

# 2022 HISPANIC YOUNG LIONS

EL\_MERCADITO\_BY\_META\_MVJC

∞ Meta

# *EL MERCADITO*

by Meta



## *Challenge:*

How can we help Latino businesses get ready to take over the Metaverse?

## *Insight:*

Since most Latino business owners don't understand or don't see the benefits of expanding their business to the Metaverse, we need to guide them in a way that'll be easier for them to adapt to this market, while also highlighting the community aspect.

## *Idea:*

### **"El Mercado by Meta"**

The first-ever Latino market to exist in the Metaverse.

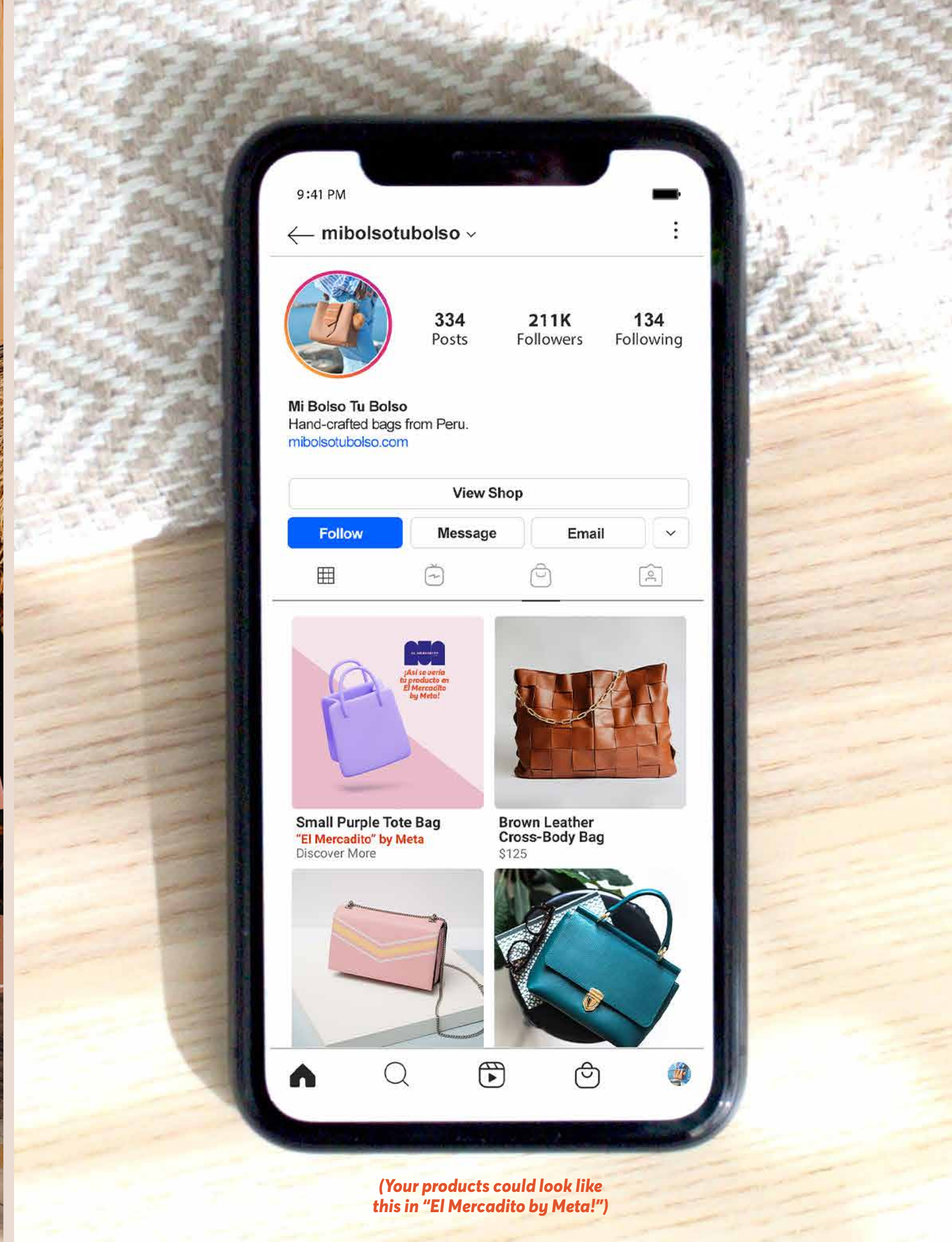
In this collective space, Latino businesses that haven't yet explored the Metaverse will get a glimpse of the possibilities by sampling their products virtually, just like they already do in current "mercaditos."





