

# Best Practices for Engaging Hispanic Consumers in Media

Victor Paredes, Executive Director of Cultural Strategy

Jack Mackinnon, Senior Director, Cultural Insights

*A Special Presentation for the Hispanic Marketing Council*

*January 17, 2023*

# Today's Presenters



## **Victor Paredes**

### Executive Director of Cultural Strategy

Victor Paredes leverages his expertise in inclusive marketing and advertising in combination with Collage's proprietary data and insights, to support clients. He is a successful marketing and advertising executive with proven experience in building practices that drive brand equity, sales, traffic, and qualified leads. His marketing experience spans sectors such as entertainment, hospitality, healthcare, consumer packaged goods, retail, and direct to consumer services.



## **Jack Mackinnon**

### Senior Director, Cultural Insights

With more than 15 years of diverse research experience, Jack offers deep expertise in Multicultural, Generational, LGBTQ+ consumers, and their intersection. Jack's research extends into exploring culture-at-large, investigating broader societal trends not easily categorized into typical areas of research.



# Collage Group, Emerging Media Survey, Fielded October 2022

## 13-76 Unweighted Sample Breakdown, n=4,639

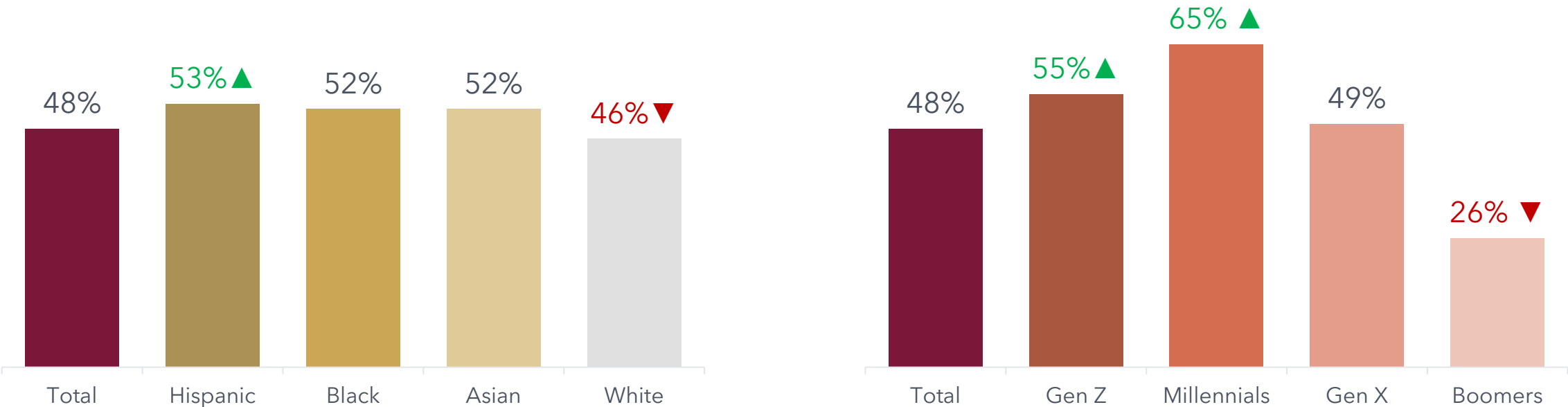
Race/Ethnicity		Gender		Generation	
Hispanic	1593	Woman	2371	Gen Z	982
Black	862	Man	2218	Millennial	1400
Asian	711	Non-binary / other	50	Gen X	1209
White	1473			Boomer	1048
Hispanic Acculturation		LGBTQ+			
Acculturated	520	LGBTQ+	692		
Bicultural	695	Non-LGBTQ+	3947		
Unacculturated	378				

*Notes: Weighted data present in this report is weighted to be nationally representative of Race/Ethnicity, Hispanic Acculturation, Age, Gender, and Sexuality.*

# It's Crucial to Engage with the Segments who Are Early Adopters

Multicultural Americans and Millennials Will Likely Be Keyed into Any Future Technological Advances

I like to try new technologies, devices, and platforms as soon as they come out



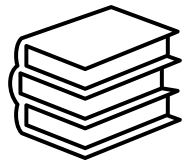
Source: Collage Group Emerging Media and Technology Survey, October 2022 (13-76 population, weighted)  
% agree, strongly agree  
Significance test: Confidence level 95%. ▲ ▼ over/under Total



# Today the World May Be on the Cusp of “Web3.0”

## Web 1.0

(~1989 - 2005)

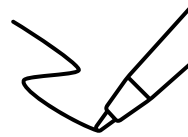


“Read-only”

- Few pages and websites
- Static, read-only content
- Mostly text

## Web 2.0

(~ 2005 - present)



“Read - Write”

- Many pages and websites
- Users can participate in creating content through posts, comments, etc.
- Text and media

## Web 3.0

(timeline uncertain)



“Read - Write - Own”

- A decentralized experience, powered by blockchain, focused around ownership
- Key features will include ubiquity, artificial intelligence, and 3D graphics
- Fully immersive

# 01

## Metaverse

# 02

## Other Emerging Tech

- AR, VR, and Wearables
- NFTs

# 03

## Social Media

- Emerging Platforms
- Influencer Marketing



The metaverse is a virtual, 3D world that's completely immersive and mimics real life. All platforms are connected, and users can "bring" virtual items from place to place.

The metaverse *does not* exist yet. But many individual platforms that offer metaverse-like experiences do exist.

(and we call those "the metaverse")



# Few Americans Say They Have Used the Metaverse

What types of technology have you tried/interacted with before?

**The metaverse**



Source: Collage Group Emerging Media and Technology Survey, October 2022 (13-76 population, weighted)  
Multiselect answer option  
Significance test: Confidence level 95%. ▲ ▼ over/under Total



# But Most Americans Have Used at Least One Platform that Many Consider to Offer a Metaverse-Like Experience

Have you ever used any of the following platforms?

	Total	Hispanic	Black	Asian	White
Minecraft	37%	42%▲	35%	38%	36%
Fortnite	33%	40%▲	39%▲	32%	30%▼
Roblox	32%	41%▲	36%▲	34%	28%▼
MMOs (e.g., World of Warcraft)	15%	15%	14%	17%	16%
The Sandbox	9%	10%▲	8%	9%	9%
IMVU	8%	10%▲	16%▲	5%▼	6%▼
Second Life	6%	7%▲	6%	5%▼	6%
Horizon Worlds	5%	6%	6%	3%▼	5%
None of the above	43%	35%▼	39%▼	40%	47%▲

Gen Z is more likely than all other generations to use Minecraft, Fortnite, Roblox, and IMVU.

Millennials are more likely than all other generations to use the Sandbox, Second Life, and Horizon Worlds.

