



Digital Lives 2018: A World of Digital 'Everything' Through a Cultural Lens

**CULTURAL
INSIGHTS**

CMC
CULTURE MARKETING COUNCIL

INTRODUCTION

Demography and digitalization are the two most transformative and disruptive forces in our society. The growth and influence of the Hispanic consumer, coupled with increased social, pop culture and political clout of African-Americans, is transforming the American cultural landscape. Despite changing demographics, there is one national obsession that connects us all: **digital**. Digital inhabits every area of our lives today, transforming how we buy things as well as redefining content sharing, curation, delivery and consumption across entertainment, news, marketing and everyday human interaction.

That's why two years ago, the digital committee of the **Culture Marketing Council: The Voice of Hispanic Marketing (CMC)** began to explore the two most transformative and disruptive forces in our society today: culture and digitization. Under the leadership of Oi2 Media Response COO Rafael Monteiro, the digital committee's goal was to explore the gaps which existed in data surrounding digital behavior and recommend a blueprint for a new research study. Richards/Lerma Co-Founder and Principal Pete Lerma worked closely with Monteiro and the committee to develop the research brief that would serve as the foundation for this study. Finally, CMC Research Chair Nancy Tellet, founder, brand and consumer navigator at PureClarity LLC, took on the enormous role of developing and executing the study from conception to fruition.

Thanks to the generous support of our sponsors, **Oi2 Media Response, ThinkNow, Univision and Viacom**, *Digital Lives 2018: A World of Digital 'Everything' Through a Cultural Lens* provides marketers with a clearer road map to navigate both demographic and digital disruption—and re-emphasizes the strategic imperative of placing culture at the center of marketing campaigns and content creation with culture specialists as key advisors.

Many marketers still think they can effectively reach Hispanics—and even African-Americans—with their mainstream marketing. *Digital Lives 2018* shows that being culturally tuned in maximizes effectiveness and boosts engagement. This study can help marketers maximize success with in-culture, multicultural segmented efforts and avoid costly cultural gaffes in their mainstream marketing.

METHODOLOGY

The CMC conducted an online quantitative study of 3,500 total 13 to 49-year-old respondents with equal representation of non-Hispanic whites, non-Hispanic African-Americans and Hispanics, as well as in-home qualitative among 15 respondents.

RESULTS

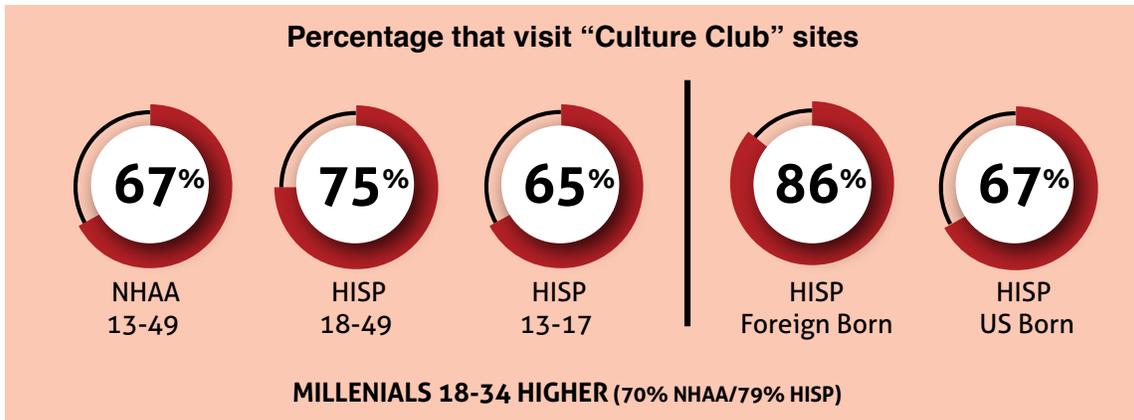
Here is a collection of insights identified by CMC's deep dive on *Digital Lives 2018: A World of Digital 'Everything' through a Cultural Lens*:

Multicultural consumers are into the "Culture Club."

