

# How Brands Can Authentically Engage Hispanic Creators

# 2024



According to the **Association of National Advertisers (ANA)**, global influencer marketing spend is set to reach **\$32 billion** by the end of 2024. Brands are recognizing the immense potential in capturing the growing Hispanic community and leveraging content creators has become a strategic imperative in helping brands authentically engage with them.

Our **BODEN influencer experts** spoke with Hispanic content creators about what constitutes successful and effective collaborations – check out who we spoke to and what they had to say.



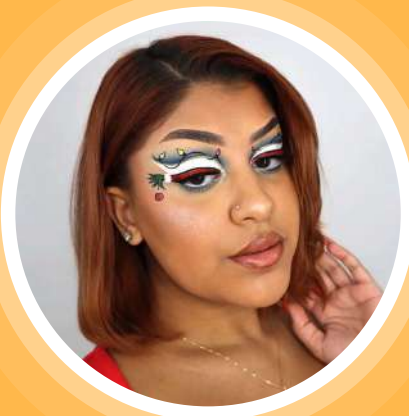
**Maria Legarda**  
@misslegarda

2.4M Followers  
 1.3M Followers



**Abiud Sandoval**  
@abiud\_sando

4.4M Followers  
 369K Followers



**Becca Borrero**  
@champagnebecca

2M Followers  
 178K Followers



**Alejandro Rosario**  
@alejandrosario

5M Followers  
 1M Followers



**Jessica Judith**  
@jess.judith

3M Followers  
 598K Followers



# Ensuring Representation & Equity in Compensation

Rewriting outdated and inaccurate narratives through authentic storytelling and inclusive content creation with active involvement of Hispanic voices, contributes to a digital space where the diversity within our community is reflected genuinely. Ensuring accurate representation for creators extends beyond content – it's about equitable pay too. With a following exceeding 2M on TikTok, foodie content creator Maria Legarda, is celebrated for her tasty recommendations. When asked the question of how brands can better represent Hispanic creators, Maria emphasized equal pay.

**“Compensate us in the same way you would a non-Hispanic creator. We want to be at the forefront. Bring on Hispanic creators who are familiar with the trends in the Hispanic consumer market to help direct initiatives and campaigns.”**  
-Maria Legarda

Dancer, Abiud Sandoval, with 4.4M followers on TikTok also emphasized the pressing need for enhanced support for Hispanic creators.

**“Latino creators deserve respectful compensation for their creativity and platforms. Agencies must advocate for increased budgets from brands, enabling creators to continue producing impactful content that resonates with diverse communities. Brands, too, should broaden their pool of go-to creators, providing opportunities for a more inclusive range of talent.”**  
-Abiud Sandoval





# Allowing Creators Creative Freedom

Allowing creators to bring their true selves to their partnerships is critical for success. With a TikTok following of over 5M, sports enthusiast Alejandro Rosario echoes the sentiment of authenticity. When asked the question of how brands can better represent the Hispanic community, Alejandro noted that trusting creators to represent their unique characteristics in a way that resonates best with their audience is key.

