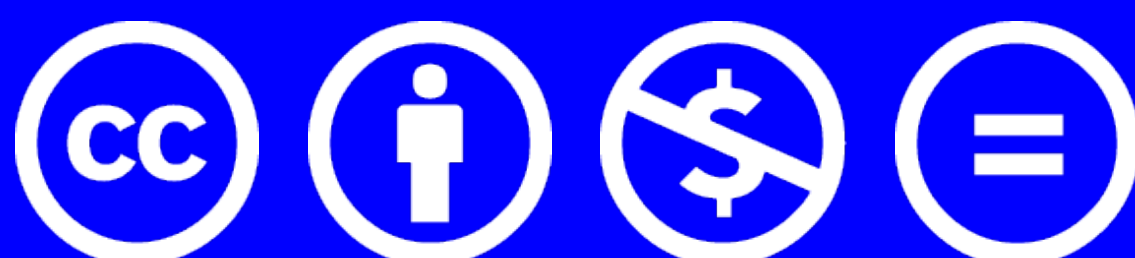




Studio José de la O

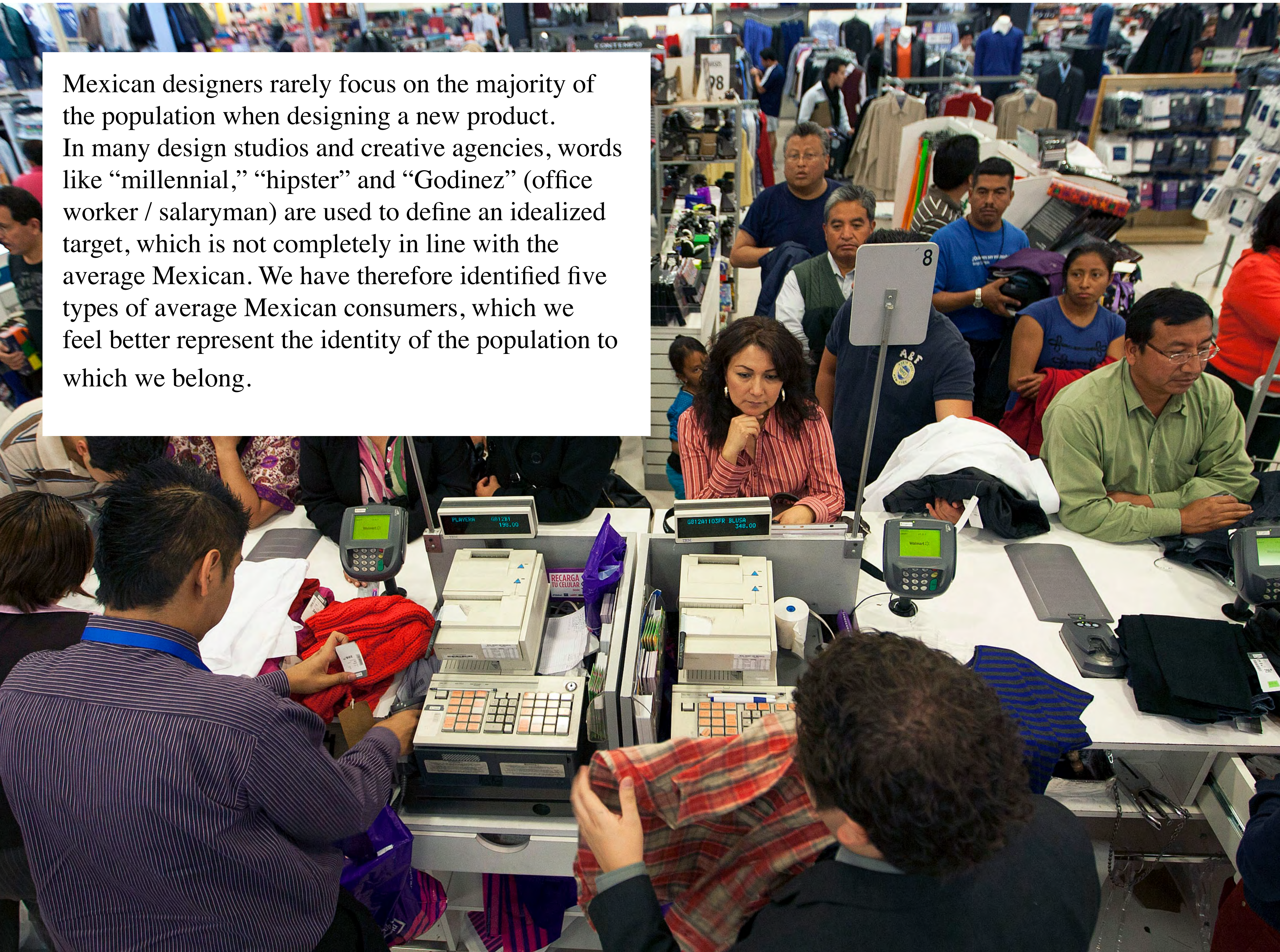
# 5 Mexican Consumers

Licensed by Creative Commons under:  
Attribution-NonCommercial-NoDerivatives  
4.0 International (CC BY-NC-ND 4.0)





Mexican designers rarely focus on the majority of the population when designing a new product. In many design studios and creative agencies, words like “millennial,” “hipster” and “Godinez” (office worker / salaryman) are used to define an idealized target, which is not completely in line with the average Mexican. We have therefore identified five types of average Mexican consumers, which we feel better represent the identity of the population to which we belong.





# The Mexican Consumer

There are several internal and external factors that influence the average Mexican consumer.

We can discuss our country's economic crisis and unemployment rate, for example, as well as the global context in which news travels around the world within seconds, giving us a constant feeling of catastrophe and desolation.

Mexican consumers nowadays have less and less hope of advancing in life and instead try to make do with accessible consumer goods; they convince themselves that what they have is the best that they can have, or they dress it up in fantasy.

The idea that Mexican consumers consume what they consume because "it's what's there" and "it's what they can afford" is true. They live at a socioeconomic level that is much lower than that of the cultures that directly influence them: those of the United States and Europe. And, as a consequence of living in a state of economic uncertainty caused by constant shifts in power, Mexicans tend to make the most of the present.

To satisfy their desires and meet their needs, Mexican consumers adapt to existing trends with what they have at hand, surrounding themselves with substitutes. They appropriate trends within their own context, distorting them and exaggerating them in a ridiculous manner, even to the point of caricature. Unconsciously, Mexican consumers create their own trends, as they are uninterested in appearing to

be original, that is, they do not recognize their own originality. Their references come from Mexican subcultures that create their own versions of trends. The strong influence of urban subcultures such as chakas, cholos and emo kids, among others, are responsible for modifying global pop culture and adapting it with their own resources.

The influence of entertainment on Mexican consumers, such as telenovelas or its masculine counterpart, soccer, functions as a means through which aspirations and desires are defined. On the other hand, American sitcoms that have been dubbed into Spanish transmit a distorted and diluted vision of an American paradigm that was difficult to understand even in its original form, but Mexican consumers accept it and, as with everything else, adapt it and reinterpret it as they please.