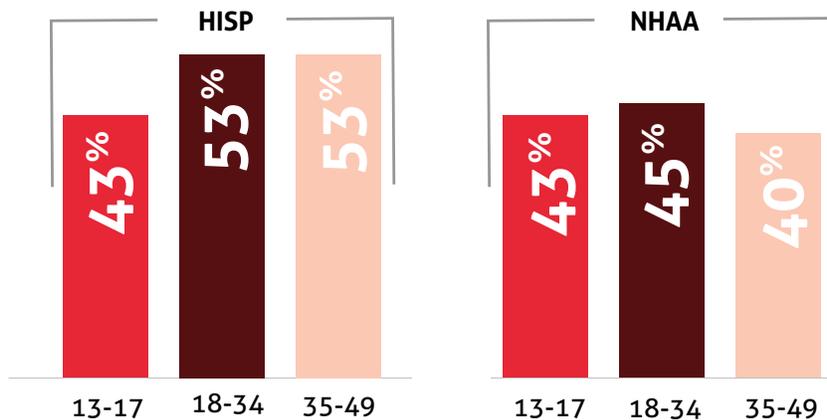
No, we're not talking about the 80's band...what do we mean by "Culture Club?" These are platforms with cultural content, whether it's a specific site or app or even cultural content in mainstream places. This insight is huge because it bridges Hispanic (HISP) and non-Hispanic African-Americans (NHAA) across foreign-born and U.S.-born, all ages and all ethnicities!

Hispanics are members of websites featuring cultural content and they are also very active on social media about culture, with shares and comments on issues specific to their communities. In addition, Spanish remains an important part of their mix, with percentages varying across segments—and even third+ generation Hispanics incorporate time in Spanish as part of their in-culture digital activities.

"Culture Club" Rocks Across All Generations



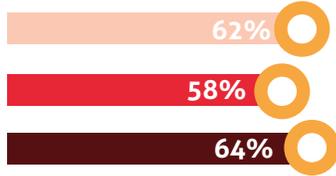
Percentage of Online Time Spent In Culture Content in One Week



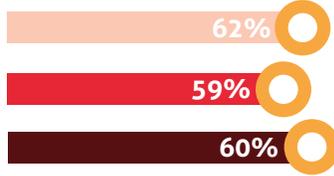
Not only that, ads placed on platforms with cultural content have more power across ages and languages. Even culturally-oriented ads on mainstream sites have power, but Spanish-language ads—*even in mainstream sites*—create more engagement with Hispanics. Even authentically diverse ads done correctly in the mainstream can increase engagement with multicultural and some millennial non-Hispanic whites!

Ads In "Culture Club" Places Have More Power Across Ages And Languages

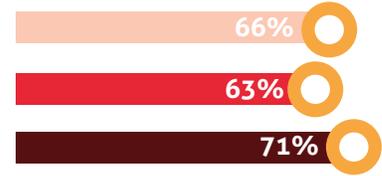
HISP Spanish-Language Site



HISP English-Language Site



NHAA English-Language Site



PERCENTAGE OF 18-49S THAT... ■ PAY MORE ATTENTION ■ TRUST BRAND MORE ■ MORE LIKELY TO BUY

People are open to brand relationships...but don't disrespect them!

Everyone, regardless of ethnicity, places a high priority on a positive history and trust with a brand, but they also feel that the brand "fits my style," especially among teens and multicultural adults. However, 43 percent of teens and adults ages 35-49 and 51 percent of millennials ages 18-34 have unliked or unfollowed a brand! Why? It all comes down to broken trust in the relationship. Usually, incessant and overbearing contact ruins the relationship and is the top reason for unliking or unfollowing a brand.

Reason #1



Photo credit: Big Stock Photos

Reason #2



Social media stars: A world where diversity reigns with crossover appeal.

Unlike film and television, which have only recently begun to embrace diversity, social media is a place where diversity reigns naturally. Top influencers tend to be popular with more than one racial/ethnic group. In fact, **about half of each group's influencers are of another culture**, and nine out of the 17 top social media stars are multicultural.

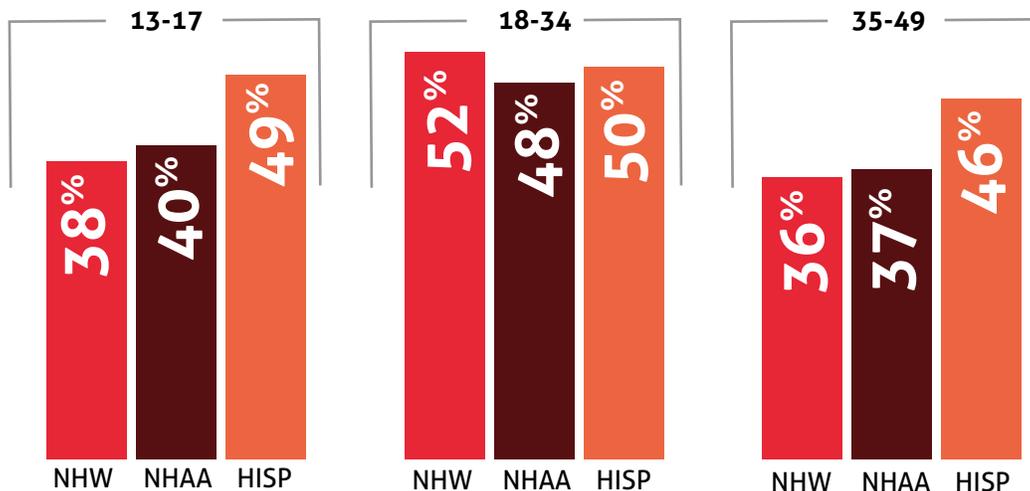
Who are these social media followers?