# Brands Are Meeting Consumers Where They Are on These Platforms



Ralph Lauren on Fortnite



Cheetos on Horizon Worlds



Hillshire Farm in Decentraland



Gucci in The Sandbox

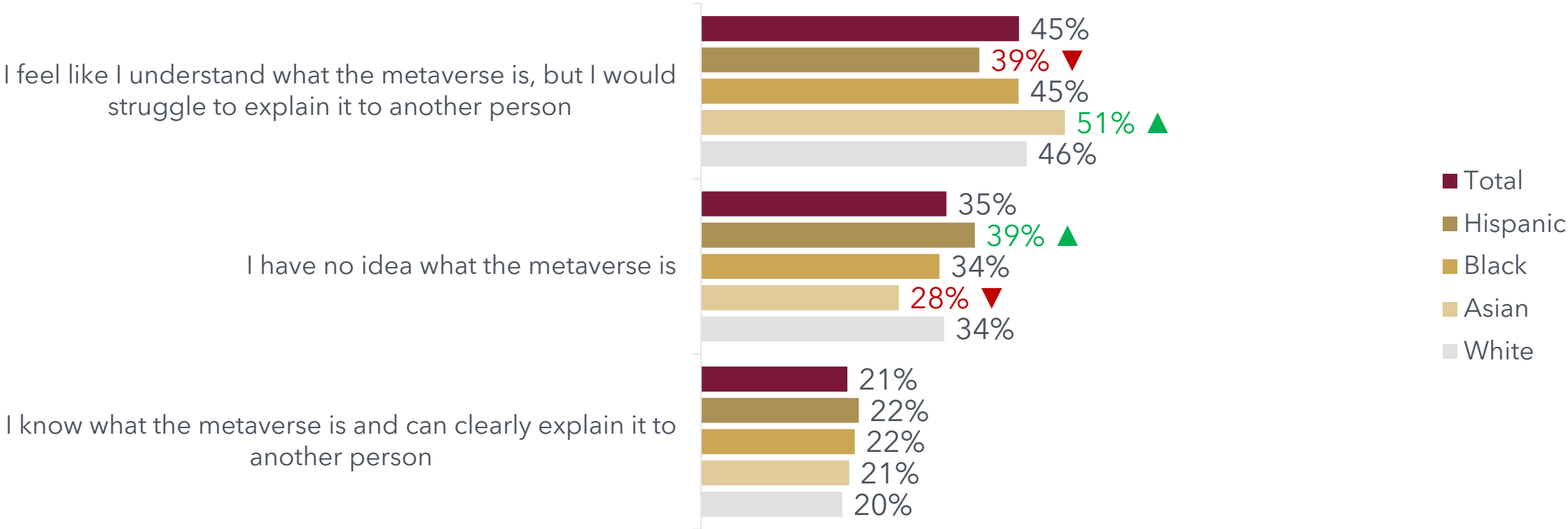


Claire's in Roblox



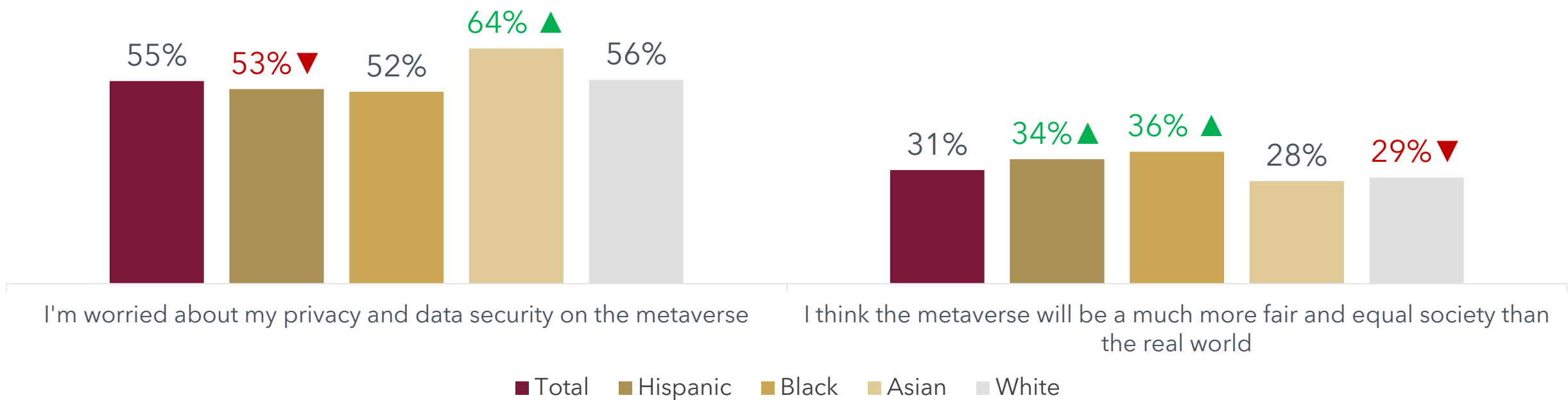
# Lack of Recognition of Using the Metaverse Likely Has to Do with General Confusion around the Concept

What best describes your understanding of the metaverse?



# Concerns and Doubts about the Promises of a Safe and Equal Metaverse Could Lead People to Avoid Using It

Privacy Is a Particularly Strong Concern for Asian Americans

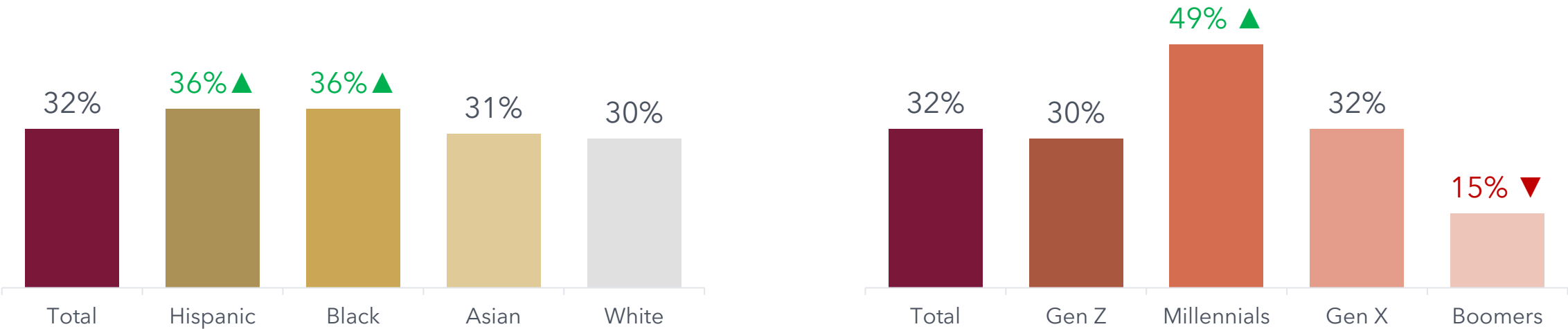


Source: Collage Group Emerging Media and Technology Survey, October 2022 (13-76 population, weighted)  
% agree, strongly agree  
Significance test: Confidence level 95%. ▲ ▼ over/under Total

# Only One in Three Americans Currently Believe the Metaverse Is for People Like Themselves, with Millennials Most Likely to Think So

## More Hispanic and Black Americans Think the Metaverse Is for Them than Asian and White Americans

The metaverse is for people like me



Source: Collage Group Emerging Media and Technology Survey, October 2022 (13-76 population, weighted)  
% agree, strongly agree  
Significance test: Confidence level 95%. ▲ ▼ over/under Total



Americans might be unsure of  
the metaverse today...

*But they are open to  
using it in the future.*

# People Are Interested in Learning More about the Metaverse and Believe It Will Be Much More Commonly Used in the Future

Hispanic and Black Americans Are Most Likely to Want to Learn about the Metaverse