# 1. ASPIRATIONAL DREAMER





**Aspirational dreamers** try to follow the most popular fashion trends. They worry about their appearance and their style is laid-back, but somewhat ostentatious. It's very important for them that others see them as being successful, even if they aren't; what's most important is their appearance, which is why they use brand-name accessories, even if they're knockoff versions.

Aspirational dreamers admire celebrities who have triumphed over adversity. Their style is therefore ostentatious but casual, inspired in their idols: reggaetoneros, narcos and soccer players. They are fascinated by American and European culture because it represents a better standard of living, and they try to live up to this lifestyle, but because they don't have the same acquisitive power or cultural context, they have to adapt.



<b>Urban Subcultures:</b> Chakas Fresas Mirreyes Reggetoneros Buchonas	<b>Preferences:</b> Real Madrid / Barcelona IHOP Bershka Pull and Bear Reggaeton
<b>Age:</b> 20-25	<b>Values:</b> Youth Power Money



# COLOR PALETTE





# LOOKS





# INTERIORS





# PLAYLIST

“Criminal” - Natti Natasha, Ozuna  
“Corazón” - Maluma  
“Se preparó” - Ozuna  
“Perro fiel” - Shakira, Nicky Jam  
“Quiero repetir” - Ozuna, J. Balvin  
“Que va” - Alex Sensation  
“Escápate conmigo” - Wisin, Ozuna  
“Felices los 4” - Maluma  
“Amor, Amor, Amor” - Jennifer López, Wisin  
“Mi gente” - J Balvin, Willy William

\*To hear more, follow the Aspirational Dreamer  
Spotify playlist:

spotify:user:1276895166:playlist:1urj387X3XJMT8PmVK1UV





”SIN YOLANDA  
MARICARMEN  
QUE AQUI NO PASA  
NANCY”



# Community Patriot



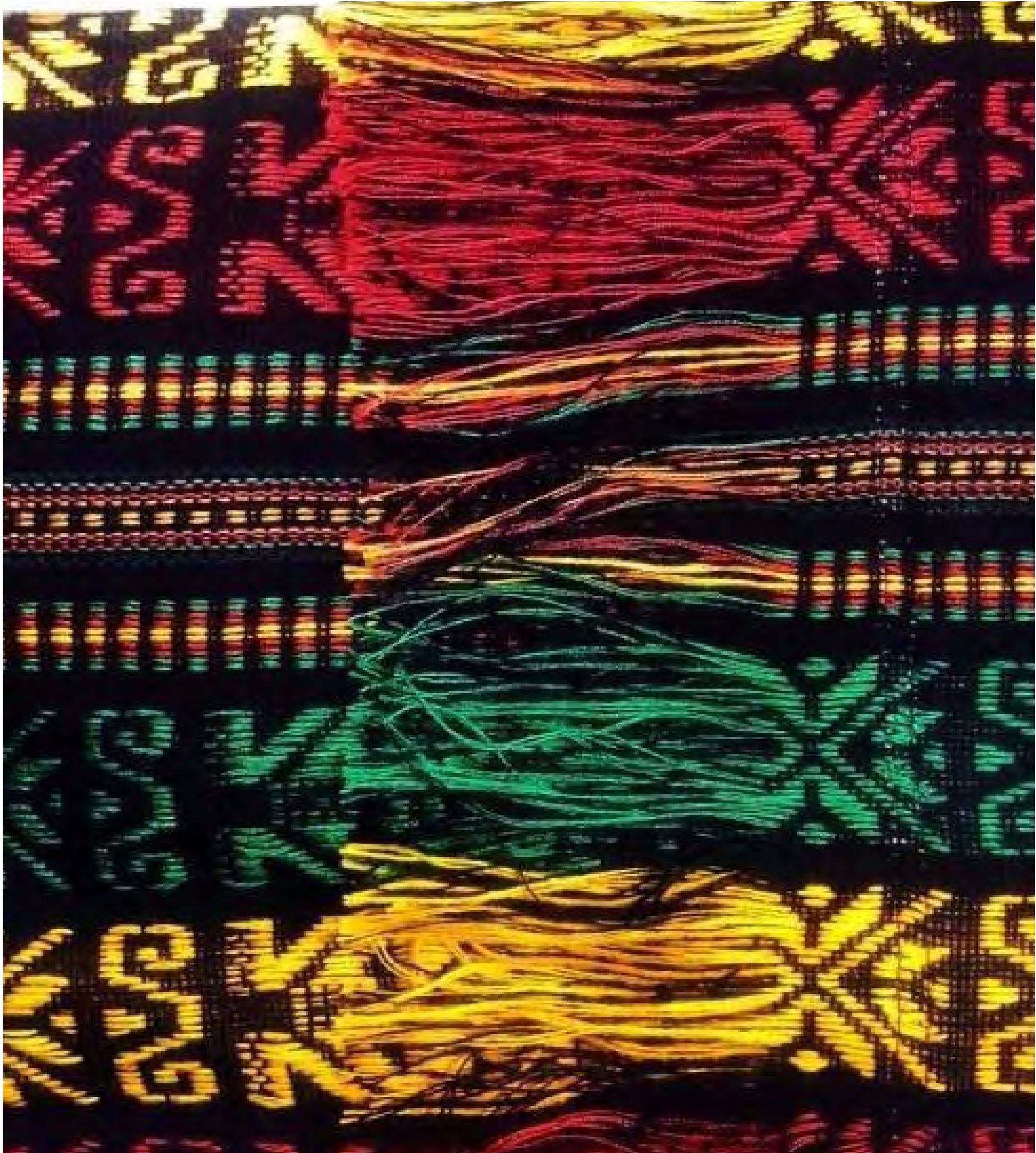


**Community patriots** are proud of being part of a social group. One of their most important values is a sense of belonging, which is why they tend to form allegiances to religious institutions, places, schools or soccer teams.

They like people to see that they are part of a community and they wear their colors with pride. In choosing a product or service, they are interested in what it represents and the environment or culture that surrounds it.

They are proud of the local and traditional; if these elements are not present, they create their own traditions with repeated behaviors and rituals. They are not concerned with the latest trends; they trust what has never changed.

They believe in religion and other mystical forces.



