

YOUNG LIONS **RAZE**





**NOBODY KNOWS
ENTERTAINMENT
BETTER THAN
LATINOS.**



**OUR DAILY LIVES ARE FULL OF FUN,
SPONTANEITY AND OUT LOUD
LAUGHS.**



**WE GIVE KISSES TO SAY HI.
WE ADD SPICE TO EVERYTHING.
WE CAN START A SENTENCE IN ONE
LANGUAGE AND FINISH IT IN ANOTHER.**

**WE DON'T NEED
TO MAKE LATINOS'
BICULTURAL LIVES
SEEM MORE
INTERESTING ON
SOCIAL
NETWORKS.**



**WE DON'T NEED
TO MAKE LATINOS'
BICULTURAL LIVES
SEEM MORE
INTERESTING ON
SOCIAL
NETWORKS. THEY
ALREADY ARE.**





**SO LET'S CREATE
AND SHOOT
THOSE UNIQUE
FRAMES OF LIFE
IN A FRESH AND
COOL WAY.**

A surreal collage featuring a man in a blue suit holding a white teapot, a blue and yellow macaw parrot, and pink roses with human eyes. The background is a bright yellow rectangle. The text "IN A RAZZE WAY" is overlaid in white, bold, sans-serif font.

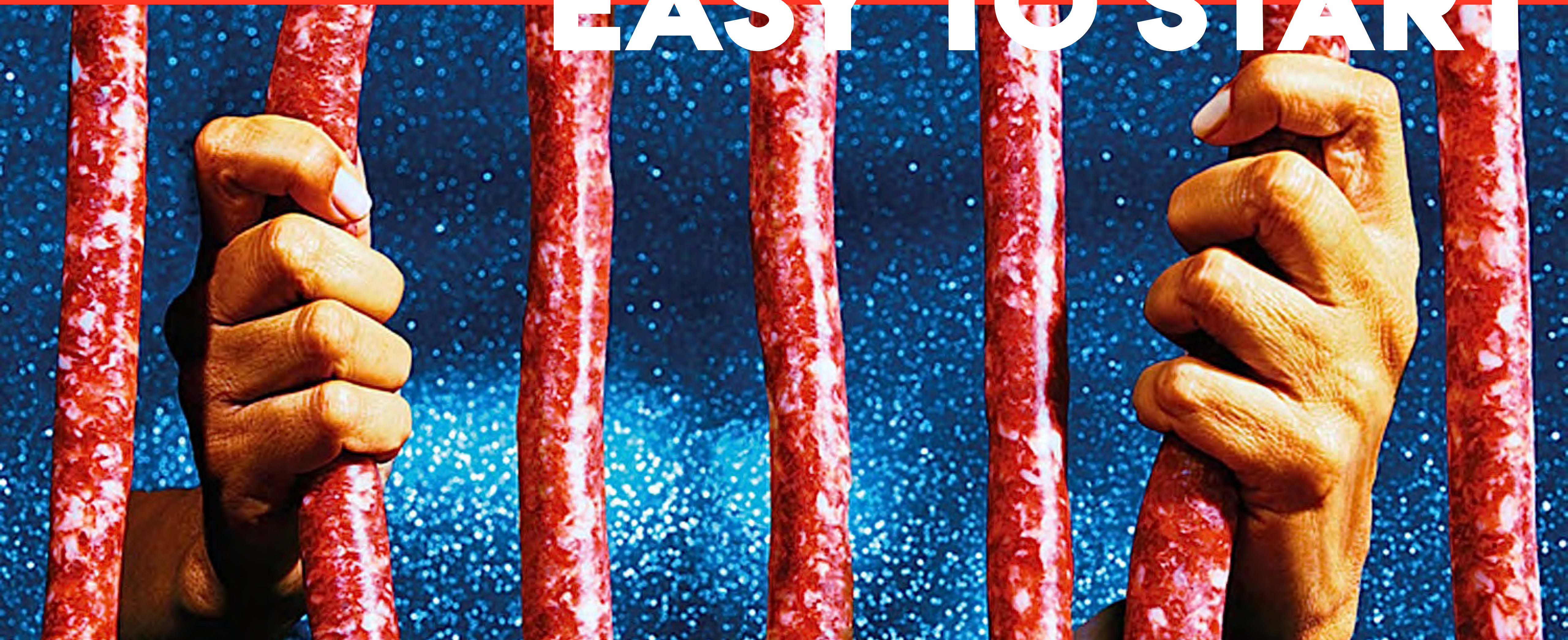
IN A
RAZZE
WAY

IDEA 1

DIET



DIET EASY TO START



DIET
EASY TO START
HARD TO FOLLOW





REALLY HARD TO FOLLOW.

RAZE
INTRODUCES



**FOOD TRUCK
RACE**

A close-up photograph of a person's back, showing a red lace bra. Several yellow clothespins are clipped to the bra and the skin around it. The background is a solid blue color.

**A RACE AS LONG AS THE
DISTANCE REQUIRED TO
BURN THE CALORIES OF
FAST FOOD.**

The background of the entire image is a vibrant blue color. It is covered with a repeating pattern of hot dogs. Each hot dog is depicted in a stylized, flat design. The hot dog itself is a dark reddish-brown color, and it is placed inside a light orange or yellowish-brown bun. A yellow zigzag line runs along the top of the hot dog, representing mustard. The hot dogs are scattered across the blue background, some slightly overlapping.

**A HOT DOG HAS 650
CALORIES**



**SO YOU HAVE TO RUN 5 MILES
TO BURN THEM.**

**OUR
INFLUENCER
WILL RUN
AFTER THE
FOOD TRUCK**



**UNTIL HE
COMPLETES THE
5 MILES**



THEN THE FOOD TRUCK WILL STOP





**AND HE WILL BE ABLE TO ENJOY
HIS WELL DESERVED HOT DOG.**

STARRING

CRISTIAN

DELLA

FUENTE



A BRANDED IDEA FOR

NIKE.
ADIDAS.
UNDER ARMOUR.
PUMA.
COCA-COLA.

IDEA 2

**US GIRLS
SPEND
AN
AVERAGE
OF 55
MINUTES
ON OUR
HAIR AND
MAKE
UP EACH
DAY.**



**WE LOOK AWESOME WHEN WE
LEAVE THE HOUSE.**



**BUT,
HOW DO
WE LOOK
WHEN
WE GET
BACK
HOME
AFTER A
NIGHT
OUT?**



RAZE
INTRODUCES

A woman with red hair, wearing a gold sequined strapless dress and multiple gold bangles, stands barefoot on a sidewalk at night. She is holding a pair of black shoes. Behind her is a large, white Christmas tree decorated with white lights and red ornaments. To the right is a dark wooden door with glass panels. The scene is dimly lit, with the primary light source being the tree's lights.

