



the hispanic content report

Incorporating data and social media



¿Estás Contento?

Content is no longer being created and distributed by legacy linear and digital media, but by brands and consumers. Are Hispanic marketing and media leaders accepting the evolution, or are they less than happy?

2025 Edition

independently produced by
adam r jacobson
editorial services and research consultancy



AI CAN PRODUCE
A SCRIPT.

**ONLY HUMANS
PRODUCE
'LA VIDA'**

LIZ CASTELLS-HEARD

CEO/Chief Strategy Officer, Infusion by Castells

Culture can't be automated. And that's the **heart** of the matter.



INFUSION
by castells



AI can scale and co-create. But it can't code-switch or relate. It doesn't know how Multiculturals drive the pulse of America. It doesn't get abuela, Spanglish, the rhythm of our vida or depth of our stories. It doesn't feel, strategize or connect. We bring cultural fluency, creative instinct and lived experience to shape content that moves people—and businesses.

The Cultural Keepers—Fueled by Heart, AI and ROI-Powered Ideas®.

AI IS RESHAPING ADVERTISING.

Beyond workflows, media targeting, and optimization, it's now the backbone of modern content—concepting, generating, and iterating. As brands face rising acquisition costs, competition and performance pressure amidst fragmented media, this will only accelerate, says the CEO and Chief Strategy Officer at **Infusion by Castells**.

"Brands are no longer just clients—they're co-creators and agencies are co-pilots," Liz Castells-Heard believes. "Multicultural marketers are cultural navigators, especially in the U.S. Hispanic space, where nuance is everything."

The danger? It is irrelevance, Liz says.



RODRIGO RIBEIRO, LIZ CASTELLS, LETICIA JUÁREZ

“Legacy conglomerates are losing ground. As a smaller, nimble, client-centric cultural agency, we’re immersed in co-creation and the AI evolution to stay ahead,” she says.

So, what’s really changing?

What must remain rooted?

Liz breaks it down.

“Brands are creators—but it’s not a takeover, it’s a triangle,” she explains, noting that the three points on the triangle represent the Brand, the Agency, and the Consumer.

“Brands are sitting squarely at the creative table with us,” she says. “They are in the brainstorm, building content ecosystems and leading the content engine with AI tools, in-house talent, creator collabs and direct audience access. Agencies are part of the brand’s creative toolkit—alongside influencers and internal teams.”

As Liz sees it, agencies are shifting to strategic and creative collaborators. “We guide, shape ideas, voice and strategy, amplify, innovate and co-create with cultural fluency and lived experience,” she says.

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LIZ CASTELLS-HEARD



“We listen deeply, decode cultural conversation, and surface what resonates,” Liz continues. “Our job is to spotlight the right moments, the right platforms, and build authentic creative that fosters trust and belonging.

Creativity isn’t just made for people—it’s made with them. Consumers expect participation, not perfection. Co-created TikToks, ‘BTS’ drops, and day-in-the-life Reels often outperform million-dollar productions. We ensure the creators feel true to the brand and collaborate authentically.”

This new co-creation model requires shared accountability. “It’s messy,” Liz admits. “It’s nonlinear. But, it works when grounded in mutual trust and respect. When brands welcome input, it can be used to avoid total-market traps. Great ideas require soul, strategy, and cultural instinct. That’s our lane.”

With digital and social platforms bigger than ever, engaging consumers via broadcast TV seems essential in the U.S. Hispanic market. But what does this mean from a content perspective as ad campaigns come to fruition? There are more than the :30 and :60, but is all of that planned from the start and are different teams responsible for making the creative come to life?

For Infusion by Castells and Liz’s team, the :30 is no longer the hero or main event. Rather, “It is the full brand story unfolding across digital, communities, and every consumer touchpoint.”

She continues, “In the U.S. Hispanic market, TV still holds deep power. It anchors trust, tradition, and emotionally shared moments across generations. But the hero is the full content ecosystem. Digital and social are the fuel which constantly feed the consumer funnel. Especially for Hispanics, who overindex on mobile and digital video, this shift is critical.”

This explains why her team builds campaigns with a 360-degree mindset yet is “digitally led, culturally built, and platform-specific” from the start — from branding to conversion. “It’s not ‘cutting down’ TV,” she explains. “It’s a unified brand story, told many ways. And, it takes a village, multi-disciplined with creatives, producers, influencers and strategists across linear and digital media along with targeted tactical teams — all aligned on a cultural insight and an emotional arc.”

