



Source: Taragüi, 2018d

Taragüi Créelo Campaign Strategy and Recommendations

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INTRODUCTION

Yerba mate is a traditional South American caffeinated beverage consumed by steeping the dried leaves in hot water and drinking it from a hollowed-out gourd. Recently, yerba mate has become popular in many U.S. markets, including Florida, New York, and California. Despite this popularity, however, Taragüi recently discovered there is lacking knowledge about yerba mate's health benefits. Coffee, the most popular caffeinated beverage in the United States, is Taragüi's main competitor.

This campaign will accelerate business growth through a holistic strategy by delivering experiences to the target audience in current and new markets to break through the marketing clutter. Given the popularity of yerba mate in South America, the campaign tagline, "*Créelo (Believe it) with Taragüi,*" will resonate with the general Hispanic population in the United States. Social media posts and advertisements will illustrate different ways in which the target audience can also believe with Taragüi. Creating a culturally relevant bridge between the brand and the target audience will allow Taragüi to stand out from the competition and drive consideration among U.S. Hispanics and culturally open millennials. Supported by celebrity social capital, increased e-commerce opportunities, and strategically aligned partnerships, Taragüi will break through the market. Social media posts and advertisements will illustrate the story and highlight the benefits of yerba mate. Visuals and advertising copy will encourage product trials among members of the target audience. Taragüi has a promising future among U.S. Hispanics and culturally open millennial consumers. *Créelo.*

SITUATION ANALYSIS

Yerba mate is popular in many South American countries, including Brazil, Uruguay, Argentina, and Paraguay, as a healthy alternative to coffees, teas, and energy drinks. It was first discovered in 3,000 B.C. by the Guarani indigenous people of South America (Taragüi, n.d. h.), who developed the technique and process to take advantage of yerba mate's health benefits (Taragüi, n.d. h.). Yerba mate has deep cultural and spiritual roots. The Guarani worshipped yerba mate and believed it was a sacred gift, and consuming it gave one "the power of the jungle" (Taragüi, n.d. h., para. 5). This spiritual meaning was exchanged among other pre-Hispanic groups who adopted yerba mate into their own cultures (Taragüi, n.d. h.).

After South America was conquered by the Spaniards, the colonizers learned about the benefits of yerba mate from the Guarani, and it soon spread across all of Spain's

territories (Taragüi, n.d. h.). While Argentina sought its independence, gauchos, or Argentinian cowboys, became synonymous with yerba mate because the drink was adopted as a large part of their lifestyle, frequently enjoyed in groups during breakfasts, lunches, and dinners (Taragüi, n.d. h.). This tradition still endures, with gatherings around fires for socialization being commonplace (Taragüi, n.d. h.). Today, drinking yerba mate in Argentina is like meeting someone for a cup of coffee in other countries, because it is the prime impetus for social gatherings, reminiscent of the Argentinian cowboys enjoying yerba mate around a fire (Taragüi, n.d. f.). It has become a social staple within Argentinian culture, where yerba mate tea is the second-most popular beverage after water (Taragüi, n.d. h.). Brooklyn Mate, a New York-based yerba mate company makes an “organic, lightly sweetened [and] carbonated” (Brooklyn Mate, n.d., para. 1) version. As acculturation, “the way in which individuals orient themselves to and deal with [the] process of culture contact and change” (Korzenny et. al, 2017, p. 194), becomes more commonplace in melting-pot cities like Chicago, New York, Atlanta, Portland, and Los Angeles, yerba mate is gaining recognition (Brooklyn Mate, n.d.). This increasing acculturation has made Brooklyn Mate a leader in the yerba mate and caffeinated beverage category.

Yerba mate contains robust health benefits absent from energy drinks, coffees, and teas. There are 10 health benefits associated with consuming yerba mate: (1) it is full of nutrients and contains almost all the necessary micronutrients, and is considered a superfood; (2) it can help prevent diseases, including Type 2 diabetes and Alzheimer’s disease; (3) it contains high levels of antioxidants; (4) it can regulate cholesterol and improve blood pressure levels; (5) it improves digestion; (6) it is naturally energizing; (7) it purifies the body by helping to eliminate waste and toxins; (8) it is beneficial for athletes before, during, and after training; (9) it helps maintain a healthy weight; and (10) it is an antidepressant (Taragüi, n.d. g.) Eight of these benefits have been proven by medical specialists: yerba mate is rich in antioxidants and various nutrients; it boosts energy and increases focus; it has the potential to increase physical performance; it can act as a protective agent against viral and bacterial infections; its consumption can help with weight loss, especially belly fat; it’s an immune booster; it can lower blood sugar levels; and may lower the overall risk for heart disease (Petre, 2018). Commercially available energy drinks contain caffeine and caffeine-enhancing supplements, which, when combined, can cause harmful consequences in large quantities (Taragüi, n.d. k.). In contrast, yerba mate derives its caffeine concentration naturally from the leaves, without sugar or caffeine-enhancers (Taragüi, n.d. h.). These health benefits have been a strong selling point for Taragüi, especially in the millennial market.

SWOT Analysis

Strengths	Weaknesses
<ul style="list-style-type: none"> • A healthy alternative to other caffeinated beverages • Popular in Brazil, Argentina, Uruguay, and Paraguay with growing knowledge and interest in the United States • Provides a wide array of options in their product line including multiple flavors 	<ul style="list-style-type: none"> • Lack of wider distribution for easier consumer access • No online ordering availability of Taragüi on any site • Difficult to find in stores
Opportunities	Threats
<ul style="list-style-type: none"> • Establish an official partnership with Amazon to solidify the ability to provide widespread online distribution • Endorsements by Hispanic athletes and musicians, to target Hispanic athletes and musicians, and the athletic and music markets according to our information from Brandwatch of the demographics who have an interest in yerba mate already. • Marketing as a healthy alternative to other caffeinated beverages 	<ul style="list-style-type: none"> • Competitor brands, including, among others, Brooklyn Mate, Cafe Bustelo Espresso, Volcanica Organic Mexican Coffee, Hibiscus Tea, and Red Bull • A preference for coffee among consumers • Lack of awareness of yerba mate's health benefits • Lack of brand awareness

Strengths: Yerba mate provides multiple health benefits, including its ability to regulate cholesterol, improve blood pressure, and improve digestion (Taragüi, n.d. g.), making it a viable alternative to other caffeinated beverages. Preparing and consuming yerba mate is popular in many South American countries and has grown in popularity in the United States. Taragüi produces a variety of yerba mate flavors to cater to individual preferences. Consumers can discover the flavor(s) best suited for them using Taragüi's yerba mate personality test (Taragüi, n.d. j.). Depending on personal preference, Taragüi also offers yerba mate with or without stems (Taragüi, n.d. d.; n.d. e.). Given the popularity of soccer in South America, Taragüi has partnered with soccer players to promote the brand and products in this region (Taragüi, n.d. c.). There are also tutorial videos of how to drink yerba mate properly to help target other desired markets (Taragüi, n.d. b.).