**WALK
OF
SHAME**

S H O W



**A FASHION
SHOW
WITH
REAL
GIRLS
AFTER A
NIGHT
OUT.**

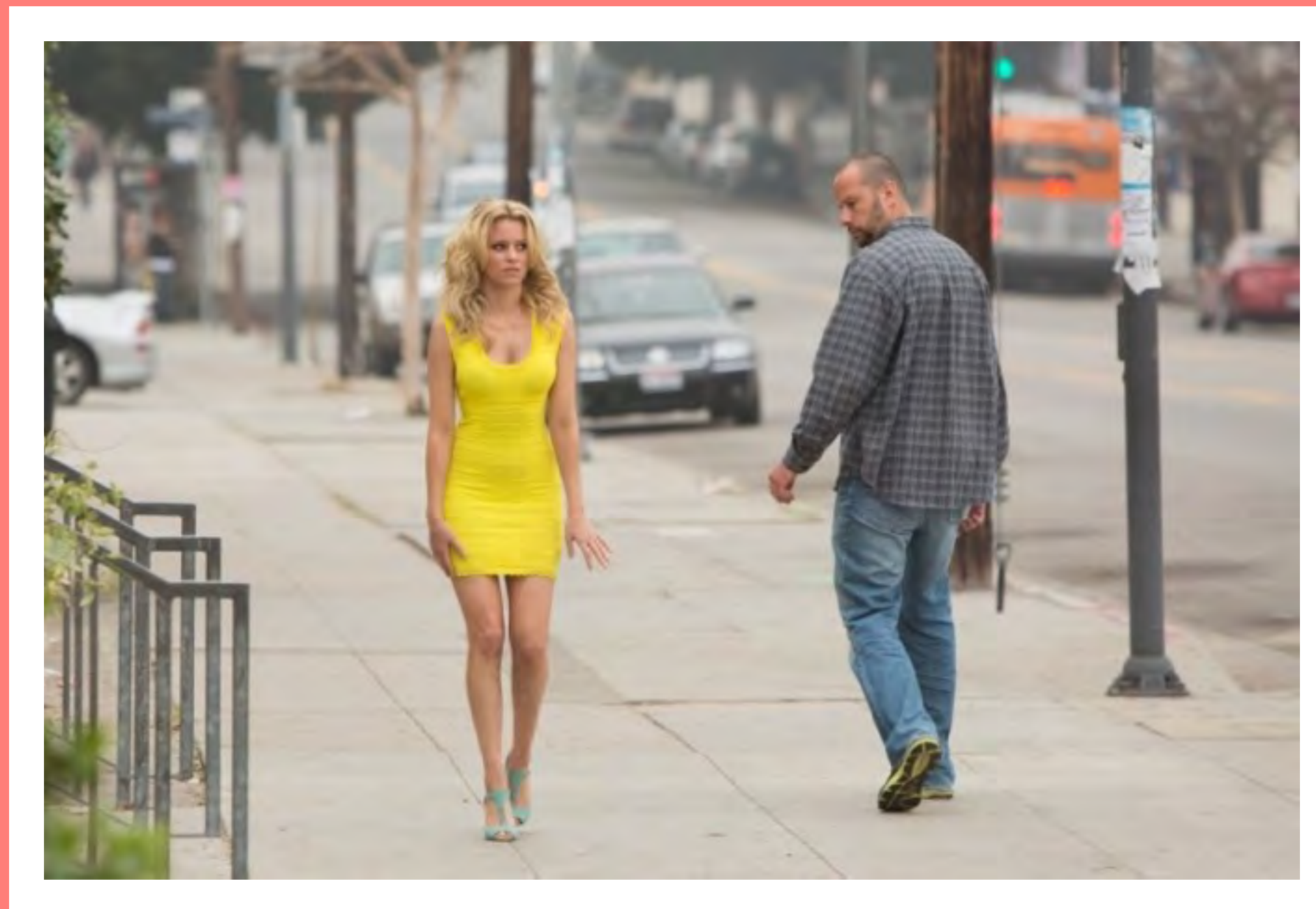
**WE WILL
CREATE A
REAL
CATWALK
AT A
NIGHT
CLUB EXIT
DOOR,
WHEN THE
CLUB
CLOSES**



