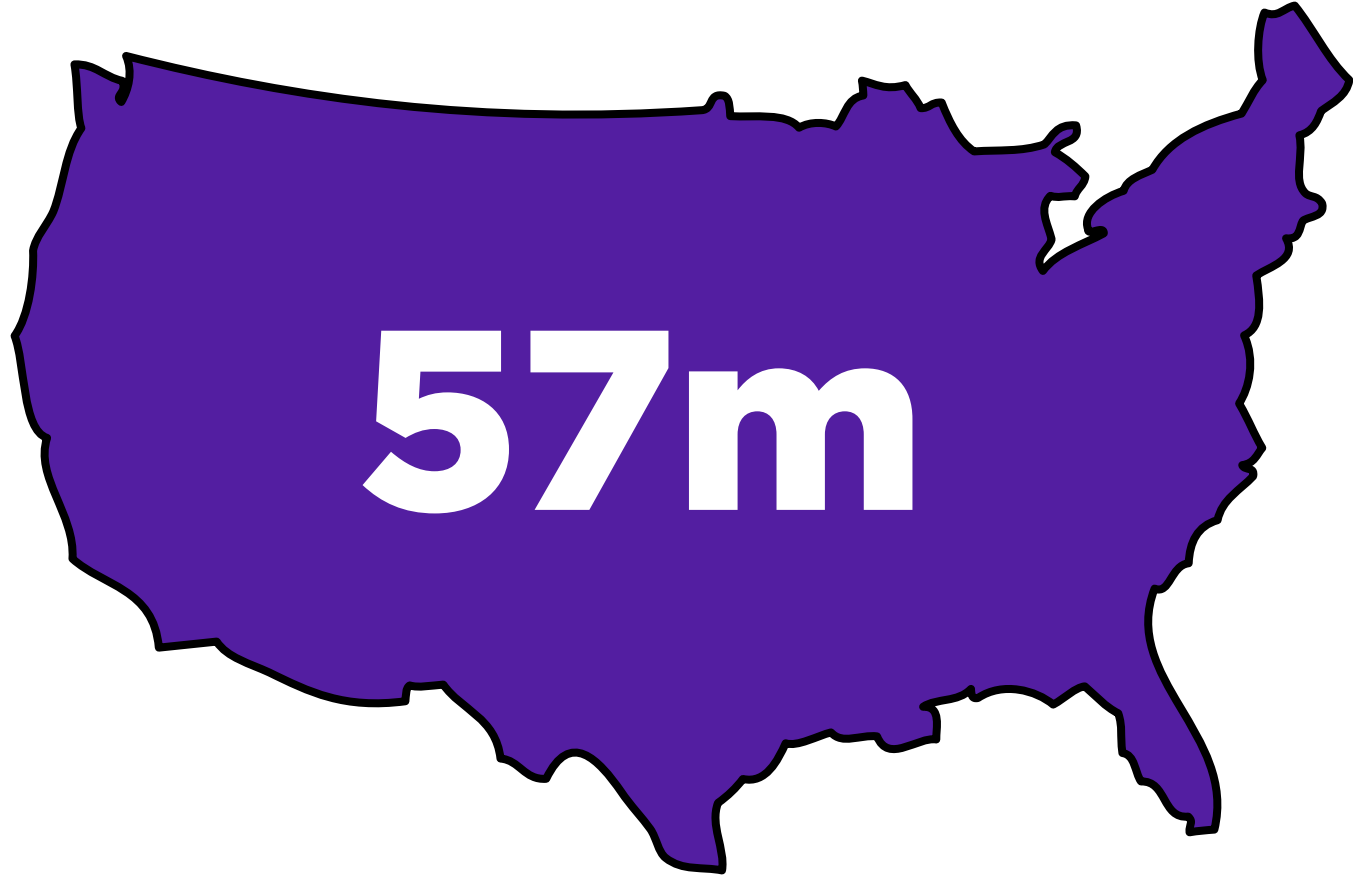
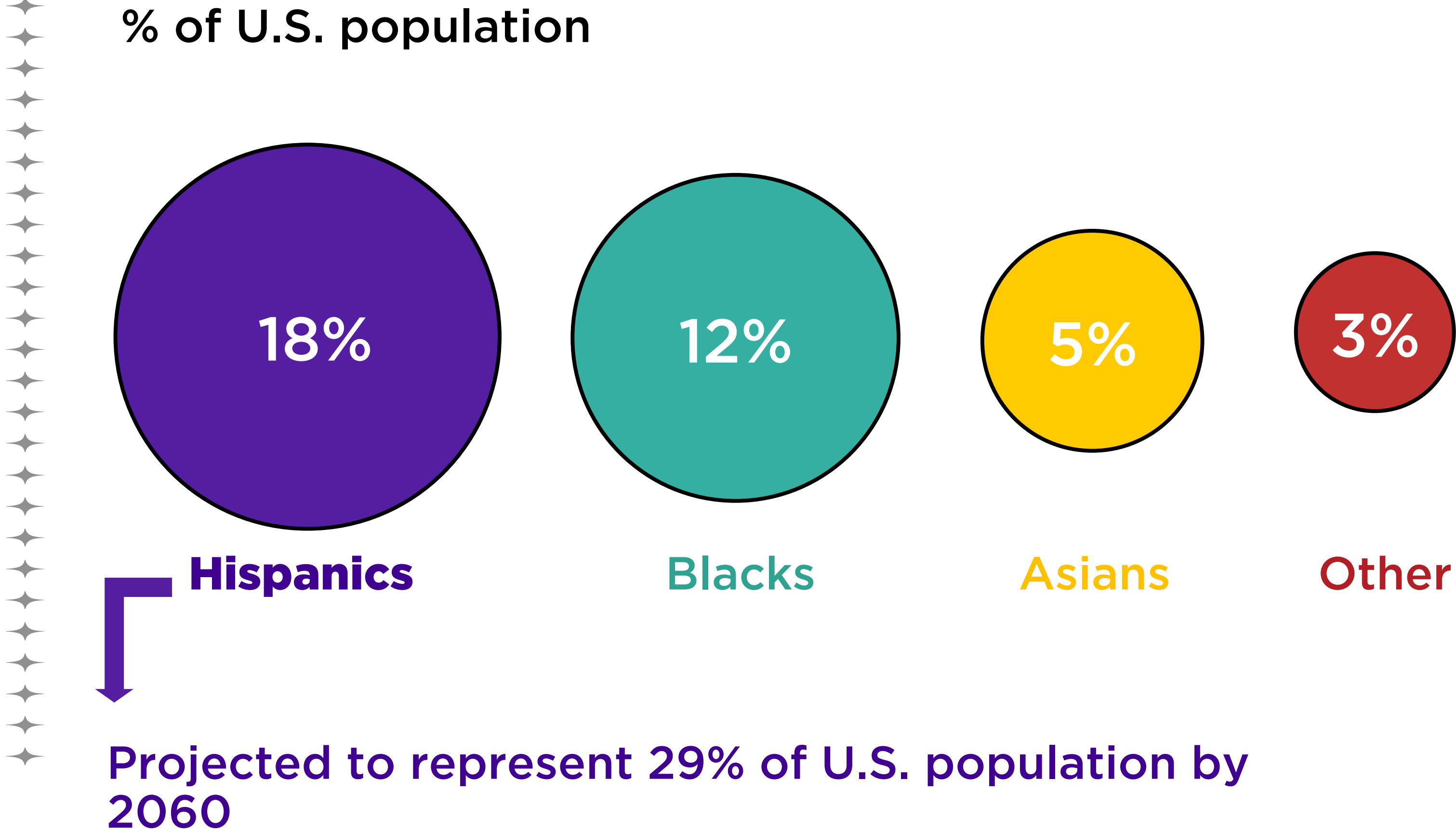


Hispanics are Among the Fastest Growing Minority Group



Hispanics in the U.S.