Weaknesses: Compared to its competitors — major coffee and energy drink brands — Taragüi faces distribution challenges in the United States, both online and in-store. Not only is Taragüi yerba mate hard to find in stores, but the lack of online ordering via its website prevents consumers from accessing Taragüi yerba mate (Taragüi, n.d. i.).

Opportunities: Establishing an official partnership to distribute Taragüi yerba mate will provide an opportunity for widespread online distribution if creating an internal

distribution system is too expensive or disruptive. This partnership would prevent individual sellers from continuing to resell the product for a small profit on Amazon (Amazon, n.d.). Using influencer endorsement is a successful marketing tactic in the United States for many demographics. Communicating the health benefits of yerba mate will provide Taragüi with a competitive edge over other caffeinated beverage advertisers. A large portion of the general population is health-conscious and constantly looking for healthy alternatives to coffee to provide the same outcomes with added benefits.

Threats: Established caffeinated beverage brands threaten the ability of Taragüi to gain attention and brand awareness. Although the health community is eager for healthier alternatives to traditional coffee, there is still a preference for coffee amongst the general public because there is a prominent culture concerning coffee and its consumption. Another threat to Taragüi yerba mate is the brand's lacking presence in the United States. Despite the overwhelming focus on healthy caffeinated beverages by consumers, the health benefits of yerba mate are not widely known. This opens up the floor for many competitors when it comes to sales, forcing competition with other caffeinated beverage producers.

TARGET AUDIENCE

U.S. Hispanics are a major driving force behind shifts in generational norms, the effects of which have been felt beyond the confines of this ethnic group, as seen in the growing numbers of culturally open millennials, who are engaged in many aspects of culture. Both of these audiences enjoy consuming coffee to boost their energy levels and to engage in social gatherings with friends. The values shared by culturally open millennials and U.S. Hispanics regarding the consumption of coffee in communal settings are similar to the culture of many Latin American countries regarding the consumption of yerba mate.

When U.S. Hispanics share and influence the larger culture, culturally open millennials are eager to receive and partake in these new experiences, because they are driven by a passion to live in the moment, coupled with an affection for the Hispanic culture. Therefore, the primary target audience for Taragüi is the millennial U.S. Hispanic population, who will also influence the secondary target audience, culturally open millennials.

Millennial U.S. Hispanics are influential and have tremendous buying power. As of 2019, Hispanics in the United States had \$1.5 trillion in spending power, an increase of \$500 billion, or 212%, since 2000 (Weeks, 2019). The average U.S. Hispanic consumer is also very young, with a median age of 10 years younger than their non-Hispanic counterparts, at

27 vs. 37, respectively. This means “the largest swath of their population is concentrated in the age range in which brand loyalties and ideas are developing” (Korzenny et al., 2017, p. 446), which affords them with a greater degree of influence.

U.S. Hispanics are young, willing to spend money, and value indulging and living in the moment. Hofstede’s cultural dimensions, which “represent the independent preferences for one state of affairs over another that [distinguish] countries (rather than individuals) from each other” (Hofstede Insights, n.d., para. 4), make culture comparisons possible. Indulgence levels, or the relatively free gratification of desires, are higher in Hispanic countries when compared to others because “Hispanics prefer to indulge in enjoyment and fun, and believe strongly in treats” (Korzenny et al., 2017, p. 13).

Higher levels of ethnic identity are reported among millennial U.S. Hispanics compared to their older counterparts, indicating a need for culturally relevant and sensitive messaging to effectively reach this audience. Just over half, 59%, value and seek out brands authentically acknowledging their unique cultural traditions (Korzenny et al., 2017) in marketing messaging, which strengthens customer-brand relationships. This creates a positive association in the mind of the consumer and fosters brand loyalty and equity.

Spanish, English, and ‘Spanglish’ are relevant and acceptable languages to use when attempting to reach U.S. Hispanics and culturally open millennials. However, varying levels of assimilation and acculturation mean marketing efforts must be tailored to how target audience members view themselves in relation to their cultural heritage and that of the United States. Some audience members were born in the United States, while others migrated in their teens or twenties. Those who assimilate attempt to merge fully with the culture of the United States, without preserving their native culture; while those who acculturate, integrate with U.S. culture while preserving their cultural traditions (Korzenny et al., 2017). Choosing how much of one’s cultural heritage to preserve when immigrating to a new country varies by person and their country of origin. The influence of this relationship must be fully understood when creating communications targeting this complex group.

Creating bilingual advertising, those “involving the blending of words from the home language — offer marketing managers a unique way to appeal to this bicultural population (On Marketing, 2015, para. 2). Hearing or seeing Spanish in advertisements creates a sense of familiarity and directly speaks to an audience of Hispanic background. Moreover, “using the Spanish language can... be an important signaling to Hispanic audiences that the brand is interested and invested in their business” (Korzenny et al., 2017, p. 139).

To reach U.S. Hispanics and culturally open millennials, Taragüi must consider how U.S. Hispanic audiences respond to influencers and endorsers. Thought leaders and aspirational groups are highly influential because they represent members of reference groups to which Hispanics look to for opinions to guide in the decision-making process (Salmon, 2008), and become most influential when they are relevant to the product or brand they are promoting (Hyder, 2020). It can also be more effective when the people advocating for the product are Hispanic themselves. This is because “Hispanic endorsers in social media ads can trigger a self-awareness and self-categorization process, where endorser-consumer similarity affects advertising processing and behavioral intentions” (Mundel, & Yang, n.d., p. 19).

Since members of reference groups affect the purchasing decision-making process for Hispanic consumers, Taragüi needs to leverage prominent voices in the yerba mate and caffeinated beverage category to support a successful campaign.

This demographic also spends a lot of time on digital platforms, are tech-savvy (Hyder, 2020), and are the quickest to adopt new forms of technology. Additionally, those who prefer Spanish use “the smartphone more often than any other cultural group to access the Internet” (Korzenny et al., 2017, p. 407). Using strategic communications on digital platforms is an effective way to reach the target audience, given the demographic’s tendency to create and adopt online social trends quicker than any other demographic (Korzenny et al., 2017).

