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American’s relationship to flavor is changing. With concerns shifting towards what food does to our body, we’ve almost forgotten to ask the simple question, “How does it taste?” Current weight-loss trends argue we eat excessively, yet our bodies take lavor very seriously. We seek out new lavors if they were available to us. Over the last fifty years, U.S. farms have become more productive, affordable, and resistant to disease yet the food they produce is losing lavor at an equal rate. The foods farmers grow now are virtually tasteless compared to their 1950s counterparts, but the same advances responsible for this flavorless increase in production have allowed these lavors to be replaced by synthetics.

According to Euromonitor International, a London-based market research firm, Americans consume more than 600 million pounds of synthetic lavoring annually. Research conducted by the BBC on global lavor and fragrance commerce estimates that the North American market worth of synthetic lavoring was $7.1 billion in 2013 and is expected to grow to $9.9 billion by 2019. American lavorers are experiencing a proliferation in the amount and variety of lavored products. Hispanic and Asian lavors are becoming increasingly influential to U.S. food and drink manufacturers, introducing lavors to the mainstream. Market research firm Mintel says that 57% of the population consider themselves adventurous eaters and 82% are open to trying new lavors (2014).

There is a magnitude of opportunity available to food companies that successfully market to the Latino consumer population. Sabor in America, a marketing event sponsored by global lavoring company Symrise, highlights the Latino influence in the modern American lavor system. Barbie M. Casasus, Multicultural and Latino lavorer expert of CEB Iconoculture Consumer Insights, explains that these lavorers interact with food lavors, but they are not reading lavors in the same way as other demographic. Latino lavorers are looking for cues that communicate the values of lavor that they are looking for, and, in addition to price and nutrition—a delicious lavor is what they expect from their food. Flavor has always been a factor in purchasing lavor, but today it’s more important than ever. Mintel concluded that immigration and a growing non-White lavoration is spurring lavor interest and the Internet has allowed a free flow of lavor information. The report explains that Caucasian lavorers are interested in worldly, ethnic lavors, while African-American lavorers would like to see more ethnic lavors that are tied to their roots. According to Mintel, millennials and Hispanics are driving the new lavor trends in food lavor.

“Americans consume more than 600 million pounds of synthetic lavoring annually”

Targeting the right audience for new lavors will bring positive results for food lavorers. Spicy, sour, bitter, tangy, and smoky lavors are exploding in mass lavor appeal. There is a clear resurgence in the desire for lavor, and the trend is growing.

Understanding the Multi-Billion Dollar LGBT Market

By Blanca Vilagrana

Last month, César Melgoza, founder and CEO of Geoscape and board member of the Florida State University Center for Hispanic Marketing Communications, invited several staff members of the Center to attend the 11th Annual New Mainstream Business Summit. This multicultural conference is the premier event on obtaining access to high growth lavorers and businesses in lavoring cultures such as Hispanic, Asian, African-American and LGBT lavoratories.

At the summit, we discovered helpful insights into the LGBT lavoratory, one of America’s highest-spending lavoratories. Even though Witeck Communications estimates the total lavoring power of the U.S. LGBT adult population at $830 billion, LGBT lavorers are one of America’s least understood niches due to stereotypes and prejudices that have blocked many from a greater understanding of this lavoratory. If lavorers make short-term lavorations, they should know that these misconceptions will not be stable over time.

Today, the rise of the growing purchasing power, has forced lavorers to compete for the LGBT niche lavoratory. But, before engaging to have exponentially increased lavors to learn more about the LGBT lavoratory.

“A new Gallup poll estimates that about 3.4% of the U.S. adult population, or nine million people, identify as LGBT.”

The LGBT lavoratory is a significant contributor to the U.S. lavoratory. The lavoring power of same-sex lavorers is significant when compared to the average U.S. lavoratory, which offers considerable opportunities for manufacturers and retailers that are able to satisfy the need lavors of these lavorers.