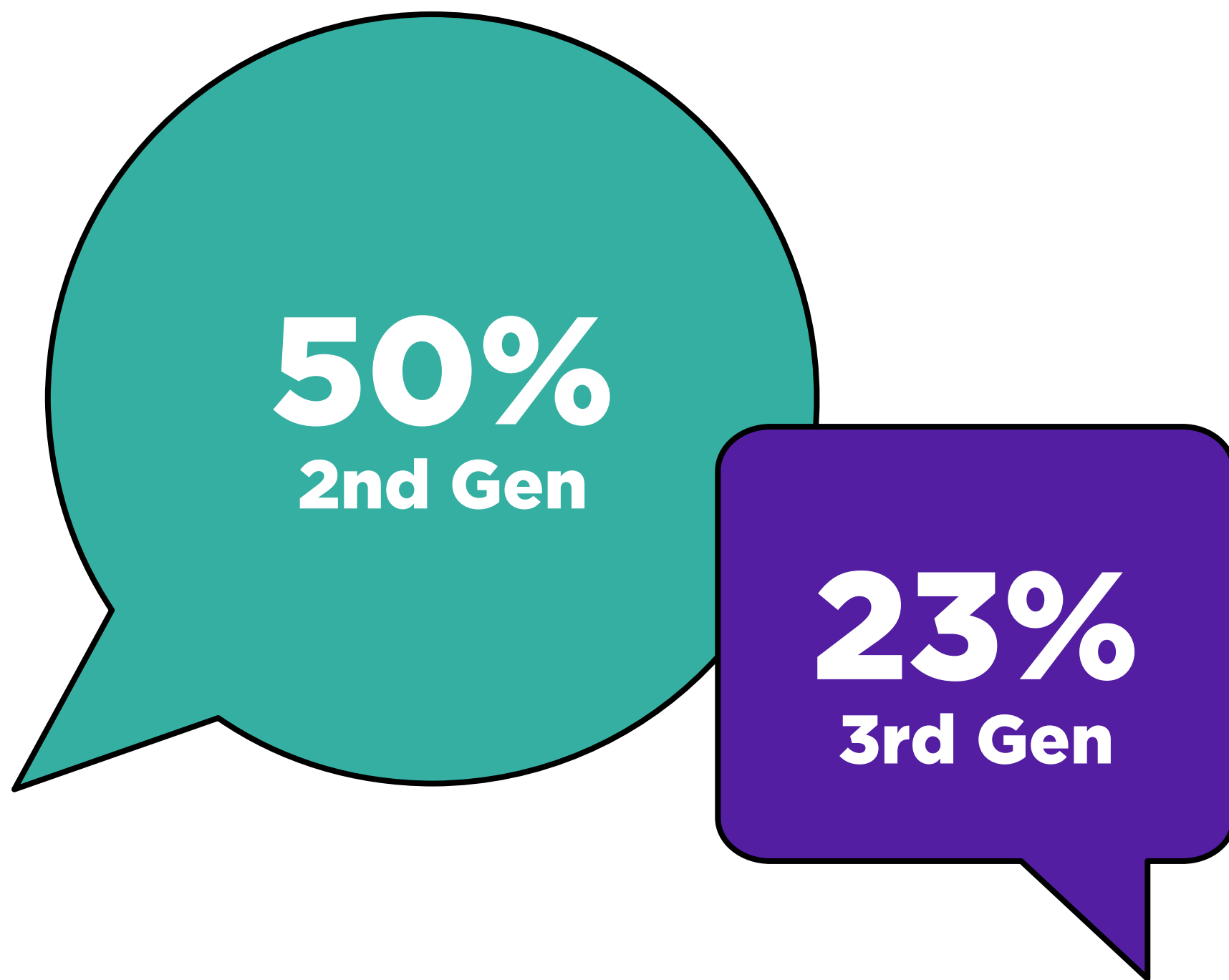


Over half of Hispanics are Millennial or younger and many of these are 3rd generation

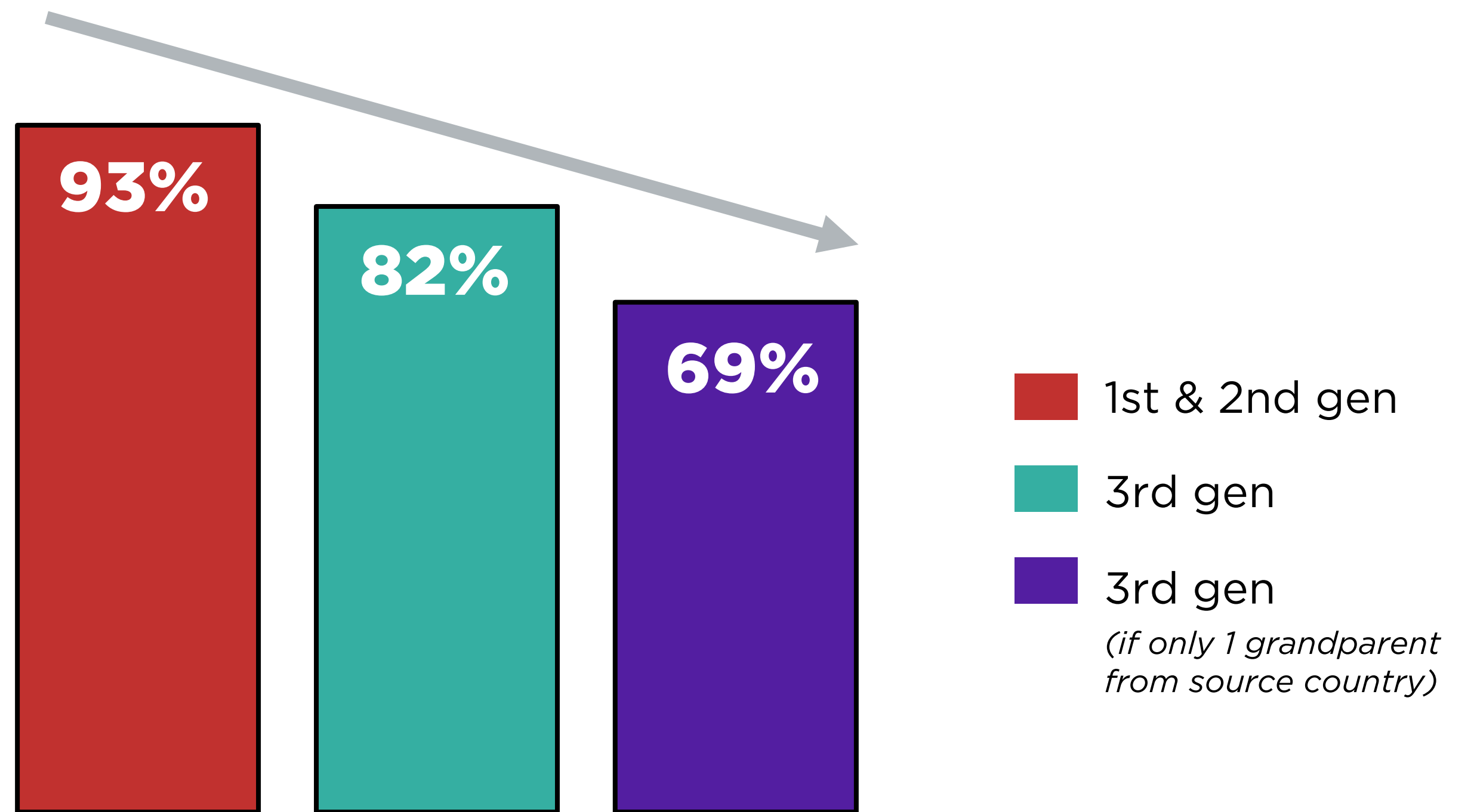
What We Think:

On the surface, it appears that 3rd generation's cultural identity may be on the decline as English dominance grows...

**3rd Gen Language Attrition:
% Bilingual**



**Declining affiliation with country of origin:
% who identify with ethnicity of their source countries**





“I bond a lot with people who are from Hispanic families. They know what it’s like to grow up like this. They know what it’s like to have grandparents that don’t speak English. They understand the experience.”

M, 19, LA, Mexican Heritage



The Reality:

3rd generation’s cultural identity and engagement are growing stronger, rather than fading

Over 7 in 10

3rd generation USH feel connected to their Hispanic heritage



More than half

of 3rd generation Hispanics feel their culture has an important impact on their self-identity

Methodology

PARTNERSHIPS

Yahoo partnered with Brand Strategy Firm Audience Theory, and Ipsos



LITERATURE AUDIT

CULTURAL/TREND RESEARCH FOR 3RD GEN HISPANICS

CONSUMER FOCUS GROUPS

3rd Gen Hispanics Ages 14-24, NYC and LA

CONSUMER IN-DEPTH-INTERVIEWS

10 IDIs with 2nd & 3rd Gen Hispanics Ages 17-35

QUANTITATIVE STUDY

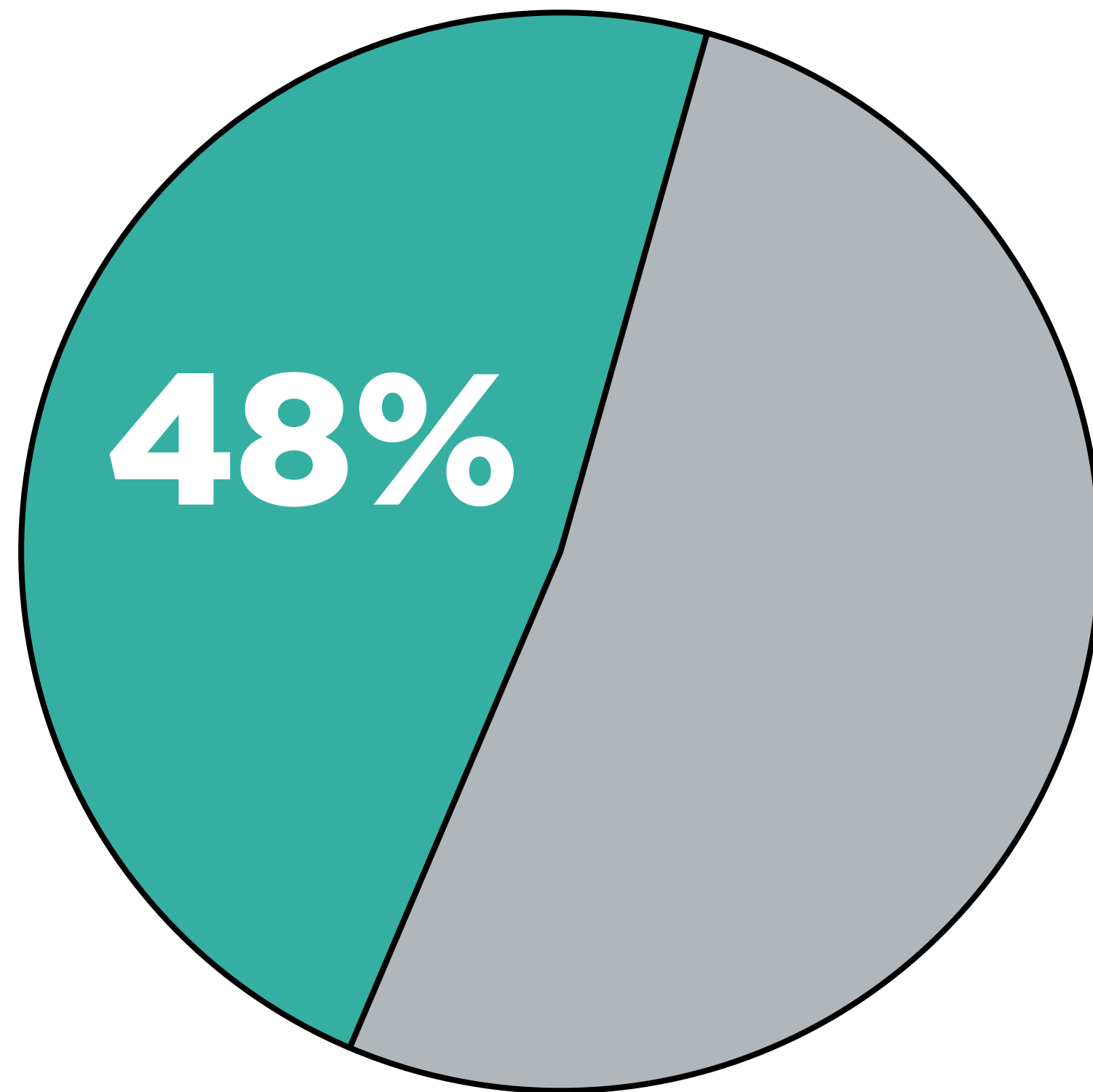
Survey conducted among 1,002 USH including 545 2nd generation and 457 3rd generation



**NEW RESPONSIBILITIES
FOR A NEW GENERATION**

RESPONSIBILITY #1

Challenge Hispanic Stereotypes and Judgments Within and Outside The Culture



3rd gen USH are personally affected by negative cultural stereotypes/ prejudices held by others

Challenge Hispanic Stereotypes and Judgments Within and Outside The Culture

We're NOT

**White
Washed**



“Grownups think that 3rd generation Hispanics are white-washed, have no culture, just play video games. A lot of kids are even more in touch with it than our American side.”