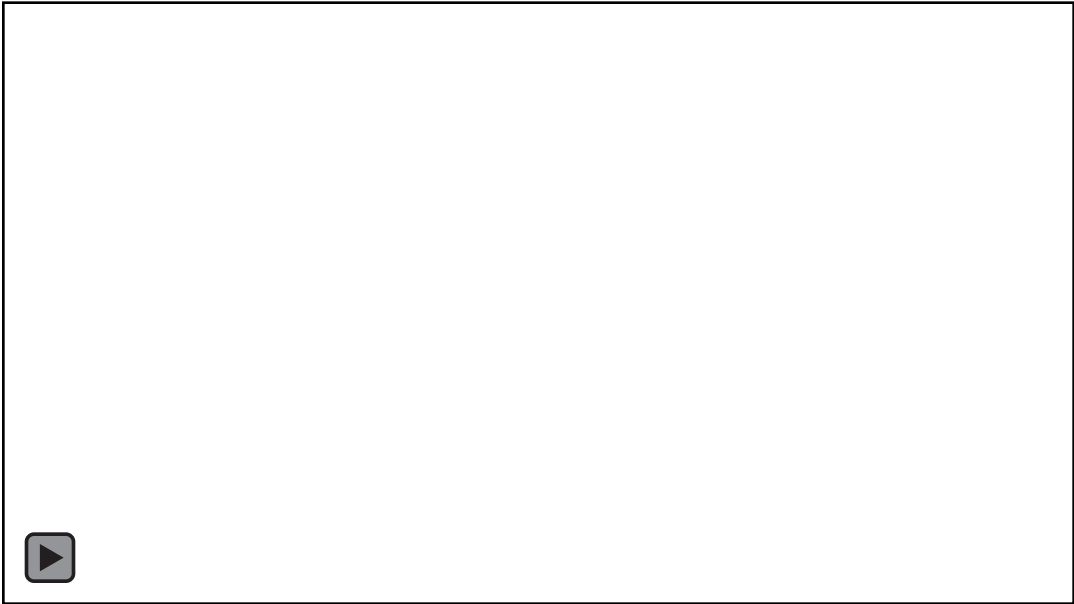
	Total	Hispanic	Black	Asian	White
I think the metaverse will become much more commonly used in the future	56%	56%	59%▲	59%▲	54%
I want to learn more about the metaverse	53%	58%▲	60%▲	53%	51%▼



# Show How The Metaverse Celebrates Hispanic Impact On Our Future

Brands	Korbel
Segment	Hispanic
Insight	While Women represent 28% of the tech workforce, Hispanic Women are only 2% of the tech workforce.
Activation	Latinas in Tech teamed up with Korbel California Champagne to honor 30 Latinas who are excelling in the Science, Tech, Engineering, and Math (STEM) industries. These Luminarias are revolutionizing their fields and lighting the path for younger generations. Renowned digital artist Lucia Diaz was enlisted to create a Metaverse virtual gallery with NFT portraits of the honorees for sale at a charity auction (all proceeds donated to Latinas in Tech).

Meta, "The Impact of the Metaverse"





# Despite Worries, Most People Are Interested in Some Aspect of the Metaverse, Especially Entertainment and Gaming

## Hispanic Americans Are More Interested than Others in Most Metaverse Opportunities

What aspects of the metaverse are you mostly interested in?

	Total	Hispanic	Black	Asian	White
Entertainment	46%	49% ▲	53% ▲	47%	43% ▼
Gaming	43%	49% ▲	51% ▲	43%	39% ▼
Shopping	34%	39% ▲	38% ▲	35%	32% ▼
Social Connections	31%	35% ▲	33%	33%	29% ▼
Traveling and Teleporting	25%	30% ▲	26%	33% ▲	23% ▼
Fitness	24%	28% ▲	28% ▲	29% ▲	21% ▼
Work and Education	21%	30% ▲	25% ▲	25% ▲	17% ▼
None of the Above	23%	17% ▼	15% ▼	17% ▼	28% ▲

# Consumers, Especially Black Americans, Most Want Brands to Get Involved in the Metaverse by Educating People about It

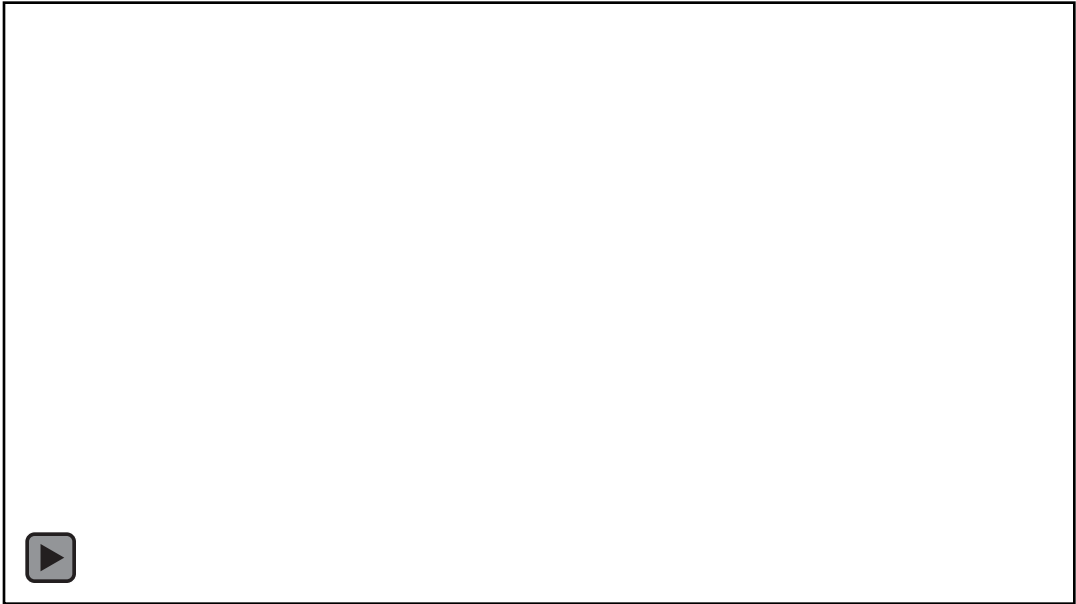
How should brands get involved in the metaverse?

	Total	Hispanic	Black	Asian	White
Educating people about the metaverse and its benefits	40%	43% ▲	45% ▲	43%	38% ▼
Posting content to watch	36%	39% ▲	40% ▲	42% ▲	34% ▼
Creating spaces for people to connect	36%	37%	38%	41% ▲	35%
Sponsoring or hosting virtual events (e.g. concerts)	34% ▼	32%	38% ▲	38% ▲	34%
Building virtual stores or other branded spaces	33%	34%	34%	38% ▲	32%
Selling their physical products / services through the metaverse	32%	34% ▲	32%	39% ▲	31%
Hosting gaming experiences	32%	34% ▲	34%	36% ▲	30%
Brands should not get involved in the metaverse	21%	15% ▼	14% ▼	17% ▼	25% ▲

# Show How the Metaverse Could Improve Lives to Convince Consumers of Its Worth

Brands	Meta
Segment	Total Market
Insight	Americans are open to using the metaverse in the future and want brands to educate them about its potential benefits.
Activation	This spot shows innovations that could be possible in the metaverse that go beyond the perceptions that it is just for gaming and entertainment. Meta shows simulations of the metaverse helping farmers increase their yields, city planners model their work, and other examples to show people why it's important to believe in the metaverse today.

Meta, "The Impact of the Metaverse"





# 01

Metaverse

# 02

**Other Emerging Tech**

- AR, VR, and Wearables
  - NFTs

# 03

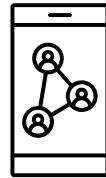
Social Media

- Emerging Platforms
- Influencer Marketing

# Augmented Reality Has Become Part of the Fabric of Our Everyday Lives, Even If We Don't Realize We Are Using It

Virtual Reality Is Still Less Commonly Used Since It Relies on Specialized Equipment