Data points out that 75% of LGBT are living in DINK lavoratories. “If you are with a company that is looking to lavor to a community with traditionally more disposable lavoratory, then the LGBT lavoratory is something you should consider,” says Jen T. Grace, LGBT lavoring and communications expert. According to Grace, if you put in perspective the LGBT lavoring power with the top four lavoratory segments, LGBT lavorers have four times the lavoring power per lavoratory than Hispanics and African Americans, and double the lavoring power of Asian Americans. So while LGBT lavorers are the smallest sized based on actual lavoratory, they have two to four times more laboring power than their counterpart lavoratories. Marketers should know that LGBT lavorers are loyal lavorers who shop more consistently, spend more, and feel positive about the shopping lavoratory. Numbers show that 70% of LGBT lavorers would pay more for a product from a company that supports the LGBT lavoratory, while 78% of LGBT lavorers, along with their friends, family, and relatives, would switch to brands that are known to be LGBT-friendly.

A common mistake in engaging an LGBT lavoratory is to assume that the entire LGBT lavoratory shares the same lavorities, ideas, and values. If
Meet the Author: Blanca Villagran

My name is Blanca Villagran. I’m pursuing a double major in Editing Writing & Media, and Modern Language in Spanish at Florida State University. Coming from Mexico City, I decided to pursue my academic degree in the U.S. because it is considered one of the most prestigious and internationally recognized countries for higher education. I’ve always wanted to be a professional, bilingual communicator able to educate, entertain, inform and persuade people in Spanish and English.

I heard about the Center for Hispanic Marketing Communication and its one-of-a-kind certificate program in Multicultural Marketing Communication in the fall of 2013. The certificate offers a close, hands-on approach to studying the multicultural market, the new hot buzz in the industry. So far, it has been a perfect complement to my studies.

Immediately after I met the staff, I applied for The Center Internship Program. I did not want to miss out on an exceptional opportunity to have a solid experience in PR, marketing, and advertising. The exceptionally kind and brilliant staff members and interns weave seamlessly into a true team.

My responsibilities at The Center include maintaining the Hispanic Millennial Insights blog, writing for the newsletter, updating the Center’s websites (conference.latinomediamarkets.com and puntosdevista.com), and assisting with the logistical coordination of conferences and events.

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When Appearance and Language Disagree: Effects of Culturally Incongruent Cues in Advertising

The growing multicultural population in the United States has resulted in more and more individuals negotiating multiple ethnic identities in their daily lives. Despite the increasingly multicultural nature of the U.S. populations, academia and industry are still lagging in both research and advertising that fully reflects the multicultural nature of the American consumer. In this study, the author will investigate the effects of cultural incongruence on advertising. Specifically, using accommodation theory as a framework, the study explores how incongruence between source appearance and language affects viewers’ perceptions of the source’s credibility, attractiveness as well as overall attitudes toward the commercial, the brand and intent to purchase.

The results of this study found that incongruence between source appearance and language results in lower ethnic identification with the ad for Non-Hispanic Whites, when compared to participants from other ethnic groups but no significant differences for Hispanics. It was found that incongruence between source appearance and language does not produce significantly different perceptions of source trustworthiness, similarity, or significantly different ad message involvement, attitude towards the brand or ad for any ethnic group.

Finally, while incongruence between source appearance and language results in significantly higher liking for the model and significantly stronger purchase intentions among Non-Hispanic Whites exposed to African American model, there was no significant difference for other models, or for Hispanics exposed to ads that contained incongruence between source appearance and language.

Communicating Social Responsibility Through the Web: Comparing Between Hispanic and Non-Hispanic Energy Websites

This study aimed at investigating the content of leading energy corporations’ communications about corporate social responsibility (CSR). The specific purpose was to explore how the leading energy corporations communicate CSR activities as three distinctive approaches on their websites, to compare the differences among the three approaches, and to investigate the relationship between the information on the websites that addresses stakeholder relationship and the financial performance.

Drawing on the theories and instruments from corporate social responsibility literature, this study explored the performance of CSR through a content analysis of leading energy corporations’ websites. The results showed that leading energy corporations employed diverse means to build the good image of socially responsible corporations, and they exhibited strong commitments to employees, shareholders, and the natural environment. Qualitative results showed that leading energy corporations crafted and disseminated information in different levels and formats, and widely adopted visualized information. Differences worth underlining were the fact that leading energy corporations do not display the same eagerness to communicate with stakeholders using these three approaches. The ethical business conduct approach was emphasized the most and the strategic public philanthropy approach was the least.

