

THE LATINO VOTE

ONLINE HISPANIC CONVERSATION ANALYSIS
FOR THE 2016 PRESIDENTIAL RACE



Produced by OYE! Business Intelligence, LLC





Overview:

OYE! listens to consumers in their own space. Where they talk and share decisions online. Our reports deliver insight on what Spanish speaking and bilingual Hispanics have to say about your brand and your competitors. Understanding consumer attitudes towards brands, their products and their marketing efforts provides OYE!'s clients and partners with insights that inform marketing campaigns across digital channels.

Actionable Insights:

OYE! is a language neutral solution that can analyze conversation in English, Spanglish and Spanish to derive meaning from unstructured social conversation. OYE!'s natural language processing solution is designed not only to identify Hispanics, but to also derive actionable insights for use in planning campaign strategy, content and targeting.



Demographics

Build knowledge of audience age, geography and gender through social conversations.



Psychographics

Know what those who interact with a brand like, follow and share for use in targeting and content curation.



Keywords

Understand the terms most frequently used to guide more authentic content curation and conversation.



Channel Insights

Understand both where consumers most favorably interact with your brand as well as where your competitors focus their efforts.

The Solution:

Insights derived from social conversation by OYE! can provide key details into Hispanic consumers through their own statements about brands through online conversation. OYE! analyzes that conversation to allow brands to understand different aspects of where their most useful audience segments are. OYE! also provides insights into how to create campaigns tailored to those groups of people.

The Value:

Leveraging insights from OYE! drives conversation tailored to the Hispanic consumer where they want it, when they want it and how they want it. The result: Better conversion, lift and engagement resulting from campaigns targeted to the Hispanics most influential over purchasing decisions for your brand.

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Conversation Volume

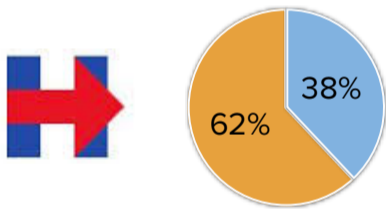
OYE! Sampled a 1 week period during election announcements to discover what US based Hispanics were saying about the nominees who have formally announced. Data was gathered from Instagram and Twitter for this snapshot. For conversation across greater time periods, topics, or platforms, contact info@oyeintelligence.com.

Overall Post Volume by Candidate (Twitter & Instagram)

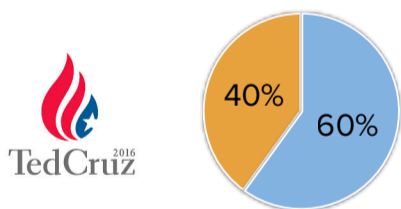
- News of the Hillary Clinton announcement and subsequent memes led overall volume.
- Ted Cruz was bolstered by Hispanic support from hispanic organizations more so than individuals.
- Rubio's announcement came later in the cycle while Paul's candidacy is not a popular topic among Hispanics.

Hillary Clinton	37%
Ted Cruz	27%
Marco Rubio	18%
Rand Paul	17%

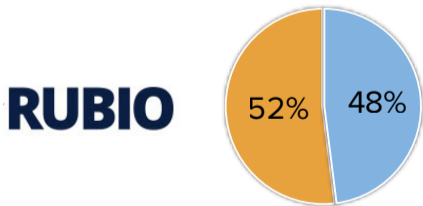
Post Volume by Channel



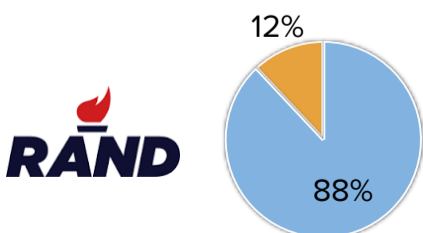
Hillary Clinton's conversation volume was supported in part by a hashtag promoted from the Cruz campaign, #readyforhillary. That hashtag became a slogan for Clinton supporters and drove more positive conversation for Clinton than Cruz.



Ted Cruz mentions were driven primarily on Twitter and were largely done by organizations either for or against the candidate. The campaign has a mixed social strategy that doesn't resonate with Hispanics.



Marco Rubio is a polarizing candidate among Hispanics, delivering strong volume across social channels in his home state of Florida, but less so outside the state.



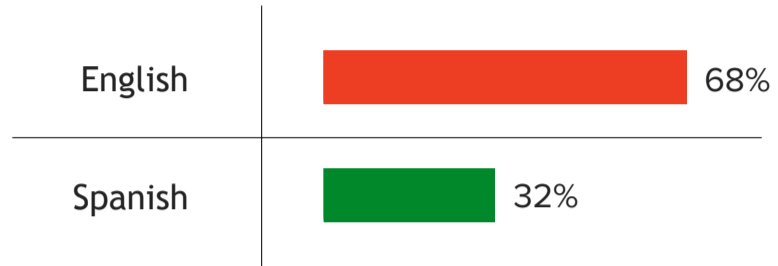
Rand Paul struggles to get Hispanics excited and most of the news about his announcement was driven by Twitter users who shared the news either in a negative or neutral way.



