



QUARTERLY CULTURAL DIGEST + FIRST LOOK COVID-19 IMPACT

VOL. 16/Q1 2020

As we wrap up the first quarter of the new decade, it's not exactly business as usual. As it typically does, this quarterly digest contains a round-up of the trends that bubbled up in the first few months of the year, but we couldn't look at culture in Q1 of 2020 without also taking a first look at the cultural shifts resulting from one of the most impactful events of our time: the COVID-19 pandemic.

Here, you will not find another set of trends reporting on the upswing in delivery services, increase in streaming or toilet paper shortages. Even amidst a pandemic, at Alma we look at the world through the only lens we know how: culture. Through this lens, we've drawn out the nuances in the experiences of different multicultural and minority tribes in the early days of the COVID-19 crisis.

During a time when supporting one another is the only path forward, it becomes even more important to understand and empathize with all of the different people trying to coexist and thrive at a time unlike any other.

It's a longer read than usual, but we hope you agree it's worth it.

COVID-19

THROUGH A CULTURAL LENS

What's Trending?

Minority Solidarity

MINORITIES BAND TOGETHER AGAINST COVID-19 RACISM

As COVID-19 started reaching the US, racism towards Asian Americans started bubbling up. News about the virus was accompanied by reports of racist and xenophobic acts and even President Trump began referring the the virus as the “Chinese virus” on Twitter and in public briefings.

Social media lit up with pleas and calls for social justice. Among the most vocal, were other US minorities who stood in solidarity with their Asian brothers and sisters. Asian-Americans pleaded for the racism to stop for their own safety and the safety of their loved ones as their lives began to be affected. Clearly appalled by the targeted and offensive slurs, Hispanics and African Americans rose up in their defense, calling for the nation to come together to fight against the racism the virus spawned. Conversations quickly hit a boiling point as people expressed their anger toward those calling it the “Chinese virus,” which only encourages more hate at a time where coming together, while being forced apart, is critical.

KEY TAKEAWAY

Racism in the US is an ongoing problem. Damaging and hateful rhetoric fuels a lack of empathy for others at an uncomfortably large scale. But in such instances, minorities continue to come together over their shared experiences, willing to defend one another and fight against the common enemy. During this overwhelming and tumultuous time when so many other things are taking up people’s mind space, minorities still find the space to acknowledge each other’s experiences and hold their collective values at the center.

THE ASIAN-AMERICAN EXPERIENCE



Kevin @KevinDong12

My uncle in California got his car smashed and vandalized with racial slurs. The coronavirus infects all races of people which goes to show how genetically similar al humans are. Racism is born out of ignorance. Don't be ignorant.



Windsor Liu @Windsorl

This #racism towards Asians especially Chinese people needs to stop! #coronavirus #covid19

MINORITY SOLIDARY



Rondell Treviño @Rondell_Trevino

Come on, Mr.President. It's the coronavirus (COVID-19), not the Chinese virus. When you say Chinese virus, you create more racism and xenophobia toward Asians, which already been a problem in America. Please stop. #COVID19



Antonio R. Leo @arleo02

My guy you need to stop calling it that you're promoting racism its the corona virus not the Chinese virus stop being racist!



Órla @orlalydon

Racism over this virus CANNOT go on. I actually can't believe some of the things I've heard on public transport. People out here putting blame on other need to grow up. P.S. it's called the corona virus.

What's Trending?

Access for All

#WFH – A LUXURY FOR MINORITIES

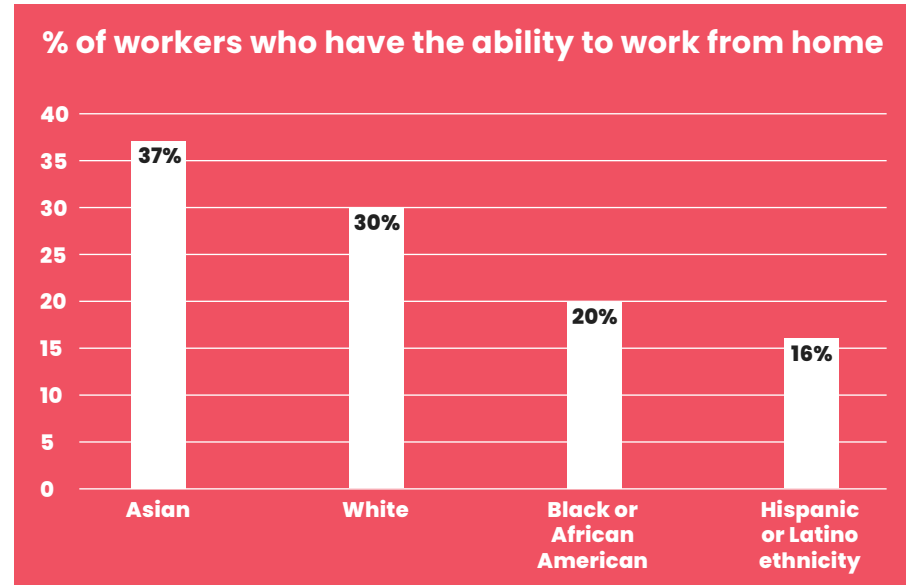
“Work from home” is a hard mandate to follow when your job isn’t primarily on a computer. The effect of COVID-19 on physical work place restrictions is worrisome for many, especially for the large percentage of minorities whose jobs do not afford them a #WFH option. Statistics from the US Labor Force show that a disproportionately high number of these workers cannot telecommute and that only 6% of Hispanics and 20% of African American can continue doing their jobs and receive compensation, vs 37% of Asians and 30% of non-Hispanic Whites.

