



Cultural Messaging for Young Latinos

“Best People + Best Product Environment + Best Solutions = Best Results”

Recent reports state that the U.S. Latino population will both triple in size and account for most of the nation’s population growth from 2005 through 2050.

This is why cultural messaging is key to reaching young Latinos.

- To reach Hispanic Gen Yers, marketing strategies should reflect their “bidentity”, a hybrid identity that comes from living in two cultures.
- Today’s young Latinos “literally have one foot in each culture”. Describing themselves as Hispanic (56%) versus Latino (19%) or American(11%) because “Hispanic” seems more modern and relevant.
- Brands that do the best job of creating products and services for Latinos include McDonalds, Pepsi, MTV, Target and Rocawear.
- Nearly 60% of respondents said they have a strong connection with Latino culture. Making family proud (84%) was the top life expectation, followed by excelling at my career(83%)
- Latino youth participating in the study believed that 40% of the population was Hispanic, when in actuality the figure is closer to 15% according to the U.S. Census.
- For marketers, there’s an opportunity to tap the young empowered Latina with messaging that recognizes this potentially lucrative market of financially-independent women. What this says is, This is not your mother’s Hispanic market. It’s about culture and the idea that we should be marketing to Hispanics and not simply marketing to Spanish.