<b>Urban Subcultures:</b> Frikis Skaters Rastas Rockers Cyclists	<b>Preferences:</b> Playstation Mexican Soccer Anime Universities International Sports Leagues (NFL, Champions League)
<b>Age:</b> 18-40	<b>Values:</b> Belonging Tradition Community Pride



# Color Palette





# Looks





# Interiors





# Playlist

“1,2,3” - Café Tacuba  
“Arre Caesar” - Molotov  
“Mextasis” - Simpson Ahuevo  
“Pa la calle” - Instituto Mexicano del Sonido  
“JA JA JA” - Plastilina Mosh  
“Un gran circo” - Maldita Vecindad y Los Hijos del Quinto Patio  
“Pánico” - Inspector  
“Kilómetros” - Los Caligaris  
“Esta noche” - Panteón Rococó  
“Las flores” - Café Tacuba

\*To hear more, follow the Community Patriot Spotify playlist:  
[spotify:user:1276895166:playlist:280tRKFzdIDXqw3ckb2xKI](https://open.spotify.com/playlist/280tRKFzdIDXqw3ckb2xKI)





**"La Vida es  
un Juego"**



# Average Basic





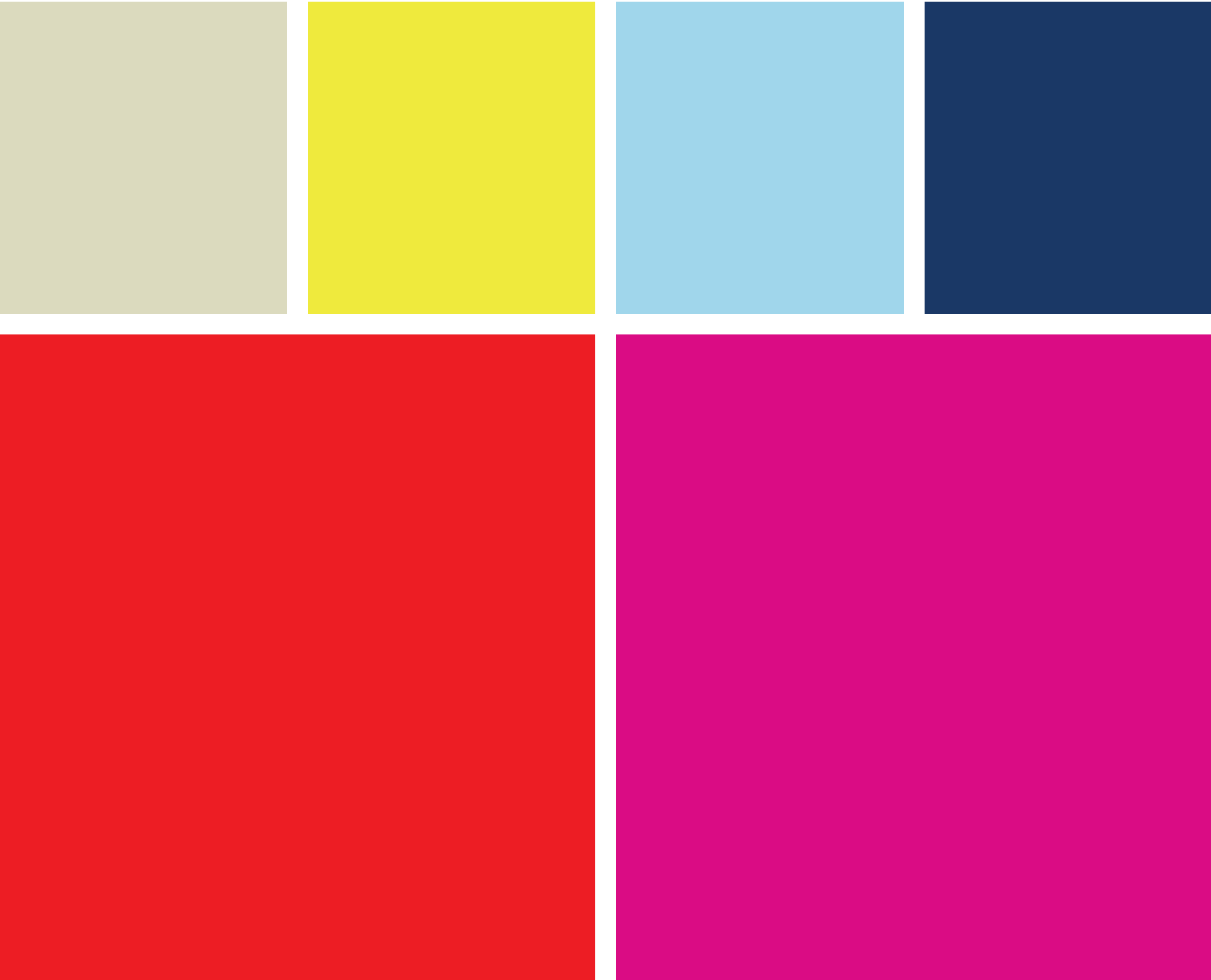
**Average basic** consumers are those who opt for speed and convenience. They seek out cheap products that give a good value for money. They don't spend a lot of time comparing their options, but instead choose what's quickest and easiest. The products they consume tend to have a basic approach, simple and direct. Average basics feel that they can't demand better quality than what they've paid for, and so they settle for average products or services. They let themselves be taken in by promotions, deals or combos. They are enraptured by the illusion of getting more and paying less, which fills them with satisfaction and makes them feel like an intelligent consumer, allowing them to share what they've acquired with the rest of their family.



- Urban Subcultures:**  
Cholos  
Yuppies  
Knitters
- Preferences:**  
Milano  
KFC  
Subway  
Megacable  
Coppel  
Fábricas de Francia
- Age:**  
40
- Values:**  
Family  
Bargains  
Happiness  
Basics  
Cheapness  
Promotions  
Naiveté