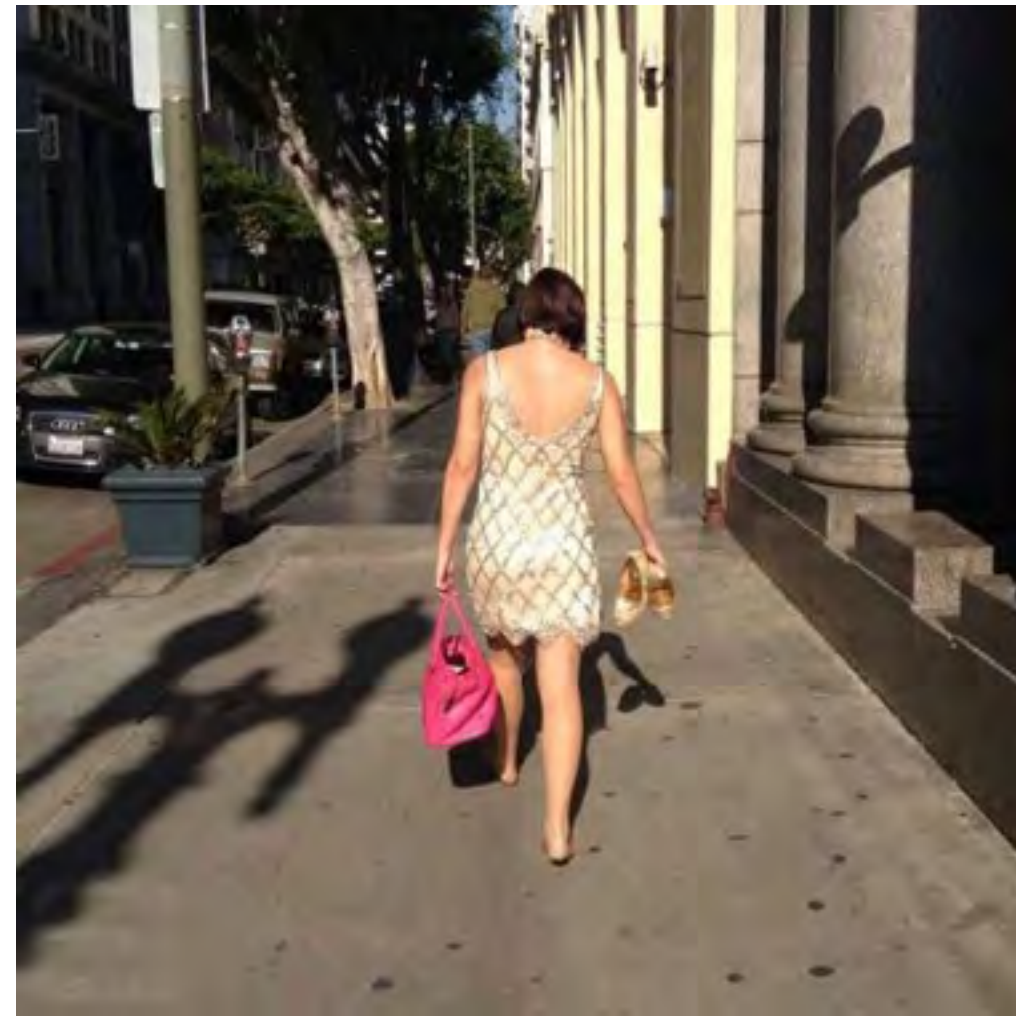
LOVE
POTION
N°9



AND WE
