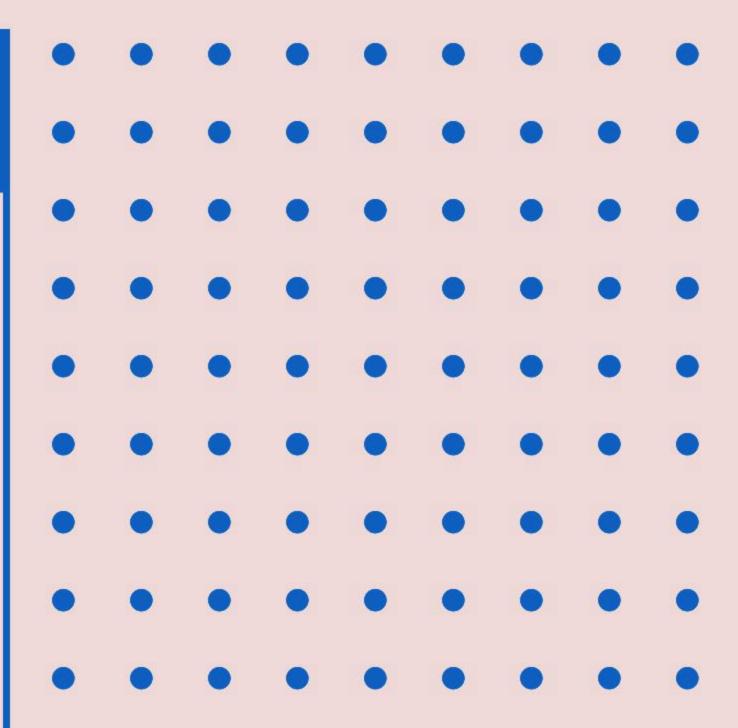
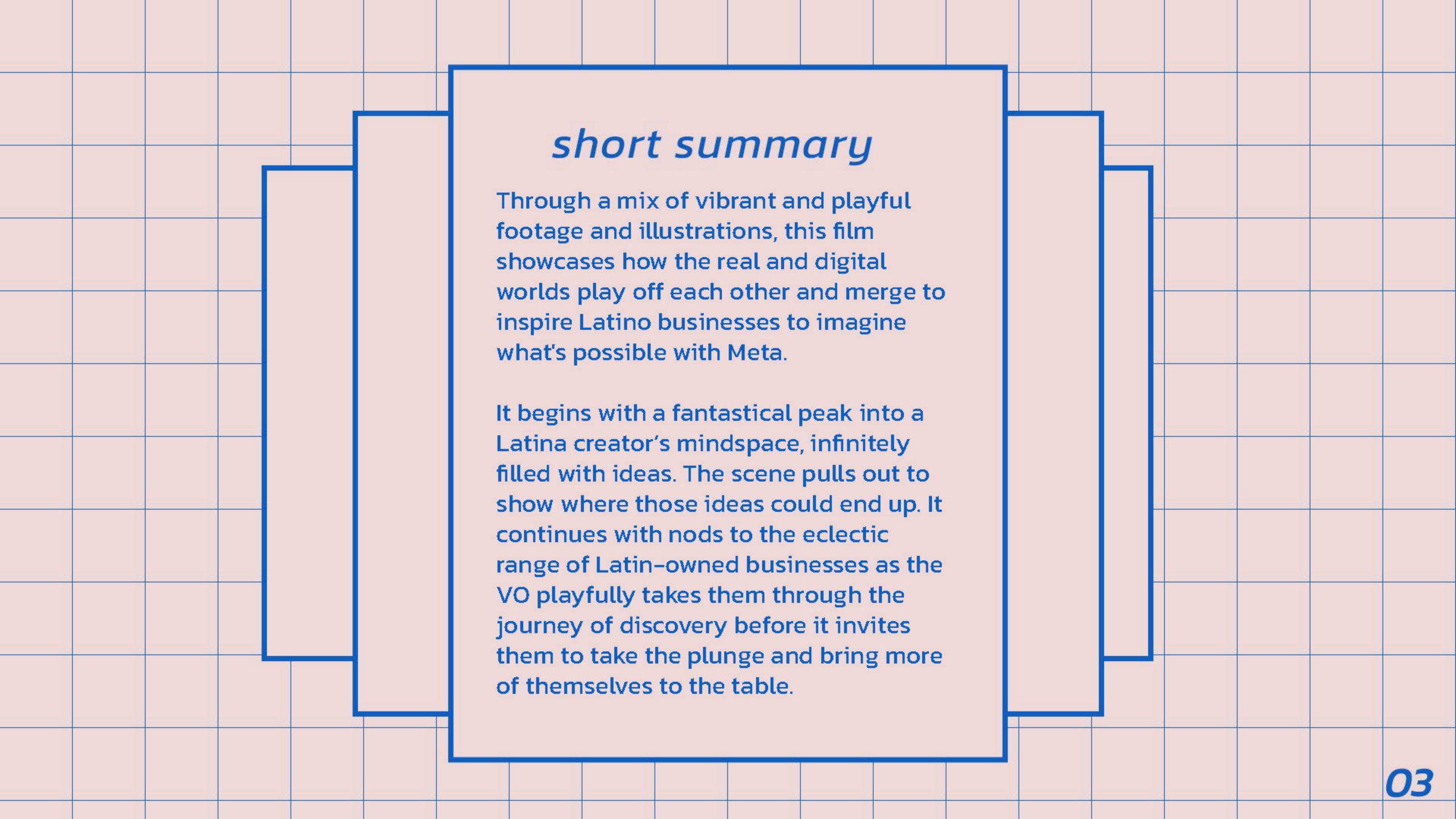


written explanation

Creativity and growth go hand in hand in everything Latinos do. Whether it's in skincare, streetwear, agriculture or even a local brand of salsa, there is no boundary that can hold us back from meeting our metas (goals). In fact, we take them head on, level up, and set trends.

Latinos always give 200% more of themselves. "Más de Ti" ("More of You") is Meta's invitation for Latino businesses across the board to bring their special magic into a brand new playing field to unlock possibilities with ever-evolving tools that can expand the vision of their business and the metaverse.





cultural context

- An intentional use of Spanglish, integral to the U.S. based Latin experience and how we navigate and embrace the overlap of all our cultures
- "Meta" in Spanish means "goal", a serendipitous double meaning tied to our message
- Más = More, which is what Latin folks always give ;)
- Our endline "Dale más de ti" = "Give it more of you" our invitation to these Latin business to bring their magic to Meta