# Color Palette



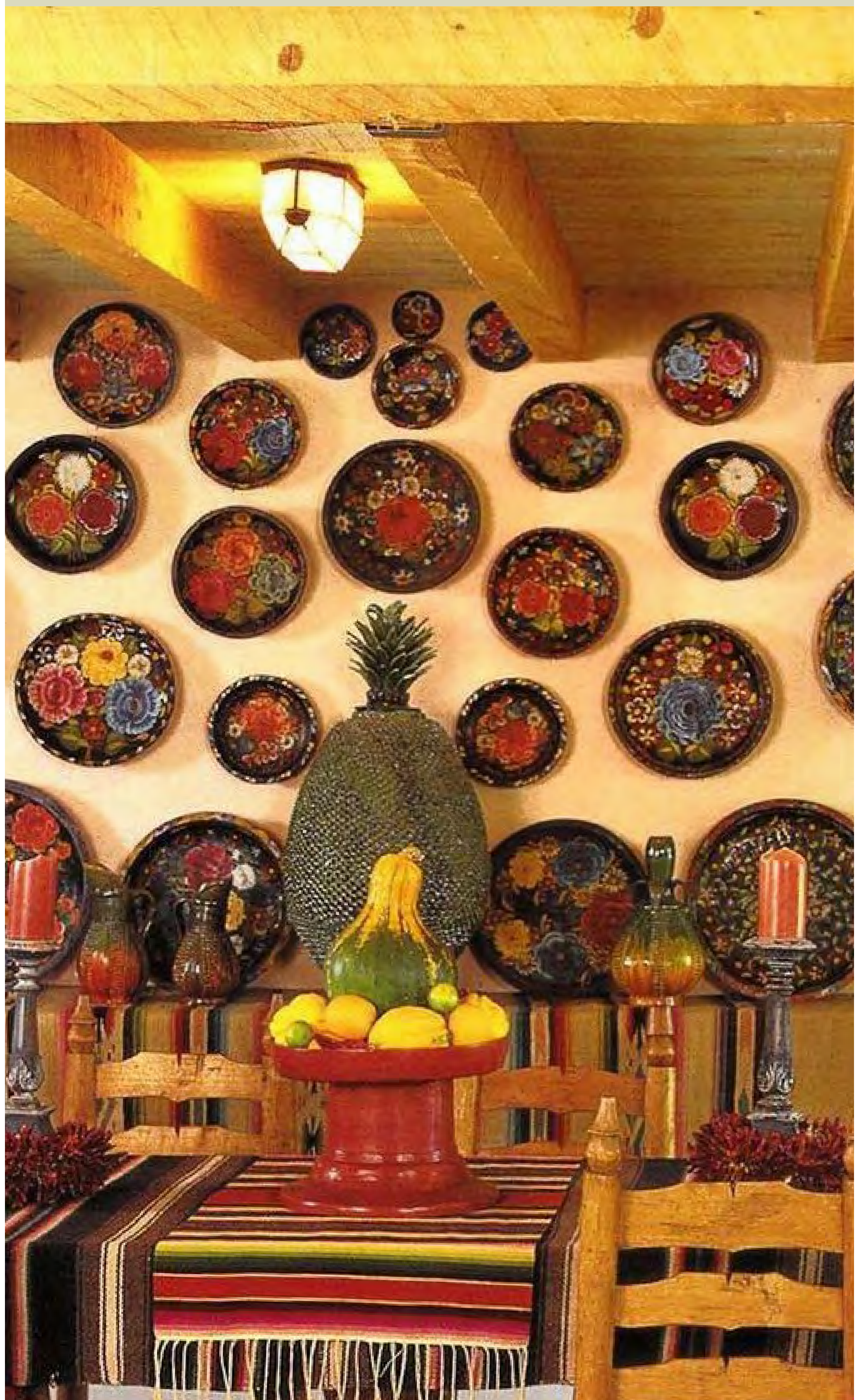


# Looks





# Interiors





# Playlist

“Amigos no por favor” - Yuridia  
“La chica de humo” - Emmanuel  
“Viviendo de noche” - Aleks Syntek, Javier Lozanda  
“Perdón” - Alexander Acha, Pablo Sauti  
“Maldita primavera” - Yuri  
“Víveme” - Laura Pausini  
“Sé que te duele” - Alejandro Fernández, Morat  
“La vida es un carnaval” - Celia Cruz  
“Oye cómo va” - Tito Puente  
“Detrás de mi ventana” - Yuri

\*To hear more, follow the Basic Average Spotify playlist:  
[spotify:user:1276895166:playlist:4QuaEBLFUyZFx8Vd2vWd9t](https://open.spotify.com/playlist/4QuaEBLFUyZFx8Vd2vWd9t)





**“Es lo que hay”**



# The Follower





**Followers** absorb the banality of the world of show business and see it as aspirational. They consume the same thing as the majority: pop. The message of the product or service should be simple and very easy to understand. They see it as a validation to consume what has been accepted by the majority. They follow celebrity gossip and sports teams in order to have something to talk about at work. They are ironic, they like to make fun of themselves and the problems of Mexican society, which is an unconscious way of letting off steam. Memes are a way for them to relate to others. A follower doesn't reflect on the meaning of anything. They like what's showy, expensive, "explosions." They settle for what everyone else does. They want to appear to be from a higher social class and are very proud of their work.



**Subcultures:**

- Canis
- Hipsters
- Fresas
- Godínez

**Preferences:**

- Los Protagonistas
- Sony
- E
- The Simpsons
- Blockbusters
- Pop music
- Local memes
- Exa
- Top 40 stations