## Augmented Reality (AR)

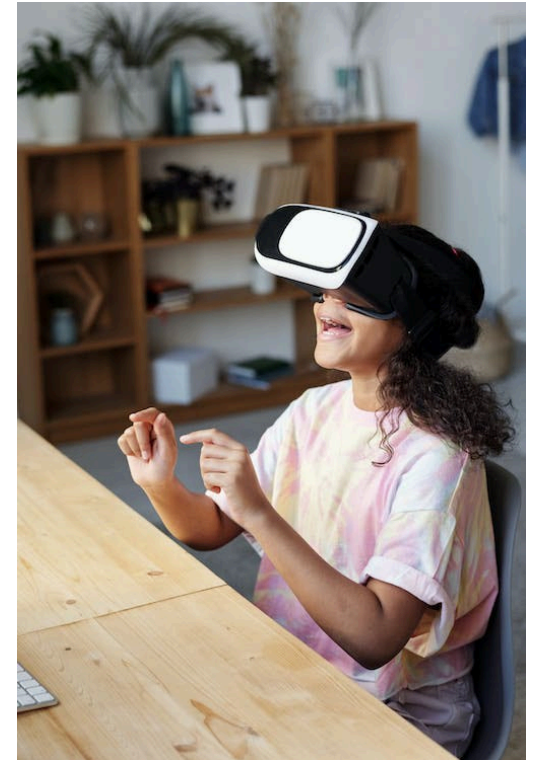
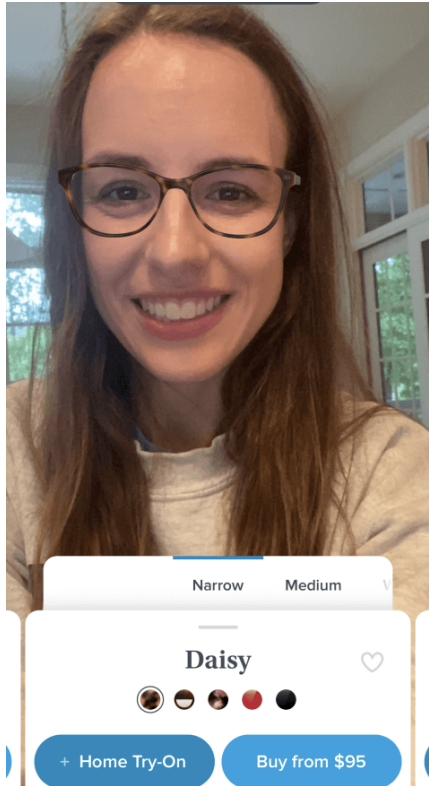


- Puts virtual images on top of a user's real environment
- The user still feels like they are in the real world
- Special equipment like glasses can be used but is not required

## Virtual Reality (VR)



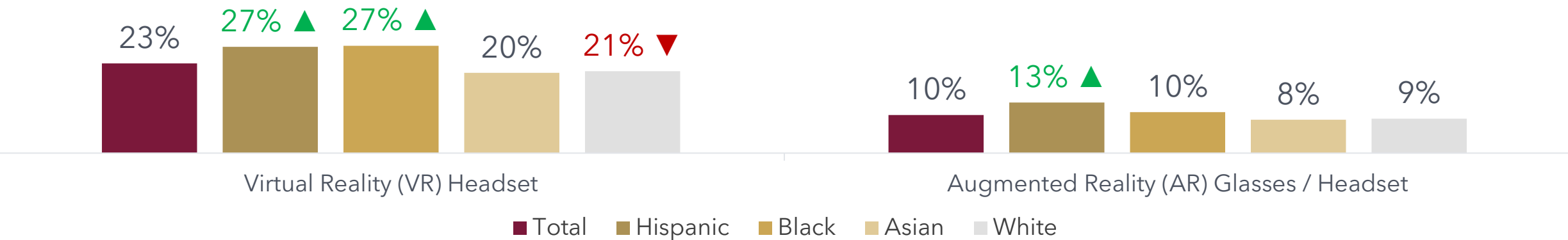
- Completely immerses the user in a virtual environment
- The user feels like they are in a new world
- Requires special equipment like a headset, glasses, or gloves



# People Are Less Likely to Own AR and VR Equipment than to Have Used the Technologies in the Past

This Is Especially True for AR Devices since People Can Use AR without Specialized Equipment

Do you own or regularly use the following devices?



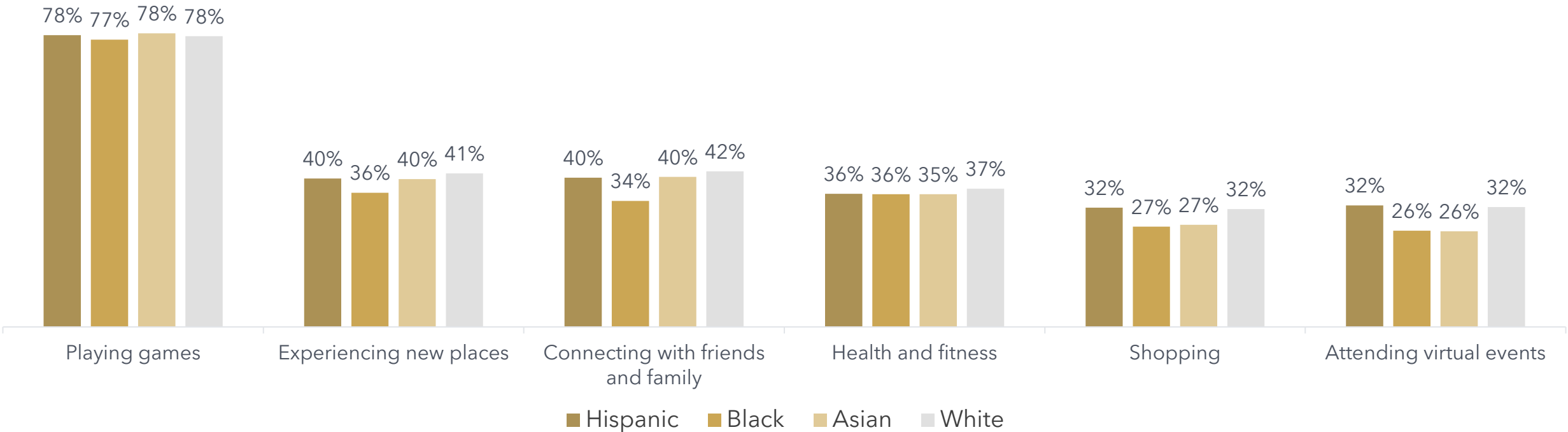
Source: Collage Group Emerging Media and Technology Survey, October 2022 (13-76 population, weighted)  
Multiselect answer options  
Significance test: Confidence level 95%. ▲ ▼ over/under Total



# AR and VR Users Most Often Use the Technologies to Play Games

Many also Like to “Travel” to New Places and Connect with Loved Ones

How do you use AR and/or VR technologies?



Source: Collage Group Emerging Media and Technology Survey, October 2022 (13-76 respondents who own AR and/or VR devices, unweighted)  
Multiselect  
Significance test: Confidence level 95%. ▲ ▼ over/under Total

# McDonald's Hall Of Zodiacs Collaboration With Fashion Designer Humberto Leon Brings Forward A Unique, Intersectional VR Experience

"To ring in Lunar New Year with style, McDonald's teamed up with fashion trailblazer Humberto Leon to curate a unique VR experience. The space showcased the Chinese-Peruvian American designer's bold and unconventional take on a classic holiday tradition.

The Zodiac animals in the VR space featured parallax-style renderings inspired by the Chinese cork carving dioramas and 3D wood puzzle models."