WILL
SHOOT
HOW GIRLS
LOOK LIKE
AFTER
DANCING

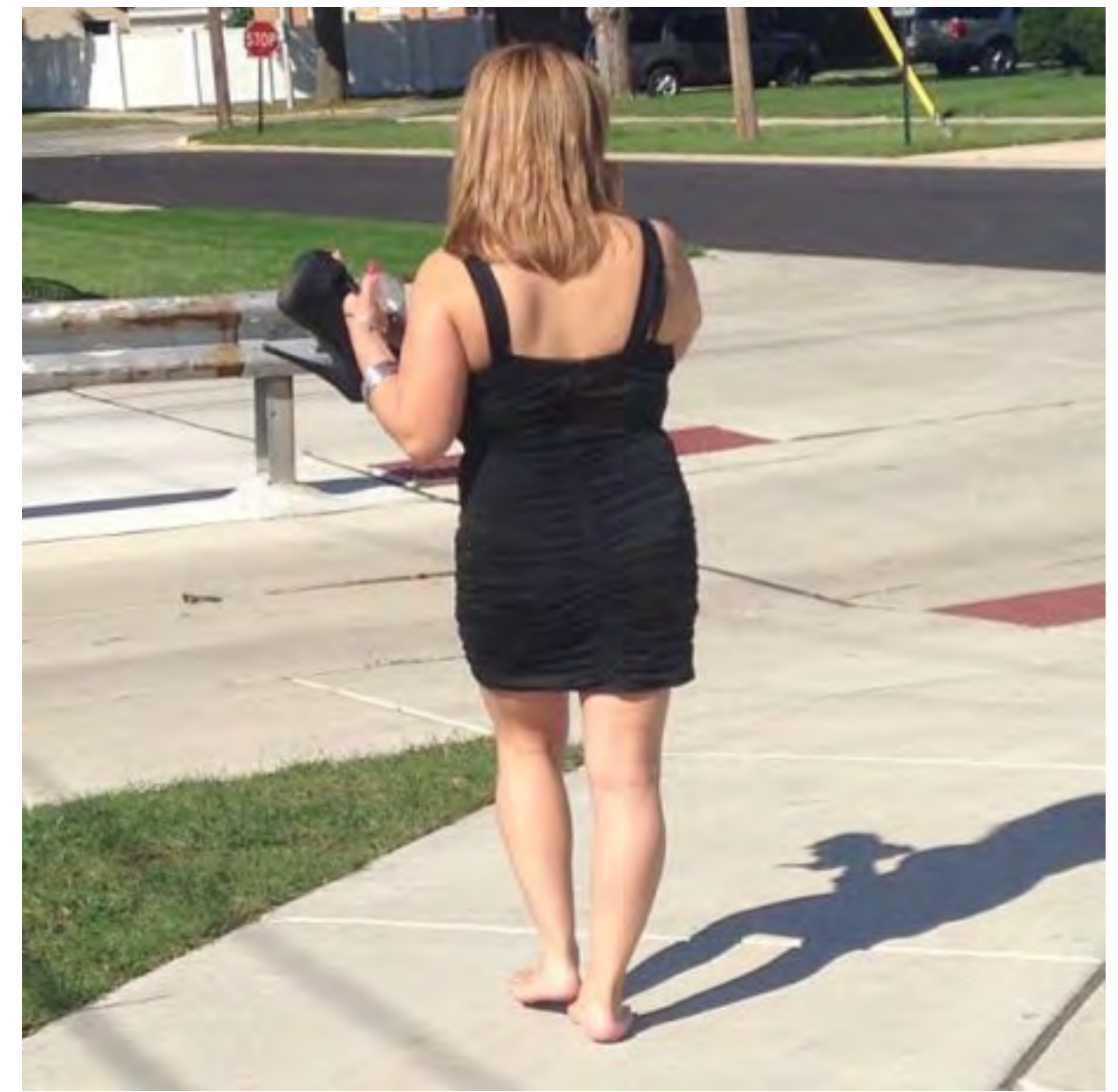
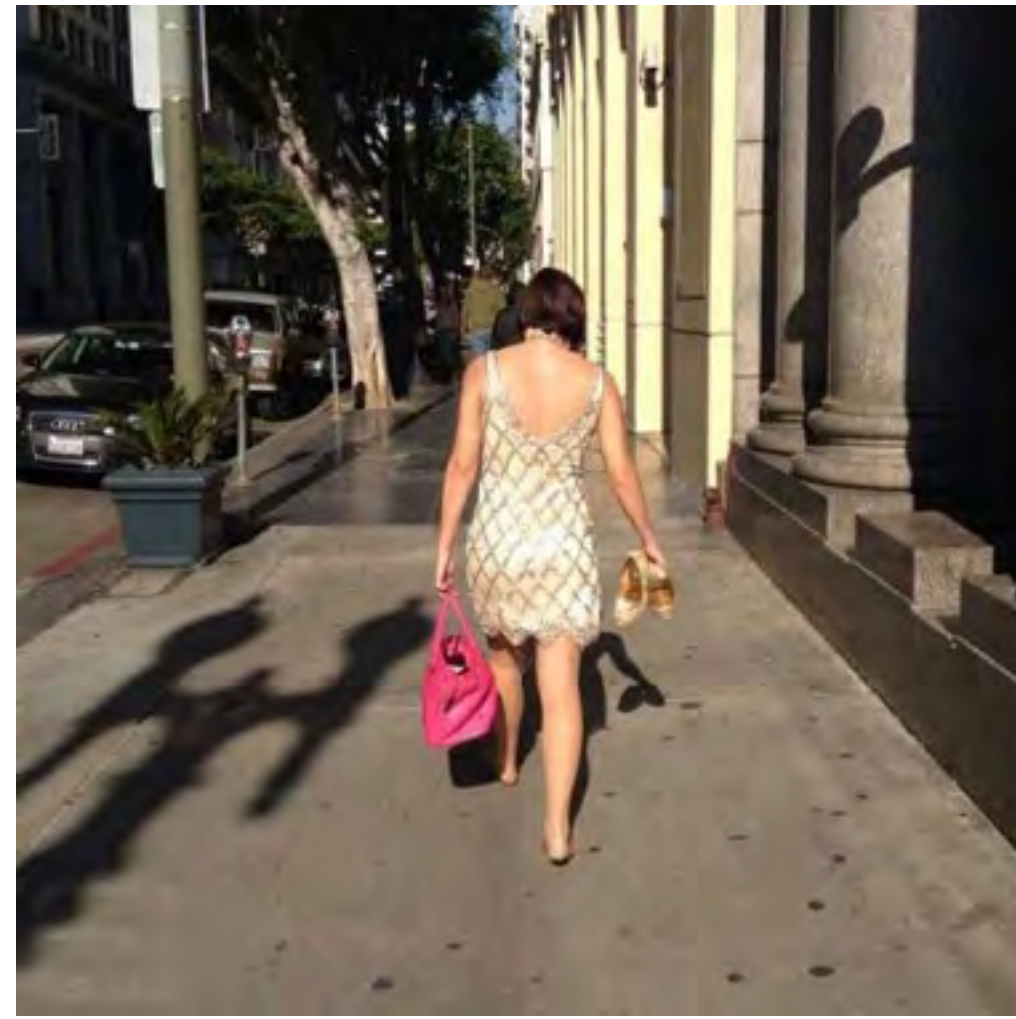