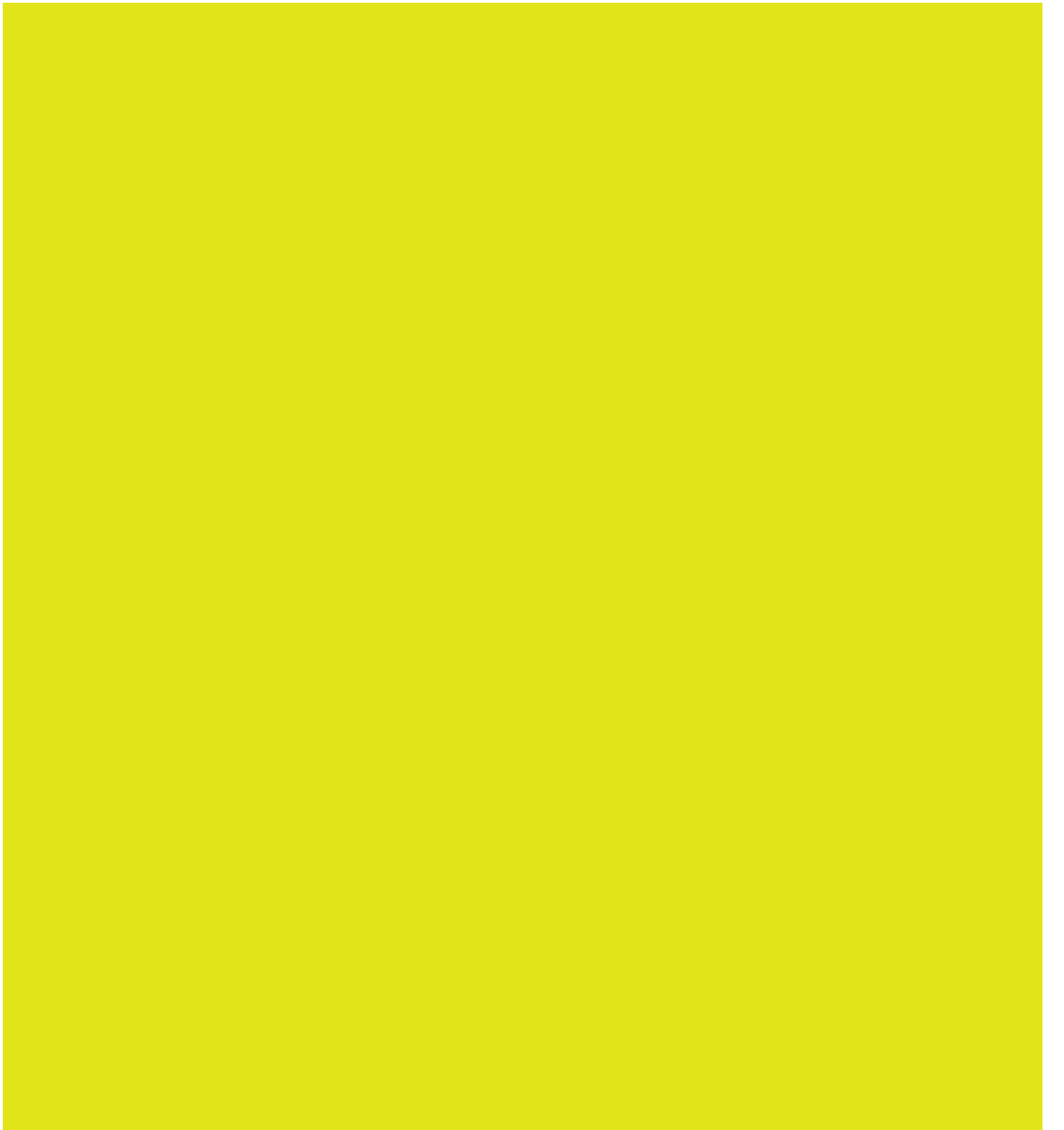
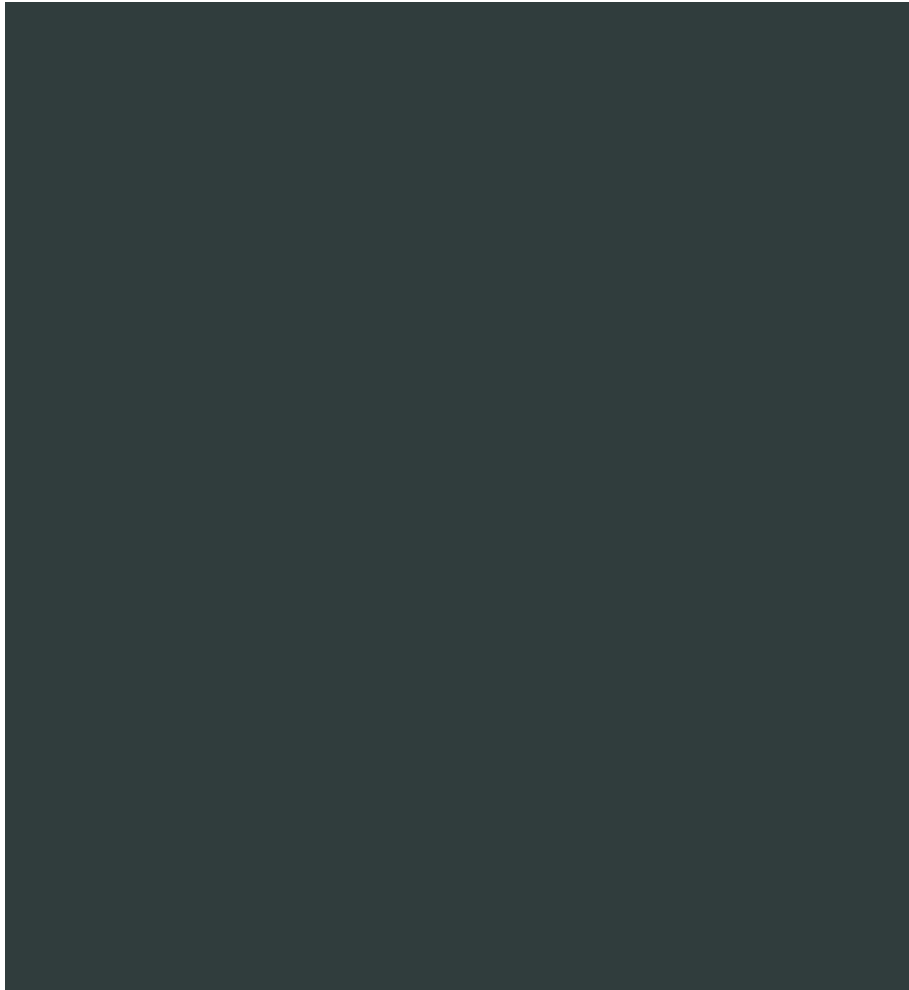
**Age:**  
30-35