FORMATIVE RESEARCH

Methods

Primary data collection set out to discover insights about the target audience and the situation Taragüi faces as it competes with coffee, one of the most popular caffeinated beverages on the market. To develop a comprehensive marketing proposal, a survey was created using Qualtrics software, and distributed via team members’ social media channels between February 22, 2021, and March 6, 2021, receiving 27 total responses. The survey was designed to uncover how Taragüi can break through the clutter of advertising for caffeinated beverages to generate attention and awareness for the brand. Respondents who don’t currently, or who wouldn’t consider, drinking caffeinated beverages were filtered out. A Brandwatch analysis was also conducted to better understand the social media conversation surrounding Taragüi and yerba mate. The full list of questions can be found in Appendix A.

The Situation

The survey set out to understand the target audience's consumption habits of caffeinated beverages and their attitudes about caffeinated drinks, in general, to see how Taragüi can break through the advertising clutter and gain awareness.

Coffee is one of the most popular caffeinated beverages, consumed by 36.73% of the respondents, followed by Coca-Cola and teas (12.24%), Red Bull and Dr. Pepper (10.20%), and Monster Energy and Pepsi (6.12%). Only 2.04% of respondents consume yerba mate. In terms of consumption, 83.33% of respondents consume caffeinated beverages one to two times per day, and 54.17% of respondents consume at least five caffeinated drinks per week.

Caffeinated drinks are drunk for the following reasons: to increase energy and wake up (37.5%), out of routine (30%), to socialize (12.5%), and for the taste (10%) or because caffeinated beverages are considered a treat (10%). Based on the survey data, caffeinated drinks are drunk throughout the day: before breakfast (23.19%), during breakfast (15.94%), while commuting (17.39%), in the afternoon (15.94%), during lunch (13.04%), and with or after dinner (7.25%). One-third, 33.93% of respondents consume caffeinated beverages at home, 25% while commuting or at work, and 16.07% at the business where they purchased the drink. Over half, 60%, of respondents dine out or purchase caffeinated beverages weekly, 13.33% monthly, and 6.67% daily. For those who enjoy drinking caffeinated beverages on-site, 67% felt it was crucial to social distance. Hot and cold caffeinated drinks are consumed at similar rates, 37.14% and 34.29%, respectively, while a few, 5.71%, had no preference.

Given the health benefits of yerba mate, survey questions also gauged the importance of consuming caffeinated beverages for health benefits. Most, 74%, of respondents do not prioritize or consider potential health benefits when consuming caffeinated beverages. However, the health benefits of caffeinated beverages are somewhat important for 21% of respondents and are very important to 5% of respondents. The primary health benefits respondents associated with caffeinated drinks were increased energy and mental focus, followed by an improved immune system and digestive health, and reduced risk of heart disease. Interestingly, some respondents ranked physical performance as a benefit, while others did not consider it beneficial. Respondents reported feeling tired (30.30%), experiencing headaches (18.18%), losing focus (15.15%), and feeling angrier (3.03%) after not consuming caffeinated beverages for a period of time.

In terms of purchasing behavior, product quality was the most important factor when purchasing caffeinated beverages for 33.33% of respondents, followed by convenience and

price for 26.67% of respondents, flavor and other benefits for 6.67% of respondents, and the ability to purchase online with shipping for 5.67% of respondents.

The survey also sought to understand how using Spanish in advertising communications influenced respondents' purchase decisions and brand perceptions. When asked whether English or Spanish influenced purchase decisions, most respondents favored the use of only Spanish or a combination of Spanish and English because it signaled a sense of connection from the brand and made them feel seen and recognized. For some respondents, however, the item and their level of need are more important than the advertising language. Advertising material produced in both Spanish and English positively impacts the consumer perception of the brand and company. For some respondents, brand perception is unaffected by advertising language. However, an overwhelming majority of respondents indicated some level of positive brand perceptions of those strategically using English and Spanish to communicate.

The Audience

The survey also set out to gather psychographic information related to the culture and immediate community, language preferences in everyday life, social media and communication habits, the influence of product recommendations from different sources, and their disposition to try new things of respondents.

For most respondents, 76.19%, Hispanics account for 0-25% of their friend groups; for 14.29% of respondents, Hispanics account for 25-49% of their friend groups; and for 4.75% of respondents, Hispanics account for 75-94% of their friend groups. Respondents visit virtually or in-person most often with family (43%), followed by friends (19%) and colleagues (14%). Drinking caffeinated beverages is most enjoyed with friends, 26.67%; around others, 13.33%; and with family, 6.67%; although 40% of respondents didn't have a preference. Despite this, 60% of respondents most enjoy trying new things with friends because, for 33.33% of respondents, trying new things in a community setting becomes a shared experience; for 21.21% of respondents, it provides them with knowledge beyond their own; and for 12.12% of respondents, because it is rooted in cultural or traditional practices.

In terms of languages spoken and preferences, 50% of respondents spoke Spanish, and 50% did not speak Spanish, which is the second language for 13.33% of respondents and the first language for 66.67% of respondents. The Spanish language elicits neutral or very positive feelings for respondents, who also felt neutral or very proud about how Spanish makes them feel about themselves and their cultural roots. Most respondents, 94.12%, prefer

watching TV in English, while 5.88% had no preference. When encountering advertising messages in Spanish, 67% of respondents felt negative or neutral about how the advertisement made them feel, 22% felt somewhat positive, and 11% felt very positive. When encountering advertising messages in Spanish and English, 56% felt negative or neutral about how the advertisement made them feel, 28% felt somewhat positive, and 17% felt very positive.

To most effectively reach the audience, the survey asked respondents about their social media and communication habits. Facebook and Instagram are checked at least once per day by 27.27% of respondents, followed by TikTok, which is checked at least once per day by 13.64% of respondents. Weekly, however, Instagram is the most checked social media platform once per week by 21.43% of respondents, followed by Facebook (19.64%) and Twitter, TikTok, and LinkedIn (14.29%). Social media is most frequently used to connect with friends and family in different states or countries (27.91%), to engage with content or check the news (20.93%), to post photos or videos (13.95%), to feel a sense of community (9.30%), and for entertainment purposes (2.33%).

Word-of-mouth (WOM) recommendations influence respondents' purchase decisions when considering new products, with over half, 56%, being very influenced, and 44% being somewhat influenced. When it comes to WOM recommendations from friends or family, 63% are very influenced, and 38% are somewhat influenced. However, 75% of respondents are unlikely or very unlikely to try a new product endorsed by a celebrity or social media influencer, likely because 81.25% of respondents ranked friends as the number one group of people they talk to about new products, followed by parents. Only 6% are very likely to be influenced by a celebrity or social media influencer.

