

5 Insights: Black and Hispanic Teens

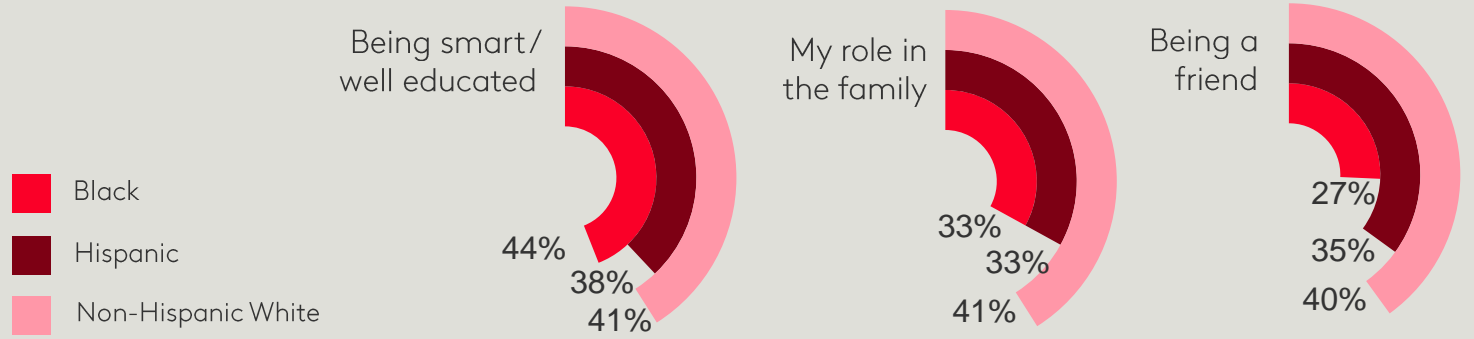
The polycultural majority is here. To engage the under-18 segment, marketers must first understand how identity shapes teen's relationship with family, community & brands.

1

Teens anchor their identity in education and their social role.

Across cultures, teens see their education and intelligence as core parts of their identity, followed by their relationships with others as a friend and family member.

Core rings of your personal identity*:
(% of teens who placed identity in top 3)

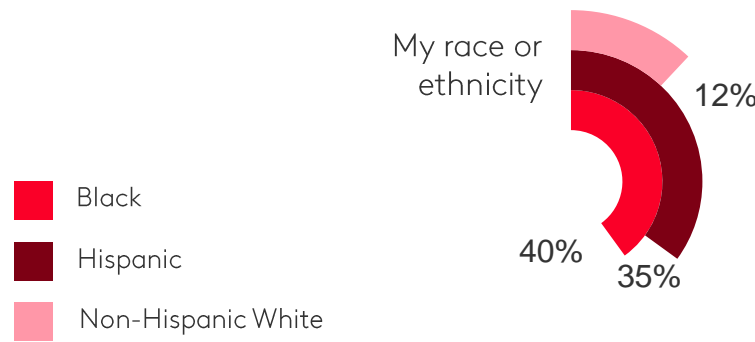


2

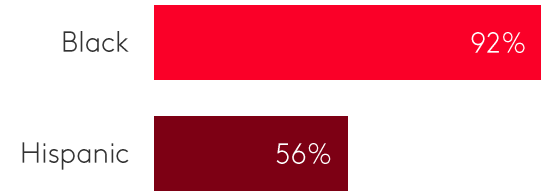
Race and ethnicity are key pillars of Black and Hispanic teens' identities

These teens see their cultural background as a core element of who they are, particularly Black teens.

Core rings of your personal identity*:
(% of teens who placed identity in top 3)



Identify as a person of color or "POC"