**Values:**

- Basic
- Lifestyle
- Work

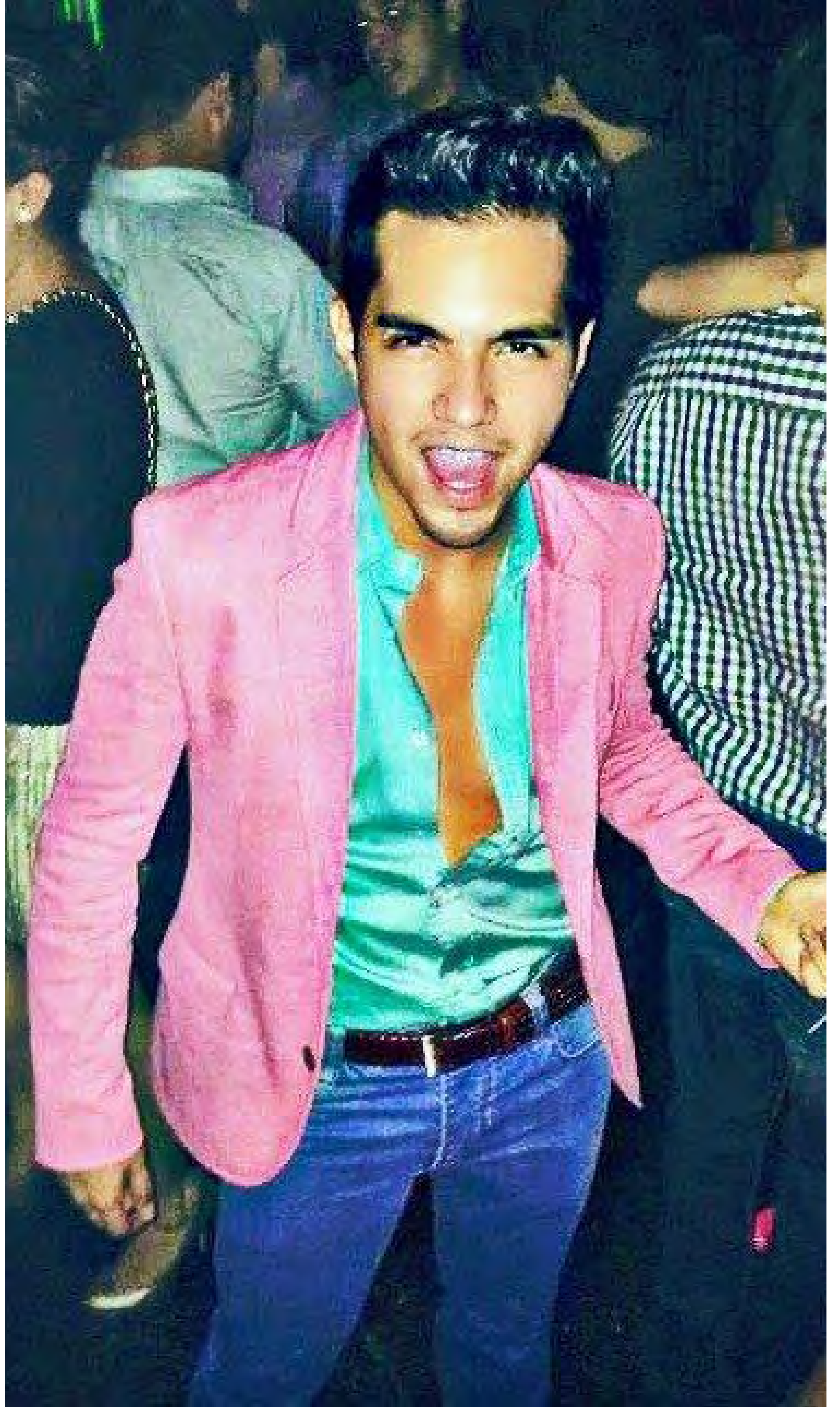


# Color Palette





# Looks





# Interiors





# Playlist

“Sutra” - Sebastián Yatra

“Havana (remix)” - Camila Cabello, Daddy Yankee

“Me rehúso” - Danny Ocean

“Robarte un beso” - Carlos Vives, Sebastián Yatra

“Una lady como tú” - Manuel Turizo

“Natural” - Paty Cantú, Juhn

“Juntos” - Timbiriche

“3 am” - Jesse & Joy, Gente de Zona

“Sin filtro” - Urband 5

“¿Dónde estabas tú?”- Danna Paola

\*To hear more, follow the Follower Spotify playlist:

spotify:user:1276895166:playlist:6iF7FVsckGqzcYJTgOFGrE





**“De  
aquí a  
dónde?”**



# Fantastic Nerd





**Fantastic nerds** are childlike and naïve. Fantasy is their favorite genre.

They are so fanatical that they are convinced that they live in another reality and there is no way of disagreeing with them over their likes or interests because questioning them means questioning their identity.

They enjoy stories about the fight between good and evil, in which good always wins.

Their heroes are characters who don't fit in and who take advantage of their weaknesses, this is how the world works for them.

Romance is an important element for fantastic nerds and is always present in their lives in some form, even if it's platonic or even tragic.

They find cute characters very attractive.

They collect toys and clothing depicting their favorite characters.

They want to look like the characters they admire, even if they are not physically realistic.

They are geeky consumers who obsess over the things they like.

They enjoy belonging to a fandom.

They want to be accepted by a community, because in more mainstream environments they are considered to be weird.

They take pride in the things they like, which gives them a superiority complex.



**Subcultures:**

Emo  
Pokemon fans  
Frikis  
Floggers  
Gamers  
Metalheads  
Kawaii  
Otakus

**Preferences:**

Pokemon  
Harry Potter  
Marvel  
Anime  
Marshall  
Twilight  
Cartoon Network/Adult  
Swim  
Gibson/Ibanez  
Star Wars