- They are **younger**: half of all 13-34 year-olds follow social media stars vs. one-third of 35-49 year-olds
- They are **multicultural**: two-thirds of 13-34 year-old multicultural consumers follow social media stars vs. one-half of all 13-34-year-olds

Branded content stands out in its shareability and influence for purchase.

In a world of online clutter, branded content stands out—consumers not only view it, they share it with their online communities. Branded content supercharges your marketing, making your consumers want to try, buy and use your brand more than a regular ad.

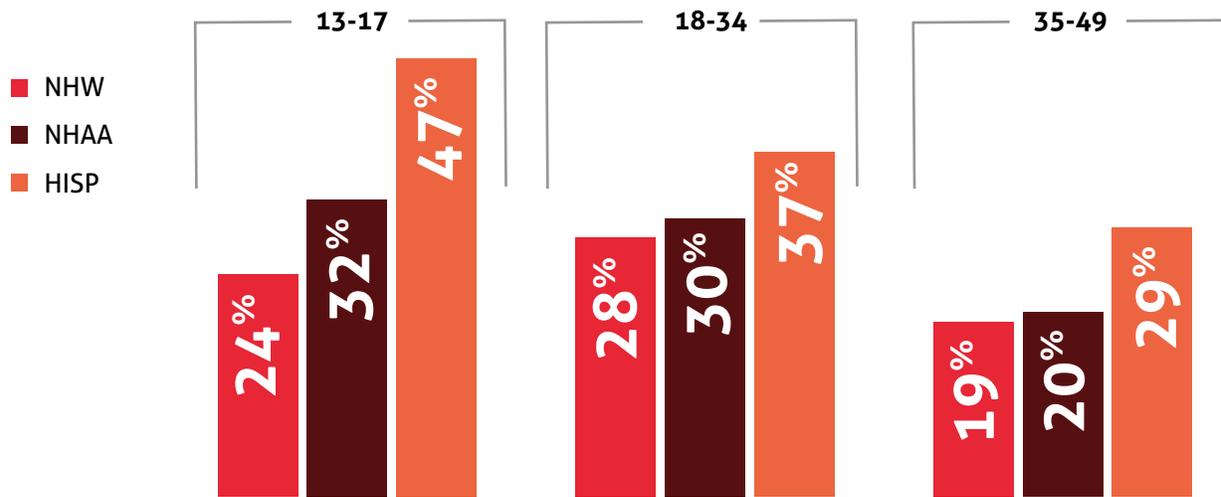
Percentage that agree: "Branded content makes me want to try/buy/use this brand more than a regular ad"



Teens and Hispanics can't live without their social media.

Not surprisingly, social media is the #1 digital activity teens can't live without, but did you know that it's also the #1 activity among Hispanic millennials 18-34 and #2 for Hispanics 35-49?

Percentage that agree: "Use social media constantly from the moment I wake up to the moment I go to sleep at night"