# 01

Metaverse

# 02

Other Emerging Tech

- AR, VR, and Wearables
- NFTs

# 03

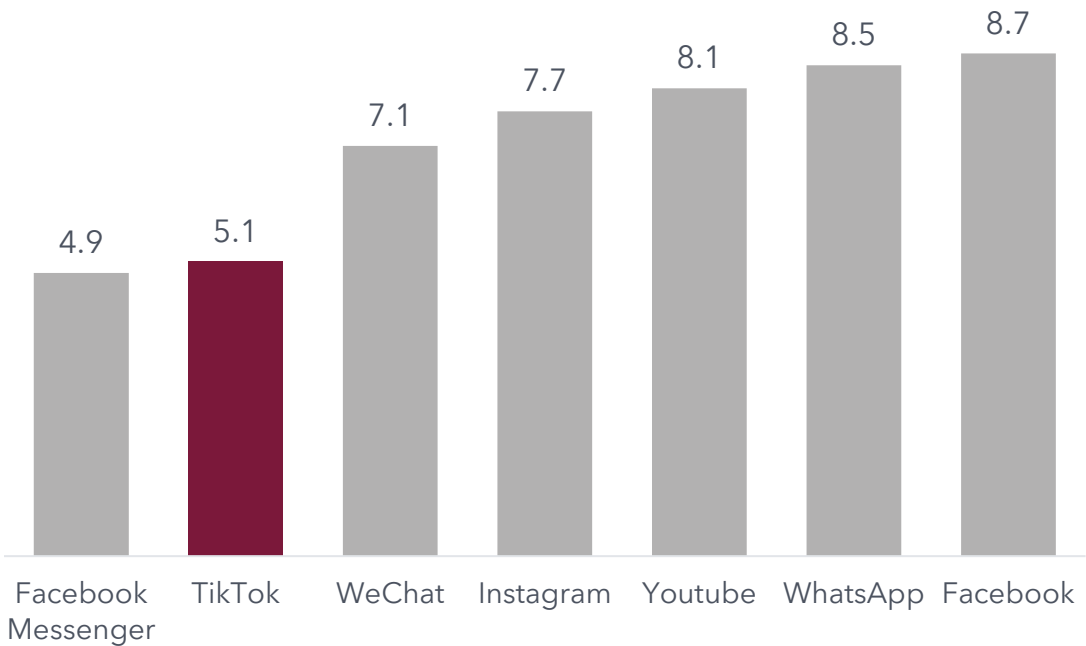
**Social Media**

- Emerging Platforms
- Influencer Marketing



# Since TikTok Was Launched, the App Has Become a Cultural Juggernaut and Avenue for Brand Marketing

Years to Reach 1 Billion Global Users



100 million

American users, including two-thirds of American teens

\$12 billion

2022 ad revenue, globally

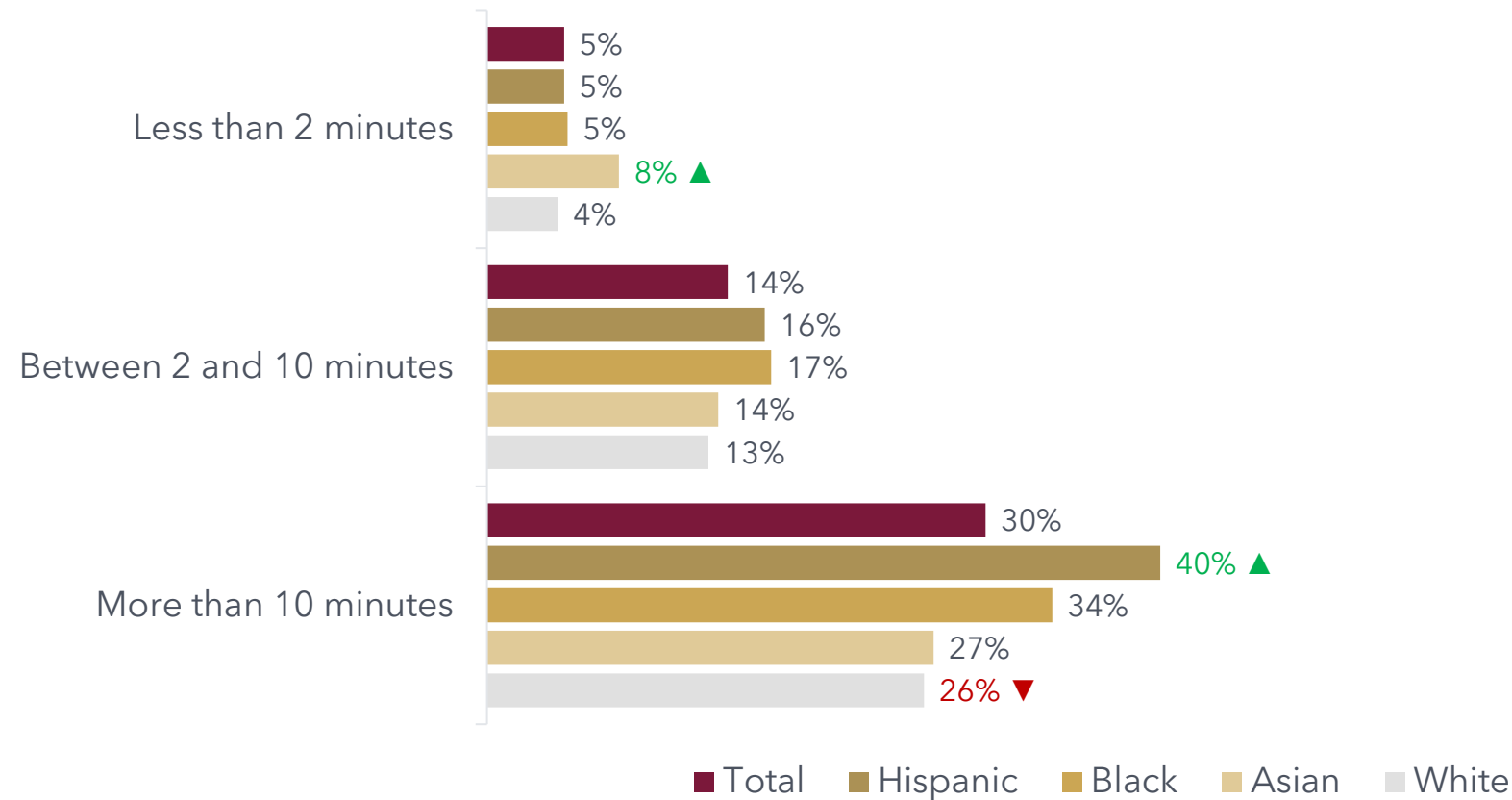
\$900 million

spent on in-app purchases by global users in Q3 of 2022

# Users Are Most Likely to Stay on TikTok for More than 10 Minutes in a Single Session

Hispanic TikTok Users Are Most Likely to Stay on the App for Long Periods of Time

How long do you typically use TikTok in a single session?



