

Beautiful Beast

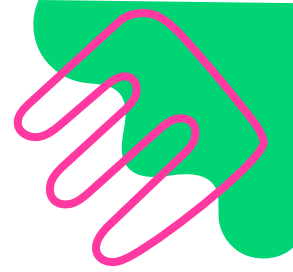
ISSUE 006



OMNICULTURAL SERIES

Part 5: How Omniculturals are the bridge to link Latin American brands to the US.

THE BRIDGE BETWEEN TWO WORLDS



People often say their heritage places them between two worlds. But the time for arbitrary boundaries is over. Today, things are different. We live in a global world. One where your culture and mine are woven together, an immense tapestry that's still in the making. And Omniculturals are the ones who weave one thread into another. They make our culture a thriving ecosystem. BeautifulBeast is offering a lens to the world through their eyes in this five-part series.

In Part Four we demonstrated how Omniculturals are a bridge that can connect audiences together. But these connections aren't limited to our own culture in the US or its borders. In fact, Omniculturals love to explore the world without boundaries. And they would argue that in today's world, there is no such thing as "foreign." So while they're proud of their identity, they also love to discover new avenues of self-expression. This unique mindset discussed in Part Three makes them experts at blurring the lines and pros at grafting the outside world inside.

In Part Five, we will showcase how Omniculturals can also **serve as a bridge that connects global brands to the US**. Specifically, we'll demonstrate their unique desire to take inspiration from places like Latin America and infuse ideas, trends, and brands into American culture.

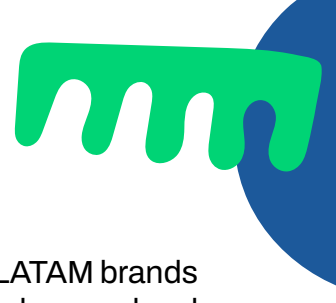
Expanding into the US market is an obvious next step for global brands to maximize their earning potential. And for many brands in Latin America (LATAM), the US Hispanic (USH) consumer is seen as a singular opportunity. This audience has...

- * **Incredible Size:**
1 in 5 Americans are Hispanic.¹
- * **Incredible Scale:**
The USH population is the 5th largest and the second fastest growing economy in the world.²
- * **Incredible Buying Power:**
The USH population's buying power is \$2.5T, growing at double the rate of NHs.³
- * **Incredible Growth:**
Hispanics will account for 92% of the nation's growth over the next 5 years.¹
- * **Incredible Value:**
The average Hispanic household has a remaining lifetime value of \$2.5M—significantly higher than projections for other groups.¹