**AND WE
WILL
SHOOT
HOW GIRLS
LOOK LIKE
AFTER
DANCING, JUMPING**

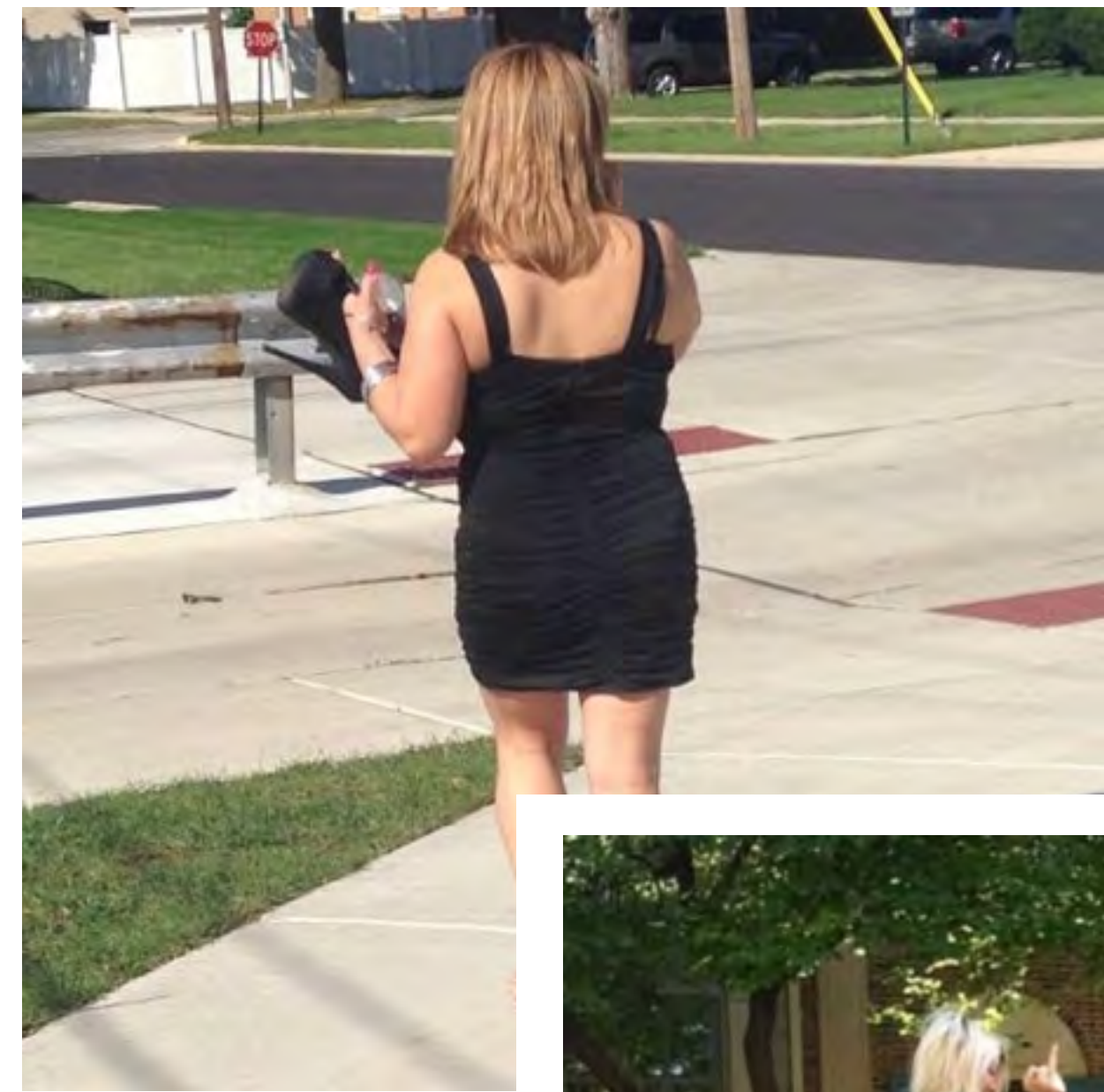
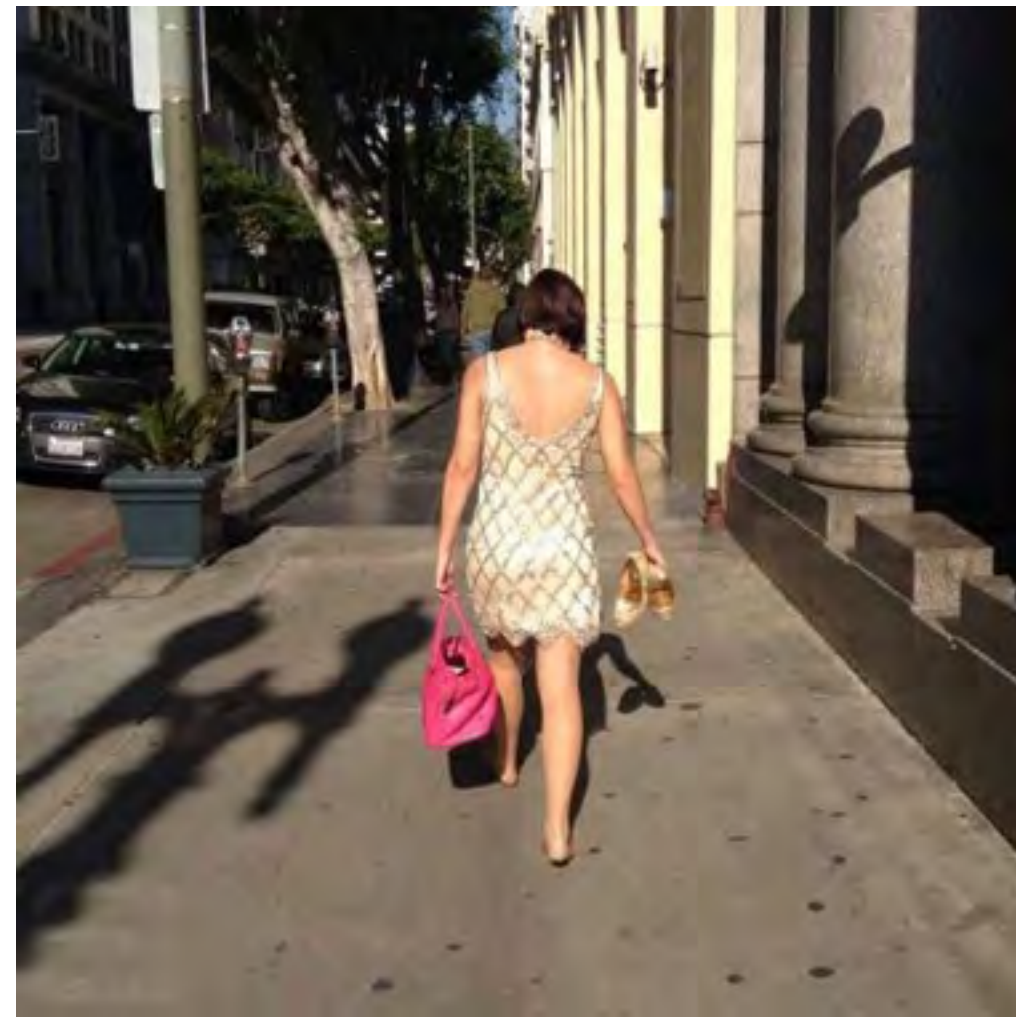