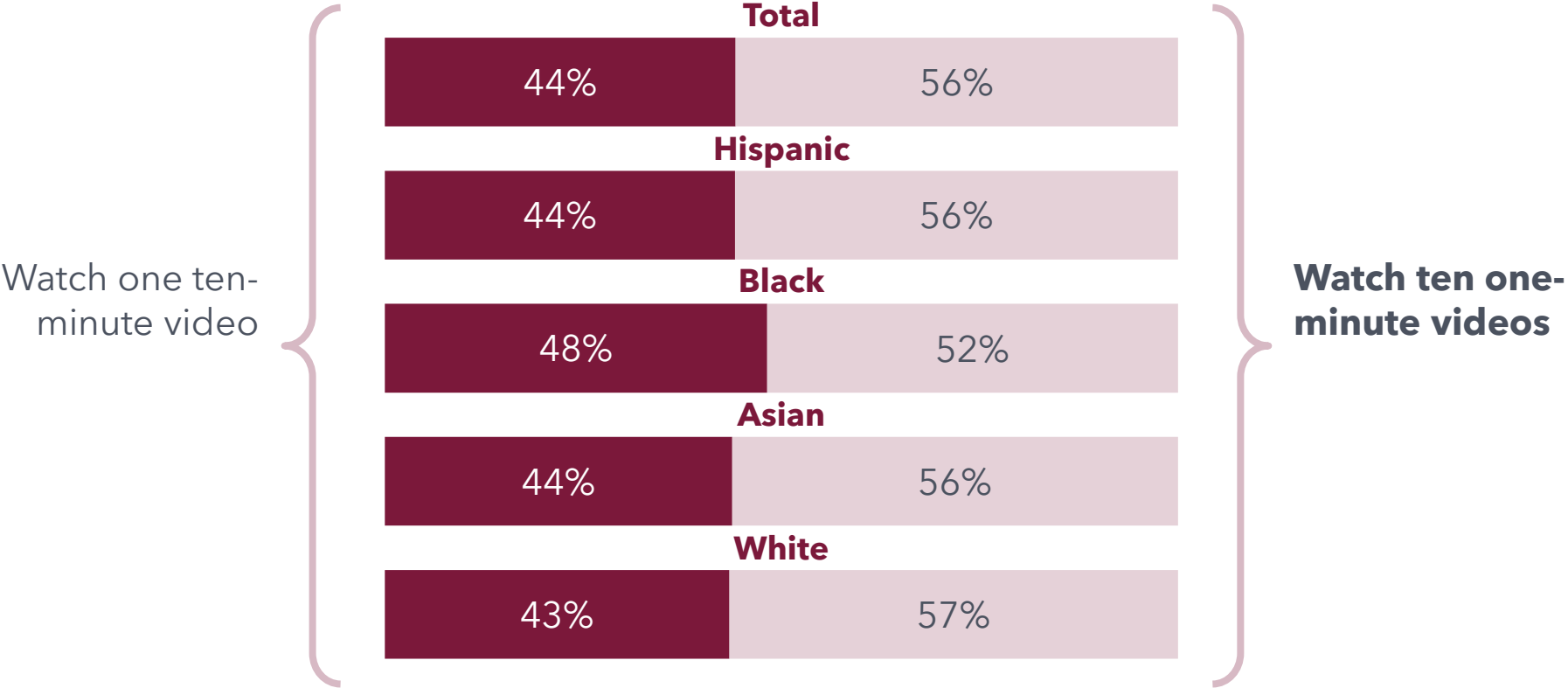
57%

of respondents use TikTok

- 84% of Gen Z
- 73% of Millennials

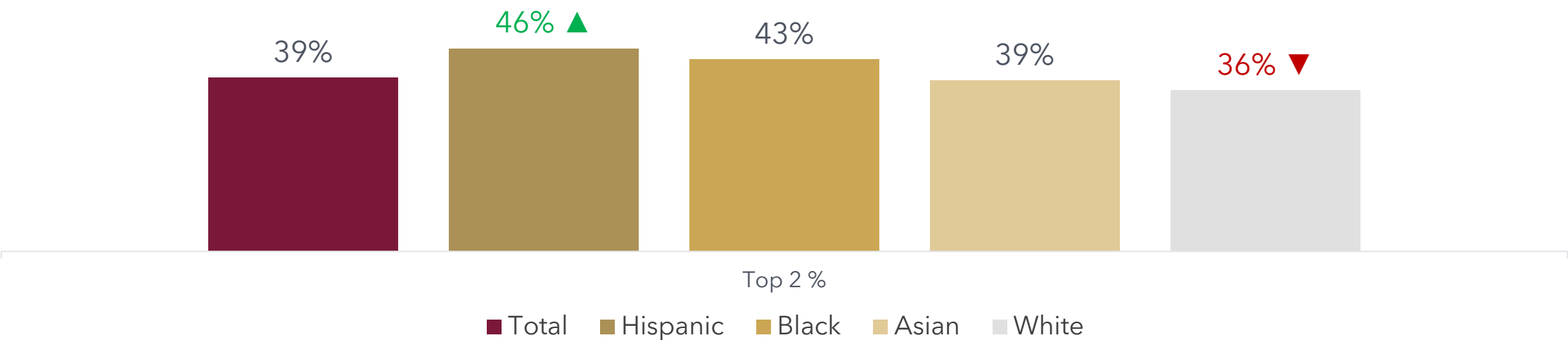
# This Corresponds with Respondents' Slight Preference for Watching Several Short Videos Instead of One Longer Video

Which would you rather do on social media, regardless of platform?



# Nearly Half of Hispanic Consumers Say They Are More Likely to Make Purchases from Brands with a Strong Social Media Presence

I'm more likely to buy from a brand I've seen active on social media

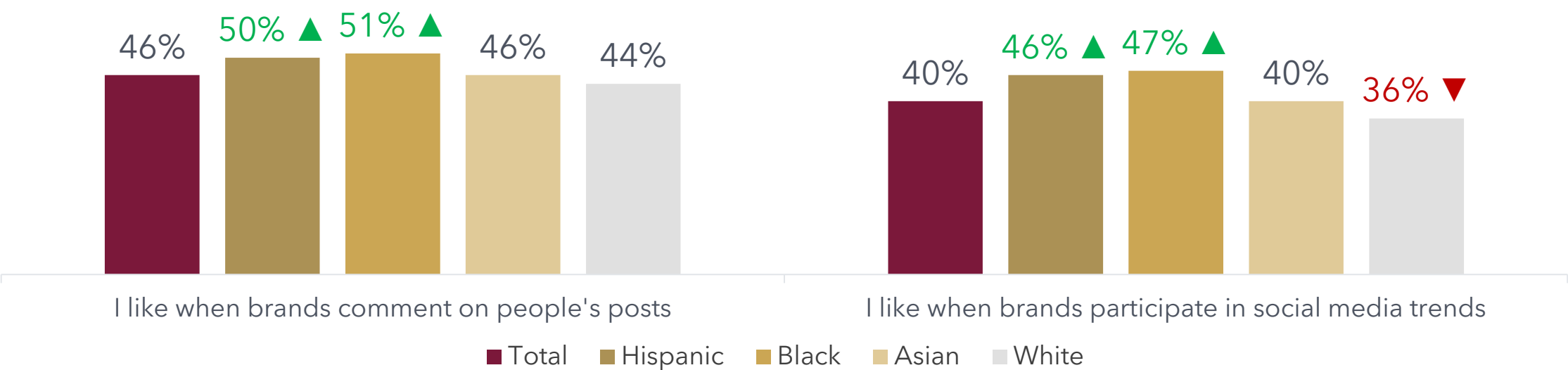


Source: Collage Group Emerging Media and Technology Survey, October 2022 (13-76 population, weighted)  
% agree, strongly agree  
Significance test: Confidence level 95%. ▲ ▼ over/under Total



# Multicultural Consumers React More Positively than White Consumers to Brands' Presence on Social Media

How much do you agree or disagree with the following statements?



Source: Collage Group Emerging Media and Technology Survey, October 2022 (13-76 population, weighted)  
% agree, strongly agree  
Significance test: Confidence level 95%. ▲ ▼ over/under Total

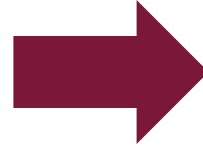
# No Matter What Platform Consumers Are Using, Influencer Marketing Is Vital in Today's Economy

In 2021...

Brands spent

**\$9.8 billion**

on influencer marketing in the  
United States



United States consumers spent

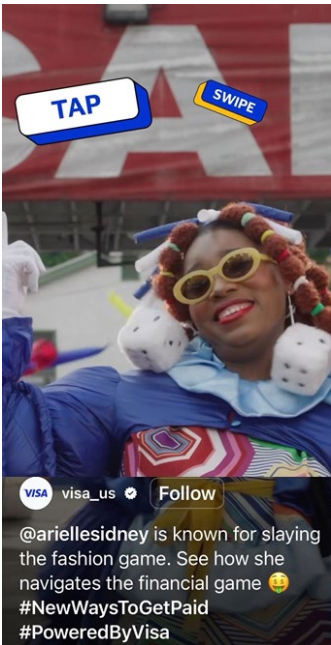
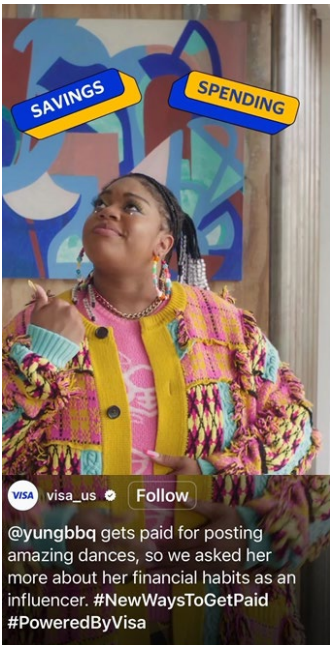
**\$37 billion**

buying products or services via  
social networks

# Multicultural Creators Are Powerful Ambassadors Of Education, Creativity, And Cutting-Edge Social Commerce

Being An Ally To The Diverse Creator Community Drives Relevance, Trust And Advocacy