M, 17, LA, Mexican Heritage



We ARE

**Highly
connected
to our
culture**

RESPONSIBILITY #1

Challenge Hispanic Stereotypes and Judgments Within and Outside The Culture

We're NOT

Lazy

“They say the third generation
is lazy. But that’s not typically
true. We’re hard workers. A lot
of us will be the first
generation graduating college.”

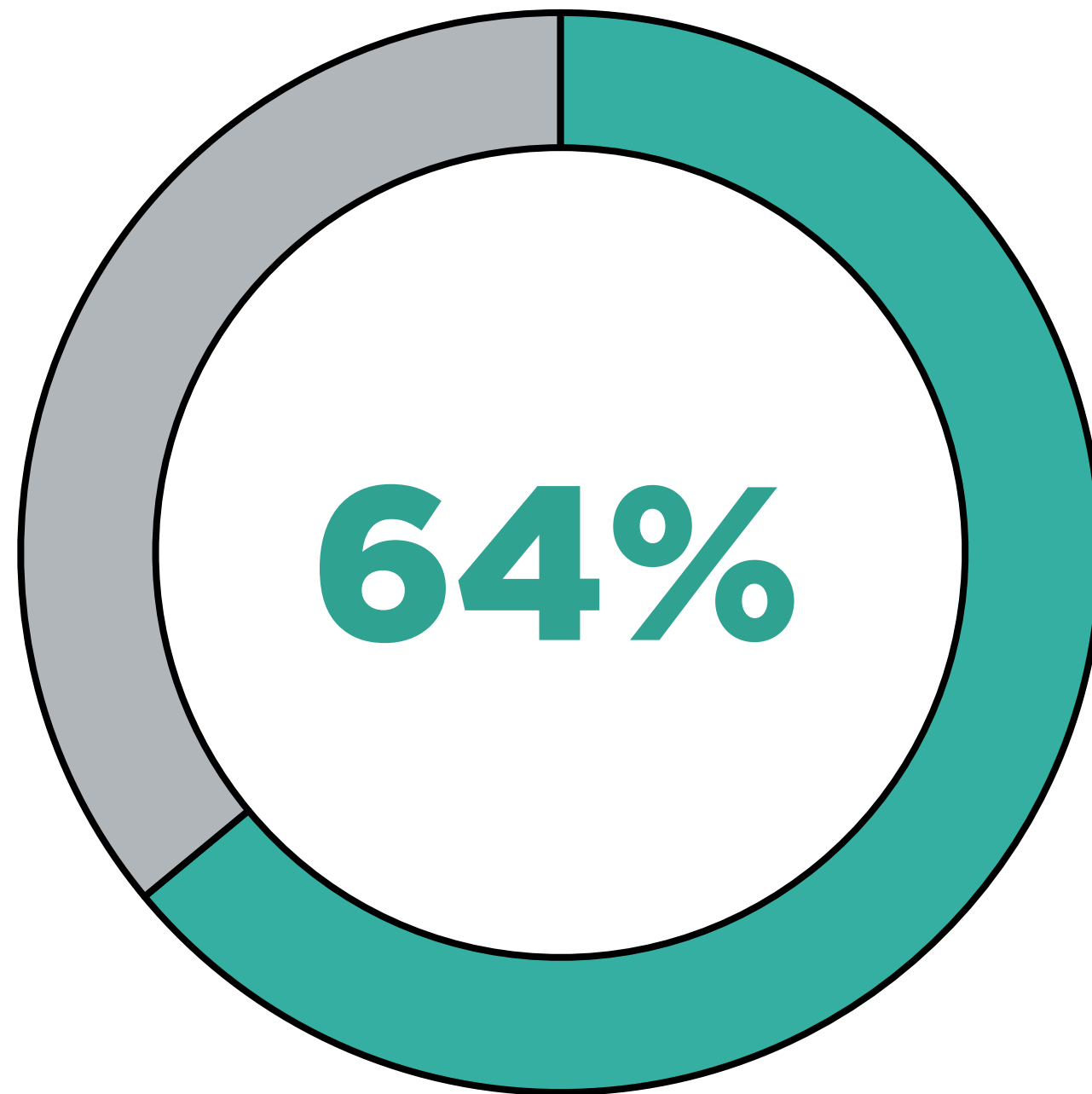
F, 24, LA, Puerto Rican Heritage

We ARE

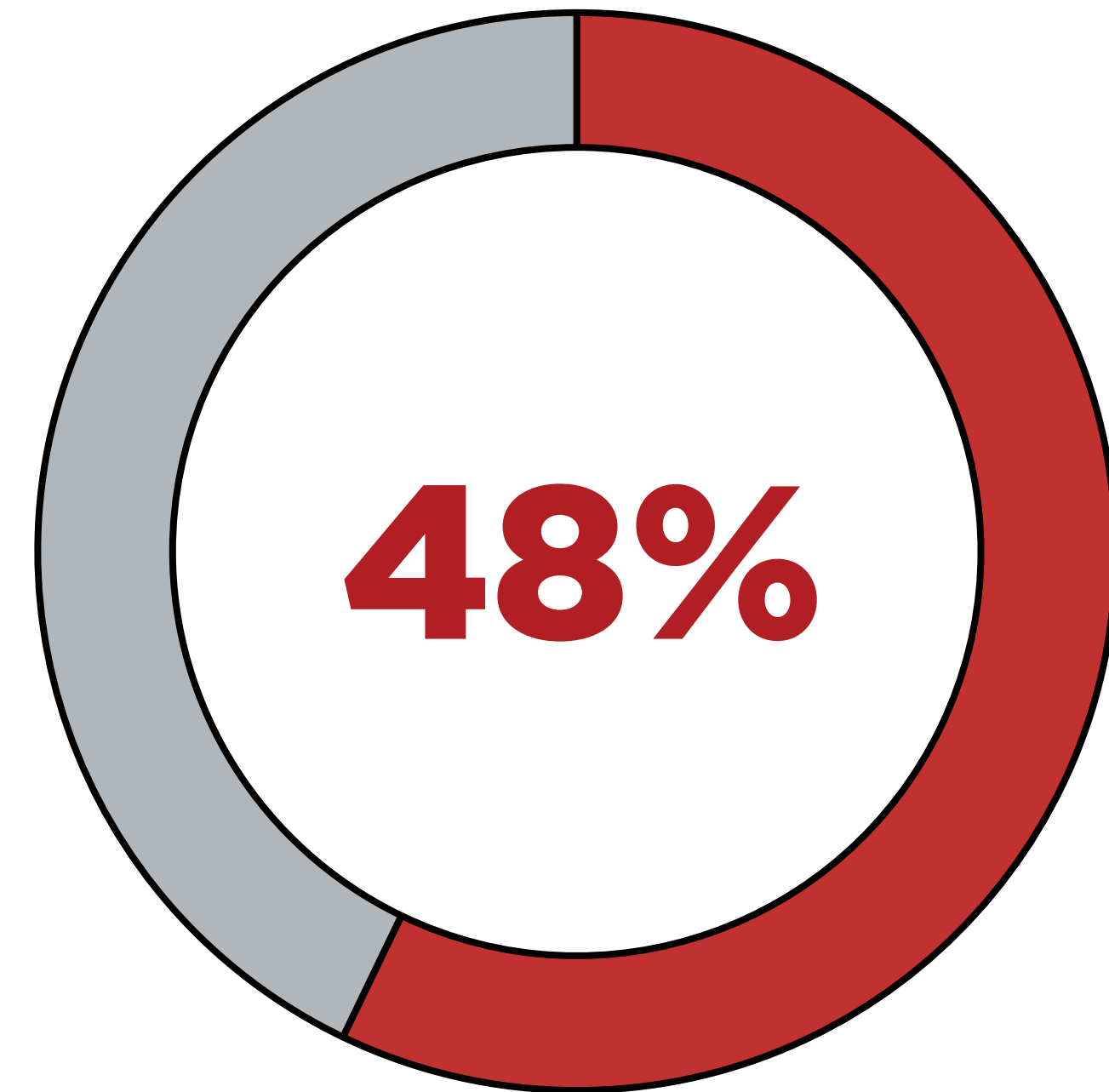
**Hard
workers**

RESPONSIBILITY #1

Challenge Hispanic Stereotypes and Judgments Within and Outside The Culture



Of 3rd Gen have older relatives who think that their generation is not as in touch with their culture as they should be



Of 3rd Gen USH feel they have to work twice as hard as a white person to prove themselves

