



# YOUNG LIONS COMPETITIONS

FACEBOOK  
    



EBOOK



#Saving\_Tienditas\_AVDN.pdf

Latinx Businesses have been hit the hardest during this pandemic.

And even though we are the fastest-growing group of entrepreneurs in the US, we're still closing shops at an increased rate.

#TheWrittenExplanation

But oftentimes temporary closures mean *permanent ones*.

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## #TheWrittenExplanation

In other words, Latinx businesses are more likely to go extinct than non-latinx,  
Which is concerning since they are part of the lifeblood of the American economy.  
So, let's *save them*.

#TheIdea

INTRODUCING  
**#Saving***Tienditas*

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## #TheWrittenExplanation

A film that raises awareness about the struggles *tienditas* are going through during this pandemic by leveling it up with known global issues like *endangered wildlife*.

The survival of *tienditas* are not only important to their latinx owners and their families, but also to entire communities that are built and sustained around them. So, we need to create an urgent call so people come rushing to help.

Let's give *tienditas* the place they deserve in our very busy agenda full of global issues.

#Saving*Tienditas*Film

[#Saving\*Tienditas\* Video Here](#)

#Saving\_*Tienditas*\_AVDN.pdf

## Keep Them Alive :60

**SUPER: Because of Covid-19, Latinos Tienditas are in high danger of extinction.**

We open on empty streets. What is left from quarantine and the COVID-19 crisis.

**SUPER: Due to Covid-19, Latinox Tienditas are in high danger of extinction.**

We cut to small business doors with *OPEN* signs hanging. As the signs get flipped to *CLOSED*, we hear gunshot, after gunshot, after gunshot. We then realized that businesses are getting permanently closed. In the background, we hear desperate breathing, like when an animal is just being killed and can't fight their wound anymore.

Everything goes black.

We cut to facebook reactions, emojis, hearts appearing on screens. Then we see people sharing stories, live sessions, hashtags, pages being clicked, stickers getting used, people buying stuff. In the background, we can hear a coming back to life breath.

We cut to see small business owners working as usual thanks to facebook capabilities. Heart and likes appear once in a while.

**SUPER: *Your support can make tienditas come back to life.***

***#SavingTienditas is in your hands***

***Like, share, #BuyLatinx***

**FB Logo**



**TIENDITAS:** *Little shops.*

***As define by the dictionary:***

1. Establishment in which any type of consumer product is sold.

***If there was a UrbanDictionary for LatinX:***

1. A hispanic small business known for being very local. In most of the cases taking front and center to gather communities / Establishment Very dear to people's hearts.
2. Honestly, where *chismes* and *chismos@s* come from.

## #BlackMercadito

Oftentimes, endangered animals are sold illegally in black-market auctions. While this is bad in the animal world, it's not that bad when our purpose is helping *tienditas* sell their stuffs.

So, let's host the first '*Black-Mercadito*' online auction where people will be able to bid on products coming from different *tienditas* that need saving. We'll create a special invitations only event where people can join enjoy the best *tienditas* in the market and get to discover new one to support.

All the money from the auction will go towards the stores.

## #TienditasHunters

Let's create a social content campaign where a host will go and hunt *tienditas* in the wild. We'll partner with those *tienditas* so they can be showcased in our series. And give up discount only to customers watching it live.

**#Thank*You*Gracias**