

#VOTACONMIGO



UNIVISION®

INSIGHT:

Many older generations of Hispanics have lived in this country for decades, yet they are unable to vote. However, their children who were born here do have the opportunity to vote in the 2020 US Election.

SOLUTION:

Help younger Hispanics realize that when they're voting, they are giving a voice to their parents and relatives who have worked hard in this country for years, yet haven't been able to voice their opinions.



FOR YOUR FAMILIA

#VOTACONMIGO

EXPERIENTIAL EXECUTION:

We'll create special ofrendas at Dia de los Muertos festivals around the country (the week before election day). These ofrendas will feature family photos, where each relative's photo has their mouth covered in tape, representing their voicelessness.

Branded materials will be given to passersby to explain the importance of voting, and what it means to your family and especially past generations. They will also be given information on how to register to vote and where to find the nearest polling place on November 2nd.



OUT OF HOME & PRINT:

We'll create an outdoor campaign using a photo series and our message #VotaConmigo.

DIGITAL:

We can create a photo filter app that allows you to upload or take a photo of yourself, and the app will put an X over your mouth, and even make you look older. You can then share the photo on social media with #VotaConmigo.