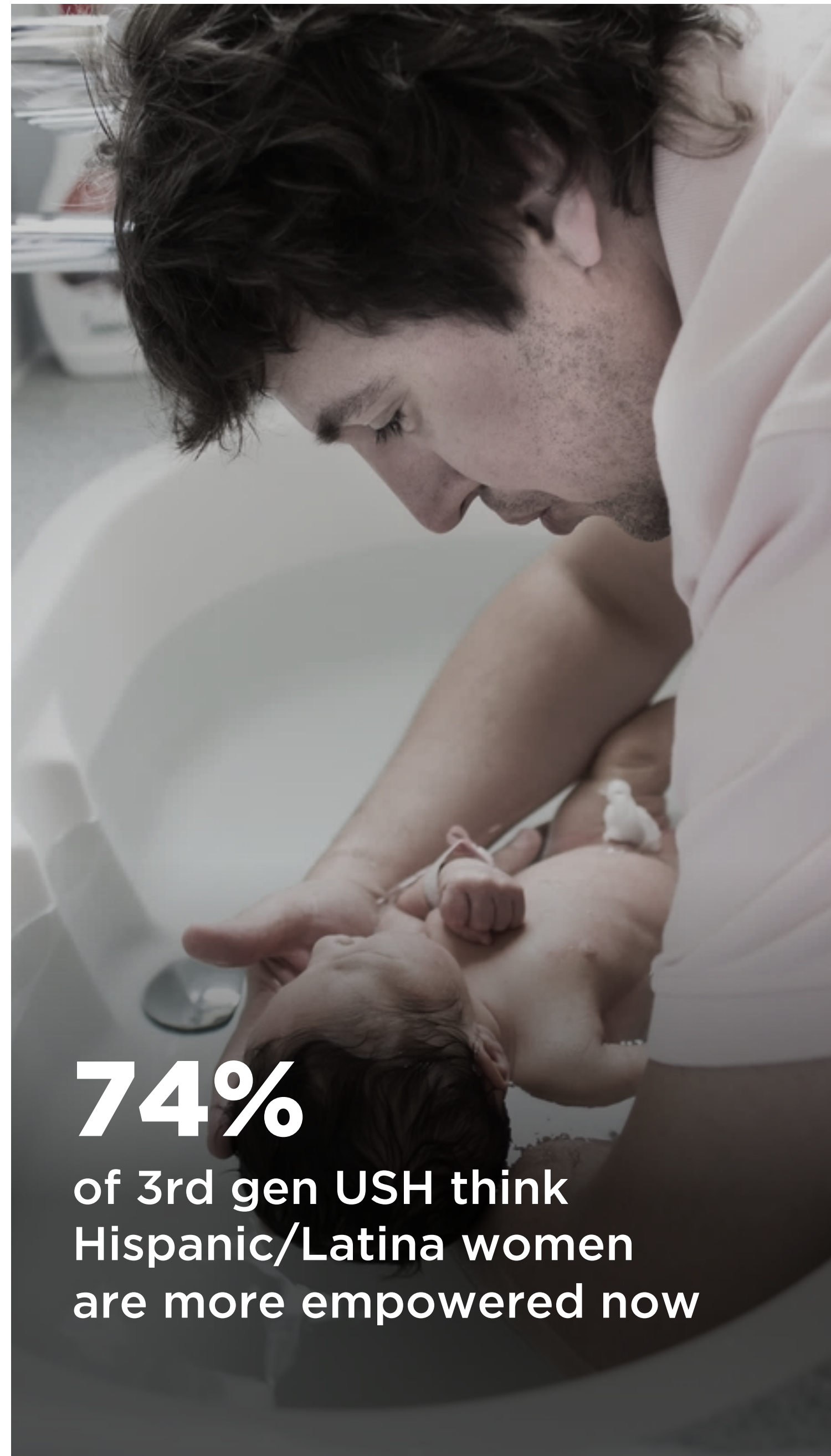
RESPONSIBILITY #2

Be the First to Live Out the New Gender Ideal

As 3rd generation, they're battling to reconcile modern expectations with traditional Hispanic realities

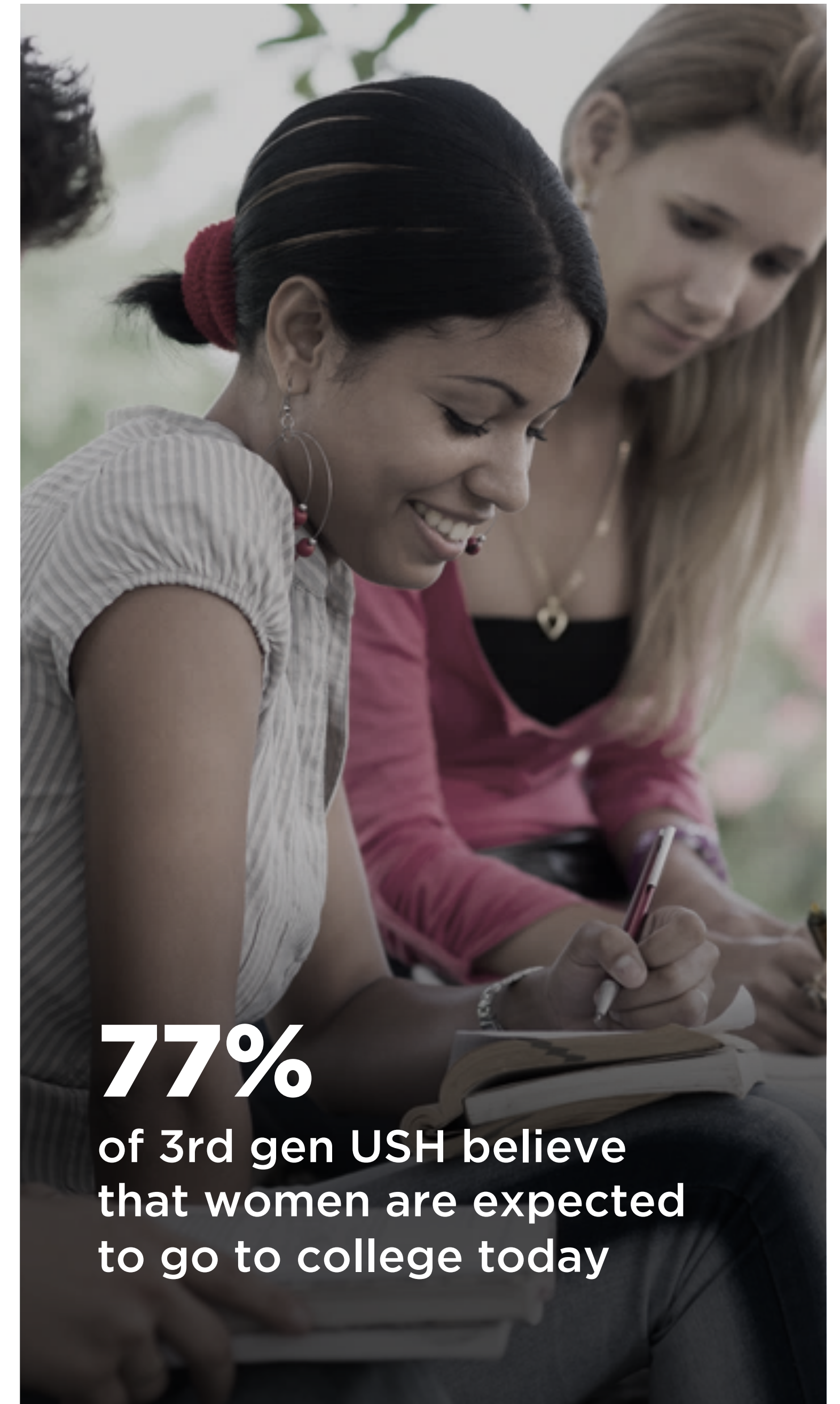
“If I had a daughter, I'd want her to go pursue her education, not worry about working and going to school and raising a family like me.”

