

2021 U.S. Hispanic  
***Young Lions***

# ***THE CHALLENGE***

If you were Facebook, what would you do to help LatinX businesses be found by the people who will love what they do?



# ***CULTURAL INSIGHT***

It's no secret Hispanics love to serve and treat everyone like family. Making it a no brainer to pursue entrepreneurship in its most purest form and as an act of selflessness.




# ***CREATIVE INSIGHT***

Small business owners face unavoidable, modern-day challenges when trying to reach an audience. As people wade through an endless barrage of content, small businesses without the time or means for paid promotions are left at the mercy of an ever-changing feed and algorithms.

# ***THE IDEA***

Using the power of digital spaces and technology that are already elevating the real world with virtual experiences, we will give consumers new ways of discovering and exploring these Latinx-owned small businesses.



***CREATIVE  
EXECUTIONS***

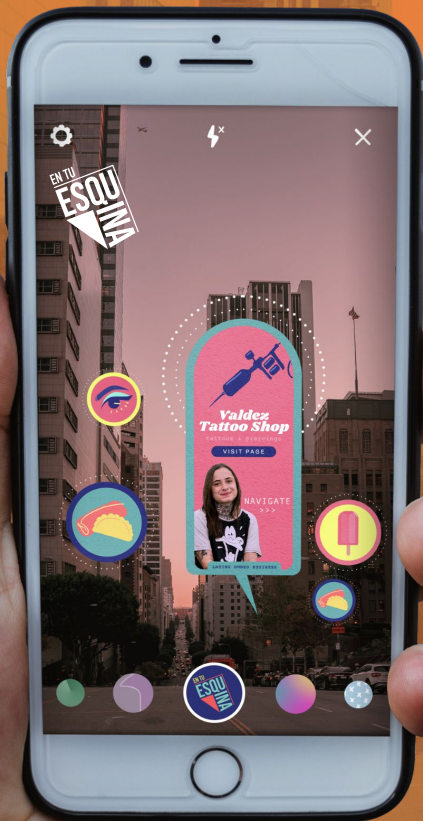
EN TU  
ESQU  
ANIL

*(At Your Corner)*

# AUGMENTED SHOPPING

Using the power of AR and geo-tracking, we'll create a filter that puts a spotlight on local small businesses that may otherwise be missed.

Icons indicating the types of businesses will expand to reveal more about the business in question and lead users to their pages or directly navigate them.





# MURAL

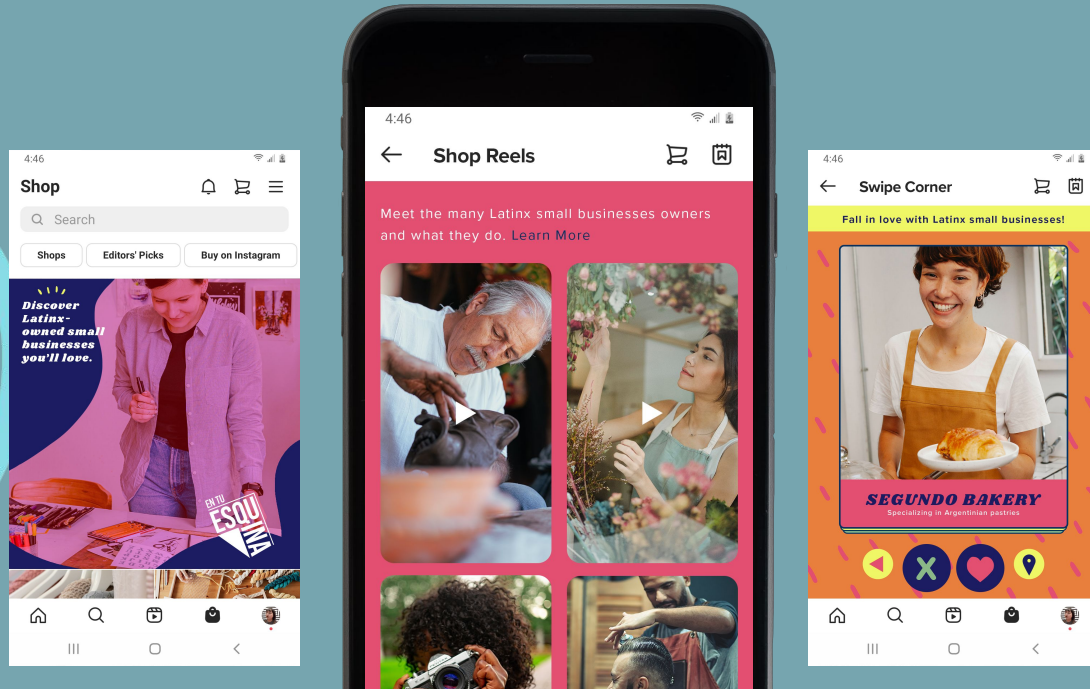
We will partner with Latinx artists in cities across the country to create murals that portray small business owners. Passersby will be able to hold up their phone and bring these murals to life and learn about these local gems.

Video previews will also appear and lead users to discover even more including exclusive offers.