Further, this study found that there was no statistically significant correlation between the information on websites that addresses stakeholder relations and company financial performance (ROIC) among the leading energy corporations. The results suggested that there was little variation among their web-based CSR information, especially stakeholders’ information. Finally, the findings of this study suggested that stakeholder communication in CSR had been ingrained in leading energy corporations’ norms and values.

Graduate Spotlight

Wen Zhao earned her Bachelor’s degree in Journalism at the Beijing International Studies University, Beijing, China in 2008. She obtained her Master’s degree in spring of 2015 from the School of Communication at Florida State University. Her current research interests focus on strategic communication and health communication.

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Graduate Spotlight

Neleen Leslie completed a Bachelor of Business Administration at the University of Technology, Jamaica where she majored in Marketing and International Business. In 2010 Neleen was awarded a Fulbright Scholarship and moved to Tallahassee, where she enrolled in the Department of Communication in the fall of that year. She earned a Master’s of Science degree in Integrated Marketing and Management Communication and a Graduate Certificate in Project Management in the fall of 2011, a Master’s of Science degree in Measurement and Statistics in the College of Education as well as a doctoral degree in the Department of Communication at Florida State University in the spring of 2015.
The Impact Of a Campaign Supporting Hispanic Organ Donation

An Interview with Nicole Rankin

The decision to become an organ donor gives anyone willing the potential to save lives. Someone is added to a donation waiting list roughly every 10 minutes. Currently, there are over 120 million donors in the US. Hispanic citizens, however, show reluctance in numbers, and are the least likely to donate. Nicole Rankin, a Florida State University student, aims to create awareness for this need with a Public Service Announcement she hopes will reach those more hesitant to donate because of certain beliefs and stigmas regarding donation. The PSA will be entered in the Take Flight With PR contest for a cash prize and paid trip to New York City. The winner’s three-minute campaign video will also be shown to 200 PR industry executives. She gives us the run-down on her work so far and the importance of fighting the falsehoods and fears surrounding organ donation.

Within the Hispanic community, whom specifically is this message meant for? We’re targeting two audiences, actually, not just Hispanics—this message is also meant for elderly people. Hispanics on the one hand, are the least likely to contribute to organ donation, and there are several reasons for that: religion, myths, and other stigmas prevent many Hispanics from donating organs. There are a lot of beliefs about donation that keep this group from contributing—many seem to think that a person who’s donated organs can’t have an open casket funeral. [which is custom for Catholics] even though that’s not the case. The PSA’s purpose is to shed some light on these topics and these sort of mistruths. As for the elderly populations, a lot of them think their organs don’t work as well and wouldn’t be good to donate—that’s also not true. Anyone can donate.

Who is working on this project with you, and what have these groups or individuals contributed to the project? I’ve been working with a couple of people who are Public Relations majors, and they want make a whole campaign out of it for the contest. They’re going to be making a Facebook page, and a video where someone goes out in to the real world and asks people for their real opinions regarding organ donation. We also have someone from the Theatre school who’s going to be our actress, take photographs for the actual PSA, and do the voice over.

Is there a specific reason you decided to create this PSA or take on this issue in particular? Why is it important this message be heard? Well, just the fact that so many people aren’t okay with the idea of donating their organs, especially in Florida. It’s so bizarre to me, because one of my first thoughts when I got my driver’s license was “Yes, I do want to be an organ donor.” That decision is the decision to maybe save somebody’s life. One body can save up to something like ten lives. I know so many people, and have so many friends who are Hispanic who say, “That’s not my thing. I don’t want to donate.” Which makes me think, why not? I feel the need to prove to them that agreeing to donate doesn’t take anything from them or their lives, they’re actually going to be saving people and helping people. It’s going to be a good thing. On top of that, if I needed an organ I’d hate to find out there aren’t any available.

“Religion, myths, and other stigmas prevent many Hispanics from donating organs.”

Nicole Rankin is an organ donor herself, and believes in the potential of organ donation to save lives all over the country.