M, 18, LA, Puerto Rican Heritage



74%

of 3rd gen USH think Hispanic/Latina women are more empowered now



77%

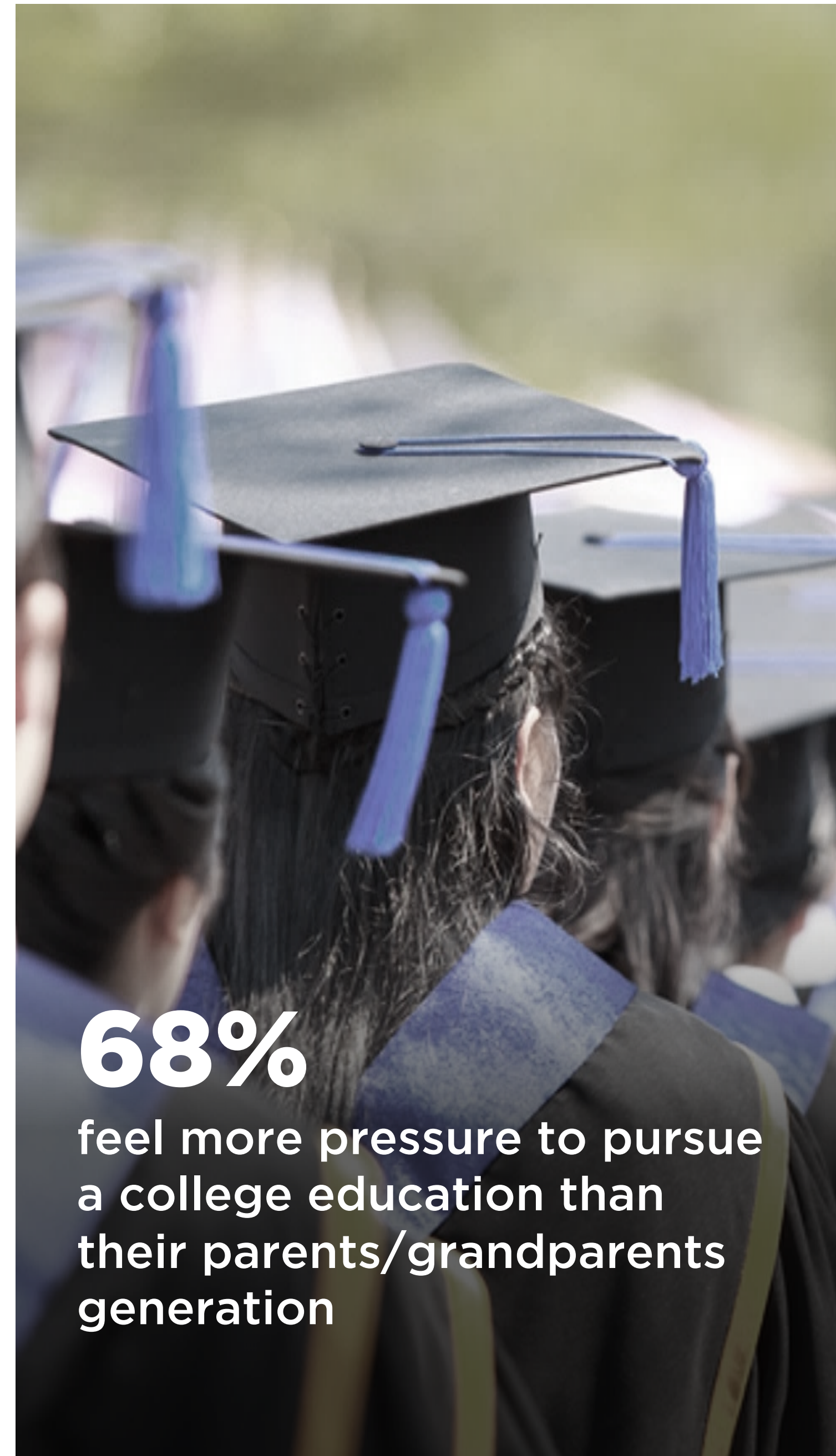
of 3rd gen USH believe that women are expected to go to college today

RESPONSIBILITY #3

Facing more pressure to succeed, 3rd Gen is up to the task

“It’s a big pressure. My father tells me, ‘I don’t want you to live like me. You can make money. You can do something.’”

M, 19, LA, Mexican Heritage



68%

feel more pressure to pursue a college education than their parents/grandparents generation



81%

of 3rd gen feel “it’s possible for me and my generation of Hispanic/Latinos to achieve anything we set our mind to”

RESPONSIBILITY #4

Preserve Traditions So They Don't Disappear



71%

of 3rd generation believe it's important for them to keep their family's heritage/traditions/customs alive



“I hope to keep the traditions and holidays and culture alive. I hope to teach my kids Spanish. They're not white. They're different. They need to know they're different.”

M, 18, LA, Puerto Rican Heritage



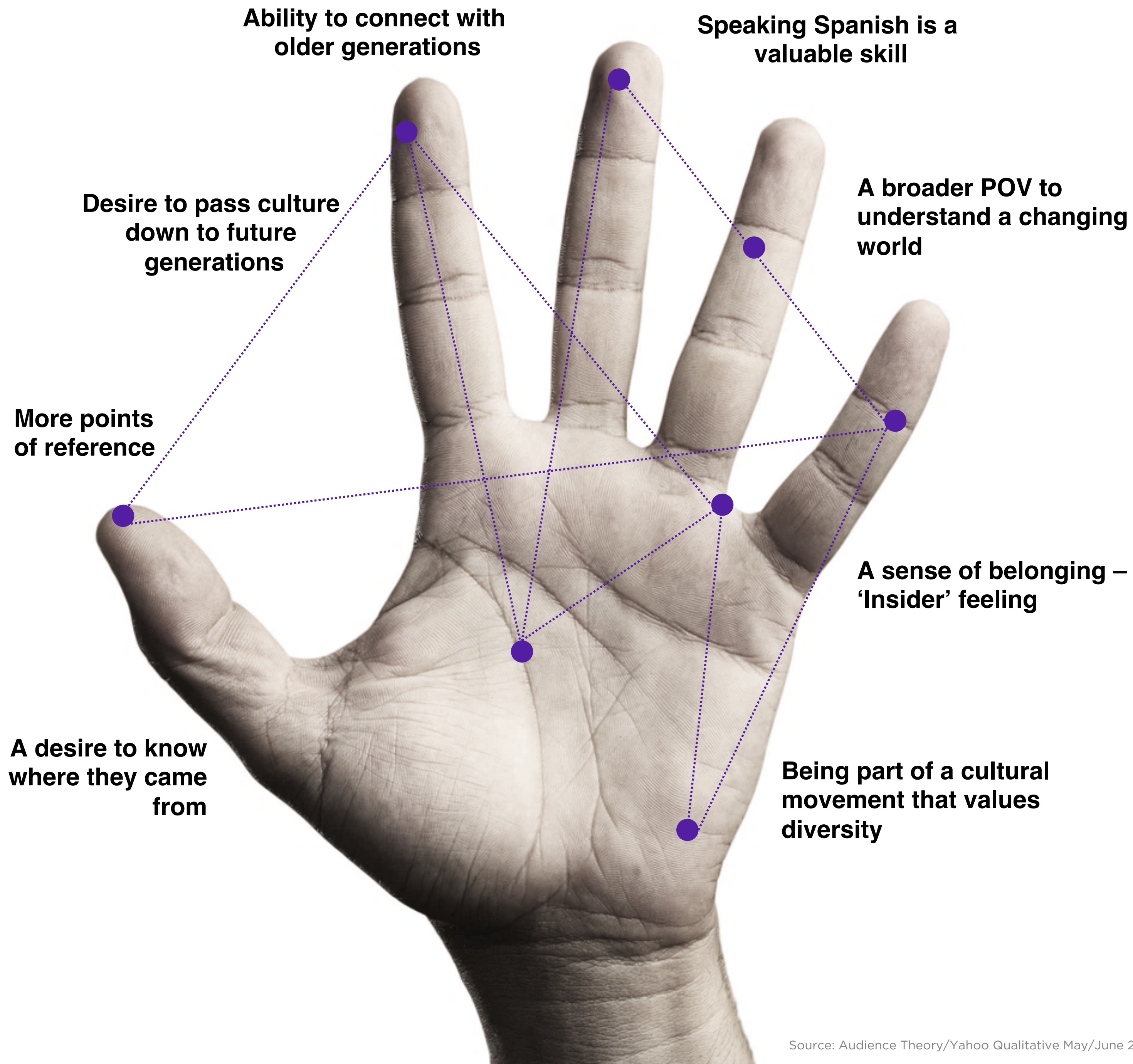


ihola! ≡≡≡

RELATIONSHIP TO
CULTURAL
IDENTITY



≡≡ *hi!*



What's Behind 3rd Generation's Strong Cultural Ties?



HERITAGE AS AN ASSET



A New Mindset: “We Can’t Escape It, We Don’t Want To”

“Caught in Between”

Leans 2nd gen

“No soy de aquí, ni soy de allá”

44%

of 2nd gen USH feel caught
in between two cultures –
not a home in either of
them (vs. 32% for 3rd gen)

“Owning Both”

Leans 3rd gen

“Soy de aquí y soy de allá”

Over 7 in 10

want to raise their children
with a blend of values from
both cultures



Cultural Identity is Bigger Than Knowing the Language

What makes 3rd generation Hispanic feel connected to their heritage:

- | | | |
|-----|---|-----|
| 1. | The food they eat or cook | 68% |
| 2. | Traditions/celebrations/holidays | 55% |
| 3. | Their family name | 45% |
| 4. | The way their parents raised them | 42% |
| 5. | Their personal ethics/values | 42% |
| 6. | The way they interact with their grandparents | 35% |
| 7. | The language they use / the way they talk | 34% |
| 8. | The way they interact with their parents | 33% |
| 9. | The music/radio stations they listen to | 26% |
| 10. | The products they purchase | 24% |

◆ ◆ ◆ ◆ ◆ ◆ ◆ ◆ ◆ ◆ ◆ ◆ ◆ ◆ ◆ ◆

“Culture is the way that we do things...the way our family acts, the food, music...”

F, 17, NY, Dominican Republic Heritage

◆ ◆ ◆ ◆ ◆ ◆ ◆ ◆ ◆ ◆ ◆ ◆ ◆ ◆ ◆ ◆

Spanish Isn't a Requirement, but it's a point of pride

Bilingual 3rd Gen

9 in 10

bilingual say that speaking Spanish is a valuable skill in America today

For 77%

it's important to speak Spanish to preserve their culture and heritage

“You can have jokes and references that apply to Hispanic culture. You can share that with your friends that understand that.”

M, 17, LA, El Salvadorian Heritage

English only 3rd Gen Nearly

7 in 10

English-only 3rd gen wish they could speak Spanish

40%

feel anger/annoyance at their family for not ensuring they learned Spanish

“I want people to know it's not my fault that I don't know Spanish. My parents didn't teach me.”

F, 22, LA, Argentinian Heritage



DIGITAL LIFE ***** & CONTENT CONNECTION

Despite Being Steeped in American Culture, 3rd Gen Seek Out Latino/ Hispanic Reflections

54%

of 3rd Gen USH say they actively seek out and/or enjoy online content tailored to them as Hispanic/Latino

However, 2 in 5

(40%) 3rd Gen USH are generally dissatisfied with the quality and/or amount of online content that exists and appeals to them as Hispanic/Latino



'It is harder for me to feel connected to my heritage knowing there isn't much content available'

Female, 17



For many 3rd Gen USH, jokes and memes resonate well with them when it speaks to their Hispanic heritage



47% consume memes that speaks to their Hispanic/Latino heritage



54% of bilingual 3rd gen consume these memes in Spanish

“Memes in English are not as funny. It’s really funny in Spanish, they carry emotion. It makes me feel more connected...an inside joke.”