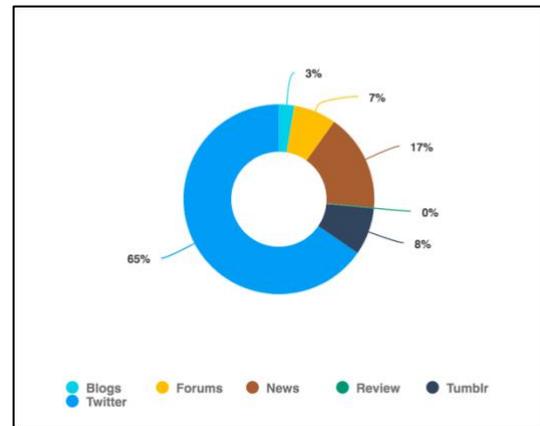
Given the importance of culture to U.S. Hispanics and culturally open millennials, the survey asked questions to gauge the level of connection respondents feel to their cultural heritage. Just over two-thirds, 67%, of respondents reported feeling a very strong emotional attachment to their country of origin or their country of heritage's culture, and 53% reported feeling a very strong emotional attachment to the US. It is very important for nearly half of respondents, 47%, to celebrate their cultural customs in the US.

Assessing how receptive respondents are to new activities, ideas, or products, helped gauge their disposition when facing new activities. Over half, 53%, somewhat often seek out new and exciting activities, 40% do so rarely, and 7% do so frequently. Respondents feel curious about the world, enjoy intellectual endeavors, are adventurous in their everyday lives, are daring in the face of new experiences, and enjoy creatively thinking of new ideas.

Demographically, most respondents were between the ages of 25 and 35 (73.33%). Just over half, 53.55% of respondents identified as Caucasian, 33% identified as Latino or Hispanic, and 13.33% identified as African American. Detailed survey respondent demographic information available upon request.

Brandwatch Research

Research conducted using Brandwatch provided insights into where yerba mate and the Taragüi brand garnered the most engagement and traction between December 1, 2020, and March 1, 2021. In the U.S., Twitter generated the most content, accounting for 65% of the conversation, followed by news accounting for 17% of the



conversation. Twitter ranked highest in terms of mentions at 9,139, with an impact of 9. An impact score is a metric generated by combining views, reach, and interaction data. The score indicates the level of impact social media posts had within a given conversation. Tumblr came in second with 1,159 mentions and an impact score of 88.8. Considering the impact score of Tumblr and the vast number of mentions on Twitter, these two platforms are viable options for Taragüi's media plan.

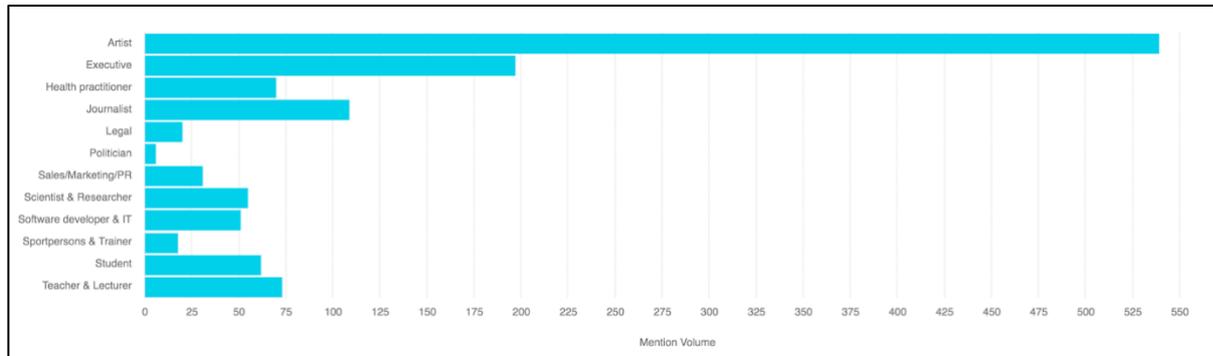
The sentiment found in social media posts was neutral (52%) and positive (27%). However, a few negative sentiments represented 21% of the total sentiment. Most of the emotion found in social media posts was joy, 35%, but anger and disgust were present in 20% and 21% of social media posts, respectively. Upon reviewing social media posts with negative sentiments and unfavorable emotions, both were unrelated to yerba mate or the Taragüi brand. Instead, all the neutral and positive sentiments and positive emotions were directly associated with yerba mate and the Taragüi brand.

Using the word cloud to visualize the words most frequently associated with the social media posts, San Francisco appeared twice and in a larger font, indicating more



frequent mentions. Based on this finding, it is recommended for Taragüi to target relevant audiences in San Francisco for yerba mate to increase brand attention and awareness. The

city is also a viable market for Taragüi yerba mate because the top professions associated with the Twitter accounts actively discussing the topic and the brand are those in artistic and executive branches. San Francisco features a large artistic community (California College of the Arts, n.d.) and is also a hub for large corporations, home to 16 of the Fortune 500 companies (Fortune, n.d.). Direct messaging to consumers who are more likely to drink yerba mate due to their location and profession will be possible.



In terms of demographics, men drove most of the conversation, 61% about Taragüi and yerba mate, compared to females at 39%, indicating a general approach to advertising efforts is feasible. However, growing the share of females who consume and actively discuss yerba mate and the Taragüi brand on social media is possible through prominent female representation in advertisements. Still, leveraging the popularity of Taragüi and yerba mate among male consumers will continue to build brand loyalty and equity.

The timing of social media posts influences engagement and view metrics of any given campaign. According to Brandwatch, the 12-1 p.m. and 2-4 p.m. time slots garnered the most engagement. The most traffic and mentions of yerba mate and the Taragüi brand occurred on Tuesdays and Wednesdays. In terms of influencers, Circle of Drink mentioned yerba mate 167 times with a reach of 3, compared to Pearl Jam, who frequently discusses yerba mate and the Taragüi brand with a reach of 70,695. Competitor Guayaki Yerba Mate received 79 mentions with a reach of 8,466. This is an important metric to evaluate because competitor brands achieving success using Twitter indicates the need for a well-structured Twitter campaign to increase brand awareness and attention.

MARKETING MESSAGE & STRATEGY RECOMMENDATIONS

Goals & Objectives

Goal 1: Attract culturally open and U.S. Hispanic millennial consumers to the Taragüi brand and mate experience.

Objective 1.1: To increase Taragüi sales in markets serving culturally open and U.S. Hispanic millennial consumers by 5% in each quarter of 2021 with a specific emphasis on San Francisco, while monitoring other locations, including New York, Chicago, Miami, Los Angeles, and Houston.