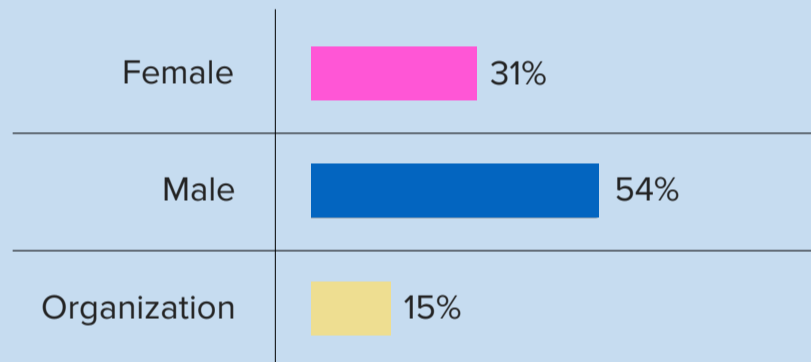
Language Use & Gender

Hispanics tend to engage with brands, organizations and personalities in the language they use, however, for political figures, users share opinions and viewpoints of their own in Spanish language.

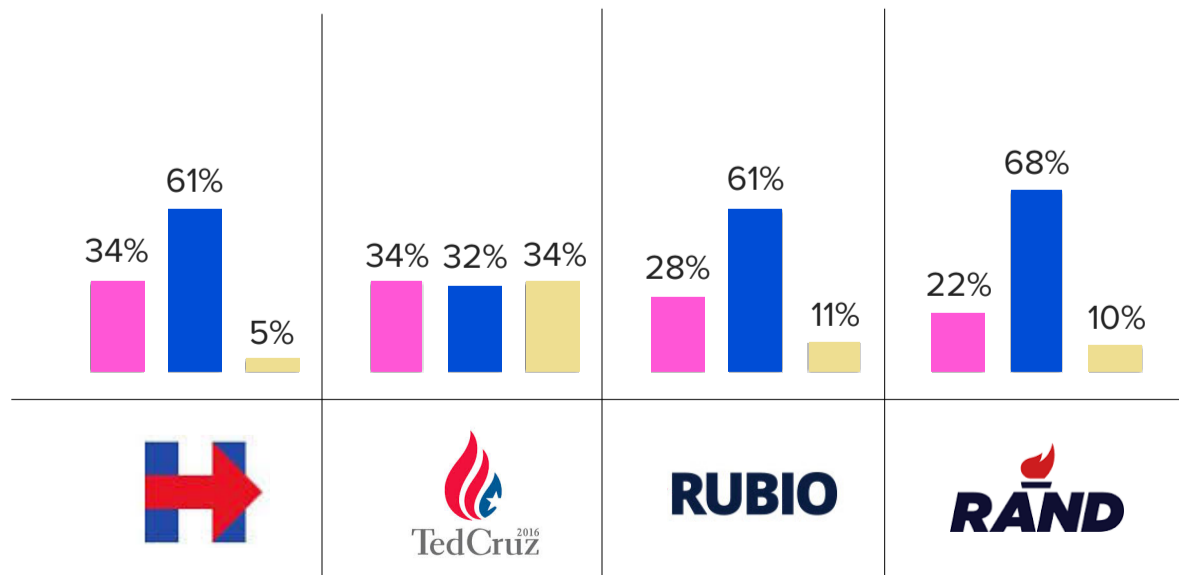
Spanish use is particularly dominant on Twitter and captured from throughout the US.



Surprisingly, Males led the conversation on social media during the announcements. Hispanic related organizations overall made a modest share of the conversation.



