

Adweek

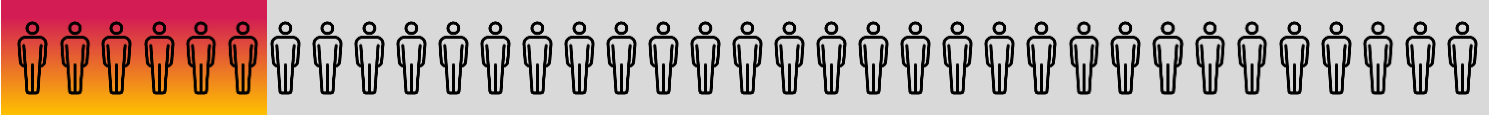
Hispanic and Latin American Summit

Learnings and Insights

Adweek's Hispanic and Latin American Summit communicated the power, growth, and potential of the Hispanic/Latinx communities, not only as consumers but as employees and leaders in the workplace. Hispanic/Latinx executives from exemplary advertisers such as IBM, Pepsico, Google, and Walt Disney, shared their stories about embracing their Latin roots, the challenges they have faced inside and outside of the workplace, and why they believe companies should invest in the Hispanic and Latinx communities.

The discussion focused broadly on the issues of inclusivity, advocacy, promotion, awareness, and validation of the Hispanic/Latinx communities in the US. It highlighted the urgency for brands to meet the needs of their consumers by being proactive about inclusive marketing strategies and portrayal of Hispanic/Latinx consumers. Additional issues focused on mentorship, investment in Hispanic/Latinx business, creating a pipeline of Hispanic/Latinx leadership, and visibility of Hispanic/Latinx leaders in business.

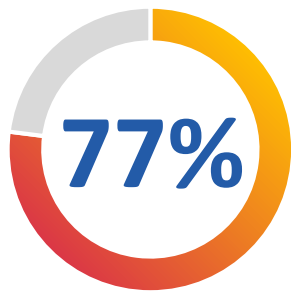
18% of the U.S population is Hispanic/Latinx



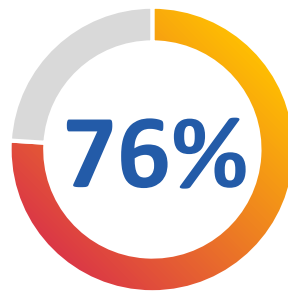
In 2050, Hispanics/Latinxs will be
25% of the country



1% of Hispanics are represented in
politics & television



of Hispanics have
to be educated about
their own power



of Hispanics feel that they
need to hide who they are
at the workplace



of Hispanics/Latinxs
identify as Hispanic



Only 50% of those who identify as
Hispanic think that we act as a community



Investing in Latinxs
today would mean 4
decades of growth

Despite making up 18% of the US population, advertisers invest less than 5% toward the Hispanic/Latinx communities. The time to close that gap is now. Burger King's Global CMO, Fernando Muchado, made it clear that change needs to happen within the walls of the employer in order to see a larger impact on our advertising dollars. In order to successfully speak to a desired audience, internal representation is key!

Actionable ways we can contribute to eradicating the bias that exists for Hispanic and Latin American groups:

1 Start at the top: Leadership must acknowledge when there is a lack of Hispanic/Latinx representation

2 Define, create, and sustain a culture that enables every voice to be heard

3 Don't just be an advocate; be an advocate who takes action

4 Seek out knowledge: attend multicultural events, read, talk to others, and ask questions

Some of the more poignant commentary:

Maria Winans: Culture and language are a gift. Culture is an opportunity to extend yourself and show up as your true self. Must incorporate culture into your personal professional pathway.

Steven Wolf Pereira: Hispanic/Latinx communities are over mentored and under invested in. Invisible as a community and not acknowledged by brands. We need Hispanic/Latinx brands because they are the best advocates for the Hispanic/Latinx community.

Andrea Perez: Simplify and focus on things that unite Hispanics/Latinxs as consumers. Have to support those we mentor, and not just Hispanics/Latinxs, so we are seen as leaders across the professional spectrum. Doubling down on supporting BLM. As

business leaders, supporting the black community will help to address similar social justice issues in the Hispanic/Latinx communities.