Objective 1.2: To increase engagement with yerba mate lifestyle content on Taragüi social media channels by 20% by December 31, 2021, with demonstrated use of #YerbaMateTaragüi hashtag.

Objective 1.3: To secure at least two partnerships in 2021 to leverage influencer social capital, model yerba mate experience and Taragüi as the best brand available.

Goal 2: Generate attention and increase brand awareness for Taragüi with a robust social media campaign.

Objective 2.1: To gain 10,000 total followers across Taragüi social media - Instagram and Facebook - between April 1, 2021 and December 31, 2021.

Objective 2.2: To increase the number of consumer product referrals, including content shares and email sign-ups, by 50% by December 31, 2021.

Objective 2.3: To increase Taragüi website visits by 50% by December 31, 2021, monitoring the 'Blog,' 'Try,' and 'Map of Shops' website pages.

Strategy Overview

Taragüi seeks to expand and engage with culturally open and Hispanic millennial consumers. The following marketing strategy taps into the emotions associated with feeling encouraged, loved, supported, and believed in by others and yourself. Taragüi is essential to a healthy, energized, and successful life. When friends, family members, and colleagues prepare Taragüi yerba mate for you, you know they mean well.

Taragüi is encouraged to launch an intentional campaign across social media to increase online conversations about Taragüi as the best yerba mate brand on the market. Disseminating resources from the website and establishing brand partnerships with celebrity influencers and distributors will ensure Taragüi is readily available to meet demand.

The *Créelo* campaign encourages consumers to seek out and purchase Taragüi yerba mate, engage with Taragüi on social media, and visit the website for more information.

Taragüi is well-positioned to advise consumers to prioritize health considerations when making caffeinated beverage choices. Though 74% of survey participants did not prioritize health when consuming caffeinated beverages, 21% of survey respondents did

consider the health benefits of caffeinated beverages to be important. This finding indicates consumers are open-minded about making healthier choices as they learn more information about products available. Taking the lead with informational social media posts and increased frequency of sharing website blog content and yerba mate resources will position Taragüi as a leader in the caffeinated beverage category. The *Créelo* campaign also presents an opportunity to highlight social gestures and leverage the power of endorsements by someone close or perceived as close within a fan identity to the consumer.

Biculturalism, the semi-permanent identity formation experience that embraces multiple cultures and blends to form unique identities (Korzenny et al., 2017), is crucial to understand when targeting U.S. Hispanics and culturally open millennial consumers. This understanding will allow Taragüi to position itself at the intersection of these experiences in various media outlets. Combining Spanish, English, and Spanglish in social media posts and advertisements will provide Taragüi with direct access to the target audience. The use of Spanish signals an attempt to genuinely connect with the audience and make consumers feel seen and recognized. As Taragüi breaks through the advertising clutter for caffeinated drinks, using a combination of Spanish, English, and Spanglish advertisements will effectively connect Taragüi and yerba mate with the target audience.

The tagline - "*Créelo (Believe it) with Taragüi*" - will be used in marketing efforts. When paired with different visuals, the tagline will bolster attention and awareness for Taragüi and encourage consumers to try something new by establishing trust in Taragüi as the best brand for yerba mate. Increasing social media conversations about Taragüi and yerba mate through the use of paid ad placements and influencer marketing will address concerns about lacking brand awareness and product knowledge and interest.

This strategy will increase interest among U.S. Hispanic and culturally open consumers in Taragüi as the go-to brand for their yerba mate needs. Taragüi must monitor social media analytics and engagement metrics, including audience growth, hashtag use, impressions, shares, likes, comments, etc., to keep up with consumer trends to nurture consumer-brand relationships. Prompt responses to direct messages will also positively increase this relationship. Taragüi is encouraged to review marketing insights with the following frequency:

- End of each week: Campaign point-of-contact reviews and internal site visit analytics.
- End of each month: Team review of social media analytics, ad impressions, website visits, direct conversions (increased vendors, requests for information received, increased product reviews)

- End of each year: Compare consumer data and evaluate target audience for next strategic marketing effort.

TACTICS

1. *Harness the power of social media*

The social media campaign features content from celebrity influencers; brand-aligned, product-focused posts highlighting the tagline; and posts highlighting the health benefits of Taragüi yerba mate. As budget allows, paying to boost select social media posts aimed at the target audience based on regional and demographic data will increase potential reach.

Targeted advertisements are opportunities to facilitate audience growth in target regions, specifically San Francisco, CA; New York, NY; Miami, FL; Chicago, IL; Los Angeles, CA; and Houston, TX. Twitter and Instagram advertisements will feature Taragüi yerba mate prepared alongside notes and sentiments from friends, family, colleagues, or the consumers themselves. The target audience will connect the product and the words of encouragement to feel the gesture and sentiment of someone preparing them yerba mate with care. The tagline "La intención es lo cuenta (It's the thought that counts and consumers should believe they *mean it*) *Créelo (Believe it) con Taragüi*" will create a sense of personal connection and drive brand and product consideration.

Research indicates Taragüi should prioritize posting on Twitter between 12:00-1:00 p.m., and 2:00-4:00 p.m., on weekdays. Staying mindful of opportunities and emerging consumer impressions will allow Taragüi to increase consumer interest in yerba mate during the week. Since caffeinated beverages are consumed throughout the day by U.S. Hispanics and culturally open millennials, social media posts on the weekends and later in the evening during social times will further solidify the perception of yerba mate as an *anytime* drink. The Taragüi website contains a robust blog space (Taragüi, n.d. a.) featuring educational articles about yerba mate practices, health benefits, history, and the brand's news coverage. Repurposing these insights into brief content for Twitter and Instagram will produce evergreen content aligned with the Créelo campaign. Sharing user-generated content associated with #YerbaMate Taragüi on social media channels will allow Taragüi to showcase how consuming yerba mate is a social activity to encourage consumers to join the community. These content categories should be explored while building a content calendar:

- Health benefits of yerba mate
- History and cultural significance of yerba mate
- Why Taragüi (make the brand case)

- Share consumer-provided content
- Highlight partnerships
- Where to buy Taragüi
- Special campaigns and promotions

Posting on social media requires the mindful use of hashtags. Those emphasizing caffeine, traditions, social connections, and health benefits are worth monitoring to identify and act upon opportunities to direct consumers to the Taragüi yerba mate experience. Using hashtags is not a social media practice exclusive to English-speakers. Using Spanish- and English-language hashtags will be beneficial as Taragüi increases their consumer base to include not only U.S. Hispanics but also culturally open millennials. Hashtags to consider for inclusion:

#YerbaMateTaragüi #yerbamate #MateXperience #caffeine #healthy #health #empower #cocinaargentina #mindfulness #matear #mateando #motivacion

2. *Leverage social capital*

Tapping into the social capital and consumer reach of influencers discussing Taragüi or yerba mate products will increase brand awareness and attention and consideration for the product. Celebrating influential consumers, including Circle of Drink and Pearl Jam, Taragüi can expand its influencer-brand partnership strategy. Partnering with famous Hispanic millennials, like Anya Taylor-Joy or Stephanie Beatriz, to model yerba mate as a routine and social norm would invite consumers to try Taragüi yerba mate. Influencer and celebrity endorsements must be established for the *Créelo* campaign to leverage the power of electronic word-of-mouth.