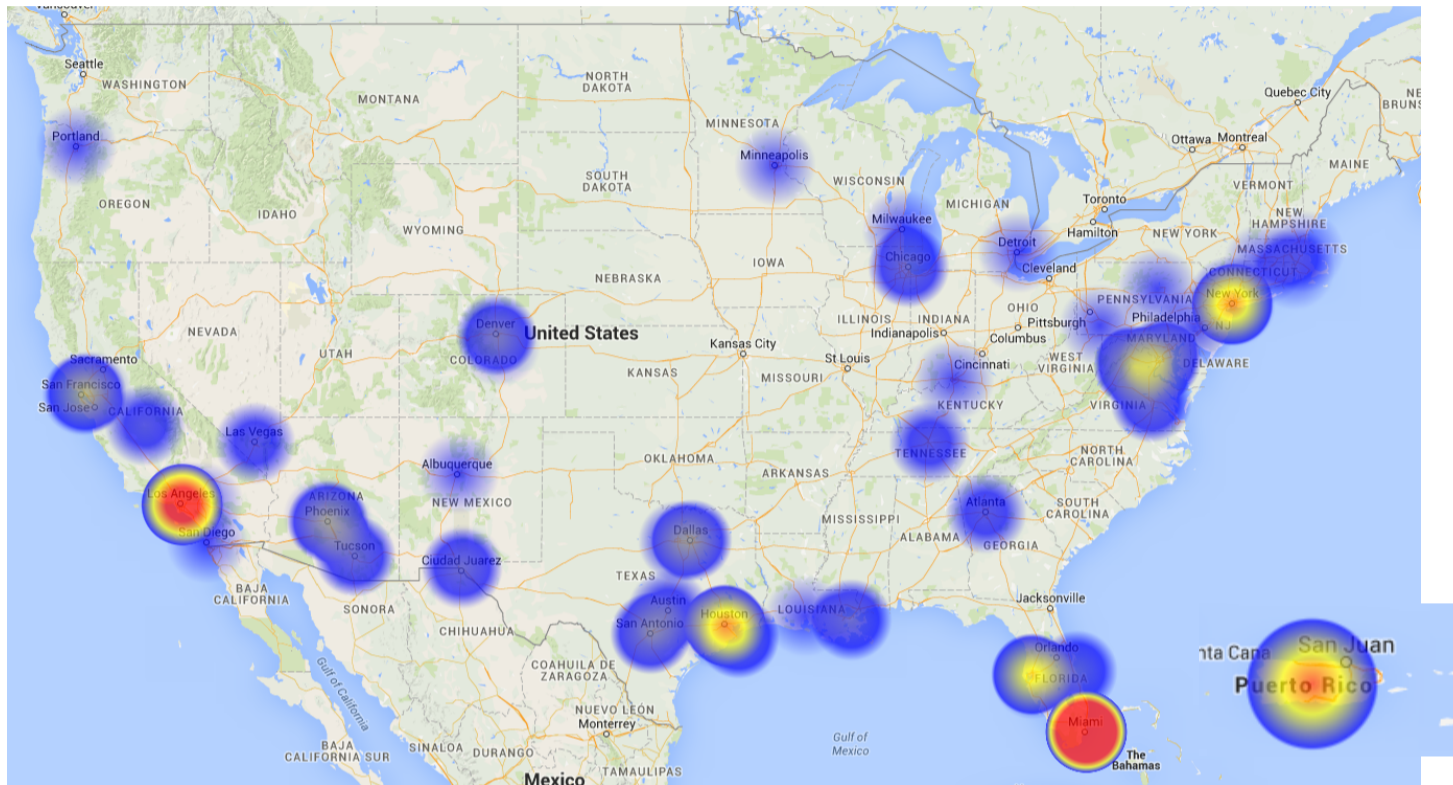
The Cruz campaign relies heavily on organizations to spread the word about the campaign on social media, failing to deliver organic conversation as seen with the Clinton and Rubio campaigns. Rand Paul sees the strongest engagement from the male audience.



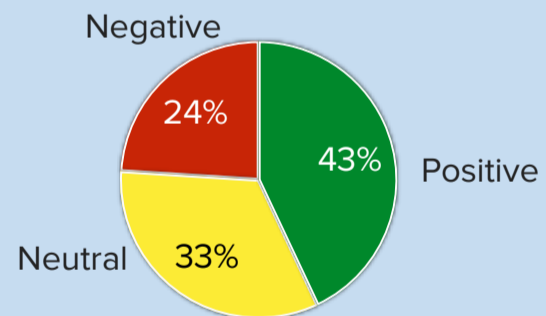
Geolocation & Sentiment

Conversation was widespread throughout the US, but most prominently in heavily concentrated Hispanic areas such as Miami and Los Angeles.

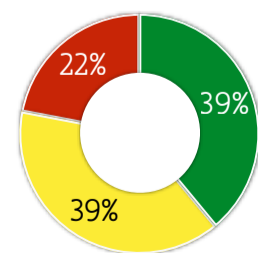
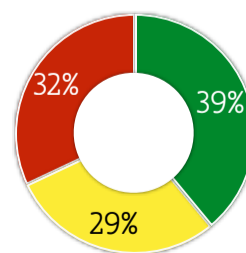
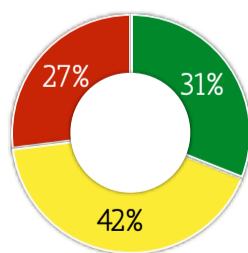
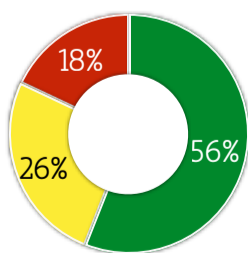
- ◆ Surprisingly, midwest conversation among Hispanics was not substantial in the early election conversation.