**AND WE
WILL
SHOOT
HOW GIRLS
LOOK LIKE
AFTER**

DANCING, JUMPING, SWEATING



**AND WE
WILL
SHOOT
HOW GIRLS
LOOK LIKE
AFTER**



DANCING, JUMPING, SWEATING, LAUGHING...

**A REAL WAY TO TEST IF OUR
MAKE UP IS NIGHT OUT-PROOF.**





STARRING PAULA GALINDO

**WALK
OF
SHAME**

S H O W

A BRANDED IDEA FOR

MAXFACTOR.
REVLON.
MAC.
LOREAL.
LANCOME.
CHANEL.
SEPHORA.

IDEA 3

**WE
ALL
LOVE
FOOD**



**BUT THERE IS
SOMETHING
WE LOVE
MORE.**



LIKES

LIKES

RAZE
INTRODUCES



INSTAGRAM MENU





**A MENU BASED ON THE PLATES THAT
LOOK BETTER ON YOUR INSTAGRAM.**



COOKING
RECIPTS,
NOT TO
EARN A
MICHELIN
STAR, BUT
TO GAIN
THOUSANDS
OF
FOLLOWERS.





HM... WHAT DOES IT TASTE LIKE?



**WHO
CARES?**

**IT'S A
THOUSAND-
LIKES
PICTURE.**





STARRING INGGRID HOFFMANN



A BRANDED IDEA FOR

IPHONE.
SAMSUNG.
CANON.
WHOLE FOODS.
PUBLIX.

THANK
YOU