Using influencers in outreach initiatives and the overall campaign is valuable because it considers Social Cognitive Theory. According to this theory, influential people perceived to be similar to individual consumers influence many consumer choices, values, and behaviors (Mundel & Yang, n.d.). In other words, the more consumers perceive homophily between themselves and endorsers, the more likely they are to purchase the product (Korzenny et al., 2017; Mundel & Yang, n.d.).

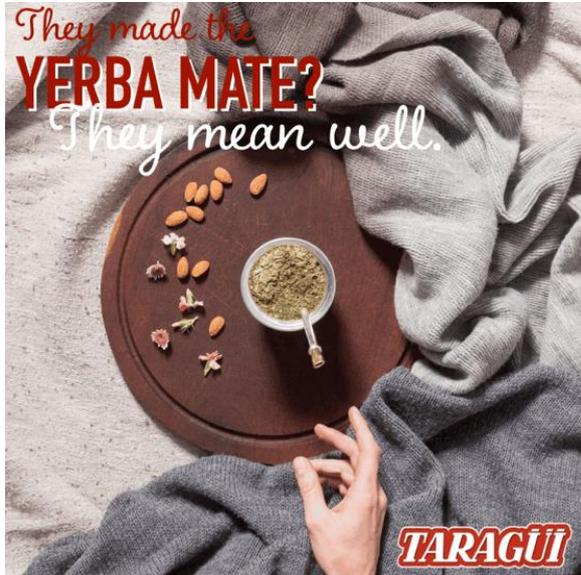
Enhancing the Taragüi yerba mate experience will be accomplished through a partnership with Saturday Night Live (SNL). Recently, SNL hosts began leaving words of encouragement stuck on the dressing room mirrors for the next host (Donato, 2021; Gurley, 2021). As a late-night, live production show (NBC, n.d.), SNL castmates and guest stars, including celebrity hosts and musical guests, both parties would benefit from a partnership. Celebrity hosts are influential and will raise awareness about the health benefits of yerba

mate. Moreover, hosts and guests can model the social experience of consuming yerba mate. As of March 2021, the following SNL hosts would be influential and enhance Taragüi's brand awareness and grow its audience: Nick Jonas, with 30.1 million Instagram followers and 14.4 million Twitter followers; Regina King, with 2 million Instagram followers and 1 million Twitter followers; John Krasinski, with 4.7 million Instagram followers and 2.6 million Twitter followers; Dan Levy, with 3.9 million Instagram and 1.1 million Twitter followers; Regé-Jean Page, with 5.2 million Instagram followers and over 170,000 Twitter followers; and (Jonas, n.d. a., n.d. b.; King, n.d. a., n.d. b.; Krasinski, n.d. a., n.d. b.; Levy, n.d. a., n.d. b.; Page, n.d. a., n.d. b.). An exclusive partnership between Taragüi and SNL would establish its yerba mate as the caffeinated beverage of choice and expand its reach and awareness.

3. *Improve access to the product*

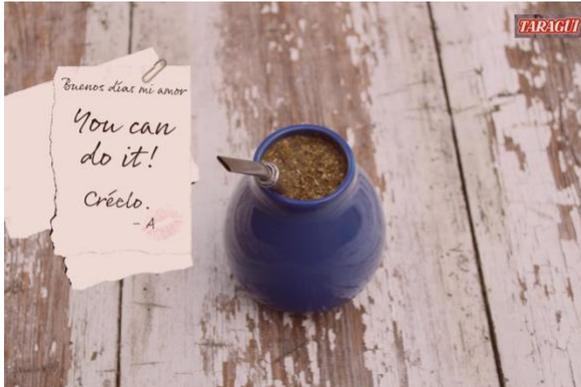
To address lacking distribution, Taragüi is encouraged to distribute via Amazon to increase product access without losing profits to individual sellers on Amazon that purchase and resell Taragüi for a small profit already.

SAMPLE CREATIVES



Source: Taragüi, 2018c

Caption: *When la familia knows you need a little extra support, they prepare #YerbaMateTaragüi. It's the thought that counts. Créelo.*



Caption: *We believe in the benefits of #YerbaMateTaragüi as much as tu amor believes in you. Shop Taragüi today.*

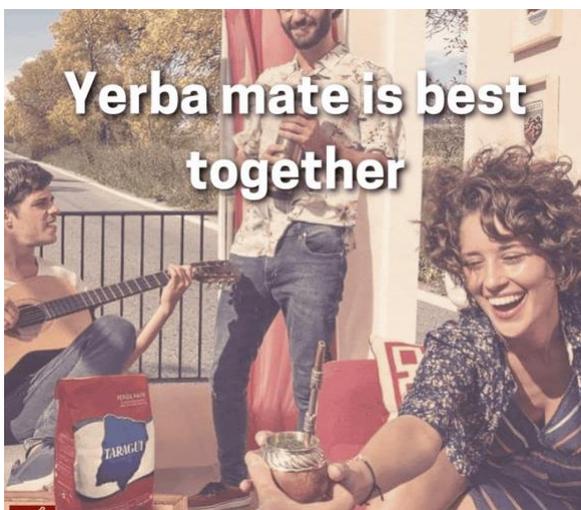


Caption: *Did you know that the benefits of #yerbamate were discovered 3000 years B.C.? Accepting a friend's invitation to enjoy #YerbaMateTaragüi is an opportunity to connect with a cultural practice that has held social value for millennia. Créelo.*



Learn more at www.taragui.com.