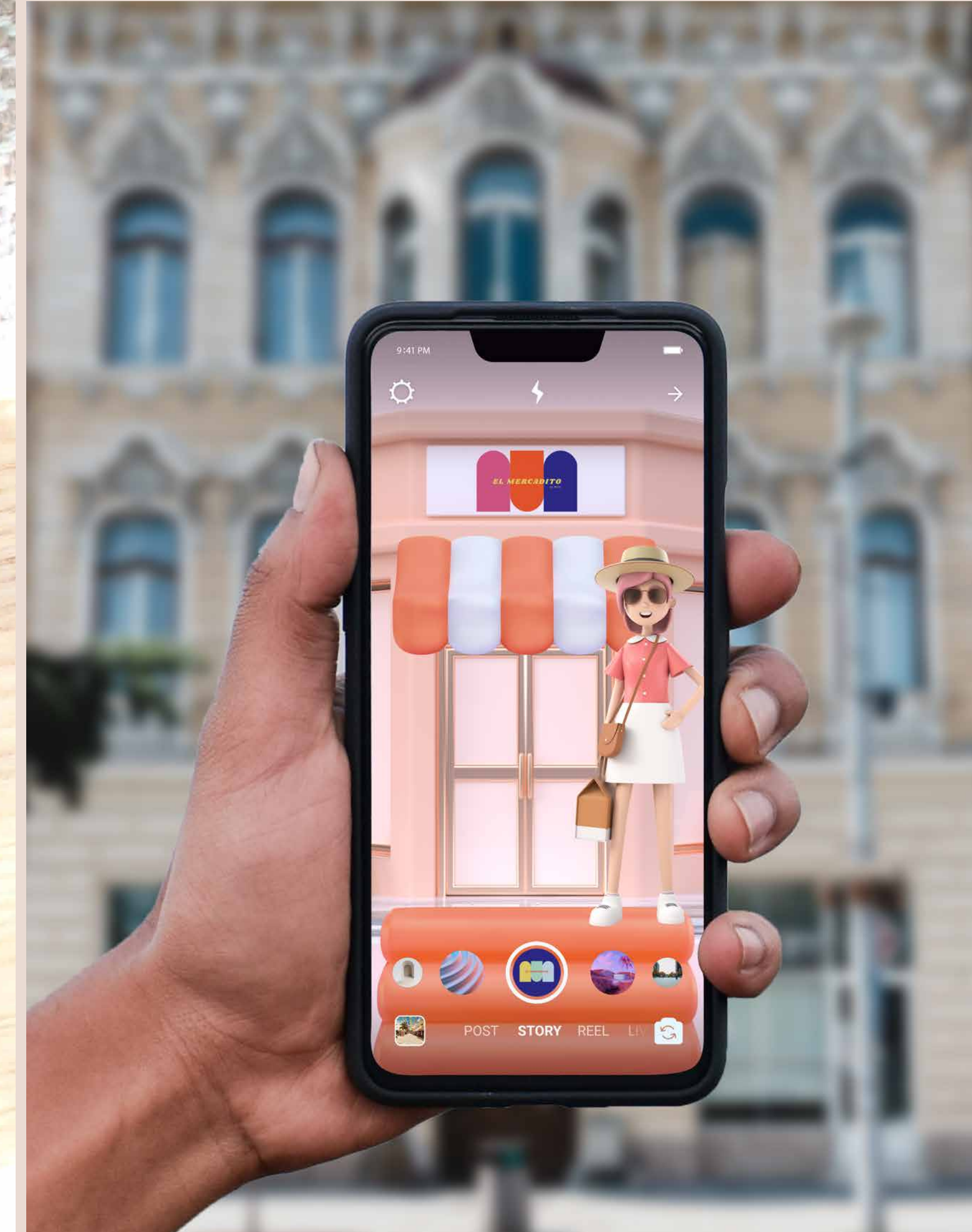
## Mercadito Kiosk Installation

To create a connection between the real world and the virtual world, we'll visit "mercaditos" in Latino populated cities and create an art installation of a "mercadito" kiosk to showcase how it would look in the Metaverse. Additionally, it will offer a QR code that redirects business owners to a Facebook event. This will allow them to register for the event and have access to more details.



## IG Shop Takeover


Since many of these businesses are digitally-driven and rely heavily on the IG Shop for sales, we'll hack their feed by changing the visual of one of their products for a digitalized version. This image will also have a call to action for them to join "El Mercadito by Meta."



## AR Filter for Social

To create awareness for the event, we'll invite business owners to engage with this filter and visualize what they would look like in the Metaverse. This feature can also be applied to their surroundings, so they can watch their business come to life in the Metaverse. This user generated content will amplify our reach for future "mercadito" businesses.





# Campaign Summary

The best way to reach Latino businesses is to create an experience that's unique and recognizable to their market. A "mercadito" is a typical Latino event where local business owners display kiosks on the street where the public can sample their products. This tactic has been used for years and is highly effective at driving engagement.

This time, we're launching: "El Mercadito by Meta"—the first ever Latino market launched in Horizon Worlds. Here, businesses that haven't yet explored the Metaverse can get a glimpse into what it's like.

We'll start off by generating content that will harness the interest of Latino business owners and help them understand that, just like a real-world "mercadito", they can benefit from this virtual "mercadito." This strategy will get Latino business owners comfortable with taking the leap by providing them with a space that they are already familiar with.

# *Creative Insight*

Latinos are extremely community-driven and all about togetherness. Whenever there's an event that includes Latinos, they support each other like a "familia."

