

**2019 U.S.  
HISPANIC  
YOUNG LIONS  
COMPETITION**

THE U.S. WILL BECOME  
**A MAJORITY-MINORITY**  
COUNTRY BY THE MIDDLE  
OF THIS CENTURY

LED BY A HISPANIC  
COMMUNITY THAT HAS  
**GROWN SIXFOLD SINCE 1970**  
FUELED BY A SEARCH FOR  
**THE AMERICAN DREAM**

-pewresearch.org

BUT WITH RACIAL UNREST ON  
THE UPRISE, WE BEGAN TO  
ASK OURSELVES WHAT THE  
**“AMERICAN DREAM”**  
EVEN MEANS.



SINCE 1828

the American dream

DICTIONARY

THESAURUS

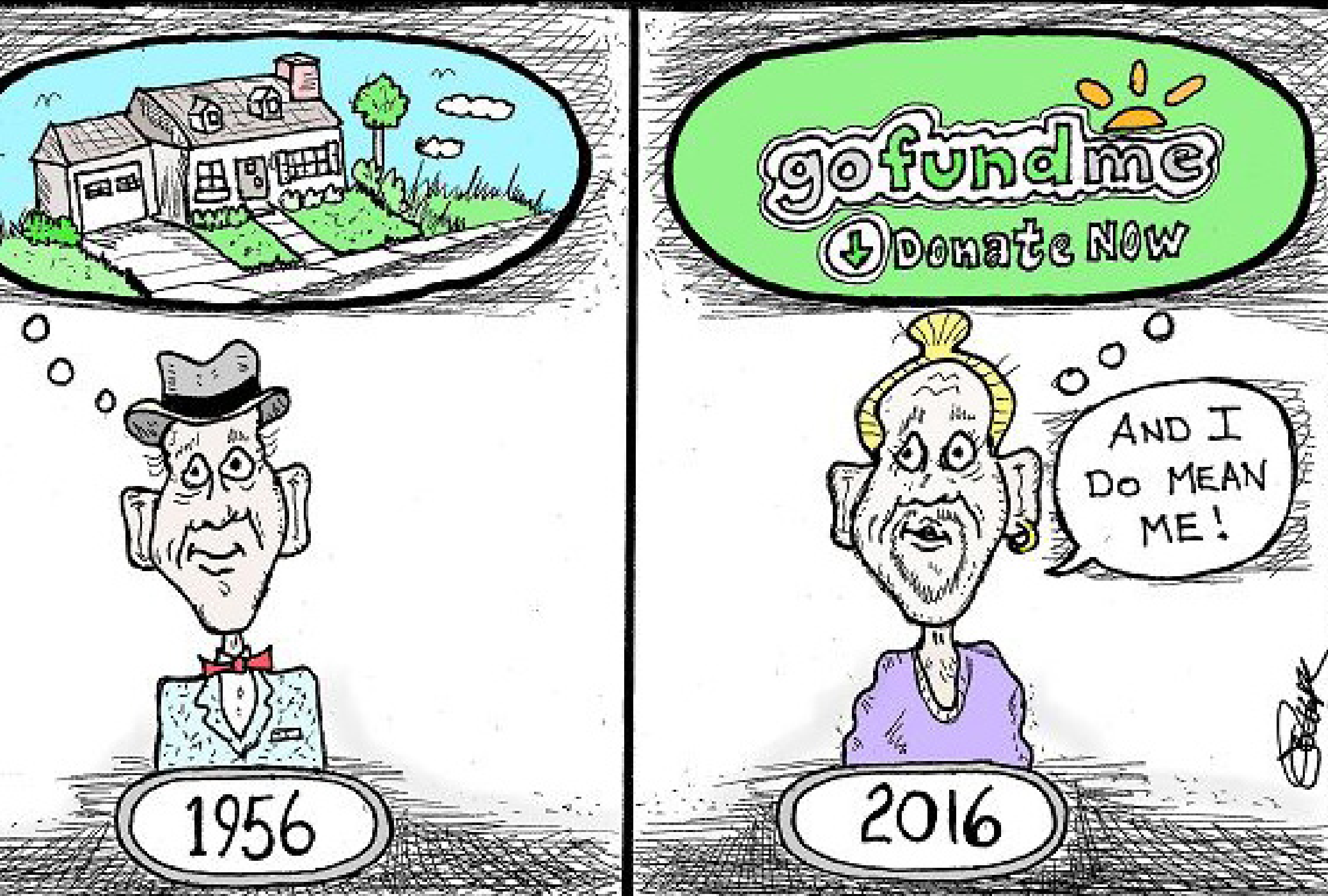
# the American dream noun phrase

variants: *or* **the American Dream**

## Definition of *the American dream*

: a happy way of living that is thought of by many Americans as something that can be achieved by anyone in the U.S. especially by working hard and becoming successful

// With good jobs, a nice house, two children, and plenty of money, they believed they were living *the American dream*.



THE AMERICAN DREAM

LIGHTLY ABOVE AVERAGE JOE- LICCAR GATEHOUSE MEDIA NEWS SERVICE

AND THAT'S WHEN WE REALIZED THE AMERICAN DREAM TODAY IS ANTIQUATED, UNRELATABLE, AND FLAT OUT CRAZY.