F, 25, IDI, 3rd, Dominican/Guatemalan Heritage

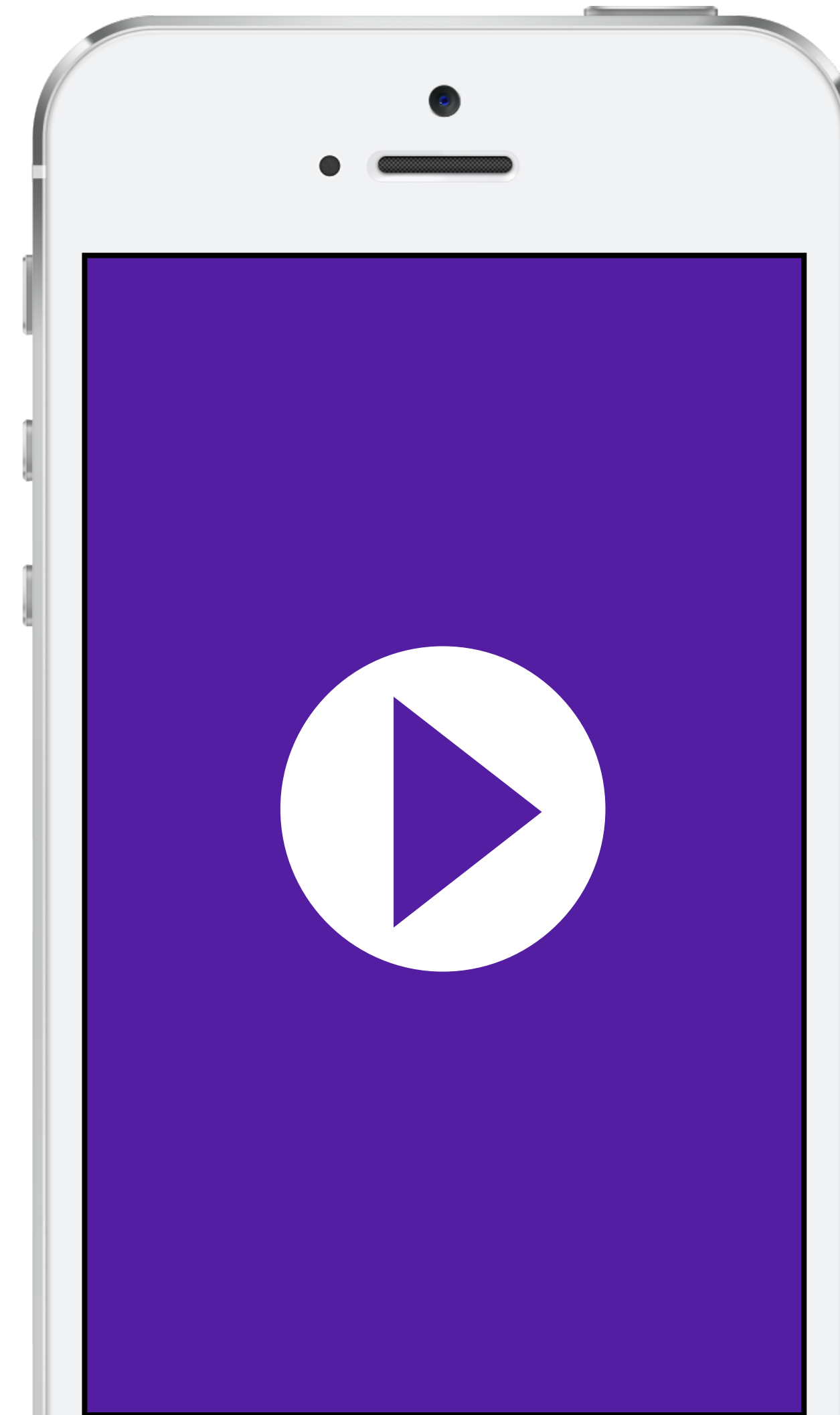
Because of the richness of its content and convenience, online video is increasingly consumed by USH

73%

of 3rd gen USH consume videos that speaks to their Hispanic/Latino heritage

74%

of bilingual 3rd gen consume these videos in Spanish



72%

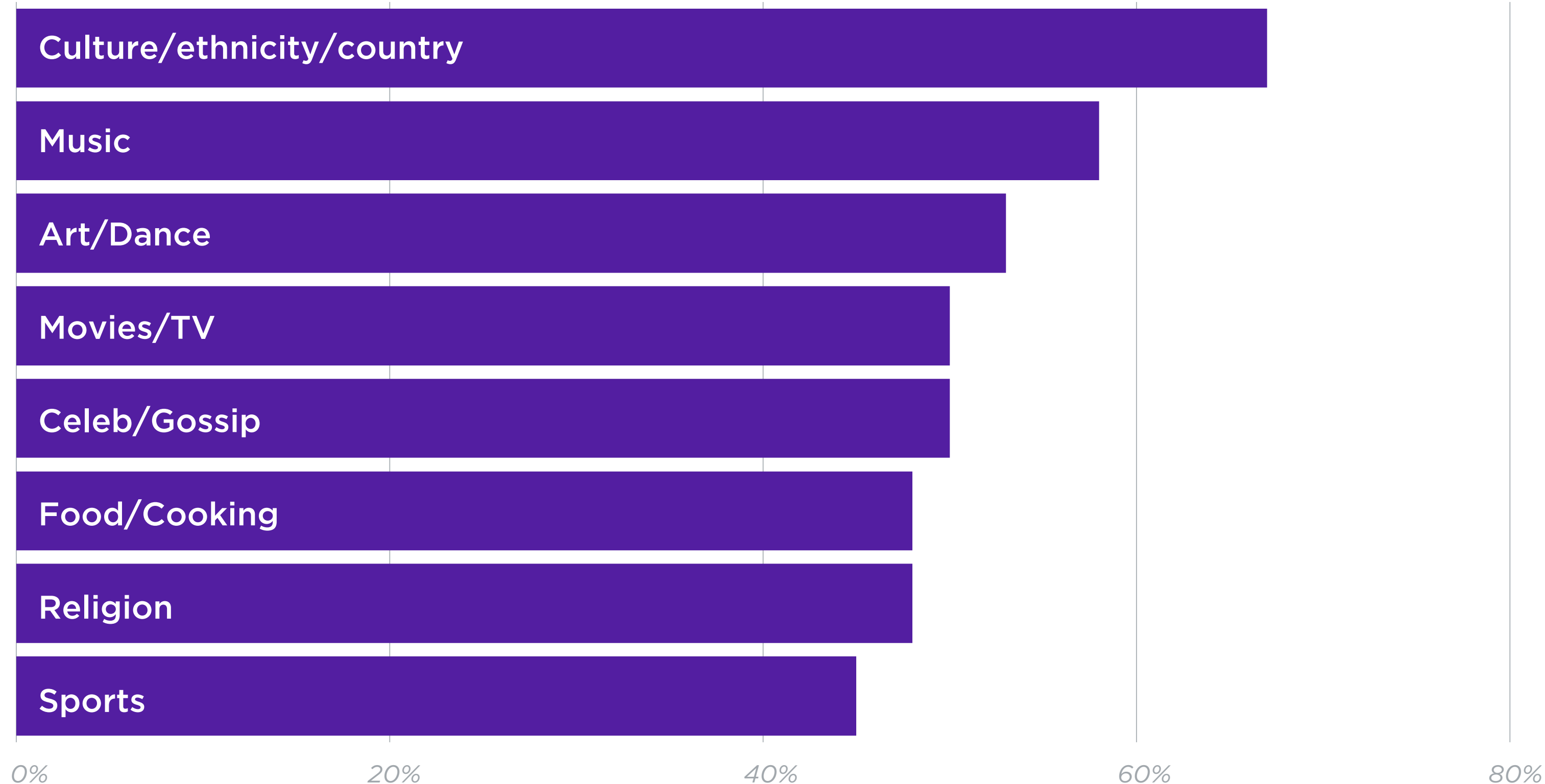
“I like to be able to watch online video from multiple devices”

94%

of Spanish dominant/only USH use their mobile device to watch video at least once a week (vs. **84%** for English dominant USH)

If They Can Speak Spanish, They'll Consume content in Spanish (Some of the Time):

Top types of content they ever consumed in Spanish:



“If I find something interesting, I’ll watch it. The language isn’t a barrier to me.”