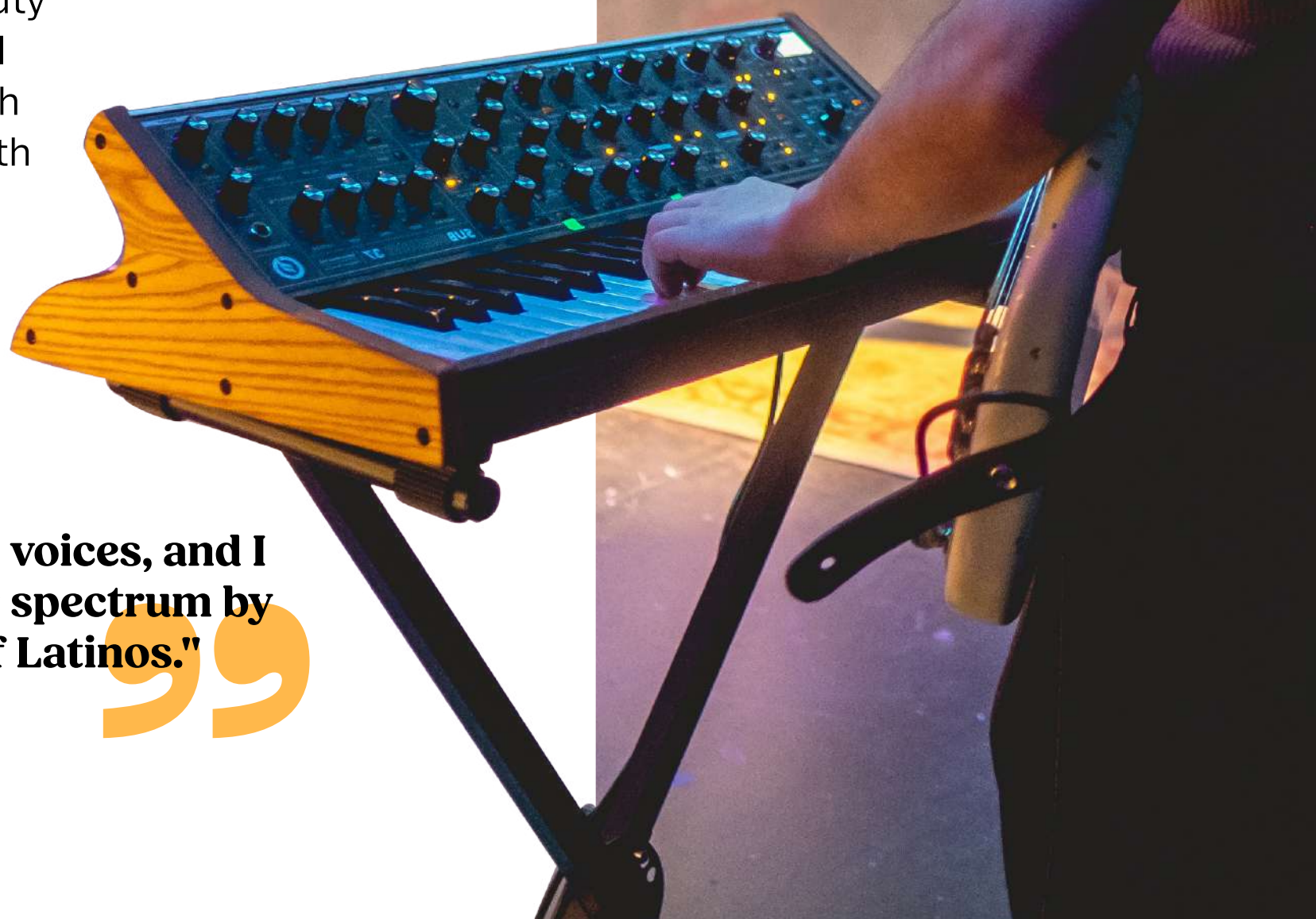
**“Place confidence in creators to craft content that resonates with what our community wants to see, capturing authenticity and relatability. Despite diverse origins, we, as Latinos, share a common culture. Embrace the love and the support within our community. When brands amplify our voices, both creators and viewers feel well-represented.”**

**-Alejandro Rosario**

With a fan base surpassing 2M on TikTok, beauty expert, Becca Borrero, stands out in the digital landscape for her impactful collaborations with renowned beauty brands as she brings a wealth of experience to the table throughout diverse campaigns. When asked the question of her expectations from brands as creator partnerships evolve, Becca emphasized the need for greater diversity.

**“Within our community, there are many voices, and I would love to see brands broaden their spectrum by working with a more extensive array of Latinos.”**

**-Becca Borrero**





# Tapping Diverse Passion Points

At the core of the Hispanic community is incomparable passion—a defining trait of the vibrant community. Whether through sports, music, food, or dance, the community has diverse passions. Jessica Judith, a comedic personality with 3M followers on TikTok, stands as a beacon of pride in representing her Dominican culture. Jess captivates her audience through her heritage, particularly her passion for music. When asked the question of which passion points brands should consider in the upcoming year to engage with the community, she noted how Latin music transcends cultures.

**“Latino artists have not only united Latinos but also bridged connections with other cultures. Through genres like reggaeton, dembow, bachata, and others, these artists are helping people recognize and understand who we are.”**

**-Jessica Judith**

For Alejandro Rosario, a brand's acknowledgment of his passion for soccer fosters a much stronger connection. When asked about a recent collaboration he is proud of, he noted a recent partnership with McDonald's.

**“I love what McDonald's is doing. It was insane to be part of El Clásico and witness the unity of so many Latinos. Over the last two years, I've appreciated the brand's investment in Hispanic culture.”**

**-Alejandro Rosario**





# Working With the Right Partners

At BODEN, we guide global brands through the intricacies of Hispanic creator collaborations. Authentically reaching the Hispanic community through our expansive creator network, tapping into cultural nuances and passion points, is what our team does best. We activate impactful partnerships while staying rooted in our commitment to ensure fair and equitable representation.

Here are four takeaways:

- 1 Collaborating with diverse creators should not be about checking a box. Creators who understand the nuances of the Hispanic community and help diversify your campaigns will deepen your brand's relationship with the community.**
- 2 Ensuring diverse creators receive fair compensation will pay dividends. They bring you an invaluable, unique perspective that will help you engage a critical audience authentically.**
- 3 Hispanic culture takes various forms – it's not a singular, uniform expression and there is a lot of diversity within the community. Brands that allow creators to support the brand in their own ways will win big.**
- 4 Tapping into diverse passion points will significantly enhance the effectiveness of influencer engagement strategies.**

BODEN's Hispanic+™ offering, accelerated by BODEN Influence, ensures brands are tapping the influence of Hispanic culture to transcend the multicultural mainstream. **Our commitment to amplifying diverse voices across earned and social media**, embracing diversity, and helping brands activate results-driven campaigns is unparalleled. Let's partner!

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