## VISA Empowers The Multicultural Creator Economy On Social



## Hispanic Social Creators Drive Commerce & Expression

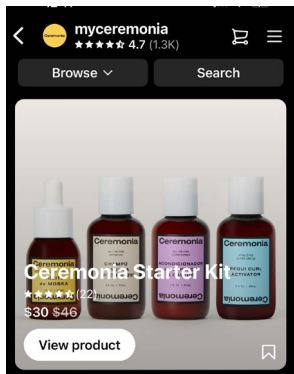
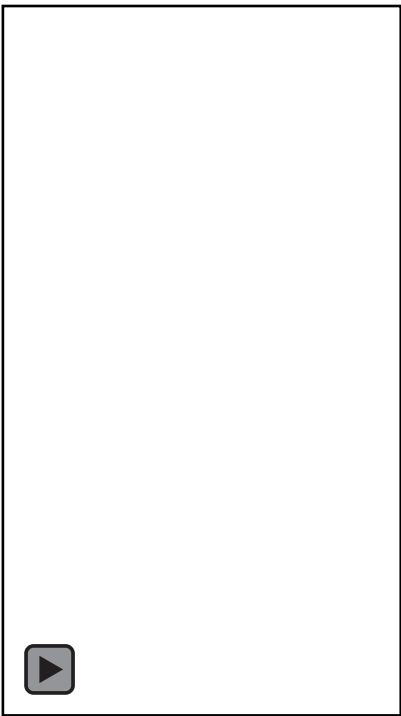


**MEET THE FOUNDER AND CEO OF CEREMONIA, A CLEAN HAIRCARE BRAND ROOTED IN LATINX HERITAGE**

Article by In The Know, Video produced by Jordan Walker, Dana Gluck, Gibson Johns  
Published on Jan 6, 2023

Babba G. Rivera, founder and CEO of hair care brand, Ceremonia (@myceremonia), is using her award-winning, natural, clean hair products to help the Latinx community embrace their natural beauty.

"I'm a firm believer in representation across the board, and when it comes to beauty, it's so much deeper," says Rivera. "Beauty in many ways is the gatekeeper to the relationship we have with ourselves. And for women, and I would say for women of color in particular, we have been taught by the media for decades that in order to be considered beautiful, we have to tame our natural beauty. And I want to flip that script."



# The Vast Majority of Americans, and Nearly All Gen Z and Millennials, Follow Influencers and Content Creators on Social Media

84%

of Americans follow influencers / content creators  
on social media

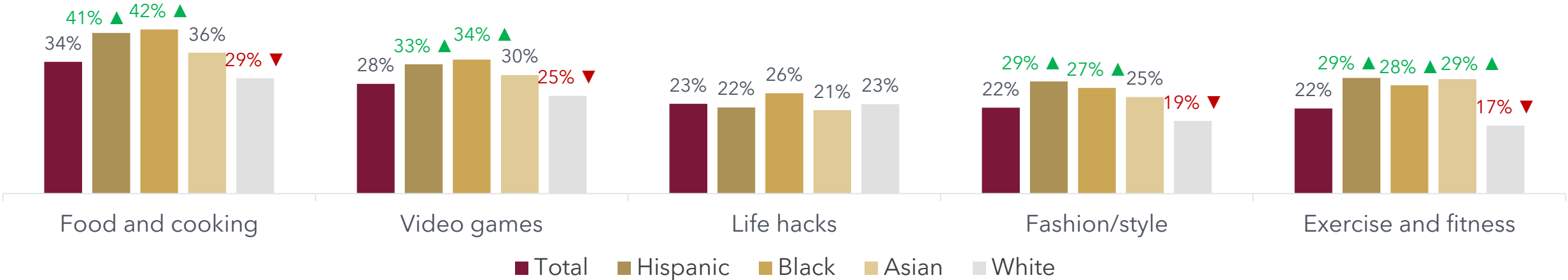
Hispanic	Black	Asian	White	Gen Z	Millennials	Gen X	Boomers
91%▲	88%▲	84%	81%▼	97%▲	95%▲	85%	63%▼



# Hispanic and Black Americans Particularly Love to Follow Influencers Who Post about Food and Cooking and Video Games

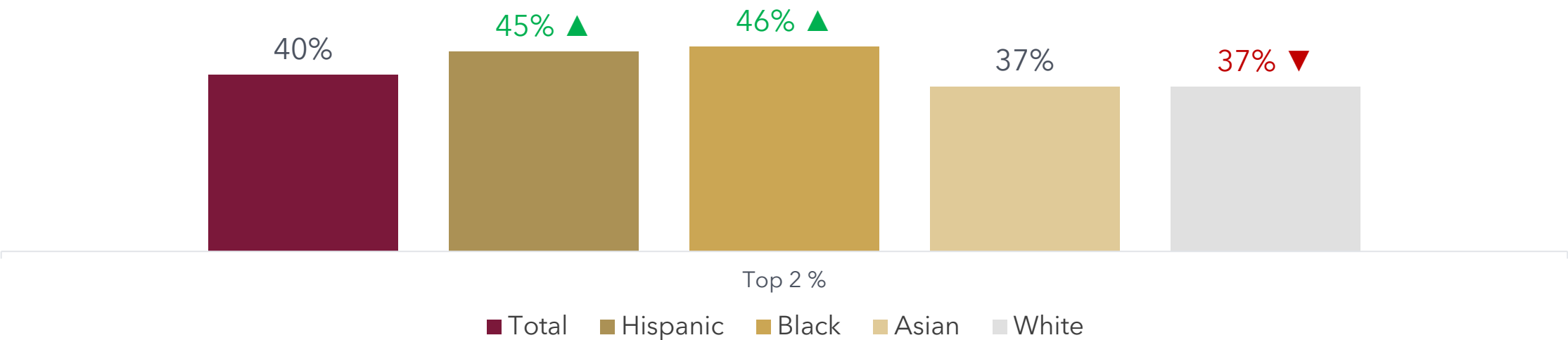
Their Interests Aligns to These Segments' Passions

Do you follow influencers / content creators who post about any of the following topics?



# Almost Half of Black and Hispanic Americans Enjoy Seeing Brands Partner with Their Favorite Influencers

I like when brands partner with influencers / content creators on social media as a way to show off their products



Source: Collage Group Emerging Media and Technology Survey, October 2022 (13-76 population, weighted)  
% agree, strongly agree  
Significance test: Confidence level 95%. ▲ ▼ over/under Total

# Similarly, the Black and Hispanic Segments Are Most Likely to Have Bought Products Recommended by Influencers in the Past