Susan Betts: Brands are culture-setting entities. They must think about inclusive marketing not just in representation but also portrayal.

Fabiola Torres: The way young people observe the world now is different from previous generations, so we have to be open to learning and challenge ourselves.

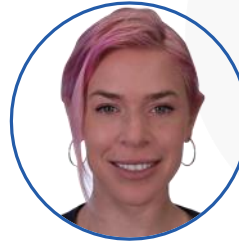
Yvette Pena: Advocacy has to be done within organizations. Diversity is not just the responsibility of D&I professionals but everyone.

“ Our takeaways



**Nirvana Rivera,
Corporate Trainer**

“ *In the midst of the current state of our country and the heightened awareness of social responsibility, this conversation reinvigorated for me the importance of talking about intersectionality. Despite the growing population in the US and the increase in the influence of the food and culture, many of the panelists shared the sentiment that Hispanics/Latinxs are a forgotten minority. They even highlighted the importance of Black Lives Matter and how the movement has encouraged them to talk more about the histories, struggles, and injustices of Hispanic/Latin Americans. It reminded me that while many people are educating themselves on racial disparities, it is important to ensure that all disenfranchised people benefit from the progress that will come. From a professional perspective, I think that there is so much accountability that has been left unresolved, in terms of culturally inclusive business plans. I hope that conversations like these encourage more people to think of the complexities of diversity initiatives and motivate more people to take an active role in collective change.* ”



**Shannon Marsico,
Associate Director, Media**

“ *Adweek’s Heide Palermo kicked off the Hispanic and Latin American Summit by stating “proximity is the quickest path to empathy.” Despite one’s desire to easily identify and understand the marginalized, there is a level of exposure and attentiveness needed to initiate change. As someone who is not Hispanic/Latinx, I found the summit to be very edifying. Many of the hidden biases and challenges that Hispanics/Latinxs face in the workplace and within our industry were unknown to me. I am appreciative of the leaders on the panel that shared their stories, colleagues that were open to answering some of my questions, and CMI/Compas for encouraging employees to attend the summit. My hope is that each day I can approach all aspects of my job, from team building to brand investment strategies, with more empathy and knowledge than the previous day. The Hispanic and Latin American Summit was one of many proactive efforts that needs to be taken to attain that goal.* ”

“ Our takeaways



– **Amanda Preto, Director, Marketing**

“ It's timely and wise for brands to approach their campaign strategies with audience inclusivity and diversity in mind. Hearing the contributors on the Adweek panel say “brands can't just think of us in terms of making a purchase, when they want us to open our wallets” was an a-ha moment from both a marketer's perspective but also from a human rights perspective. Understanding and embracing what makes audiences different—perceptions, cultures, traditions, language, customs—is critical for building relationships with consumers. It manifests trust, and from trust will come brand affinity. A campaign strategy should be grounded in research that looks at the differences across all of a brand's audiences. The mindset of marketers must be one of respect and appreciation for diversity. The audience should feel represented. Companies who lead with cultural sensitivity and awareness will succeed, both in terms of sales and societal responsibility. ”



– **Amalia Cortes, People Coordinator**

“ At the Adweek Hispanic and Latin American Summit, one quote that stuck out to me is “Unite, support and educate.” We focus so much on what makes us different from each other when we should be focusing on how we can work together, whether you identify as Latinx or not. We have to support each other, those we mentor, those we work with, and support other people of color. We also need to do better at educating others on the challenges Latinxs face and the resources they have to offer. Hispanics and Latinxs are resilient and huge contributors to the country, but are often not given the credit or enough opportunities. As Claudia Romo Edelman said, “Investing and engaging with Hispanic communities would increase growth and value.” From a marketing perspective, we should be identifying the holes in current strategies to see how we can target more diverse audiences and have insights on the behaviors associated when targeting those audiences. From a personal standpoint, being someone who identifies as Hispanic, I have a responsibility to spread messaging and advocate because being Hispanic means I am representing the voices of all people of color. This summit was eye-opening and conversations like this are part of what will transform the future of tech and be the change we want to see in our society. ”