Source: Taragüi, 2018a



Caption: *We believe #YerbaMate is best enjoyed with friends. Shop Taragüi today and start making memories.*

Source: Taragüi, 2018a, 2018b



Caption: *Day or night, or anytime in between, #YerbaMateTaragüi is there to serve your needs! Shop Taragüi today and discover the difference of yerba mate.*

Sources: Taragüi, 2018d, 2019b, 2021a, 2021b



Caption: *Are you already on your second cup of coffee of the day? Ditch it! Grab a #YerbaMateTaragüi instead and experience a new level of energy.*

Sources: Taragüi, 2018a, 2020a

Evergreen Content



Caption: *#DidYouKnow Yerba mate infusions are significantly healthier than tea and coffee? Créelo. Visit www.taragui.com to learn more about the 10 main health benefits or your new favorite caffeinated drink.*

Source: Taragüi, 2019a

Partnership Content



Caption: *Craving #YerbaMateTaragüi but don't know where to buy it? You can now purchase Taragüi yerba mate with or without stems from Amazon! Link in bio.*

Sources: Taragüi, 2018a, 2018d

CONCLUSION

Social media is a powerful component of campaigns because it has the potential to reach a large audience and encourage the creation of user-generated content. In addition to leveraging Taragüi's blog, social media will increase brand awareness and knowledge of yerba mate as a caffeinated beverage option. Using social media to increase social capital creates a buzz around a topic or a brand, which will create a buzz around yerba mate as a healthier alternative to coffee with the same social aspects. To organically increase sales, a partnership with Amazon will raise brand awareness of Taragüi yerba mate. It will be vital to communicate this information to create a larger profit margin resulting from additional sales.

Créelo is backed by market research, Brandwatch data, and a survey. Positioning yerba mate as an anytime caffeinated beverage and highlighting the health benefits will appeal to the target audience. The *Créelo* campaign tagline and thoughtful sentiments of people close to the consumer - encouraging them not only to try something new (the beverage) but to do well and believe in themselves and the benefits of a life with Taragüi in it - anchors the initiative within a larger collectivist culture that depends on group orientations for encouragement and consumer guidance. This positioning also gives yerba mate an edge over coffee, which is a morning or early afternoon drink. Highlighting yerba mate as a social activity will create interest in millennials because this demographic values experiences above material things. Since many millennials are bicultural or part of bicultural families,

inclusivity in advertising is important. Using Spanglish, English, or a combination for campaign communications will relate to millennials of all backgrounds, especially the targeted U.S. Hispanic market.

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APPENDIX A – SURVEY QUESTIONNAIRE

Section: Product Use (Caffeinated Beverages)

1. How often do you consume caffeinated beverages per day?
 - a. 1-2 times
 - b. 3-4 times
 - c. More than 5 times
2. How often do you consume caffeinated beverages per week?
 - a. 1-2 times
 - b. 3-4 times
 - c. More than 5 times
3. Why do you consume caffeinated beverages? Select all that apply.
 - a. Increased energy/to wake up
 - b. Dietary reasons
 - c. Routine. It's the only way to start the day
 - d. It's social/part of work/brings me closer to others
 - e. I don't drink caffeinated beverages
 - f. Other [text entry]
4. What types of caffeinated beverages do you consume? Select all that apply.
 - a. Coffee
 - b. Yerba mate
 - c. Coca-Cola
 - d. Red Bull
 - e. Pepsi
 - f. Teas
 - g. Dr. Pepper
 - h. Monster Energy
 - i. I do not consume caffeinated beverages
 - i. If this option is selected, another question will appear, asking whether or not this participant would ever consider trying caffeinated beverages:
Would you consider trying caffeinated beverages?
 1. Yes
 2. No, and if no, please explain
5. When do you enjoy caffeinated beverages? Select all that apply.
 - a. Before breakfast
 - b. During breakfast
 - c. During a commute/on the go
 - d. During lunch
 - e. In the afternoon
 - f. With dinner
 - g. After dinner
6. Where do you consume caffeinated beverages? Select all that apply.
 - a. At home
 - b. On the go/during a commute
 - c. At work
 - d. On-site at the business the beverage was purchased from
 - e. Other [text entry]

Section: Food and Drink Preferences, Esp. Caffeinated Beverages

7. I prefer my caffeinated beverages to be (select all that apply):
 - a. Hot

- b. Cold
 - c. Room temperature
 - d. Carbonated
 - e. No preference
8. How does consuming caffeinated beverages serve your needs? Select all that apply.
- a. Gives me energy
 - b. Wakes me up
 - c. Helps me focus
 - d. Improves my mood
 - e. Helps me be healthy
 - f. Helps me feel encouraged to try new things
 - g. This does not apply to me
 - h. Other [text entry]
9. How do you feel when you do not consume caffeinated beverages?
- a. I am angry
 - b. I am tired
 - c. I get a headache
 - d. I am sad
 - e. I have trouble focusing
 - f. I am unaffected
 - g. This does not apply to me
 - h. Other [text entry]

Section: Health Habits

1. On a scale of 1 to 10 (1 = does not apply, 5 = neutral, 10 = heavily applies), how important is it that your caffeinated beverage has health benefits?
2. Rank, in order of greatest importance to least importance, the health benefits of a caffeinated beverage:
 - a. Weight loss/belly fat reduction
 - b. Energy boost and mental focus
 - c. Improved immune system and digestive health
 - d. Reduced risk of heart disease
 - e. Antioxidant and vitamin-rich
 - f. Improved physical performance

Section: Family, Friends, Relationship

1. What approximate percentage of your friends these days are of Latino/Hispanic background?
 - a. 0-24%
 - b. 25-49%
 - c. 50-74%
 - d. 75-94%
 - e. 95%+
 - f. Prefer not to answer
2. On a scale of 1 to 10 (1 = never, 5 = sometimes, 10 = very often), how often do you visit, virtually or in-person with your friends?
3. On a scale of 1 to 10 (1 = never, 5 = sometimes, 10 = very often), how often do you visit, virtually or in-person with your family?
4. On a scale of 1 to 10 (1 = never, 5 = sometimes, 10 = very often), how often do you visit, virtually or in-person with your colleagues?

Section: Language Preferences

1. Do you speak Spanish?
 - a. Yes
 - b. No
2. Is Spanish your second language?
 - a. Yes
 - b. No
3. Please indicate your agreement with the following statements (1 = strongly disagree, 5 = neutral, 10 = strongly agree):
 - a. The Spanish language elicits positive feelings in me
 - b. The Spanish language makes me feel proud of who I am and my roots
4. When watching TV, what language do you prefer?
 - a. Spanish
 - b. English
 - c. Both
 - d. No preference
5. Think about the last time you saw an ad in Spanish. How did the message make you feel? (1 = negative, 5 = neutral, 10 = positive)
6. When encountering ads that mix Spanish and English, how do the messages make you feel? (1 = negative, 5 = neutral, 10 = positive)
7. Open-ended questions about language in ads
 - a. In what ways does the language of an advertisement (Spanish or English) influence your purchase decisions?
 - b. In what ways does the language of an advertisement (Spanish or English) affect your perceptions of the brand or company?