Almost Half of Millennials Have Bought Products after Seeing Influencer Posts

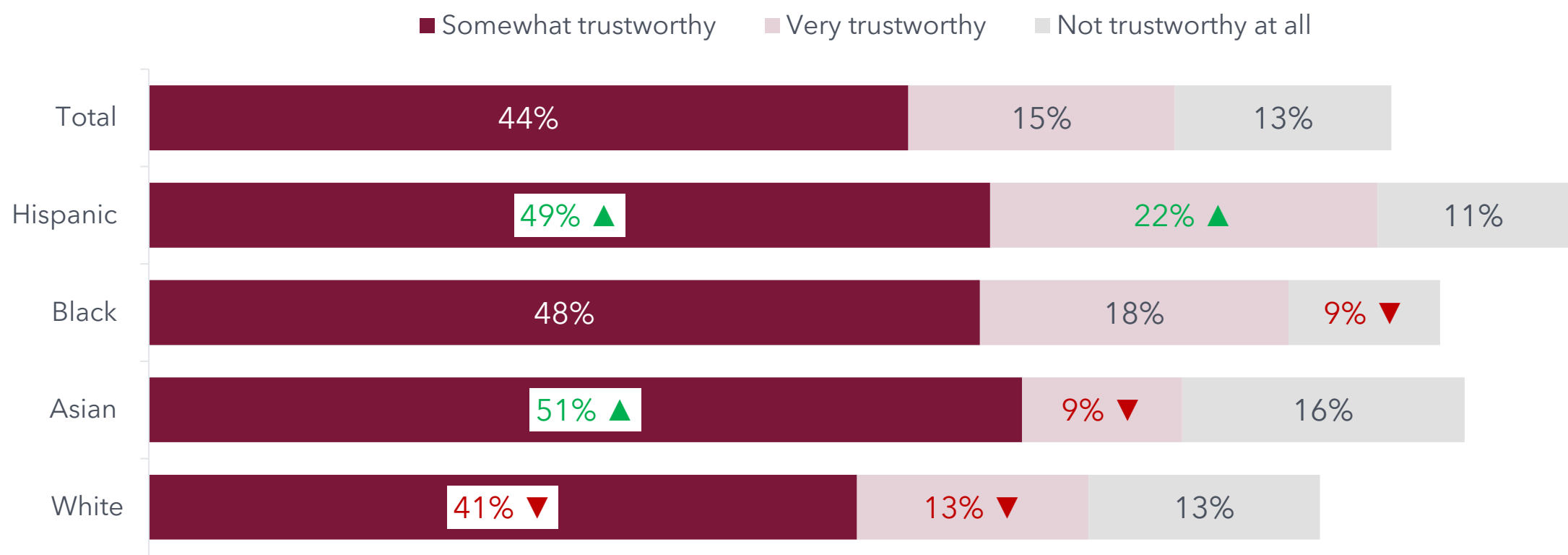
32%

of Americans have bought something because an influencer / content creator recommended it

Hispanic	Black	Asian	White	Gen Z	Millennials	Gen X	Boomers
39%▲	37%▲	32%	30%▼	38%▲	47%▲	30%	15%▼

# Most Americans Are Open-Minded to Marketing from Content Creators and Think They Are at Least Somewhat Trustworthy

How trustworthy do you think the influencers / content creators that you follow are as a source of information about brands, products, and services?



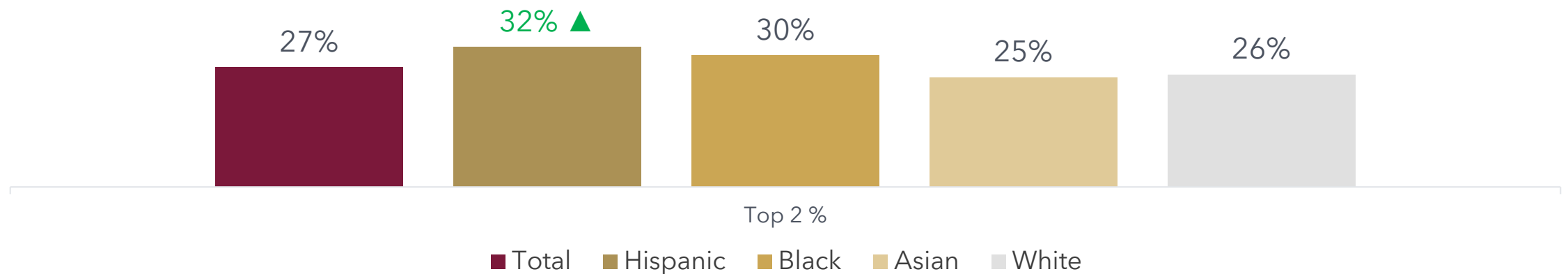
Source: Collage Group Emerging Media and Technology Survey, October 2022 (13-76 population, weighted)  
Single select  
Significance test: Confidence level 95%. ▲ ▼ over/under Total



# Most Americans Think Marketing Directly from Brands Is More Trustworthy than Influencer Marketing

## Hispanic Americans Are Especially Likely to View Content Creators as More Trustworthy

I think influencers / content creators are more trustworthy than marketing that comes directly from brands



# While Consumers Seek Education And Connection, They Fear Being Targeted With Racist and Dangerous Mis/Dis-information

71%

of Americans are concerned about the **spread of false information** on social media

Hispanic	Black	Asian	White
70%	72%	76%	70%

63%

of Americans are concerned about the **spread of racist ideas** on social media


Hispanic	Black	Asian	White
65%	69%▲	69%▲	61%

**Racist and sexist disinformation is sowing divisions among Asian Americans**

Researchers highlighted the Men's Rights Asians movement, the prevalence of casteism and social media aggregators of Black-on-Asian crime as examples of "bad actors."



Black And Latino Voters Flooded With Disinformation In Election's Final Days



Misinformation online is bad in English. But it's far worse in Spanish.



Testimony: "A Growing Threat: The Impact of Disinformation Targeted at Communities of Color"



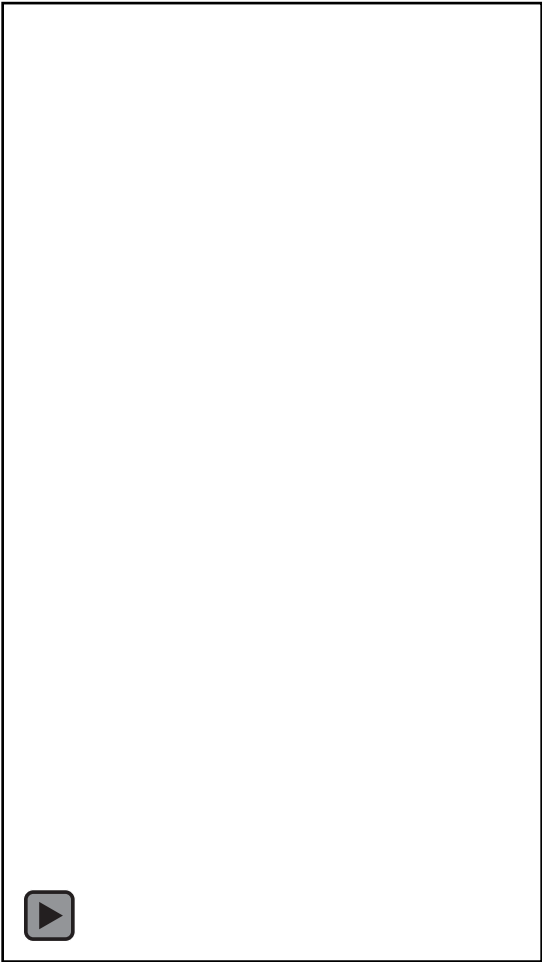
Hate Speech's Rise on Twitter Is Unprecedented, Researchers Find



Source: Collage Group Category Essentials, Fall 2022 (18-76 population, weighted)  
% agree, strongly agree  
Significance test: Confidence level 95%. ▲ ▼ over/under Total Pop.

# Partner with Influencers Known for Their Honesty and Transparency

Brands	CVS
Segment	Total Market, Women
Insight	Most Americans think that influencers are somewhat as trustworthy as marketers.
Activation	CVS partnered with the influencer Victoria Garrick Browne to promote their Beauty Unaltered campaign, which highlights unedited images in their marketing. Victoria was a perfect partner for this campaign as she gained her following by being very open and transparent about body image, eating disorder recovery, and showing how many images you see on social media are edited and distorted.



# Q&A



**Victor Paredes**

Executive Director of  
Cultural Strategy



**Jack Mackinnon**

Senior Director  
Cultural Insights



**COLLAGE  
GROUP**

Thank You!

[Info@collagegroup.com](mailto:Info@collagegroup.com)