# BECAUSE THERE IS NO SINGULAR DREAM.

And because to this day,  
making your dreams come true  
isn't easy when as a Hispanic,  
the top is nothing. like. you.

# LACK OF REPRESENTATION

## DISCRIMINATION

- The percentage of Hispanics in Congress is just shy of 8%, despite Hispanics making up 58 million of the U.S. population.

- Over half of Hispanics in the U.S. say they have been treated unfairly because of their race or ethnicity.

- About a third of Latinos in America say they've been personally discriminated against when it comes to applying for jobs, being paid equally, or considered for promotions.



No wonder 4 in 5 second-gen  
Hispanics in the U.S. believe  
the American Dream is dead.  
Now, that's a problem.

So with 2020 elections ahead,  
how do we get young Hispanics  
to the polls with a renewed  
motivation based on an  
outdated belief?

We make the dream a  
whole new kind of crazy...  
a good kind of crazy...  
on the biggest platform for  
hispanics in the nation.



It starts with 2.65 million  
followers and a social frenzy.

 **Univision**   
@Univision

JUST IN: Dinosaur eggs discovered by team of Hispanic environmentalists in the Galapagos.

¡Más información próximamente!

9:02 AM 06 July 2019

**133** RETWEETS **1,170** LIKES

 **Univision**   
@Univision

Mexican scientist builds first successful time machine.

11:11 AM 06 July 2019

**224** RETWEETS **2,554** LIKES

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Cuban engineer from Miami creates the first flying car.

1:00 PM 06 July 2019

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133 RETWEETS 1,170 LIKES

¿Qué está pasando con Univision?  
-@fiorella

 **Univision**   
@Univision

Mexican scientist builds first successful time machine.

11:11 AM 06 July 2019

224 RETWEETS 2,554 LIKES

Has Univision gone crazy?  
-@james

 **Univision**   
@Univision

Cuban engineer from Miami creates the first flying car.

1:00 PM 06 July 2019

345 RETWEETS 5,201 LIKES

Jajaja what's up with Univision?  
-@ernesto

At the end of the day,  
we reveal the method behind  
the madness.



<https://youtu.be/65QIiwP77PU>



UNIVISION PRESENTS

VOTING

MAKES

LOCO

HAPPEN

#MAKELOCOHAPPEN

# VOTING MAKES LOCO HAPPEN

## #MAKELOCOHAPPEN

The American Dream used to be the collective force that brought Hispanics to the U.S. and kept their pride for the nation alive. Today, to young second generation Hispanics, the American Dream has lost its meaning and its once unifying power. Hispanics are the largest minority in the U.S., yet statistics show that Hispanics feel their path to achieving their goals is clouded with discrimination and underrepresentation. Voting Makes Loco Happen is a

campaign that looks to the future of our growing community, showing young Hispanics that voting is the gateway to giving all Hispanics the power to reach their fullest potential. It challenges young Hispanics to revive and transform the American Dream to be their own. It's a renewed rallying cry, showcasing how even the wildest, most outlandish dreams can one day be made possible by a community that votes.

-CNN.com

Here's where we take  
the **madness.**

# Underwater train from Miami to Colombia available starting 2030

Not a real headline. But it could be.  
Pledge to vote at [VotaConmigo.com](http://VotaConmigo.com)  
**#MakeLocoHappen**



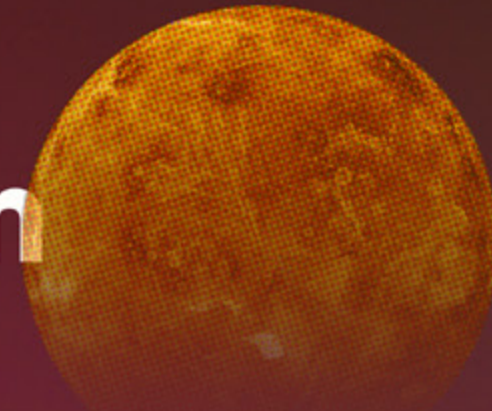
# Plastic = USD

thanks to National Hispanic Leadership Agenda



Not a real headline. But it could be.  
Pledge to vote at [VotaConmigo.com](http://VotaConmigo.com)  
**#MakeLocoHappen**

# All Female Team of Hispanic Astronauts Leads First Mission to Venus



Not a real headline. But it could be.  
Pledge to vote at [VotaConmigo.com](http://VotaConmigo.com)  
**#MakeLocoHappen**



# THE PARTNERS

In partnership with Unidos US, NALEO, and Voto Latino, we'll revamp Univision's existing Vota Conmigo website to host one unified source of information and action. With a simplified user experience in our campaign's punchy color palette, the site will feature four main calls to action:

- Who's Running?
- Where Can I Vote?
- Register to Vote
- Take the Pledge

We'll also feature a #MakeLocoHappen IG feed that populates off users' content at the bottom of the page, showcasing the campaign's latest snapshots on social. The hero image of the website will feature the biggest source of excitement, which leads us to our next slide.