Undocumented immigrants are also uniquely vulnerable in this climate. They’re fearful that getting tested or treated could result in deportation and many work jobs that are part of the bustling “informal economy” where they’re paid in cash and unable to collect unemployment or benefit from government relief. According to Pew Research Center (2017), out of nearly 11 million undocumented immigrants, about 7.6 million are part of the American work force.

Minorities are also being greatly affected in the small business sector, especially Hispanics. Over the past 10

KEY TAKEAWAY

The disparities impacting minority families in the face of COVID-19 tell us about the future needs of those who may be most affected. Those who can not work from home, have lost their jobs and who can not keep their businesses afloat will still need to find ways to support themselves and their families, and this means seeking opportunity in those jobs that have become essential to the moment, including delivery, pharmacy and supermarket positions, etc. As marketers, leading with empathy is something we strive to do. How we can be there when our consumers need us most? What might our brands do to make their lives easier or better during these trying times, even if in small ways?



years, the number of Latino-owned businesses grew 34%, compared to 1% for all businesses in the U.S. and many are having to close their doors because of restrictions on movement or having lost customers. As the virus continues to slow the economy, it puts the income and health of these families at risk and they’ll likely need the most help recovering financially. In response to the #StayHome conversation on social, minorities explained the lack of choice in going to work and the impact that such actions would have on their lives. These are the same families that are already more likely to be living under the poverty line – 18% of Hispanics and 21% of African Americans, vs 8% of non-Hispanic Whites – and tend to be the most at risk given the correlation between low income and high rates of chronic health conditions.

What's Trending?

Access for All



Nikkitchristine

I would stay home if I could, I rent cars at the freaking airport. Like its ridiculous tat we're still open. Makes mea bit anxious to think of all the travelers coming in and having to touch their IDs and credit cards.



@Moondialer

What about all of us who are required to go to work and will be fired otherwise? I don't receive paid time off and if government assistance is coming, I won't receive it for 6 months at the very least.



@little_castle

Staying home is a luxury for some and not for others... some of us can't hide at out home till this all blows over



Valeria González @valegocha

Ayy que sad Cada día que Mario viene a verme después del trabajo, se baña y le limpio la compu y el cel con pañitos de clorox, tal vez eso le sirva :(



@Nicolifeblog

Lamentablemente no todos nos podemos quedar en la casa. Mi trabajo (para el gobierno de la florida) nos dijo que tenemos que ir a trabajar mañana y no podemos trabajar desde la casa.



@eddie_fuerte

I don't want people to die. And I'm concerned about other health. However, my job won't pay more for staying home. I don't go to work. I don't get paid. I d don't get paid. The bills don't get paid. I unfortunately like most Americans live paycheck to paycheck. And work will not compensata me for missing days. SO all I can do now at this point is my due diligence. Wash my hands in and out of work. Every hour on the hour. Go straight home and nothing else. Rinse and repeat.

Access for All

COVID-19 REVEALS INFORMATION GAPS AND CULTURAL DIVIDES

Certain groups are getting left behind as society learns more about the coronavirus, namely Spanish-preferred Hispanics and African Americans.

Spanish-preferred Hispanic's online searches speak volumes about the information they're seeking. Just last week there were spikes in Spanish searches for where to get supplies, where to find food, how to apply for assistance and unemployment, the consequences of the coronavirus, and alternative medicine. During the COVID-19 briefings, there was a three-day delay in getting the Spanish COVID-19 guidelines up on the CDC website, which only came after complaints from Latino groups trying to fill in the information gaps. While there's a longstanding behavior of young Latinx acting as translators for their Spanish-preferred family members, the responsibility can't always fall solely on them. It's imperative that the resources that help inform and guide family decisions are available in both English and Spanish.

