


UNIVISION[®]



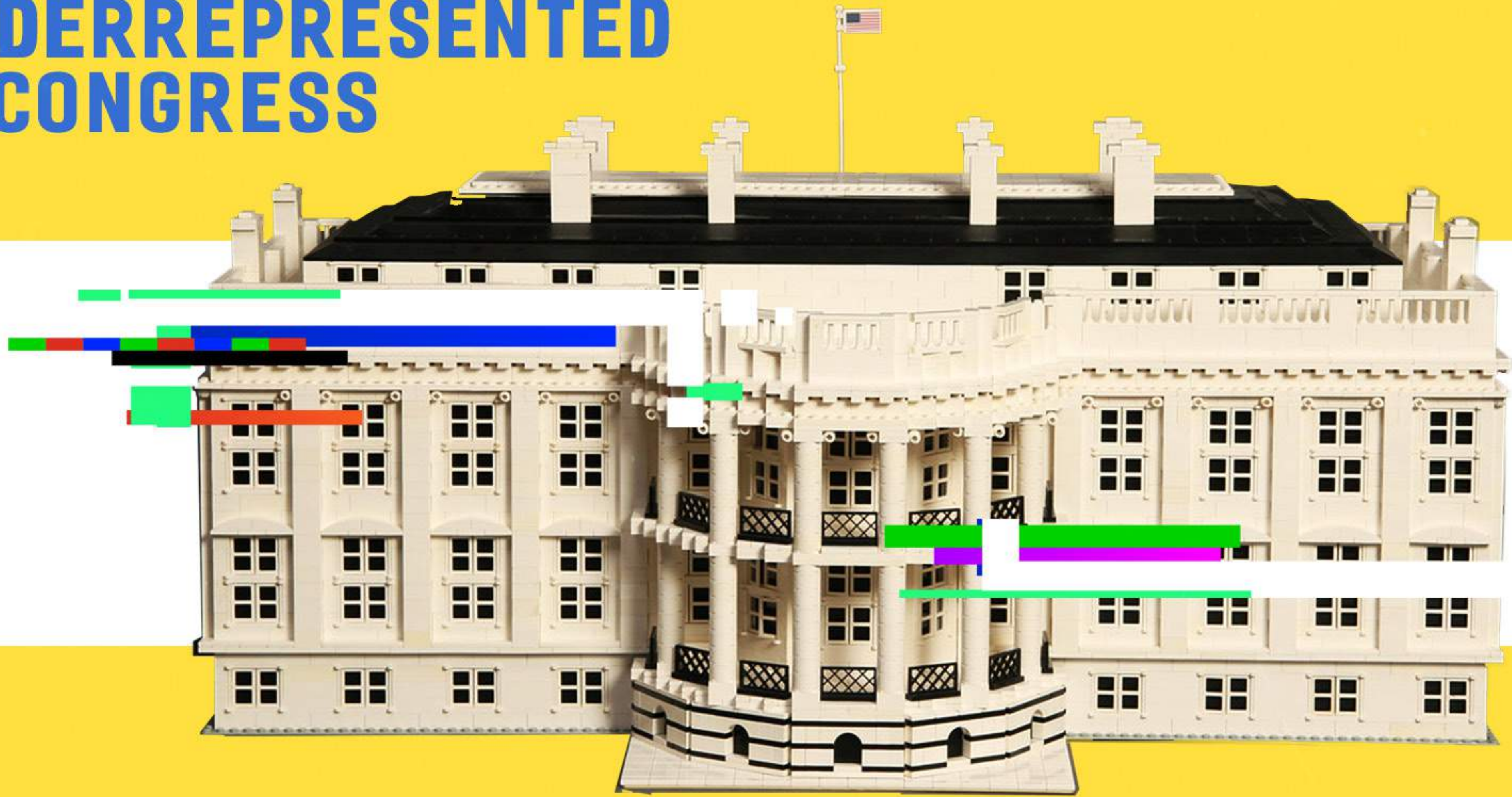


**UNIVISION
ALWAYS PROVIDES
HISPANICS CONTENT
THAT REPRESENTS THEM
THAT'S BECAUSE IT'S MADE
FROM HISPANICS
TO HISPANICS**