**Age:**

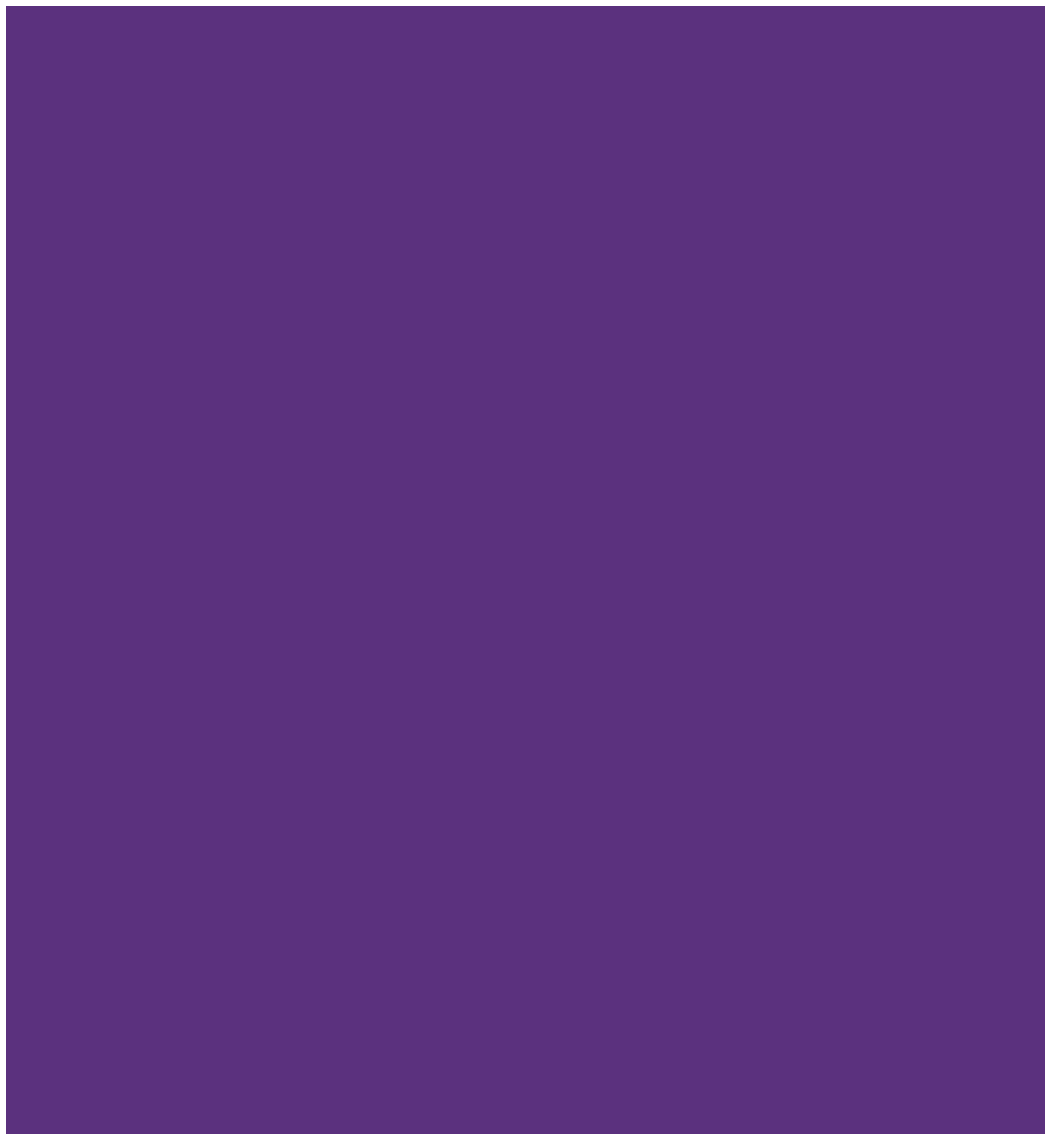
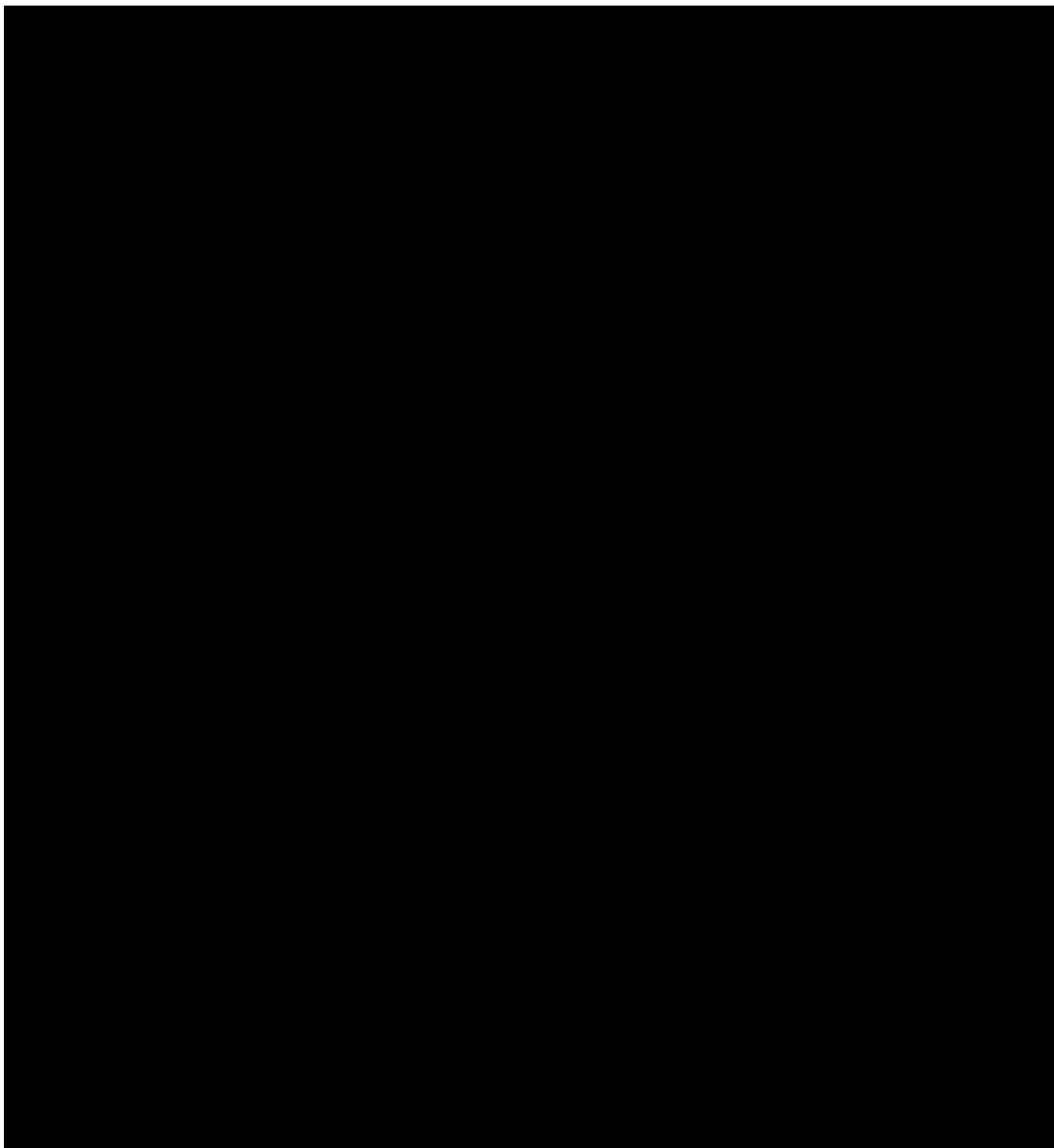
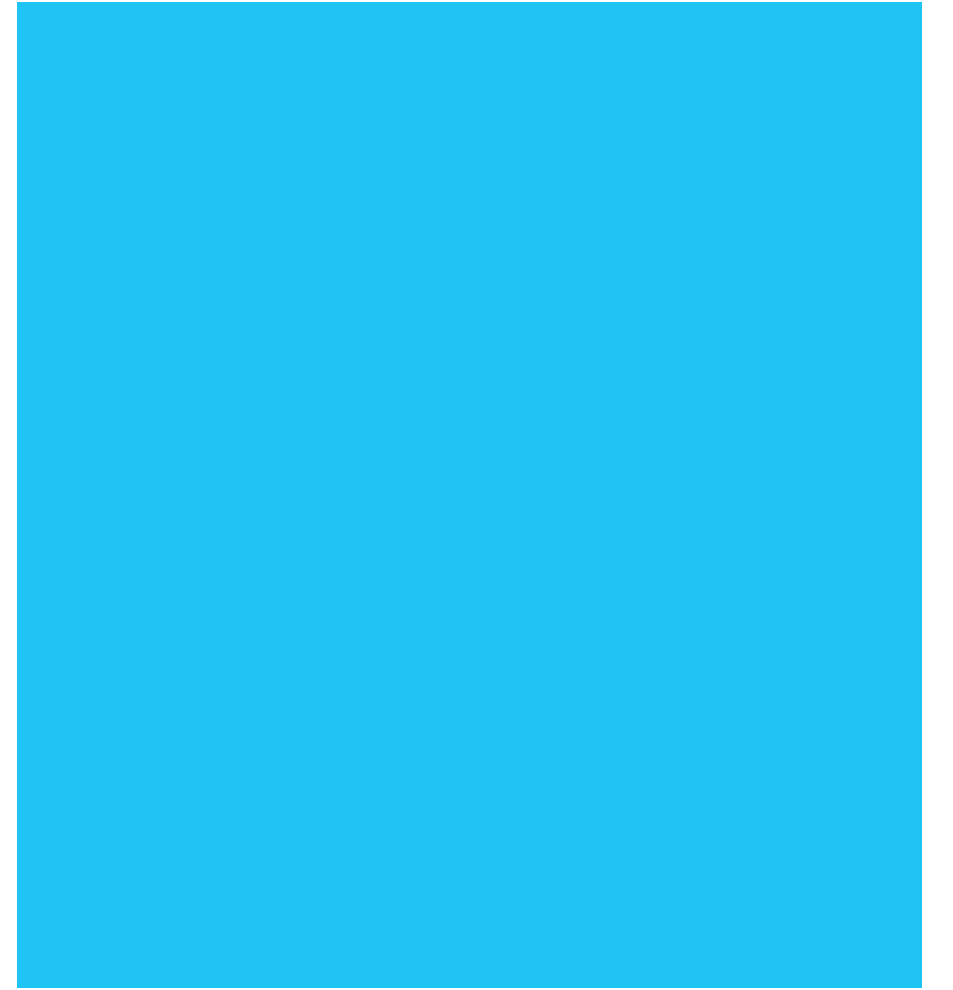
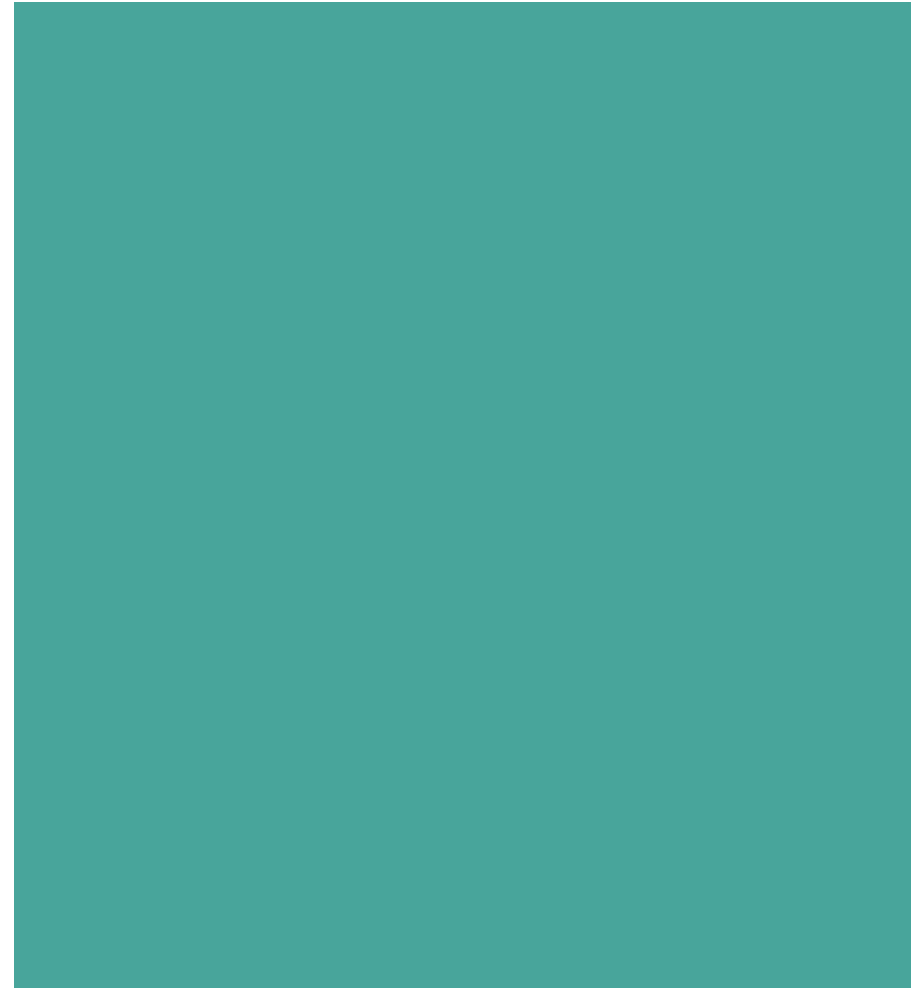
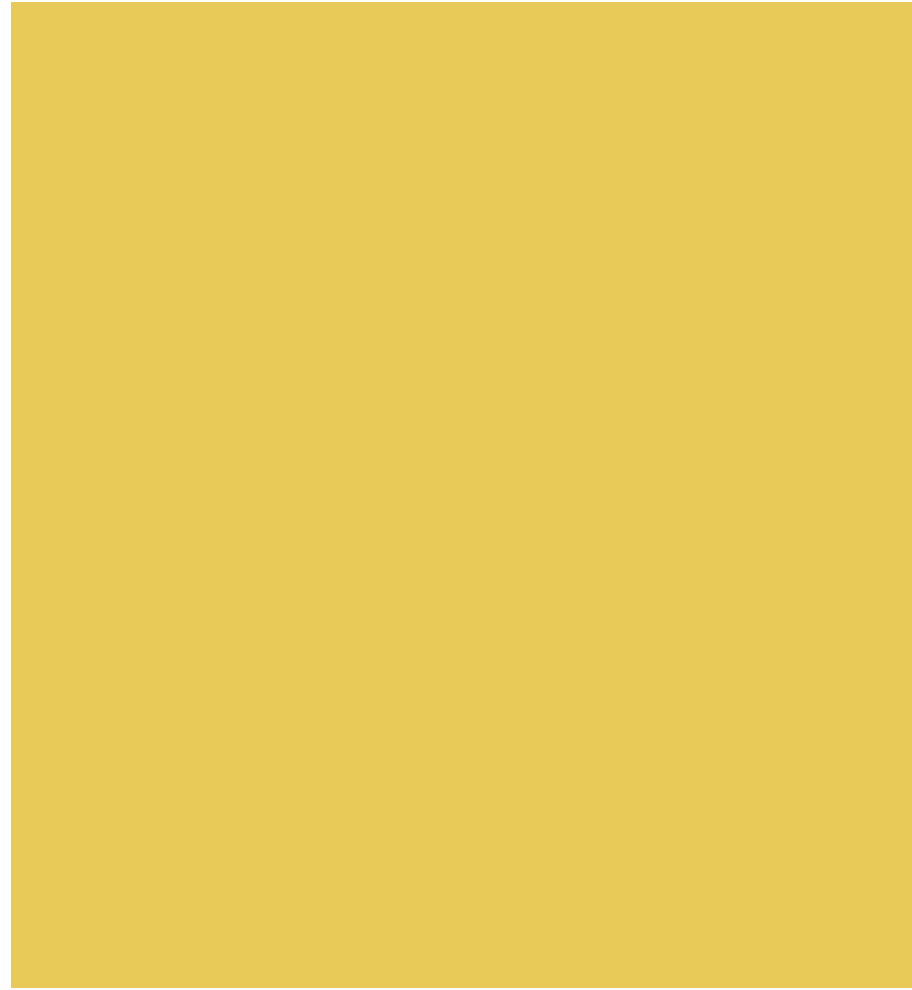
20-24