KEY TAKEAWAY

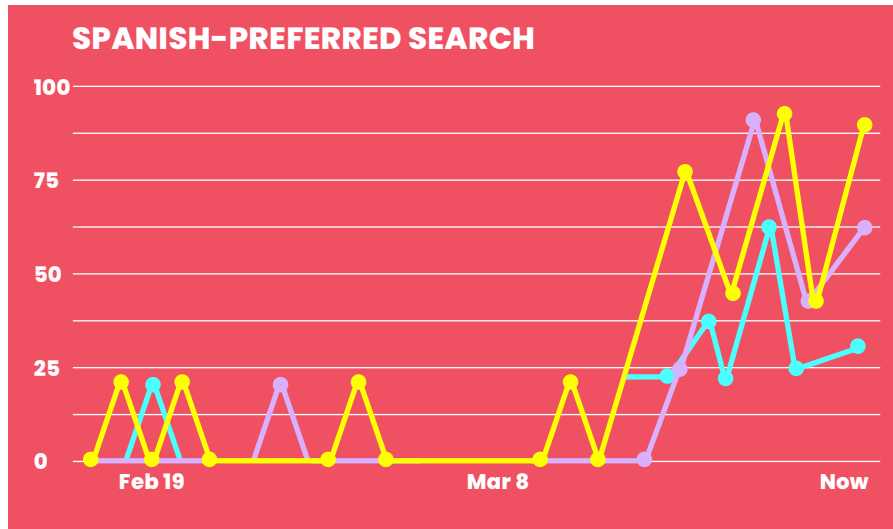
Crises have a way of revealing resource gaps as society is forced to confront unforeseen problems with the solutions at hand. In order to communicate effectively and meet the needs of all people, government and community leaders must take the concerns and fears that prevail within particular subgroups of the population into consideration. Communication should be frequent, clear, transparent and credible, while conveying empathy and respect for the experiences of those communities.

While the lack of health content available in-language isn't a new issue, and despite some progress being made toward expanding access, the needs of the Latinx community are not being sufficiently met.

There is a social and cultural divide between African Americans and the predominantly White medical system that is influencing how the Black community is responding to COVID-19. The so far limited data about COVID-19, as well as huge knowledge gaps about whether it affects Black patients differently and the rates of transmission within the Black community, all give way to a lack of information. This lack of information, coupled with the federal government's stumbling and inconsistent response rate to the crisis, have created conditions ripe for misinformation, fueling race-based conspiracy theories swirling in cyberspace. Idris Elba, for example, is one of many who stood up to confront one such theory - that Blacks are immune to infection of COVID-19. Additionally, African Americans have a historic mistrust of the healthcare system, formed in part by the notorious Tuskegee experiment and segregated unequal medical treatment during the Jim Crow era. This mistrust leads some to ignore the advice of public health professionals who recommend practices such as social distancing and self-quarantining, or to avoid seeking care when they really need it, thus worsening the impact of the virus in the Black community.

What's Trending?

Access for All



- Unemployment espanol
- Desempleo application
- Como aplicar para desempleo



Variety @variety

Idris Elba Decries 'Conspiracy Theories' That Black People Can't Get COVID-19: 'It's Going to Get More People Sick.'



Key. @keywilliamss

So NONE of these Corona Virus cases have been black people?! LEMME FOUND OUT WE IMMUNE. It's the least God can do after slavery.



Larry Madowo @LarryMadowo

I've heard a few people claim that black people are somehow immune to **#coronavirus**. I haven't seen any scientific evidence of that. Don't be careless.

What's Trending?

Value Preservation

YOUNG LATINX #STAYHOME4ABUELOS

In stark contrast to the young people still out and about enjoying themselves amidst the coronavirus crisis, many young Latinx chose to stay home to protect their elders. Not only are the elderly among those most vulnerable to the virus, but for most Latinx, their grandparents are their world. Abuelo and Abuela took care of them growing up, instilling the values, traditions and culture that have shaped who they are today. And young Latinx remain cognizant of, and thankful for that, professing on social that they will #StayHome4Abuelos. Given that 27% of Hispanics live in multigenerational households (vs 16% of non-Hispanic Whites), the reality of putting their own family members at risk if proper precautions aren't taken, remains ever present.

KEY TAKEAWAY

In the search for normalcy and familiarity amidst crisis, people tend to hold their beliefs tighter and behave accordingly. This is certainly the case for Latinx who are taking extra precaution to protect the grandparents they hold so dear. Their behavior serves as another example of how, regardless of circumstance, US Hispanics stay true to the collectivist ideals of their culture, sharing responsibilities and accountability with everyone at home, and making decisions together, especially when it comes to health.