F, 18, IDI, Dominican heritage

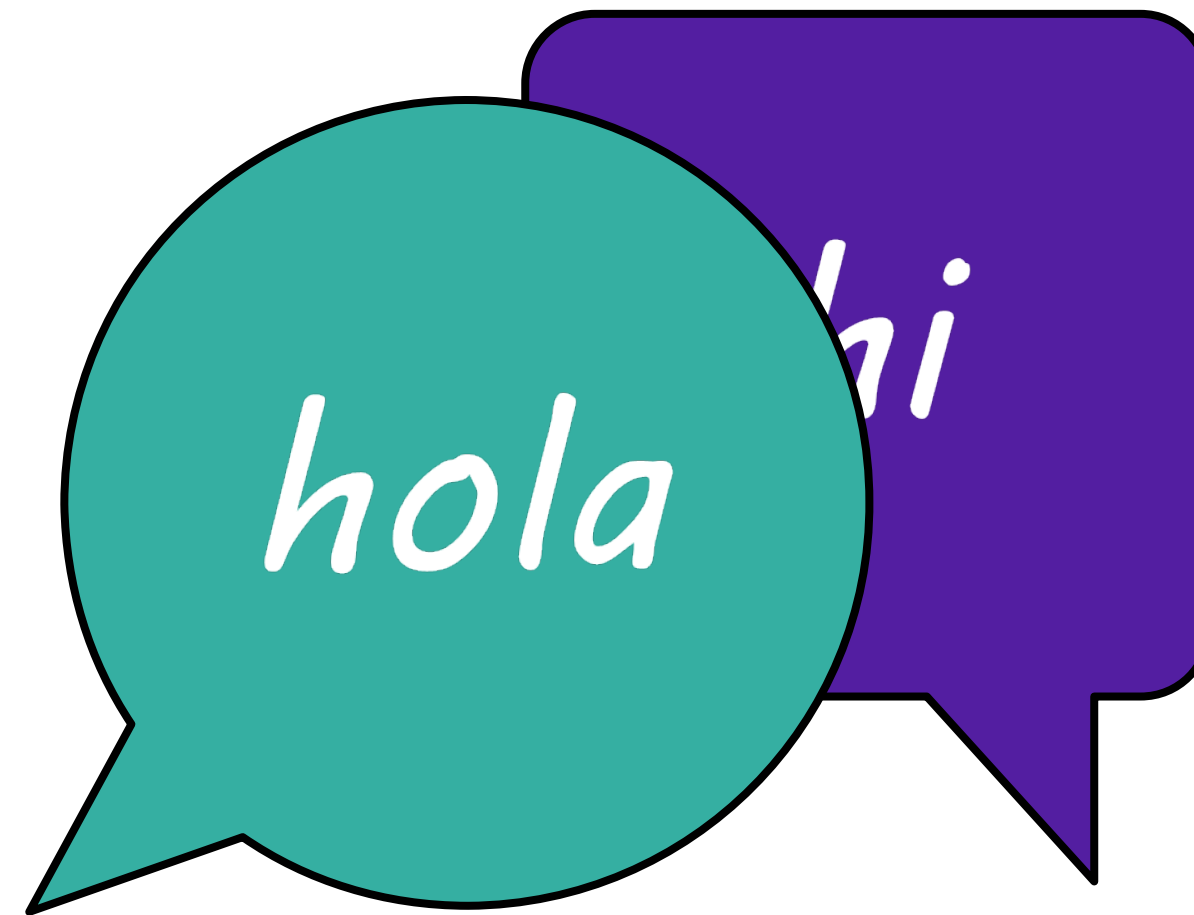


Mobile devices are not only used to watch videos but also a great way to connect with their culture via apps

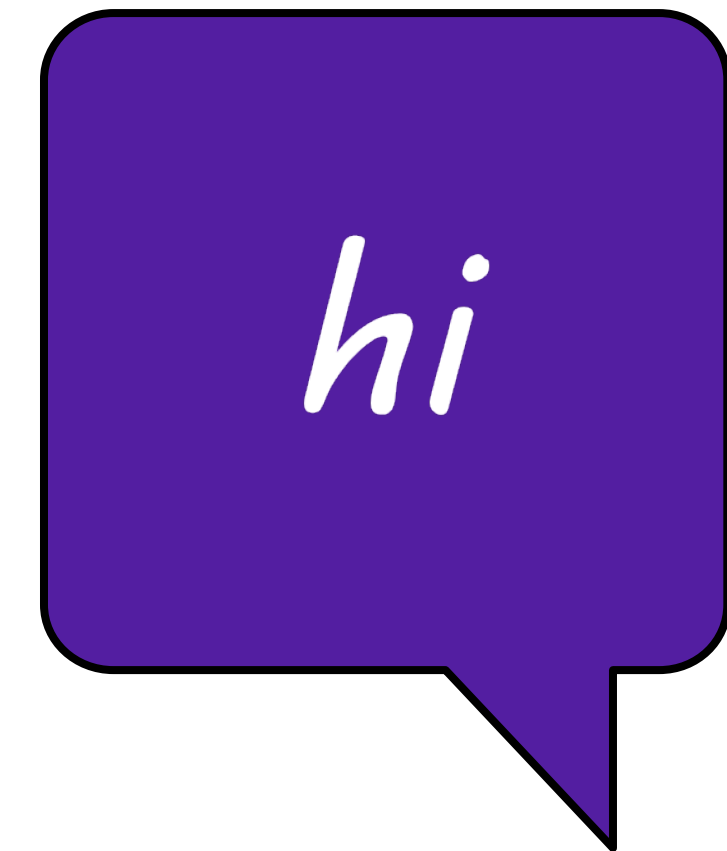
% of bilingual 3rd Gen who have at least 1 Latino app in English or Spanish or both



48%
Spanish



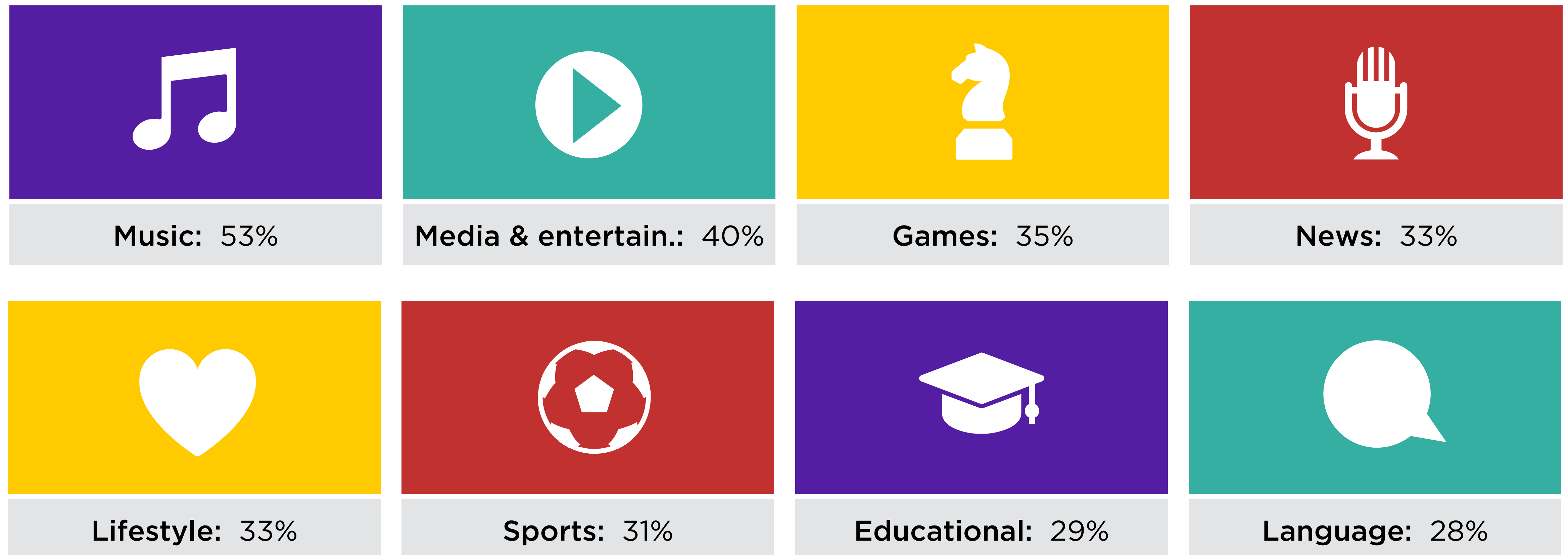
51%
Both



70%
English

Mobile devices are not only used to watch videos but also a great way to connect with their culture via apps

Favorite type of Hispanic apps (Spanish only or bilingual):

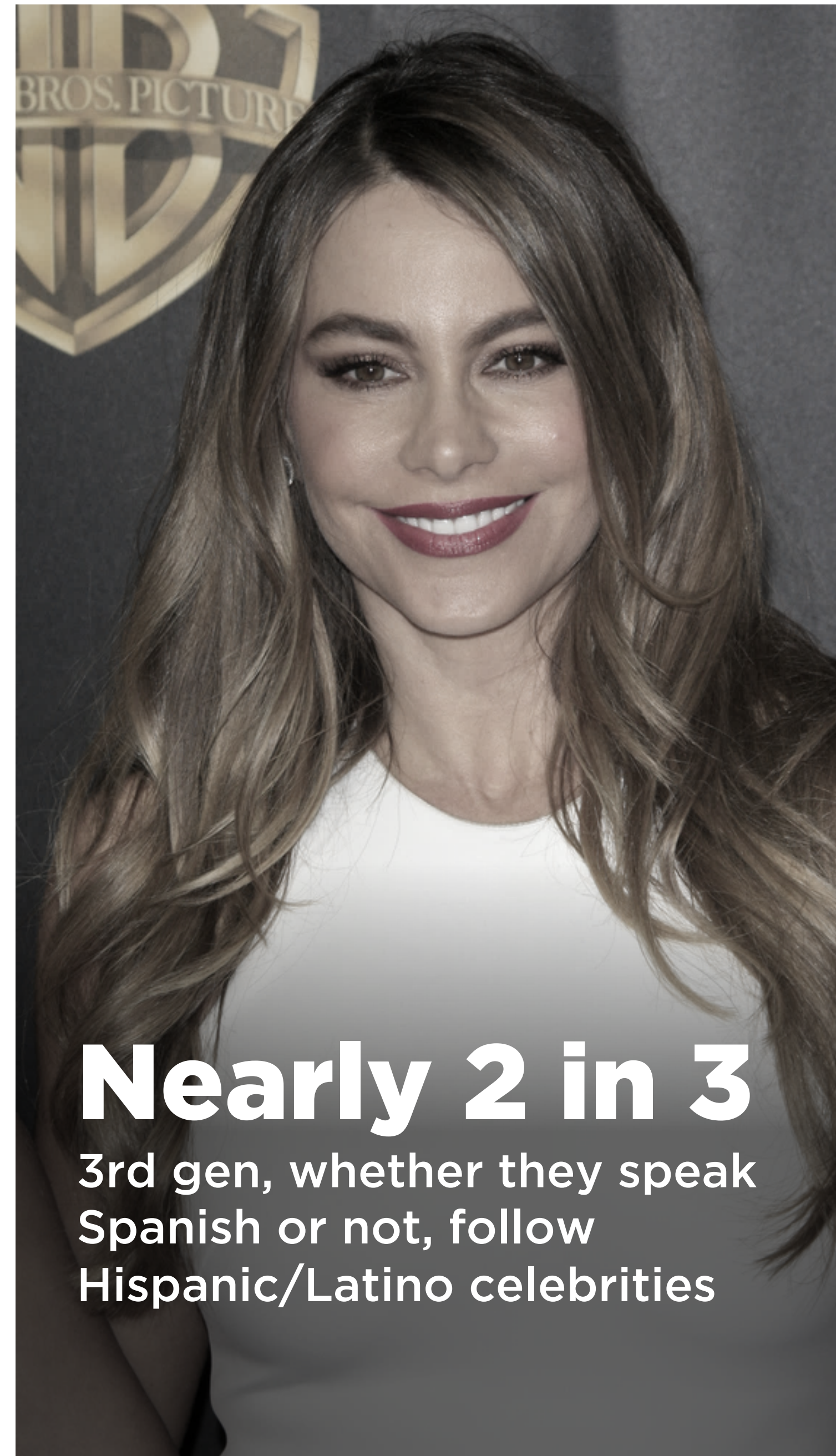


Social Media is 3rd Generation's Gateway for Cultural Connection

This is particularly strong among those who engage in social media in both Spanish and English

“Believe it or not, my grandma’s on Facebook. I try to talk to her with the Messenger App.”