High negative sentiment is not overly surprising for a polarizing topic such as political candidates. Neutral sentiment was mostly delivered via retweets of content from the campaigns.

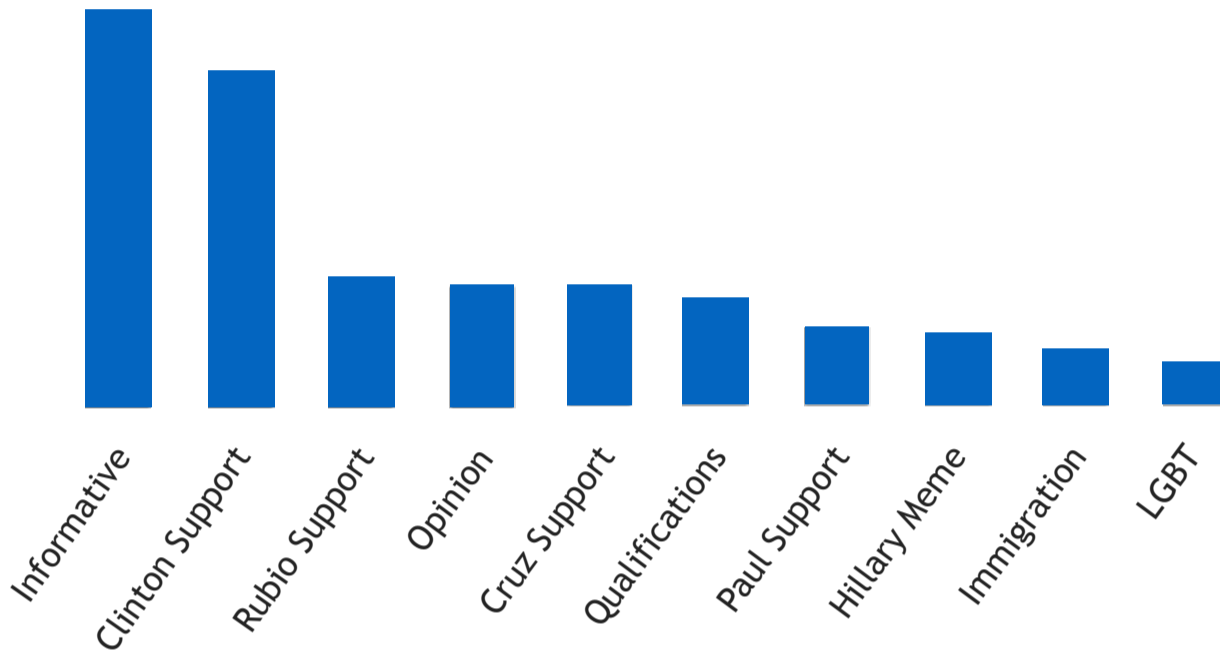


Rubio is the most polarizing candidate, with the heaviest amount of negative sentiment related to his policies. Clinton enjoys the strongest positive sentiment bolstered in part by strong user generated support in response to the Cruz campaigns #readyforhillary tactic. Cruz related content from organizations was widely shared and drove neutral sentiment, not masking the fact that he's not a popular candidate among Hispanics on social media.



Overall Topics & Influencer Sample

Hispanics like to share facts about the candidates with friends/followers on Instagram and Twitter. Clinton support was the next most widely talked about topic with opinions, qualifications and issues like immigration and LGBT rights delivering near equal share of voice.



Hispanic Influencer Sample

These influencers organically engaged in the conversation on social media during the campaign announcements.

gloritaordaz
 Gloria Ordaz Emmy-award winning Weekend Anchor
 @Univision23 Miami, News Reporter.
 Journalist, Twitter: @gloria_ordaz www.GloriaOrdaz.com
<http://www.facebook.com/GloriaOrdazOficial>

Gloritaordaz
 Emmy-award winning
 Anchor, Univision

- ◆ 220 Likes
- ◆ 23 Comments
- ◆ Sentiment: Positive
- ◆ Gender: Female
- ◆ Influencer: TV Personality

iliacalderon
 Emmy-winning
 journalist

- ◆ 1,302 Likes
- ◆ 61 Comments
- ◆ Sentiment: Positive
- ◆ Gender: Female
- ◆ Influencer: TV Personality

< Tweet 🔍 ✍️

Hillary Clinton ✓
 @HillaryClinton

I'm running for president. Everyday Americans need a champion, and I want to be that champion. –H hillaryclinton.com

April 12

18.6K RETWEETS **14.1K** FAVORITES

iliacalderon
 2 weeks ago
 -#HillaryClinton. Así lo anunció

♥️ [jee_palmer](#), [princessbows03](#), [lizyalex20057](#) and 1,299 others like this.



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