Pauti @Paubarros_

Mi abuela tiene coronavirus, esta luchando entre la vida y la muerte. Por favor pido que no subestimen este virus y que sean consientes y cuiden a su familia y más que nada a sus abuelos. Respeten la cuarentena.



Esmeralda Bermudez @BermudezWrites

I would love to hear how your abuela/o is weathering these Coronavirus days. How do they feel? What are they doing to stay safe? Post their photo, a story about them or what they mean to you & I will retweet throughout the day. Thank you <3 #StayHome4myAbuela #StayHome4myAbuelo



Joshua Smyser-De Leon

Just because the consequences of you contracting the #coronavirus are not sure, it doesn't mean we shouldn't look out for one another. If not for yourself, then for you Abuelo, Abuela, your parents and anyone else out there with a vulnerable immune system.



B @BarryFlyy

Lord please protect Abuela she has health conditions, defeated cancer 2x, I can't allow coronavirus to take her out of her Glory.

Latinx Optimism

CULTURAL-ISMS AND OPTIMISM SHINING THROUGH TOUGH TIMES

Negativity, anxiety, concern and desperation seem to be the dominating sentiments in the news and social conversation — though amidst it all, positivity and humor are helping people cope, especially Hispanics. One look at a WhatsApp chat group will reveal countless memes and videos that poke fun at their culturally incessant need to clean, their belief in superstitions to pull them through, and the difficulty of social distancing from mamá. And according to Pandora, Hispanics are also turning to music as a form of relief, specifically Latin music. While Latin music is traditionally a passion point, increased searches for the music of their people is another way for them to stay connected, providing an upbeat comfort in listening to what's familiar. As we've reported before, optimism is a characteristic part of the Hispanic approach to life, despite whatever hardship may be happening at any given moment. In fact, 51% of

Hispanics are hopeful that their financial situation will get better in the next six months, versus just 22% of non-Hispanics.

People are also finding joy in new and unexpected ways. For example, while TikTok has been deemed the platform for today's youth, people of all ages are now joining viral challenges and using it for silly fun — whether accompanied by young family members or not. Some are returning to the analogue games of the past, embracing the gift of extra quality time with their loved ones. Online DJ sets have increased in popularity and are virtually bringing old fans and new fans together for a music escape every day, and meditation, in-home exercising and unforeseen pleasures in new hobbies and interests (peep the Mo Willems art class) are on the up and up as people search for solace in quarantine.

KEY TAKEAWAY

While optimism certainly doesn't defeat uncertainty, doing as Latinx do and choosing to see the good absolutely helps. None of us have been here before, but we are all now a part of the same defining and unifying experience. Let's strive to observe, to listen, to share, to support and to learn, and we'll come out stronger and smarter on the other side, together.

What's Trending?

Latinx Optimism



 **Úrsula Iguarán @rsulalguarn2**

Como no hallé Lysol, no toallas húmedas de Clorox, ni nada que se la parezca, me compré unas veladoras para combinarlas con mi ojo de venado. Me protejo - me protejo - me protejo. Me encomendaré a Saint Jude, don't let me down...

 **Katherine @Katherine_K25**

Creo que mi mamá quedará echándole clorox y alcohol a la comida también!

Community In Action

PRIDE SHIFTING GEARS AMIDST COVID-19 CRISIS

As the number of Pride events canceled or postponed due to the increase in spread of the COVID-19 pandemic climbs, event organizers are refocusing their efforts to meet an entirely new set of challenges ahead. The International Association of LGBTQ Pride Organizers and the European Pride Organizers Association announced they have joined forces to form the COVID19/Pride International Coordination Group. The LGBTQ community has higher rates of HIV and cancer, which means a greater number of people may have compromised immune systems, leaving them more vulnerable to COVID-19 infection. Rather than dealing solely with matters pertaining to Pride events, the goal of the new group is to channel the combined resources to help provide information and take action to adequately serve the LGBTQ community.

KEY TAKEAWAY

The LGBTQ community is very familiar with the phenomena of stigma amidst epidemics. They survived the AIDS pandemic and are keenly aware of how discrimination and underlying health issues (HIV and smoking/cancer) increases their vulnerability to disease. As they've done in the past, they've again committed to taking collective action to ensure no one gets left behind, prioritizing education and arming everyone in the community with information, support and resources.



Q1 2020

CULTURAL TRENDS

What's Trending?