¹ Claritas The 2024 Hispanic Market Report

² CNBC

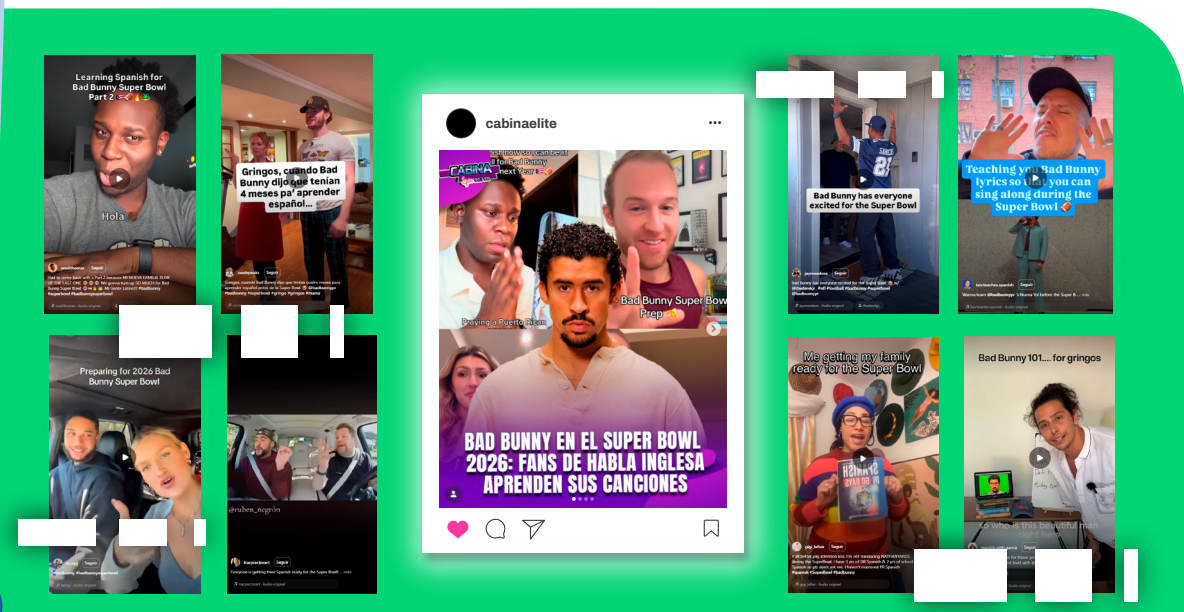
³ Scripps News

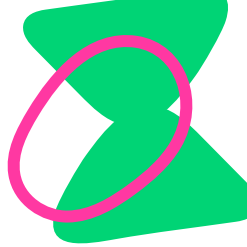


But beyond these powerful numbers, Hispanics are a natural step for LATAM brands simply due to their purchasing behaviors. Hispanics tend to be much more loyal than other consumers—especially when it comes to brands that represent their culture and heritage. They are more likely to look for brands from their countries of origin compared to NHs.⁴ And many could already be familiar with certain LATAM brands simply due to their own past experiences or from their friends and family back home.



However, some fail to see past the initial opportunity with USHs exclusively. They fail to see the rise of Omniculturals—a segment of 178M individuals with a mindset eager to Connect, Preserve, Create, and Discover. **Because of these traits, they expect authenticity from global brands and want these brands to infuse novelty and variety into their daily lives.** That’s why many seek out content to watch from other countries, purchase subscription boxes to explore products from all over the world, or even learn a new language to enjoy music from their favorite global artists.







“It’s one thing to read about things in books but if you can’t get there you will do things like this to make you feel closer and connected to these places.”

—Omnicultural Black Female, Gen Z, Los Angeles

“There are a lot of big Netflix movies that aren’t originally in English but they have English voice overs so I find myself watching action movies from Spanish countries and things like that.”



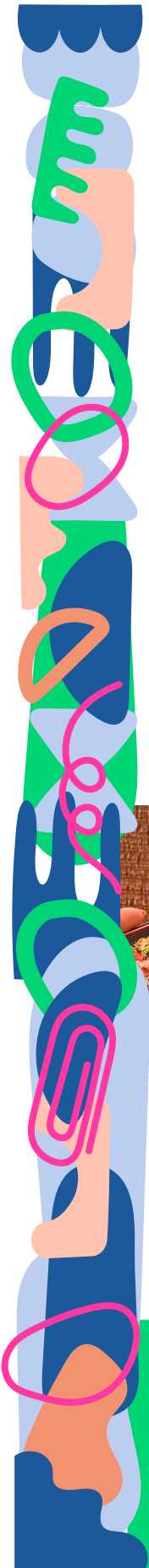
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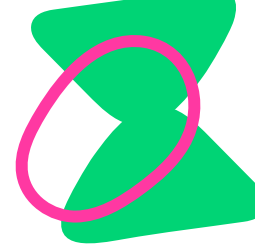
Omniculturals are hungry for a global world—one without limits, boundaries, or borders. One that speaks to their mindset, lifestyle, and dreams. And this presents a tremendous gateway for LATAM brands seeking to expand into the US. As mentioned in Part Four, targeting the Omnicultural Mindset helps brands be nuanced yet inclusive, precise yet far-reaching, and culture-specific yet relatable. **By targeting Omniculturals, LATAM brands can merge two worlds into one.** They can develop powerful brand stories that resonate with existing USHs (who may be familiar with them)—and simultaneously connect to the broader opportunity in an authentic way.