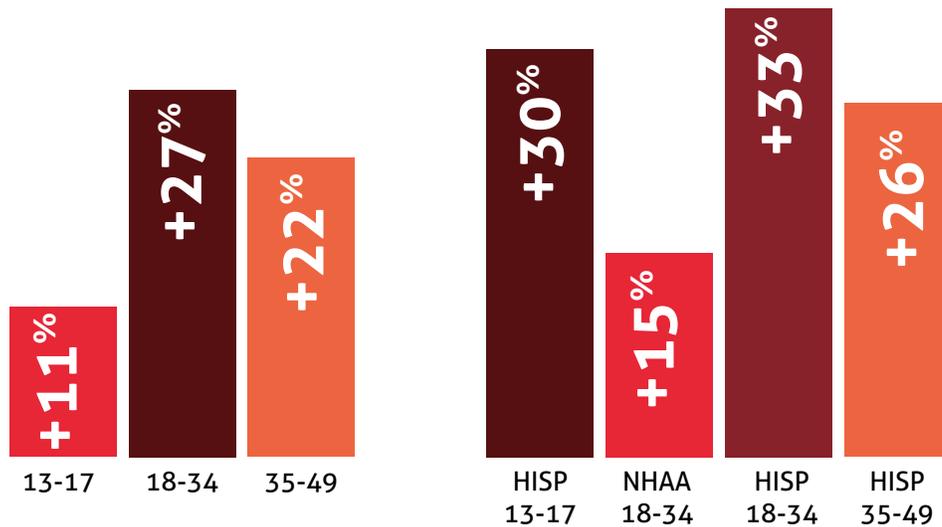


Multicultural audiences view more online & social media content than their non-Hispanic white counterparts, and Hispanics share the most.

Our study has more content on what kind of information they view and share by cultural group. To access this data, you must be a member of CMC. For more information please contact us at info@culturemarketingcouncil.org.

Average viewing levels across all content types multicultural vs NHW

Average sharing levels across all content types multicultural vs NHW*



*NHAA 13-17 and 35-49 are excluded from this graph as they shared +3% and +7% respectively, which is not a statistically significant percentage difference.

SVOD viewership is rising dramatically.

Streaming video on-demand (SVOD) has disrupted the way we view TV—in fact, it now rivals the live TV viewing share of yesterday, according to the respondents of this study. Digital TV/movies (with SVOD being a part of this category) are the #1 thing most 18-49s say “I can’t live without,” except Hispanics 18-34 where it was in a virtual tie with their passion for social media. SVOD content is perceived as unique and appealing with bingeing a major factor—why wait to see your show week to week when you can grab an entire series and watch it beginning to end whenever you want? Savvy networks that offer their programming on demand have seen this pay dividends!

Authentic, diverse TV that does it right resonates with almost everyone.

The shows on mainstream TV, which reflect diversity in cast and themes, resonate, particularly among African-Americans of all ages. For non-Hispanic whites, “Glee Generation” millennials are more likely to personally relate to diverse shows that “do it right.” In fact, the majority of NHW teens and Generation Xers like diverse shows simply because they are good. Examples include *Empire*, *How to Get Away with Murder*, *This Is Us*, *Black-ish*, *Luke Cage*, *Jane the Virgin* and *Orange Is the New Black*.



CONCLUSION

Culture is the biggest opportunity for growing your bottom line! Viewing multicultural marketing efforts through the lens of language alone is a misstep many marketers make—you might effectively engage multicultural consumers, but you will not maximize engagement of intent to purchase without applying the power of culture. The truth is, you might do a “so-so” effort that you think is “OK,” but how can you hit your marketing campaigns out of the park?

As the CMC, we recommend the following:

- **Ensure** you have the right culture marketing specialists at the table who understand the nuances of culture to help you navigate opportunities and triggers—both in culture content marketing and mainstream marketing. The **CMC 2018 Hispanic Market Guide** is a resource that provides topline Hispanic data as well as a list of our members—companies with trusted Hispanic marketing expertise.
- **Develop** your culture marketing campaigns as integral parts of your overall strategy from the very beginning—don’t create your “mainstream” campaign with multicultural outreach as an afterthought.
- **Arm** yourself with the right research, data and cultural insights to know what to say, when, where, in what language and across which media—this translates into becoming culturally fluent. Your team of culture marketing specialists can help with this.
- **Allocate** the proper budget toward your segmented cultural efforts—investing in multicultural marketing efforts has shown to pay dividends and **grow ROI**.
- **Become** a CMC member, where you can access our collection of market research and unlock first and exclusive access to detailed information and data points, such as this *Digital Lives 2018* study, in addition to our other [member benefits](#).

To get marketing right in today’s climate, you must understand the actionable consumer insights that drive ROI. More than ever, these diverse Hispanic segments—from the bilingual/bicultural to the millennials shaping today’s society—still require specialized strategies integrated into the entire marketing funnel to gain awareness, engagement and affinity.

ABOUT THE CULTURE MARKETING COUNCIL: THE VOICE OF HISPANIC MARKETING

Founded in 1996 as the Association of Hispanic Advertising Agencies, the Culture Marketing Council: The Voice of Hispanic Marketing (CMC) is the national trade organization of all marketing, communications and media firms with trusted Hispanic expertise. For more information, visit culturemarketingcouncil.org and follow the CMC on Facebook and Twitter at [@cmchispanic](https://twitter.com/cmchispanic).