Representation Matters

THE OSCARS FINALLY NOT SO WHITE

Underrepresented audiences finally had their day at this year's Oscars. Prior to South Korean director, Bong Joon-ho's "Parasite," an Asian film had never won an Oscar for Best Director nor for Best Picture. In 92 years! These wins opened a new era for Asian representation on the Oscar's stage. While some received the film with hesitancy, complaining about subtitles, Asian-Americans and their supporters saw it as a well-deserved recognition of the talent and stories of their community. On social they expressed how powerful it was to finally feel represented and recognized on screen, hearing their language and seeing characters whose lives reflected their culture.

Likewise, this year's Animated Short winner, Hair Love, made strides in African American representation. Beyond being a sweet story about an African American father learning to do his daughter's hair for the first time, it normalizes and celebrates black hair, sparking conversation about the importance of hair and heritage in the black community. Importantly, Hair Love also stood as a champion of the CROWN Act, which if passed would ban discrimination against people based on their hair.

KEY TAKEAWAY

These Oscars winners made one thing abundantly clear: Genuine stories of people from different cultures with different perspectives can and will resonate with a broader audience than even intended. Both films leaned in to their respective cultures, remaining authentic in their representations. We saw the same thing when Coco won last year. Those of Mexican decent felt represented, but non-Mexican people connected with the movie as well, despite not being part of the culture themselves. Brands that lead with an authentic voice, cultural representation and strong storytelling are more likely to accurately reflect today's new – diverse – normal and thus resonate across consumer segments.



Thomas Sanders @ThomasSanders

Parasite won. Hair Love won. M evening's been made. Please let representation in film continue to grow and shine <3



Eugene Lee Yang @EugeneLeeYang

Language is a core expression of identity. Subtitles do not divide or disqualify — they're gateways into incredible stories you might have otherwise never know. Tonight I heard the language of my family on the Oscars stage. I can't wait to hear many, many more... #Parasite



The Coconet @TheCoconetTV

Because representation matters. For all our little island girls who don't have thin, straight hair — "Hair Love" a short film by Matthew A Cherry. #HairLove

Representation Matters

A SURGE IN POSITIVE LATINX REPRESENTATION

With the latest influx of authentic Latinx content, Latinx consumers are finally getting more of what they want, or as some put it, “need.” Even better is that these newer portrayals go far beyond the stereotypical and negative ones of the past.

Netflix original “Gentefied” focuses on the life of the Morales cousins, who relentlessly try to save their Pop’s taco shop and simultaneously pursue their own dreams, all while fearlessly facing gentrification in their Boyle Heights community. It depicts the tension between members of the community who embrace gentrification vs those who fear getting displaced in the process. More broadly, the show is a celebration of the Mexican-American resilience that has paved the way for many Latinx in the U.S. today. On social media, viewers gushed over seeing characters that represented their lives

and that covered issues that LGBTQ+ and Afro Latinx commonly face within the community.

Also trending in representation: Young, smart Latinas. Netflix premiered “The Expanding Universe of Ashley Garcia” starring a Mexican-American genius who has a PhD even though she is only 15, and Disney+ released “Diary of a Future President” which follows the formative years of Elena Cañero-Reed, a brilliant, funny and charismatic 12 year-old Cuban girl from Miami who is destined to become President of the United States. Similar “Latina genius” characters are also protagonists in Netflix’s “On My Block” and on Pop TV’s “One Day at a Time.” Portrayals like these serve as inspiration, particularly for younger Latinx audiences who have never before seen themselves cast in this light.

KEY TAKEAWAY

Positive representation remains an essential force in combatting the negative Hispanic stereotypes that have historically dominated film content. Especially amidst the current divisive political environment, positive representation helps increase understanding from those of other cultures and helps change misconceptions. The pervasiveness of this content and of those who produce it signal shifts in the way specific cultures are impacting culture at large. Important for brands to note: consumer expectations for proper representation does not stop with film, but extends to the companies and brands they choose to identify with and champion.

What's Trending?

Representation Matters



Mr. Manny Quiroz @_mrmanny

#Gentefied is one o the most powerful shows that I have ever seen! The representation and struggle of the brown community, the first-ten children of immigrants, and identity exploration. Watch on @netflix! 10/10 recommend!



Dev @velvetsfilms

Im like 5 minutes into the expanding universe of Ashley Garcia and I already love this show. Istg if it gets cancelled like no good nick, I'm suing Netflix for everything they have.



Jaylyn was filmwylie @sunflrwfilm

Okay but diary of a future president just gave us a gay character who wasn't reduced down to a stereotype and I feel like ewe should all appreciate that.



Deliz @IDELIZ1

Saw #Gentefied and I was so happy to see the Latinx community portrayed as normal, talented, hard working people and to see immigrants as humans doing nothing wrong but working hard to allows their children to dream and prosper @aurog24 "Women's Work" was my fave episode



Christian @chrisarroyoo

I have never related to a show so much! Just began #Gentefied & I am so happy to see this representation we deserve & need.