While some clients don’t lead on digital/social and rely on Castells and her team to point the way, all need “platform-native content built from cultural truth ...That’s how you create real engagement.”

Asked if there is a strong example of a situation where the client took the lead on creative and ran with it, using the agency's guidance, Liz Castells-Heard replies, "When Clients lead or co-create, it works when paired with cultural fluency, the right platforms and activations. Combined, that builds affinity, sales and awards." The team handling the **McDonald's** work often leverages corporate client-led creative that's uniquely Hispanic or universal, and will then localize content across McDonald's co-ops, layered with strategic Hispanic mass, digital and targeted media, community and sponsorships. That said, Toyota is still agency-led joined at the hip with **Davis Elen Advertising** for monthly sales pushes, content production, social, and passion-point partnerships.

For key client **Spectrum**, the Charter Communications MVPD service, Liz says, "We've worked seamlessly with the client as one team in creative/production, taking the lead interchangeably." In one recent campaign, the client led with a clear directive: no actors or celebrities—only customers. The result? Casting space engineer Zaida Hernández, a Latin food lover turned content creator, and two community café owners. "We shot and produced many assets, while the client took over digital and social output," Liz says, adding that Infusion by Castells also adapts or consults on lead agency work, fine-tuning scripts, casting, tone and, importantly, cultural nuance. The client manages post-production in-house. And, it all works.



RELEVANT AND RESONANT

Asked how she defines "relevant content" for the U.S. Hispanic audience in 2025, when it can come from anywhere and appear anywhere, Liz says, "**Relevant content looks and sounds real, and feels like it came from within the culture, not designed for it.**"

"It mirrors how U.S. Hispanics live—bilingual, bicultural, code-switching and constantly culture-mixing," she continues. "It gets us—that we watch the Mexico match on Univision while texting in Spanglish, tracking all games, sharing memes, and switching platforms mid-sentence or swipe. Good content doesn't ask us to pick a lane. It knows that we live in all of them at once, feel it and share it across generations and platforms."

This explains why Liz believes good content reflects who we are, meets us where we are, and hits the heart where it matters. That is why a phrase like "en la casa hay comida" can be DoorDash's emotional hook, McDonald's HACER tells 'our American story,' and Coffee-mate gains currency tapping *La Llorona's* myth. She also singles out Toyota's 'Vayamos Juntos' effort as deeply community rooted on multiple levels, while AT&T hit the mark with *Saturday Night Live* troupe members Marcelo Hernández and his Mom in a recent effort.

Besides mastery of the U.S Hispanic language dynamics, relevant content requires cultural fluency, customer intimacy, and cultivated lived experience.

Here's how Infusion by Castells defines those three requirements.

- **Cultural Fluency:** Understanding values, truths, category behaviors, emotional drivers and when it matters.
- **Customer Intimacy:** long-term proximity and researching, listening, and observing how we live, connect, aspire, and our deep-seated needs, values, traits, fears, desires and barriers.
- **Cultivated Lived Experience:** Craft and care from the tone, words, symbols, to visuals, casting, location—every detail matters.

Liz says, "Relevant Hispanic content must be platform-native, culturally shaped, and emotionally rooted—not translated templates, clichés or token nod and moments. Today's Hispanics sniff out BS fast. If it feels real, it travels—from TikTok, the group chat and Facebook to abuela's mobile. If it doesn't—it's scrolled past."



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AI is a tool— not a voice. Without cultural fluency, human direction, and creative instinct, it risks soulless, inauthentic, over-polished or identical content from generative patterns.

It is widely acknowledged that AI is now a content creation device. Is this good ... or is it dangerous?

“Both,” Liz replies. “AI is only as powerful as the humans who guide it. Our agency has embedded AI across workflows—for decks, data, assets, production—but the spark still comes from people.”

PUNTO FINAL: CULTURE CAN'T BE AUTOMATED

“AI will keep evolving. Content will get faster, smarter, and more personalized. But none of it matters without lived cultural experience and insight. In the U.S. Hispanic market, relevance isn't optional. It's the strategy. Cultural connection is the catalyst. Authenticity is the currency. Culture is the code.