Since most Latino business owners don't understand or see the value in having a business in the Metaverse, we need to guide them in a way that feels familiar to them so they can adapt in this market while also honing-in on their sense of community.

We have the tools to create a comfortable space they can relate to while also providing a community-driven location that will foster an educational experience. To make the next steps feel less daunting, these business owners need the opportunity to try something new and get a glimpse at the possibilities of establishing their presence in the Metaverse before taking it on themselves.

# *Solution*

"El Mercadito by Meta" will allow Latino businesses to test-run the Metaverse. But first, we need to grab their attention.

To bridge the gap between the real world and the virtual world, we'll begin by going to "mercaditos" in high-concentration Latino communities and placing an art installation that features a kiosk designed as it would look in the Metaverse. This installation will have a QR code that's linked to a Facebook event with more information about "El Mercadito by Meta."

We'll create an AR filter on social platforms that recreates the façade of their business and transforms it into a virtual 3D space. This transformation will amplify awareness and help them visualize the possibilities.

Since many of these businesses rely on the IG Shop, we'll replace one of their product visuals with a digital version, generating curiosity and inviting them to join "El Mercadito by Meta."

# *How does it work?*

This activation will motivate Latino business owners to take the first step in putting their businesses out into the Metaverse by creating a safe space where they'll have first-hand experience of the potential that comes with having a business in this virtual world.

These solutions leverage the use of the "real world" and the "virtual world" to bridge the gap. Additionally, the digital solutions will garner interest in the Metaverse and reveal how these businesses can profit from these tools while capturing their attention.

Therein, all available tools will empower Latino business owners and immerse them in the Metaverse, providing a unique way to authentically connect with them.



**Thank you!**

∞ Meta