Breaking Down Barriers

EVOLVING BEYOND FATHERHOOD STEREOTYPES

After the tragic death of Kobe Bryant and his daughter, Gianna, in a helicopter crash in late January, fans recalled not only the great sportsman he was, but also the beautiful relationship he had with his daughter. Kobe never thought he needed a son to carry on his legacy. By being open about his parenting and his love and support of his daughters, he helped defy one of the stereotypes that exist among the black community on the role of the father.

Narratives all too often project that Black men are not involved or present in their children's lives and, if they are, it's only as stoic figures who are removed and rarely demonstrate emotion. This construct around the hyper-masculine role of a father also exists among other

minority groups. For Hispanics for example, whose culture historically perpetuates an environment with rampant machismo, men showing or expressing emotion can be seen as a sign of weakness. The hashtag #GirlDad that started trending after Kobe's passing encouraged men to express their fatherly pride, defying stereotypes and showing the world that men can be both physical and emotional providers. Modern dads, Black dads, Latino dads, Asian dads, and dads speaking different languages all connected powerfully to the movement, joining the conversation and posting pictures with their girls.

KEY TAKEAWAY

#GirlDad initiated a conversation that celebrates father-daughter relationships and what it means to be an involved and supportive father. Whether Kobe knew it or not, he was influential beyond his athletic skills and famous work ethic. His focused family values will continue to live on, transcending racial and ethnic backgrounds and language. As story-tellers, brands also have an opportunity to play a big role in dismantling stereotypes by being thoughtful in the way they portray gender roles and dynamics.

What's Trending?

Breaking Down Barriers



 **lgoodbook**

#girdad love my lilG but I gotta make sure I show them unconditional love and treat them like the queens they are. Love you



 **elchiquilinradio**

Yo so orgullosamente un #girdad mis princesas son lo mas grande de mi vida y mi razón de luchar día a día GIRL DAD POWER!!!



 **bosses_dontsettle**

I stand behind her so I can always watch her 6 ... #babygirl #fatmama #thebaby #1of2 #shecompleteme #girdad #Ayva #twins #daddydaughter #myeverything



 **Claro Rossi @ClaroRossi**

Non potevo esimermi. Orgoglioso ed innamorato de mia figlia. #girdad ("I could not fail. Proud and in love with my daughter.")



 **Birdy @Birdy_story**

#girdad <3 La vie est trop courte pour tout l'amour qu'on porte. ("Life is too short for all the love you have").