M, 22, IDI, Venezuelan Heritage



Nearly 2 in 3
3rd gen, whether they speak Spanish or not, follow Hispanic/Latino celebrities



59%
of bilingual 3rd gens use social media to feel more connected to a network of Hispanic people/friends / family and culture

Icons That Connect

60% 3rd Gen USH say the Latino celebrities they admire most are those who acknowledge their cultural heritage



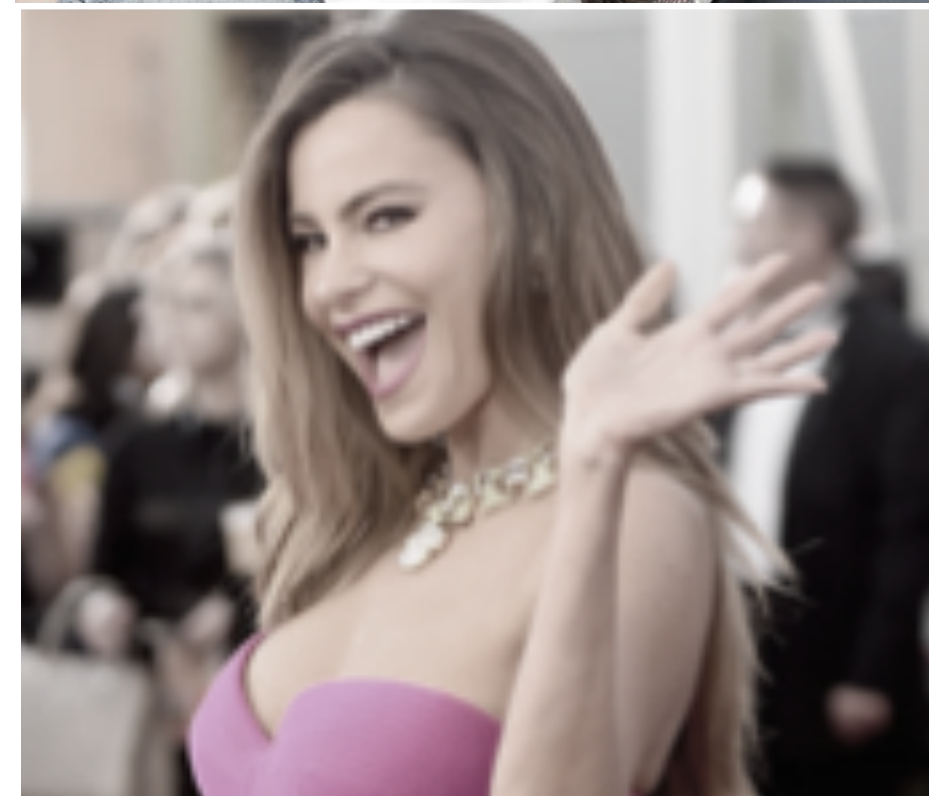
Bi-Cultural Successes: Successful Without Selling Out

Jennifer Lopez, Lin-Manuel
Miranda, Shakira, Olivia
"Chachi" Gonzalez



Comedians Who "Own Both": Comedy Taps Truth of Both Cultures

Gabriel Iglesias, George
Lopez, Sofia Vergara



Family Member Pioneers in Positions of Influence or Authority

In all spheres of life—
politics/govt, medicine,
academia, entertainment,
sports, etc





ADVERTISING THAT
MOVES THE NEEDLE

53% of 3rd Gen welcome advertising targeted specifically at them as a Hispanic/Latino

(vs. 63% of 2nd gen)

Advertising perceptions (___ Gen USH)	3 rd Gen	2 nd Gen
There should be more ads in English that speak specifically to Hispanics/Latinos	65%	63%
Don't mind if online ads are in any language, but would prefer the ad to match the language of the surrounding online content	61%	64%
An ad that shows multiple cultures is more likely to connect with Hispanic/Latino consumers	60%	66%
It is about time that advertisers recognized that Hispanics/Latinos shop too	56%	63%
Advertising targeted specifically at me as a Hispanic/Latino do not accurately reflect my experience	51%	57%
I relate more to advertising when I see myself as a Hispanic/Latino reflected in the ad	46%	57%

Targeting 3rd Generation with General Market Advertising is a Missed Opportunity

Ads that resonate the most with 3rd Generation speak to their cultural Identity in modern, relevant & creative ways

Connection



Most
Ad elements driving
closest connection
to brand

Least
Unimportant
ad elements

- 1 Makes me feel a strong positive emotion, 78%
- 2 Depicts both Hispanic traditions and American culture simultaneously, 76%
- 3 Depicts 'real' life rather than aspirational/unrealistic life, 75%
- 4 Places an emphasis on family, 73%
- 5 De the stage of life I am currently in, 71%
- 6 Portrays Hispanic/Latino values I relate to, 69%
- 7 Shows strong female role models, 69%
- 8 Is humorous, 68%
- 9 Is all in English language, 67%
- 10 Has subtle Hispanic/Latino cultural elements I can relate to, 67%

- 21 Uses Spanish words/terms/feelings that have no direct English translation (unique to Spanish), 50%
- 22 Includes a Hispanic/Latin celeb/public figure, 48%
- 23 Includes an American celeb/public figure, 46%
- 24 Includes Latin music, 45%
- 25 Features young and attractive actors/characters, 45%
- 26 Is all in Spanish language, 41%
- 27 Includes Latin style dancing, 40%

More than Just ‘Relatable Faces’, 3rd Generation Wants Relatable Scenarios

Keep in mind: they’re more discerning about advertising and cultural representations than previous generations

- 1 Depicts BOTH Hispanic traditions and American culture
- 2 Depicts life as it is
- 3 Emphasizes the role of family
- 4 Portrays strong female role models
- 5 Has subtle cultural elements that are easily recognizable



“When I see a Hispanic home, it needs to feel homey. You’ve got to see uncles and aunts around. Darker colors, crosses on the wall. That’s real.”

F, 18, Los Angeles, Mexican Heritage



Ad Testing 1 - Connection Point:

Reinforce the Promise (and Attainability) of the American Dream for 3rd Gen and What It Means for All Generations



Finance
Advertiser



“I can relate to how her parents and grandparents want a picture of her first paycheck. My mom’s always like, you didn’t send me a picture! I want the picture.”

M, 19, NYC, Honduran Heritage

“This is true, when you get your first paycheck. It bridges generations in one household.”

F, 35, IDI, Dominican Heritage



81%

believe the ad portrays Hispanics/Latinos in a positive light

Ad Testing 2: Connection Point: Reflect 3rd Generation's Broader Definition of Cultural Identity—It Goes Beyond Language to Include Joyous Get-Togethers, Family Time, the Food



Retail
Advertiser



“I can definitely relate to this, going back to my childhood. Everybody would be in the kitchen, 50% of the time we would be around the table just eating and talking.”

F, 30, IDI, Mexican Heritage



71%

felt this ad portrayed Hispanics in a positive light

Over 60%

felt this ad has subtle Hispanic/Latino cultural elements they can relate to

Ad Testing 3 - Connection Point:

Having Fun with Extreme Stereotypes by *Owning* Them; Taps into the Idea That 3rd Generation Has to 'Correct' Stereotypes All the Time



Retail
Advertiser



“I connected with this ad. Sure, it’s stereotypes, but she’s describing herself and having fun with it.”

F, 23, Los Angeles, Mexican Heritage

“I like this one because she’s embracing her body. She’s embracing the voluptuous, the idea that more is more.”

F, 20. IDI, Cuban Heritage



Ad Testing 4 - Connection Point: Celebrates Shared History, Insider Cues and Rites of Passage



Entertain
Advertiser



“You can have jokes and references that apply to Hispanic culture. You can share that with your friends that understand.”

M, 17, LA, Guatemalan Heritage



Ad Testing 5 - Connection Point: Reinforce the Heart and Humor of 1st, 2nd & 3rd Generation Dynamics



CPG
Advertiser



“That was pretty funny. I have friends who do that with their family, if their family only speaks Spanish. They translate what they say, but they also throw some of their own commentary in there.”

M, 24, IDI, Mexican/Venezuelan Heritage



65%

act as translator for older relative(s) who don't speak English very well

Implications Where Brands Can Go Next

- **Reflect 3rd generation's own unique attitude towards cultural identity that goes beyond language**
- **Counter negative stereotypes and reflect 3rd Gen's actual aspirations: being empowered, engaged, and dreaming big**
- **Be nuanced when it comes to Hispanic "cues:" know the difference between Hispandering and being reflective of cultural realities**
- **Be strategic about how to use Spanish**
- **Leverage online videos, especially on mobile**





THANK YOU