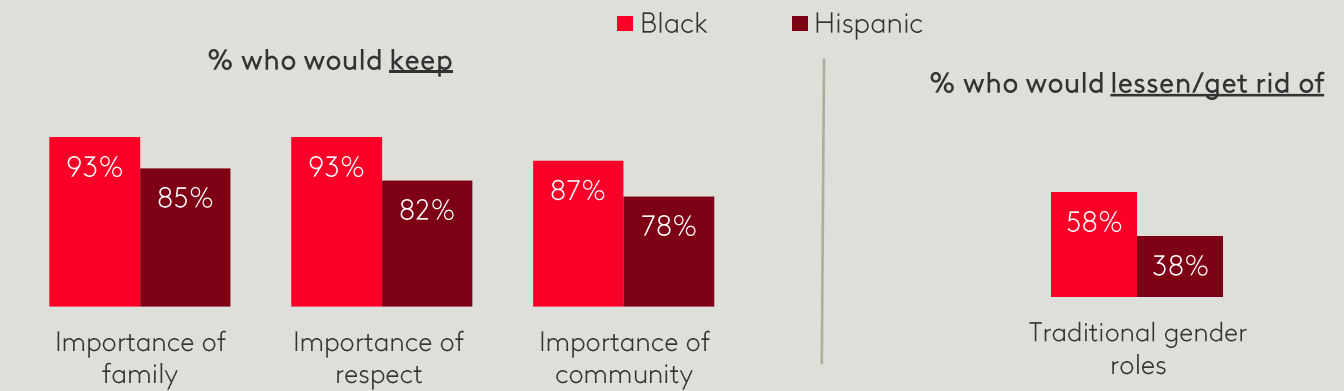


3

Black and Hispanic teens want to preserve most—but not all—aspects of their culture.

Black and Hispanic teens want to carry forward their cultural values of family and respect but leave behind traditional gender roles.

Which of these more traditional Hispanic/African American values would you keep, lessen or get rid of?

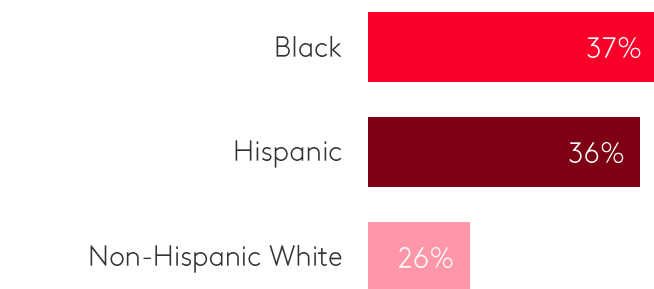


4

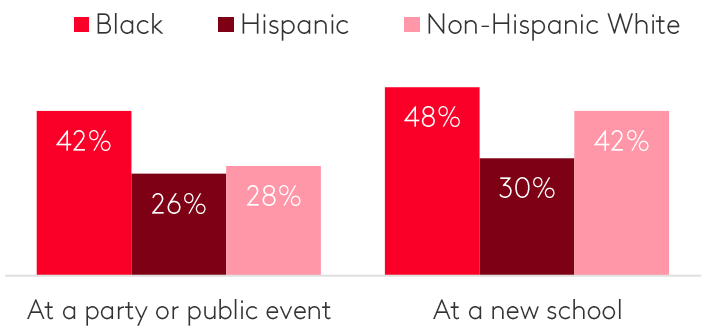
Black and Hispanic teens face unique pressure to suppress their identities.

These teens are more likely to feel a need to suppress their identity compared to white teens. Black teens especially experience discomfort when they are the only Black person in a public setting.

I am often in situations where I feel I need to suppress how I express my identity



% of teens who feel discomfort when they are only one [or few] of their segment...



5

Together, they find solidarity and power in community.

Most Black and Hispanic teens feel a sense of unity with other people of color. POC believe in strength in solidarity and feel that it can influence the political trajectory of the country.

As a person of color, I feel a sense of unity with other people of color not uniquely my own

(among Hispanics / African Americans who identify as a person of color)



POC will come together to leverage their combined political clout



Source: CMC: It's Time! Are we ready for the multicultural majority? This Cultural Marketing Council (CMC)-authored study was sponsored by Kantar and fielded January and February 2020. *Think of your identity like rings on a target. Pick the 1st ring, the most important core of your identity from the choices below, then pick the 2nd ring, and so on until you select your 3 most important cores.

5 Implications: Black and Hispanic Teens

The polycultural majority is here. Below are five implications for brands that want to engage with Black and Hispanic teens.

1

Help and guide Black and Hispanic teens in their educational and personal development journeys.

Vicksburg Warren School District creates equitable instruction with Google for Education



Google partnered with Vicksburg Warren School District and provided students from low-income households with technology that would help them on their academic journey.

[Google's YouTube](#)

2

Be color brave. Celebrate their racial and ethnic identities, as well as the microcultures they create and participate in.