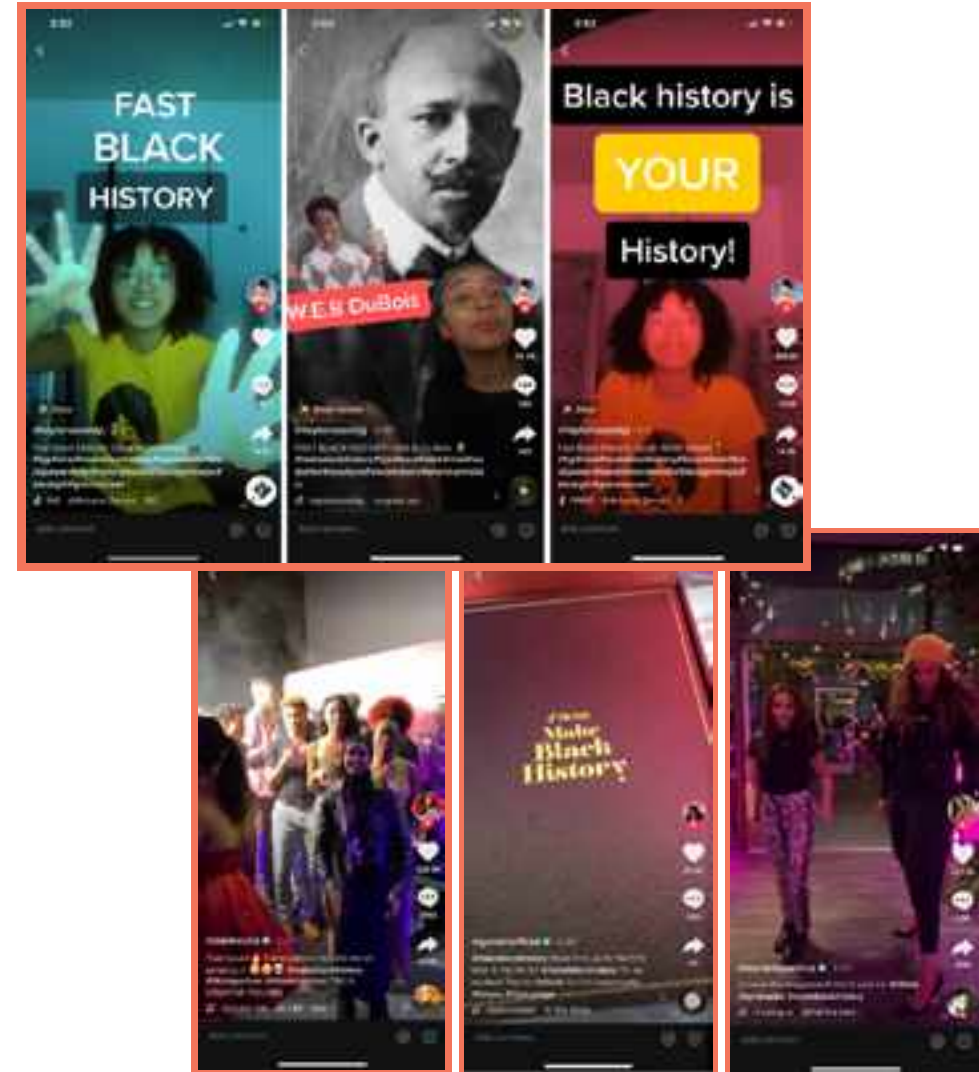
 **Ninety9andy**

Por ti daría mi vida, tomaría vida, y hago vida <3 #girdad

Search for Self

NEW VOICES REINVENT BLACK HISTORY MONTH

Yearning to more deeply understand and formulate their own identities, African American Gen Z's will not settle for an outsider's view of their own history. This year, they took Black History Month into their own hands and brought it to life on their favorite platform - TikTok. Celebrations began with a first-of-its-kind summit that led to TikTok's #MakeBlackHistory campaign. The campaign showcased videos from Black creators and empowered them to tell the unfiltered history of their ancestors, including those who have been seemingly erased from history lessons. As creator Barbara Warren put it, "It is important to recognize prominent Black History figures to break the stereotype that African Americans are unwilling to put in the work to become successful." Their creative, educational and inspiring content enjoyed over 274.8M views, highlighting the relevance of this generation's approach to self-expression and the search for truth.



KEY TAKEAWAY

More than any other generation, Gen Z is all about action and authenticity, so it's no surprise that they tackled Black History Month differently than ever before – staying true to their activist ways and empowering one another to do more. Brands wanting to connect with the ever-conscious Gen Z consumer must embrace and dive into the platforms they're using, and must also ensure they do more than scratch the surface when recognizing and supporting calendar-marked days and months – Gen Z expects more.

Bicultural Entrenchment

TRANS TRAGEDY IGNITES A FIGHT FOR JUSTICE

Jimmy Fallon has been a long-time friend, fan and supporter of the Latinx community — and we know because we've been tracking it. Of all the network late-night shows, NBC's *The Tonight Show Starring Jimmy Fallon* has invited the most Latinx guests, frequently featuring Hispanic stars (even when unaccompanied by a general market collaborator) and giving them a mainstream platform for cultural and self-expression that's often in Spanish only.

Most recently on the show, Puerto Rican reggaeton and trap sensation Bad Bunny performed, donning shirt that read, "Mataron a Alexa, no a un hombre con falda" ("They killed Alexa, not a man with a skirt").

Alexa was a transgender woman killed in Puerto Rico after social media posts accused her of peeping on people in a public bathroom. Police found no proof. Leveraging his mainstream popularity to bring attention to the issue, Bad Bunny mobilized people to raise their voices, calling on fans to denounce the media for misreporting the incident. The [#HerNameWasAlexa](#) hashtag gained traction in the U.S. among fans — especially LGBTQ+ supporters who stood with their Puerto Rican peers and demanded respect for transgender rights.

KEY TAKEAWAY

Exposure to more progressive US culture has evolved the traditionally conservative social views that were typical of Hispanic culture, and in the case of LGBTQ+ rights, has made Hispanics more open. And bicultural Hispanics like Bad Bunny are taking things a step further. In standing for the injustices against the trans community specifically, he helped spark a more nuanced and inclusive conversation, all from the Latinx perspective. If brands want to remain relevant to their diverse audiences they must understand the interconnectedness of different identities, and staying on top of the narratives that big cultural icons are propelling is just one of the many ways they can do so.

What's Trending?

