

U.S. Hispanic
Young Lions 2022



YOUNG LIONS COMPETITIONS



Cultural context / explanation

The expression “open for business” has always been used in physical retail stores.
In the metaverse, shopping won't be limited to open/closing hours.



Written Explanation

These are tough times to be a Latino small business owner: Loan inequality from banks, slow post-pandemic recovery, supply-chain shortages. Against all these limitations and more, tools within Meta offer them the brightest opportunity for growth: To be open for business, all the time.



A short summary of what happens in the film

Even after the physical world is done with business for the day, the Metaverse offers latinos the possibility of always staying open for business.



Script

The film opens on several small businesses turning their lights off after their operating hours are done for the day. It's time to go home.

SUPER: WHEN SOME LIGHTS TURN OFF AT NIGHT

Inside a living room, an Oculus box is opened, the headset lights turn on.

SUPER: OTHERS TURN ON.

Cut to outside shots of apartments. Those that light up through the windows show colorful beams resembling the Meta icon and the endless opportunities for small businesses inside the metaverse.

Final cut to a prominent window casting the blue beaming light. Punchline, Meta logo and call to action appear.

SUPER: STAY OPEN FOR BUSINESS

META logo appears

SUPER: Learn more at meta.com/business



Thank you!