**UNFORTUNATELY, THAT'S NOT
HOW LAWS ARE MADE IN THE U.S.**



**HISPANICS ARE
UNDERREPRESENTED
IN CONGRESS**



**AND OUR NUMBER OF VOTERS
IS THE LOWEST IN AMERICA.**

EJECT ▲

**BASICALLY WE HAVE A LOT OF
NON-HISPANIC PEOPLE SAYING
WHAT'S BEST FOR HISPANICS.**

(THAT'S NOT GOOD)

**SO, AS SPECIALISTS IN
HISPANIC ENTERTAINMENT,**

**UNIVISION IS GOING TO USE
ITS KNOW-HOW
AND MEDIA PLATFORMS
TO EXPLAIN THINGS**

IN A LANGUAGE OUR VIEWERS CAN EASILY UNDERSTAND.



**AND TO SET THE TONE AND LAUNCH
OUR CAMPAIGN ON THE STREETS,**

**WE'LL CREATE AN OUT OF HOME
ACTIVATION THAT WILL LET PEOPLE
LITERALLY PUT WORDS IN THE MOUTH
OF ANY POLITICIAN THEY CHOOSE.**



AN ACTIVATION THAT WILL LET HISPANICS SPEAK FOR THEMSELVES, AND WILL GENERATE CONTENT TO SOCIAL MEDIA.

PEOPLE WILL BE ABLE TO RECORD THEIR VOICES AND WE'LL SYNC IT TO A POLITICIAN'S LIVE FOOTAGE.



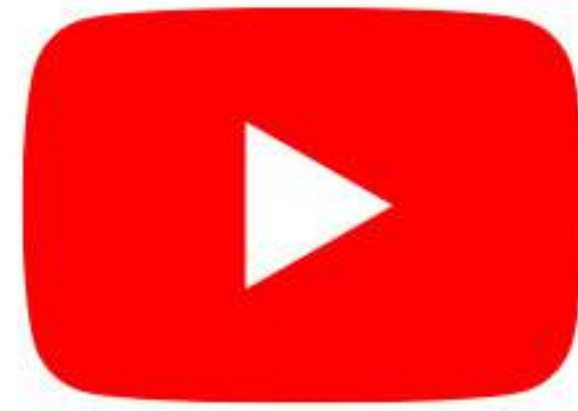
THESE VIDEOS CAN BE POSTED RIGHT FROM THERE, CREATING COOL CONTENT WITH THINGS HISPANICS REALLY NEED.