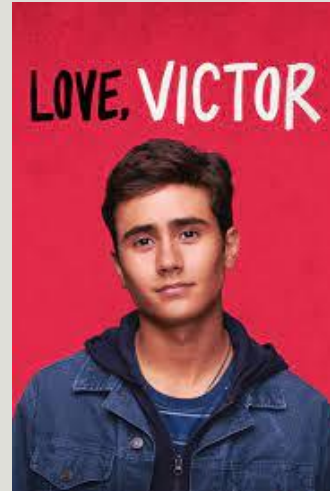
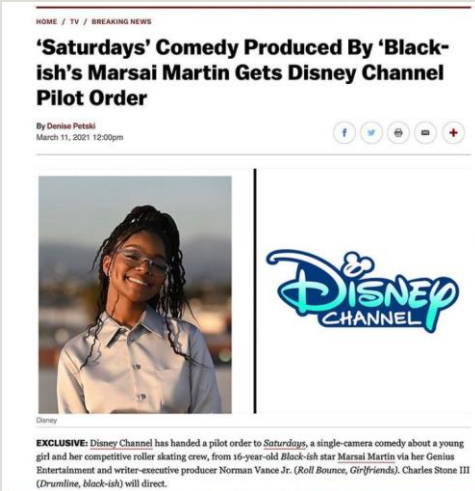
TikTok honors Hispanic Heritage Month by honoring the contributions of trailblazing content creators from Latin heritages.

[TikTok's YouTube](#)



3

Understand and elevate their cultural values—being mindful of which traditional traits they want to leave behind (especially those that aren't inclusive).



16-year-old Marsai Martin is creating a show with Disney that salutes Black teen values of family and friendship and showcases the importance of roller skating in the Black community.

Hulu's Love, Victor highlights the journey of becoming and loving for a LGBTQ+ Latin teen—elevating contemporary Gen Z values.

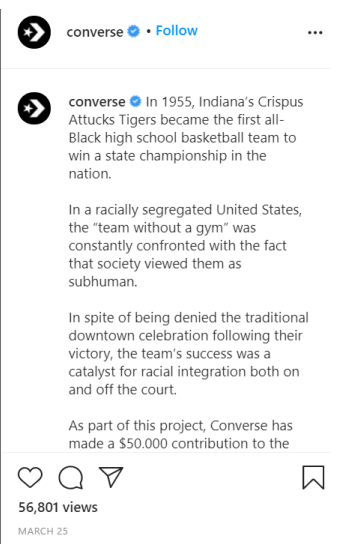
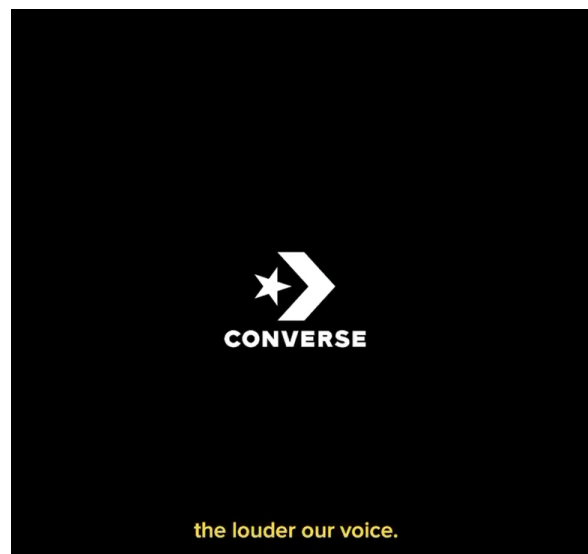
[Deadline](#), [Love, Victor Hulu Trailer](#)

4

Create moments and safe spaces where Black and Hispanic teens can express their full intersectional identities and tell their stories.

Converse paid homage to the first all-Black basketball team to win a state championship—the Crispus Attucks Tigers—by developing the Breaking Down Barriers collection and donating \$50,000 to Crispus Attucks High School athletic department.

[Converse Instagram](#)



5

Stand up, speak out, and offer support on the social causes that are important to them.

Minnesota students walk out of class to protest racial injustice



Minnesota teens came together and organized a walk out, leveraging the power of community to protest racial injustice and calling for more support from school leaders.

[Star Tribune](#)