



USH YL 2022
"More of You"
Team DQLH



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.

short summary

Through a mix of vibrant and playful footage and illustrations, this film showcases how the real and digital worlds play off each other and merge to inspire Latino businesses to imagine what's possible with Meta.

It begins with a fantastical peak into a Latina creator's mindspace, infinitely filled with ideas. The scene pulls out to show where those ideas could end up. It continues with nods to the eclectic range of Latin-owned businesses as the VO playfully takes them through the journey of discovery before it invites them to take the plunge and bring more of themselves to the table.

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