Targeting mindset over demographics is exactly why LATAM brands like Tajín, Cholula Hot Sauce, or Topo Chico have become cultural icons in the US. Each brand found ways to be genuine to their heritage without limiting their brand’s success to USHs exclusively. Essentially, they didn’t pick one culture over another. They chose to be authentic... rather than dilute their brand story. They inspired discovery... rather than forced mass appeal. And they prioritized cult-like loyalty... rather than short-term sales.

This is echoed in Topo Chico’s distribution strategy (placing the product in trendsetting accounts, like small, independent coffee shops and locally owned clothing stores). *“If we had just done the reverse and gone for scale, the **discovery** element would not have been powerful. Authenticity comes when you’re having a one-to-one dialogue with someone. The idea is to have consumers come across our product through people and places they value, in ways that genuinely connect with their lives.”*— Shakir Moin, Marketing President for Coca-Cola North America.⁵





Go-to-market strategies like these will pique the interest of Omniculturals who can **bridge global brands between two worlds and secure success in the US**. But it requires investment in powerful brand positioning, long-term commitment to audiences, and relationships with partners who can navigate the Omnicultural world. Below is an example of how BeautifulBeast helped a LATAM brand authentically connect with Omnicultural consumers in the US.

Taqueritos:

How the Omnicultural Mindset helped bridge a popular Honduran snack with the US consumer

Taqueritos is a well-loved spicy snack brand from Honduras with strong market share in Central America. But despite ramping up distribution in the US, the brand was never formally launched. In order to encourage trial and sustain repetitive purchasing, Taqueritos needed a unique position that was true to the existing brand but also resonated with US consumers on an emotional level. The ultimate goal was to help make Taqueritos a success in the US market in an incredibly competitive category.

Taqueritos had a small but passionate following with USHs who were aware of the brand—whether they had recently tried it on their own or were familiar with it from their countries of origin. However, only 9.5% of the USH population is Central American, and only 1.7% is Honduran.⁶

Additionally, research proved that Gen Z and Millennial consumers were responsible for shaping snacking behavior in the US and must be included in targeting. Essentially, there were a variety of cohorts to reach and Taqueritos needed a way to connect them all together. Targeting the Omnicultural Mindset was the answer to bridge the gap between these demographic-based audiences and the exponential opportunity that existed within the snacking category. This amounted to over 21M Omnicultural snackers.⁷

But in order to reach them effectively, we needed to learn more about them. Through syndicated and custom research, we discovered insights that proved how unique this consumer was compared to existing consumers in Central America. Specifically, it revealed a need to navigate intense consumer product and brand expectations. This inspired a strong creative strategy and creative concepts that were tested quantitatively. Ultimately, the existing brand positioning was adapted in a way that served up a believable brand promise and zeroed in on a differentiator even the largest brand in the category couldn't own. The end result was a highly resonant strategy and creative idea—in fact, 92% of respondents liked something about the concept and 64% claimed it encouraged them to try the product.

Throughout this series we've showcased the rise of the Omnicultural Mindset, the size and power of the segment, and the scale of influence they have over our culture. We've illustrated how this mindset comes to life through specific pillars brands can tap into. Awaken their strong inner identity, recognizing their heritage, and linking them to a sense of community are ways to activate their desire for Connection and Preservation. Offering new styles, challenges, or adventures are ways to activate their sense of expression through Creativity and Discovery. And we've proved how they bridge the gap between people and worlds. **Ultimately Omniculturals are cultivating brand love—make sure your brand is a part of their story.**



⁶ US Census Bureau

⁷ 2024 Summer MRI-Simmons USA

Omnicultural Series
PART 5



**THE BRIDGE BETWEEN
TWO WORLDS**

This series has been created in collaboration with
Ruthie Jenkins, founder of Ruthless Brands.



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