

WRITTEN EXPLANATION

To thrive, every LatinX-owned small business first needs to get discovered. No matter how good their products or services are, it's no good if people don't know about them.

LatinX small business have historically depended on the power of community and word of mouth to obtain clients, but in this new digital age we find ourselves in, Facebook has become the defacto place where word of mouth happens, whether it be through a WhatsApp conversation, an Instagram post, or a business page on Facebook.

So, as simple as 'Get Discovered' might sound, we believe that a campaign meant to help LatinX businesses adapt to new ways of connecting with people needs a very straightforward, and actionable, call to action.

This is especially true for LatinX-owned small businesses, for Facebook is the #1 platform for US Hispanics' communication and 49% percent of them believe that Facebook is a place for sharing information about brands with family and friends.

Facebook allows small businesses to build and sustain awareness, and it enables them to be found more easily by potential customers. And being found is the first step towards bouncing back from what has been a hard year. So that's why our campaign emphasizes that all-important first step: get discovered.

Source:

<https://www.facebook.com/business/news/insights/digital-diversity-a-closer-look-at-us-hispanics>

FACEBOOK



SHORT SUMMARY

Our short film uses a testimonial format to tell a story of humble beginnings and hard-fought success. Our protagonist, someone who's clearly -like many Hispanics- a hardcore soccer fan, speaks about how he struggled to get discovered. It's not that he lacked the talent, he simply couldn't build a following or sustain any awareness of what he had to offer to the world. It wasn't that he was afraid of hard work either - in fact, he tells us he got up early every morning to practice his technique and get better.

The twist is revealed at the end, when we understand what the protagonist's real talent was all along, and how setting up a Facebook page helped him get discovered by his community.

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CULTURAL CONTEXT

We didn't feel there were any cultural references or nuances in our video to merit an explanation for this section.

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