PLEDGE TO VOTE ON  
**VOTACONMIGO.COM**

& YOU CAN HAVE A CHANCE TO

**VOTA CON**



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#MAKELOCOHAPPEN CONTEST



# THE EXPERIENCE

Across all media, we'll incentivize young Hispanics to take the pledge with a contest giving them the chance to win something **crazy**. Your pledge to vote automatically enters you in the running to win one of five VIP parties outside your polling station with JLo, Pitbull,

Camilla Cabello, Enrique Iglesias, or Demi Lovato. Once you sign up, you'll be able to send a referral link to friends via text and email. For every referral you send that takes the pledge, you'll earn an extra entry in the competition.

# PAID BUZZ

We'll run sponsored posts and stories across Facebook, Twitter, and Instagram targeting young Hispanics.

Our approach:

- Leverage the same type of artwork and messaging we previously displayed. With eye-catching art and outlandish headlines, our sponsored posts will act as a gateway to click and direct consumers to our pledge site.

- Run ads promoting our #MakeLocoHappen Contest, putting our five celebrities front and center.
- Create promoted Snapchat and Instagram filters that put you on the cover of a magazine featuring positive, quirky headlines.

# ORGANIC BUZZ

We'll create dedicated Voting Makes Loco Happen social pages across platforms.

Our approach:

- Continue to catch attention with posts featuring quirky headlines with outlandish artwork.
- Partner with prominent Hispanic influencers LeJuan James and Lele Pons to create original skits promoting the #MakeLocoHappen campaign, while linking to pledge site.
- Post video clips of our Univision reporters interviewing young Hispanics in colleges across the nation, asking them what their wildest dreams are, what the American Dream means to them, and how the idea of the American Dream has transformed.
- Post quick preview clips of Hispanic celebrities being interviewed in our Voting Makes Loco Happen video series on Univision's YouTube channel.

# YOUTUBE

We'll drive traffic to Univision's YouTube channel by creating a Voting Makes Loco Happen video series.

Each video would interview a popular Hispanic celebrity in the Spanish language, asking them to divulge their wildest dreams. We'll pose questions such as "What did you want to be as a

kid?" "Why do you think it's important to vote?" "What does the American Dream mean to you?" and "How do you think voting leads to dreams coming true?"

Each video would end with the celebrity asking viewers to pledge on our site.

# THE SCREENS

Voting Makes Loco Happen lends itself to punchy artwork and quick-hitting copy. We'll use this to our advantage across TV commercials, in-show capsules, and pre-roll ads. Just like our artwork examples, we'll multiply the catchy scenarios across the commercial and digital space.

Think "Hispanic marathon runner smashes world record time" disrupting

¡Despierta América! only to end with "Not a real headline. But it could be. Voting Makes Loco Happen." To promote voter registration, we'll also create ads where our five featured celebrities are the subjects of more bizarre scenarios with similar copy. Imagine JLo floating in space and Pitbull swimming with mermaids. Every video ad would tie the **crazy** to the **vote**, pushing viewers to pledge on our site.

# NUTS FOR NATIVE

To generate awareness on the importance of young voters, we'll leverage native ads on sites that the younger Hispanic demographic frequents:

- BuzzFeed's Quizzes page presents the perfect platform to speak the language of our target demographic. Keeping in mind that 96% of users complete sponsored quizzes, we'll

be able to hone in on the comedic value of this campaign while reaching a wide audience. A few quiz examples:

- Build your dream celebrity ballot and we'll tell you what you'll be doing in 2050.
- Create an alternate universe and we'll predict which Latin trap hottie you'll marry.

## NUTS FOR NATIVE PT. 2

Partnering with popular content sites amongst young Hispanics like MiTú, Refinery29, Broadly, and The Cut, we'll push native articles that interview young Hispanics who are achieving greatness in their community, asking them what

the American Dream means to them, how the concept of the American Dream has transformed today, and why it's so important to vote if we want to see success within the Hispanic community as a whole.

# REACHING ROOTS

To get the community involved with grassroots efforts, we'll point our focus on up-and-coming hipster areas across the country. In areas like Miami's Wynwood, Chicago's Wicker Park, and Atlanta's Cabbagetown, we'll partner with graffiti artists to create live graffiti art in our campaign style - depicting

fictional Hispanic characters achieving bizarre greatness, along with catchy headlines. Every mural will feature our pledge site URL. To add to the outreach, we'll gather volunteers to stand nearby the graffiti with iPads in hand, asking passersby to pledge to vote on the spot.



# REACHING DEEPER

To reach our target audience further, we'll partner with Hispanic clubs and organizations at universities across the nation to organize think sessions and special events. We'll send reporters from Univision to various universities to host the sessions, inviting students to have an open discussion on what challenges they face as a Hispanic,

how the meaning of the American Dream has shifted, and why they believe voting leads to a stronger community. Similar to our graffiti events, our University events will be supported by volunteers spreading the word about our contest, and inviting attendees to register/pledge to vote on the spot.

# REFERENCES

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GRACIAS .  
THANK YOU .