

[CLICK HERE](#) *Entry deadline: October 4, 2013***PRWeek**
AWARDS 2014[Print This Article](#)[<< Return to Latino Millennials: Redefining macho in his dual American lifestyle](#)

Latino Millennials: Redefining macho in his dual American lifestyle

Annette González-Malkin, Hunter Public Relations
July 31 2013

While purchasing habits and values of Millennial Latinas is reported often, little is being discussed about her Latino counterpart.

As discussed in [my last post](#), Hispanic Millennials are the fastest-growing segment of the US population, and *his* buying power and influence should not be overlooked or underestimated. According to Mintel, 42% of Hispanic men are the top decision makers on several household purchases.

Successful marketers should be asking: What cultural influences are driving his purchasing decisions? What excites him on a personal level? What can we learn from brands and products that he's gravitating toward? Here is a quick checklist to help you ensure you are authentically engaging this influential consumer:

1. Understand the new macho and what matters to him

Compared to previous generations, the Millennial Latino male has a diverse and progressive outlook on life. He's redefining what masculinity means to him while remaining a *caballero* (gentleman) and not letting go of certain traditional values. He still feels the desire to be a provider for his family, but he's more focused on self-actualization and professional growth. Education is high on his priority list, and he has aspirations of being an entrepreneur or business-owner. He's looking for brands to help him achieve these professional goals, but he's also looking to have a good time and insert some humor into his life. Dos Equis' The Most Interesting Man in the World is an example of a campaign hitting the right emotional triggers to successfully grab the attention of the Latino male as well as the general population. Dos Equis tapped into his desire to succeed and demand respect from his friends and colleagues with wit and humor that entertained an entire generation.

2. Reach him beyond futbol, music, and technology

There is no denying these are three genuine passion points of the Millennial Latino, however, his interests go far beyond the obvious. The World Cup next summer is a high-profile cultural happening that is likely to be on his mind (and the minds of many marketers). This can quickly become a crowded and difficult place to cut through. Instead, consider how your brand or product can create an ownable platform by tapping other insights and interests, such as food, family, and other "American" sports. The NBA's current efforts to court a Hispanic audience is an admirable example. The ene-be-a campaign (the Spanish pronunciation of NBA) has been

successful in targeting new viewers and amassing even more loyal fans. As proof, this year's NBA finals were one of the highest-rated amongst Hispanics, according to ESPN Deportes.

3. Share social currency he can cash in for status:

According to a recent Mintel study, Latino males are more focused on their appearance and grooming than other males his age, and the Millennial Latino cares about making a good impression. He's ordering top-shelf drinks at the bar, indulging in bottle service at the club, and showing his friends he's living the American Dream.

[Tequila Don Julio](#) is an ultra-premium tequila he knows and respects, but it had to overcome the perception of being “dad's tequila.” In an effort to maintain the brand's Mexican heritage while demonstrating its cultural relevance to Latino Millennials, Tequila Don Julio focused on educating him on the brand's quality cues and provided him with cool and interesting experiences that he could share with his friends and social networks.

To sum it up, Latino Millennials are an integral part of our country's future, and there is still so much to learn about what makes them tick. This generation of males exudes vast differences from the generation before him based on living a truly bicultural lifestyle and benefitting from the best of both worlds.

In my final post, we'll take a look at Hispanic Baby Boomers and explore what makes them such diverse and valuable consumers in today's marketplace.

Annette González-Malkin is VP at Hunter Public Relations in New York City dedicated to the agency's Hispanic strategies and solutions practice.