Bicultural Entrenchment



Luanicorn @Luanicorn

Trans rights are human rights
 #HerNameWasAlexa #UCBerkeley
 #NiUnaMenos #ParoNacional



Julianna g @julie_xg73

#SeLlamabaAlexa #JusticiaParaAlexa
 #hernamewasalexa <3



Gabriel @anarchofuckyou

Anyways. This is a photo of Bad Bunny on the Tonight Show with Jimmy Fallon (@FallonTonight). His shirt reads "mataron a Alexa, no a un hombre con falda" which translates to "Alexa was murdered, she wasn't a man in a skirt." #SeLlamabaAlexa + #LaTransFobiaMata + #HerNameWasAlexa



Jaz! @jazzysrevengee

She wasn't a threat, she was trans. She was a woman. These hate crimes need to stop. #HerNameWasAlexa

Mainstream Impact

GENDER FLUID FASHION GOES MAINSTREAM

Over the last few years, a growing number of fashion brands, beauty brands and influential public figures have been jumping on the gender-neutral trend, effectively propelling it into mainstream view. Gucci has been the most prominent luxury brand to join, commonly perceived as a facilitator brand in the gender free movement by having female models wear clothes from the men's collections and vice versa in many of its shows. The label positioned itself at the forefront of the trend by launching a campaign for gender equality called Chime for Change and releasing reports on young people's feelings on gender and fluidity.

In January, Beyonce created buzz with the launch of her gender-neutral clothing styles under her activewear line with Adidas, Ivy Park. Lady Gaga grabbed headlines with her launch of her gender-neutral cosmetics brand, Haus Laboratories, as did Rhianna with her Fenty brand.

Even some iconic American brands joined the trend. The Gap recently announced a gender-neutral collaboration with designer Telfar Clemens, aiming to rework their American basics into basics for a new, queerer generation. And Converse, in a bid to become more inclusive, announced the launch of a new line of genderless clothing entitled Converse Shapes. Among the Hollywood A-listers and influencers most recently participating are actor and singer Billy Porter, who dominated the conversation by wearing a tuxedo dress at the Oscars and a gender fluid uterus suit to the Tony Awards, and Gigi Hadid who headlined the Bartlett men's show at Paris Fashion Week decked out in womenswear, creating a new norm in the French fashion world where female models showcase womenswear styles during men's events.

KEY TAKEAWAY

In creating and promoting gender-neutral products, fashion brands and retailers are not only better meeting the needs of their LGBTQ+ consumers, but they are also better positioned to appeal to their younger and often more forward-looking consumers. Generation Z and Millennials will account for an estimated \$143 billion in spending in the next four years and brands need to reframe their offerings and their narratives to attract fresh clientele. Youth in the US are far more comfortable than previous generations with non-binary views on gender and as they come of age in droves, these views will become more popular amongst the masses.

What's Trending?

Mainstream Impact



Bonus!

CX Corner

NEW NEWS IN TECH

SELLING TO BRANDS NOW IN CREATOR'S HANDS

YouTube is currently piloting a program that will allow YouTube creators and influencers to sell ad space directly to brands. In the typical process, the media agency works with Google to target and place the optimal space for brand's ads. With this new program, influencers will have the ability to partner directly with the brands they want to work. For marketers, this means shifting our thinking of YouTube as a platform for OLVs and bumpers, and directing more attention to the people who create content. It also opens the opportunity for brands to create relationships with influencers who are brand advocates and looking to them as part of, and maybe even co-creators of brand strategy.

BE YOUR OWN STAR WITH BITMOJI TV

In an effort to stand out and capture consumer's attention, brands are increasingly creating and capturing personalized content. Last year during Halloween, Tinder created Swipe Night, a game where users would embark on a choose-your-own-adventure and match with each other via a survival game.

Bitmoji has recently entered this arena with its own brand of personalized content: Bitmoji TV, a Snapchat show that uses users' Bitmoji avatars as the main character on a scripted animated show. Each week Bitmoji TV releases a short episode (written by writers and animated by professional cartoonists) where users' avatars go on different simulated adventures. For Bitmoji, this is a strategic way of capturing more of an audience since just over 70% of Snapchat's 210 million active users have created an avatar and Snapchat's most popular original show Endless Summer tallied more than 28 million viewers.

TWITTER TESTING FLEETS

Ever since Snapchat came onto the social scene, social platforms have been slowly pivoting their focus towards ephemeral, disappearing content. Instagram Stories is chief among them as they surpass Snapchat stories' active user base (166 million to Instagram's 250 million) with disappearing photo and video content. Twitter is now testing out that very same feature but for tweets in Brazil, called Fleets — aka a "fleeting moment." The fleets show up at the top of users' timelines just like on Instagram, and created the opportunity for brands to reward their most devoted, engaged followers with exclusive real-time content.



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