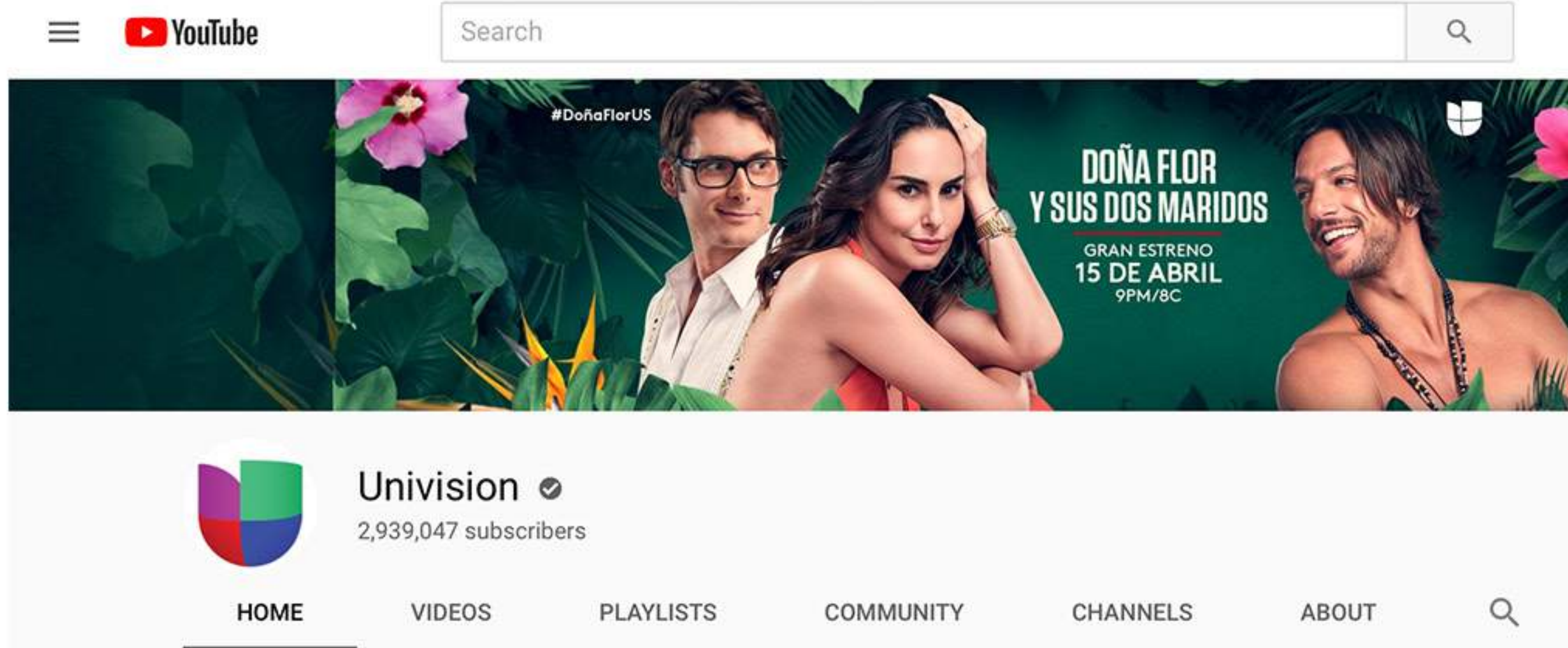
A vintage computer monitor and tower PC are shown against a bright yellow background. The monitor is on top of the tower PC. The entire image has a red tint. The text on the monitor is in a bold, sans-serif font.

**BUT WE WON'T STOP
THERE. TO MAKE OUR CAM-
PAIGN EFFECTIVE AND EN-
GAGING, WE'LL TALK TO
HISPANICS ON PLACES AND
PLATFORMS WHERE THEY
SPEND TIME.**

WATCHING CONTENT



WE'LL CREATE A SERIES OF FUN VIDEOS AVAILABLE ON OUR YOUTUBE CHANNEL IN WHICH WE'LL INVITE NON-HISPANIC INFLUENCERS THAT OUR AUDIENCE LIKE AND FOLLOW TO CREATE AND DO HISPANIC THINGS.



THE FUNNY CONTENT WILL ALWAYS REMEMBER OUR AUDIENCE THAT “A HISPANIC KNOWS WHAT’S BEST FOR A HISPANIC” AND ENCOURAGE THEM TO REGISTER TO VOTE WITH A DIFFERENT RANGE OF FORMATS AND THEMES:



HISPANIC JOKES MADE BY NON-HISPANICS.

WE INVITE A GRINGO COMEDIAN TO MAKE A HISPANIC COMEDY SHOW.



HISPANIC FOOD MADE BY NON-HISPANICS [INSTAGRAM ICON]

“TASTY-STYLE” VIDEOS OF HISPANIC RECIPES DONE BY A NON-HISPANIC.



HISPANIC MUSIC MADE BY NON-HISPANICS [UNIVISION RADIO ICON]

WE INVITE A NON-HISPANIC MUSICIAN TO CREATE AND RECORD A REGGAETON.



HISPANIC PARTIES MADE BY A NON-HISPANIC [PINTEREST ICON]

WE INVITE DIY NON-HISPANIC INFLUENCER TO ORGANIZE A HISPANIC PARTY.