**Values:**

Fantasy  
Romance  
Community  
Acceptance



# Color Palette





# Looks





# Interiors





# Playlist

“Montser” - EXO  
“All The Small Things” - Blink 182  
“The Man Who Sold The World” - Nirvana  
“Lonely Boy” - The Black Keys  
“Every Rose Has Its Thorn” - Poison  
“Sweet Child of Mine” - Guns N’ Roses  
“Stairway to Heaven” - Led Zepellin  
“We Are The Cristal Gems (From Steven Universe)” - The Marcus Hedges Trend Orchestra  
“You Give Love a Bad Name” - Bon Jovi  
“Back in Black” - AC/DC

\*To hear more, follow the  
Fantastic Nerd Spotify playlist:  
[spotify:user:1276895166:playlist:2OLWcWK05dxvBwgZZyxPaA](https://open.spotify.com/playlist/2OLWcWK05dxvBwgZZyxPaA)





"Por el  
poder  
del  
Amor"



# Credits

**Creative Direction:**  
José de la O

**Project Manager and  
Editorial Design:**  
Montserrat Pazos

**Design Assistant:**  
Rodrigo Piña

**Produced by:**  
Studio José de la O

Licensed by Creative Commons under:  
Attribution-NonCommercial-NoDerivatives  
4.0 International (CC BY-NC-ND 4.0)

