

# The annual Cheskin **Cinco de Mayo** Celebration quiz.

Can you win?  
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# In which country are the majority of Cinco de Mayo celebrations found?

A. Mexico



B. USA



C. Spain



# In which country are the majority of Cinco de Mayo celebrations found?

**B. USA**



**Answer: B**

Rather than a celebration of victory in Mexico, Cinco de Mayo has increasingly become a platform to celebrate Mexican American solidarity as well as the flourishing Hispanic culture in the US.

Understanding how cultures influence each other and how meaning changes across cultures is important as you determine how to make your brand relevant to bicultural or recently immigrated Hispanics.

# Cinco de Mayo is usually celebrated by:

**A. Eating**



**B. Dancing**



**C. Praying**



# Cinco de Mayo is usually celebrated by:

## A. Eating



## B. Dancing



## Answer: A & B

We are witnessing an explosion in the celebration of ethnic culture across the U.S. For Hispanics, the key ingredients of their culture play an important role – music, dancing, food, and community. But there's a critical line between authentic and cliché.

Country of origin, level of acculturation, age, and many other factors influence how Hispanics define themselves, how they value these cultural ingredients, and what products, brands and entertainment choices resonate.

# The best way of understanding Hispanic culture is by:

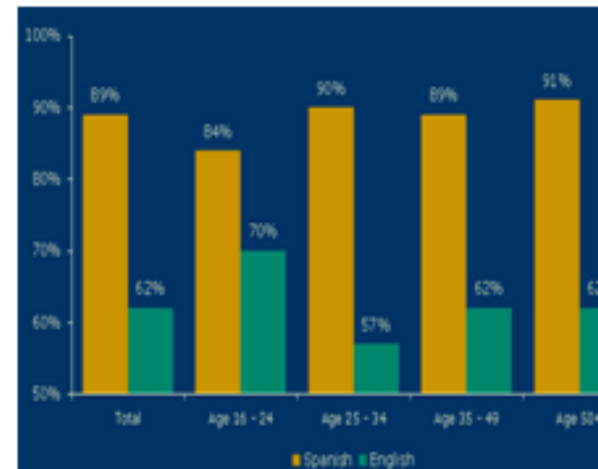
## A. Watching Telenovelas



## B. Listening to Jennifer Lopez



## C. Studying immigration statistics



# The best way of understanding Hispanic culture is by:

## **Answer: None**

While these approaches may give you some insight into aspects of the Hispanic market, relying on superficial descriptions or generic secondary data alone won't illuminate nuances of culture and aspects of meaning. A credible Hispanic market strategy should involve not only an in-depth business analysis of demographic opportunities, linked to your core business, but also primary consumer insights grounded in cultural sensitivity.

# Which city has the largest Cinco de Mayo celebration?

**A. Los Angeles**



**B. Miami**



**C. New York City**



# Which city has the largest Cinco de Mayo celebration?

## A. Los Angeles



## Answer: A

Although nearly two-thirds of the U.S. Hispanic population is of Mexican descent, cities like Miami and New York represent mostly Caribbean constituencies (Puerto Rico and Dominican Republic in NYC and Cuba in Miami, and some Central and South American.)

Therefore, it is important to keep in mind that geography is a key consideration in developing marketing communications to reach U.S. Hispanics, especially when they are geared towards reaching critical mass. More than 70% of Hispanics are living in five states and 91% live in large metros like Los Angeles and Houston.

# Who can you contact to learn more about the Hispanic marketplace?

**A. Stephen Palacios**



**B. Salma Hayek**



**C. Miguel Gomez Winebrenner**



# Who can you contact to learn more about the Hispanic marketplace?

**A. Stephen Palacios**



**Answer: A & C**

While Salma may have interesting things to say about Hispanics in the U.S., we're certain that Stephen and Miguel are much easier to get a hold of. And they have a lot more to offer when it comes to talking about how to address your Hispanic market challenges.

**C. Miguel Gomez Winebrenner**



**For more information contact Stephen or Miguel, or visit [www.cheskin.com](http://www.cheskin.com)**



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**Feliz Cinco de Mayo**