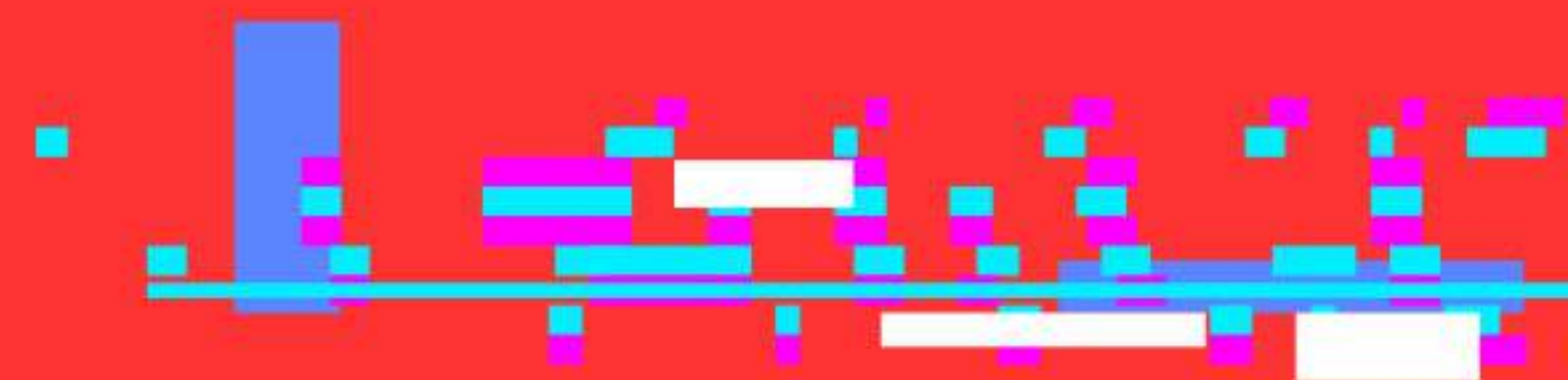
HISPANIC SERIES MADE BY NON-HISPANICS [UNIVISION NOW ICON]

HISPANIC SHORT FILM IN SPANISH PLAYED BY NON-HISPANIC ACTORS.

WATCHING CONTENT



THOSE VIDEOS WILL NOT ONLY BECOME COOL SERIES THAT CAN BE REPLICATED MULTIPLE TIMES, BUT THEY ALSO BECOME INTERESTING CONTENT FOR IN-SHOW CAPSULES AT UNIVISION MAIN PROGRAMS, LIKE "DESPIERTA AMERICA."





WE'LL GET HISPANIC INFLUENCERS AND LET FANS TAKE CONTROL OF THEIR LIVES FOR A DAY THROUGH THEIR INSTAGRAM STORIES. THE SOCIAL INTERVENTION WILL RAISE AWARENESS ON HOW OUR LIVES ARE DECIDED BY OTHER PEOPLE WHEN WE DON'T VOTE.

"DON'T LET OTHER PEOPLE DECIDE WHAT'S BEST FOR US. LET'S ALL VOTE TOGETHER IN 2020".

PLAYING GAMES

WE'LL INVITE THE BIGGEST HISPANIC GAMING INFLUENCERS TO PLAY A NEW MODALITY OF THEIR FAVORITE ONLINE GAMES, LIKE FORTNITE. A MODALITY WHERE FROM TIME TO TIME THEY LOSE THE CONTROL OF THEIR CHARACTERS, AND PEOPLE THAT DON'T KNOW HOW TO PLAY TAKE THEIR PLACES.

THE EVENT WILL BE OPEN TO PUBLIC AND EVERYBODY CAN JOIN AND TAKE CONTROL OF THE GAME.

EVERYTHING CAN HAPPEN WHEN SOMEONE ELSE DECIDES FOR YOURSELF. LET'S VOTE.

HABLEMOS FOR
NOSOTROS





**OUTSIDE OF THE DIGITAL WORLD WE'LL ALSO TAKE
OVER ZONES THAT ARE CLOSE TO PHYSICAL
REGISTRATION CENTERS.**

**WE'LL IMPACT PEOPLE WITH A SERIES OF DIGITAL
BILLBOARDS CONNECTED TO TWITTER. THESE
BILLBOARDS WILL PULL STEREOTYPICAL TWEETS
AND POSTS FROM THE INTERNET THAT ARE BEING
POSTED LIVE.**





*Thank
You for
Shopping
With us!*

Please return this bag to a participating store for recycling.



WARNING TO AVOID
CHILDREN DO NOT

USE THIS LOCATION
KEEP THIS BAG AWAY FROM

BARBEQUE
GRILLS AND PLAYPENS

PLEASE RECYCLE THIS BAG

THANK YOU!