Section: Media Usage Habits

1. Which of the following social media sites do you check at least once per day? Select all that apply.
 - a. Facebook
 - b. TikTok
 - c. Instagram
 - d. Twitter
 - e. LinkedIn
 - f. MySpace
 - g. Dating sites (Hinge, Bumble, etc.)
 - h. Tumblr
 - i. Reddit
 - j. Other [text entry]
 - k. None of the above
 - l. Prefer not to answer
2. Which of the following social media sites do you check at least once per week? Select all that apply.
 - a. Facebook
 - b. TikTok
 - c. Instagram
 - d. Twitter
 - e. LinkedIn
 - f. MySpace
 - g. Dating sites (Hinge, Bumble, etc.)
 - h. Tumblr

- i. Reddit
 - j. Other [text entry]
 - k. None of the above
 - l. Prefer not to answer
3. What motivates you to check social media sites? Select your top 3.
- a. To post photos or videos
 - b. To connect with friends and family in different states and/or countries
 - c. To feel a sense of community
 - d. To check the news
 - e. To engage with content
 - f. Other [text entry]
 - g. None of the above
 - h. Prefer not to answer
4. Were you born in the US?
- a. Yes
 - b. No
- (1) If yes, how many hours per week do you spend communicating with people from your country of origin who are still there?
- (a) 1 hour or less
 - (b) 2-3 hours
 - (c) 4-6 hours
 - (d) 7-9 hours
 - (e) 10 or more hours
 - (f) Prefer not to answer
5. How many hours per week do you spend communicating with people who are of Hispanic/Latino origin who are now in the US?
- a. 1 hour or less
 - b. 2-3 hours
 - c. 4-6 hours
 - d. 7-9 hours
 - e. 10 or more hours
 - f. Does not apply
 - g. Prefer not to answer
6. How many hours per week do you spend communicating with non-Hispanics?
- a. 1 hour or less
 - b. 2-3 hours
 - c. 4-6 hours
 - d. 7-9 hours
 - e. 10 or more hours
 - f. Does not apply
 - g. Prefer not to answer

Section: Importance of Word-of-Mouth/Recommendations in Product Purchase Decisions

1. On a scale of 1-10 (1 = not at all, 5 = neutral, 10 = all the time), how influenced are you by word-of-mouth recommendations when considering new products to try?
2. On a scale of 1-10 (1 = not at all, 5 = neutral, 10 = all the time), how likely are you to try a product endorsed by a celebrity or social media influencer?
3. On a scale of 1-10 (1 = not at all, 5 = neutral, 10 = all the time), how likely are you to try a product endorsed by your friends or family?

4. Rank, in order of most important to least important, the people you talk to the most about new items in a given product category
 - a. Parents
 - b. Friends
 - c. Aunts/uncles
 - d. Cousins
 - e. Co-workers
 - f. Acquaintances
 - g. Other [text entry]

Section: Hispanic Identity

1. On a scale of 1-10 (1 = not at all, 5 = neutral, 10 = a great deal), to what degree do you feel an emotional attachment to your country of origin or your country of heritage's culture?
2. On a scale of 1-10 (1 = not at all, 5 = neutral, 10 = a great deal), to what degree do you feel an emotional attachment to the US?
3. On a scale of 1-10 (1 = not important, 5 = neutral, 10 = very important), how important is it for you to celebrate your cultural customs in the US?

Section: Everyday Lives/Activities

1. How often do you dine out/get caffeinated beverages from businesses?
 - a. Daily
 - b. Weekly
 - c. Monthly
 - d. Multiple times a day
 - e. Hardly every
 - f. Never

Section: Enjoying Products in a Community Setting

1. On a scale of 1-10 (1 = not important, 5 = neutral, 10 = very important), how important is social distancing when enjoying caffeinated beverages on-site (i.e., at the location it was purchased from)?
2. Select the answer that applies to you most: Do you believe caffeinated beverages are:
 - a. Best enjoyed alone
 - b. With friends
 - c. With family
 - d. With others around
 - e. At a party
 - f. No preference
 - g. Prefer not to answer
3. Select the answer that applies to you most: When trying new things, who do you enjoy trying them with?
 - a. Friends
 - b. Family
 - c. Alone
 - d. With others around
 - e. At a party or social gathering
 - f. No preference
 - g. Prefer not to answer
4. What elements of trying new things in a community setting appeal to you? Select all that apply.
 - a. It becomes a shared experience

- b. Gaining knowledge beyond your own
 - c. Getting out of the house
 - d. Having your experiences shared and validated by others
 - e. It is a cultural or traditional practice
 - f. Other [text entry]
 - g. Prefer not to answer
5. Openness to trying new products
- a. How likely are you to try products without the endorsement of family or friends?
 - b. Do you actively seek out new and exciting activities? (1 = never, 5 = sometimes, 10 = very often)
 - c. Please indicate your agreement with the following statements (1 = strongly disagree, 5 = neutral, 10 = strongly agree):
 - (a) I am creative and constantly thinking of new ideas
 - (b) I enjoy intellectual endeavors
 - (c) I am curious about the world around me
 - (d) I am adventurous in my everyday life
 - (e) I am a daring person in the face of new experiences

Purchase Intentions

1. Which of the following factors is MOST important to you when you are deciding to purchase caffeinated beverages?
- a. Price
 - b. Product quality
 - c. Availability to purchase in-store
 - d. Availability to purchase online and have it shipped to me
 - e. Convenience
 - f. Cultural connection
 - g. Other, please explain: [text entry]

Section: Demographics

1. To what age group do you belong?
- a. 25 - 30 years old
 - b. 31 - 35 years old
 - c. 36 - 40 years old
2. What is your gender?
- a. Male
 - b. Female
3. What gender do you identify as?
- a. Male
 - b. Female
 - c. Non-binary
 - d. Other [text entry]
 - e. Prefer not to answer
4. What is your sexual orientation?
- a. Asexual
 - b. Bisexual
 - c. Gay
 - d. Heterosexual/straight
 - e. Lesbian
 - f. Pansexual
 - g. Queer
 - h. Other [text entry]

5. Please specify your ethnicity:
 - a. Caucasian
 - b. African American
 - c. Latino or Hispanic
 - d. Asian
 - e. Native American
 - f. Native Hawaiian or Pacific Islander
 - g. Two or More
 - h. Other [text entry]
 - i. Prefer not to say
6. What is your marital status?
 - a. Married
 - b. Single
 - c. Civil Union
 - d. Engaged
 - e. In a relationship
 - f. Open Marriage
 - g. Polyamorous
 - h. Prefer not to say