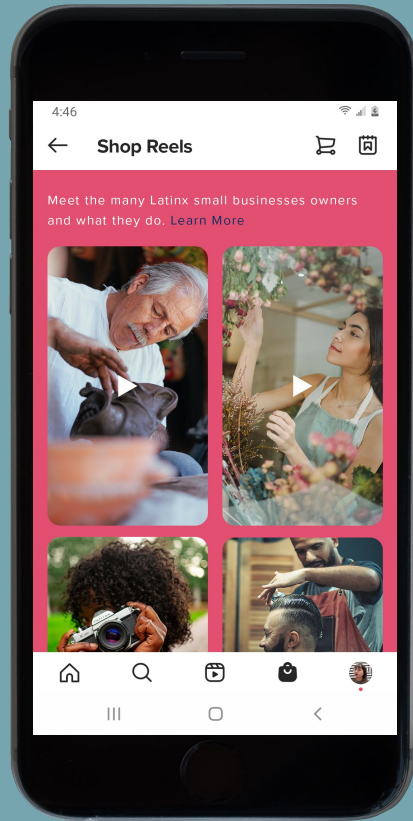
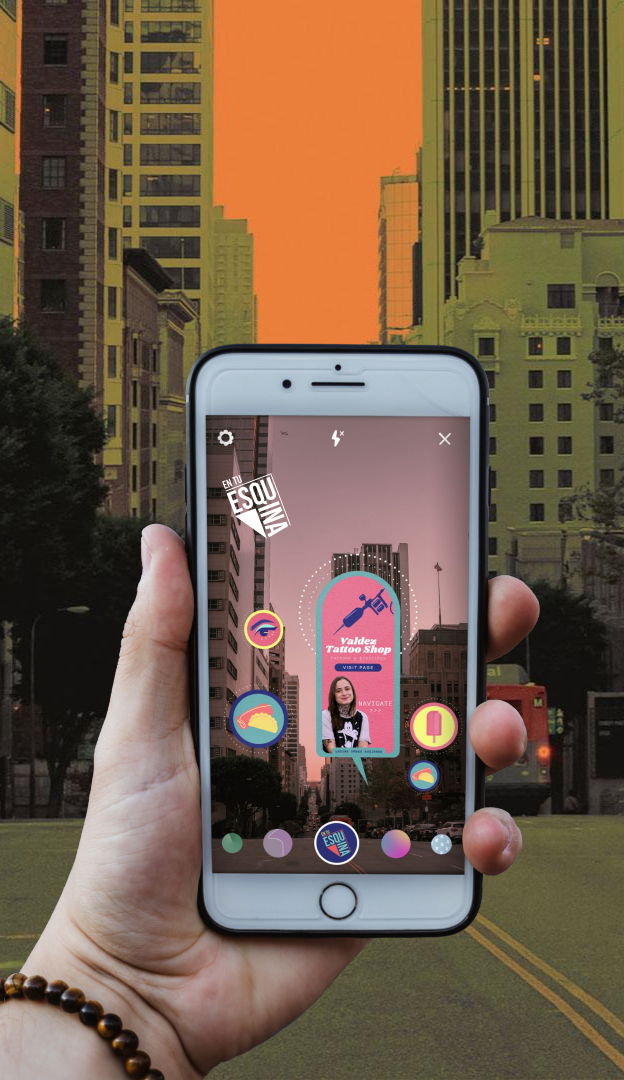


# THE SHOP CORNER

We'll leverage the Instagram Shop tab to feature Latinx-owned small businesses. Consumers will be able to discover these shops and services in unique ways including weekly video features via Reels and a playful “Swipe Right” style module that lets them “meet” different Latinx businesses.









***THANK YOU***



FACEBOOK     

# ***Four-Part Written Submission***

## **Campaign Summary**

“En tu Esquina”— or “At Your Corner”— is a reminder of the shops and services out there just waiting to provide truly personal and authentic products and experiences, sometimes just around the corner. It’s also a reflection of a culture that values community and having each other’s backs, so in a time where these businesses are struggling to be seen, this campaign will bring them to the forefront.

There’s already a huge interest by consumers to shop small, but discovering what they’re looking for often either falls on a lucky find or relies on word-of-mouth. The “En tu Esquina” campaign bridges consumers and Latinx-owned small businesses by highlighting them in engaging ways, both locally and virtually.

Latinx small business owners work tirelessly to make their dreams come true, so we will give them the spotlight they deserve, connecting them to the people who will love what they make or do.

## **Creative Insight**

### **How can creativity help solve the problem using social media platforms and technology?**

There are endless ways for businesses to take advantage of social media and technology, but small business owners are still battling factors like algorithms. The sheer amount of daily content consumers are wading through on an ever-changing feed makes it difficult to rise to the top, but paid promotions are not always financially possible for a small business.

Many of these Latinx-owned small businesses still rely on traditional means like foot traffic and word-of-mouth. Hole-in-the-wall shops or niche services can get overlooked, especially with so many chain and big-name stores being the go-to’s.

We have the opportunity to use social media and technology to put the spotlight on these businesses. With eye-catching and colorful graphics that reflect the vibrancy and authenticity of the Latinx community, we will be able to get consumers excited to engage with Latinx-owned small businesses on both a local level and across the digital space.

# ***Four-Part Written Submission***

## **Solution**

### **The platforms, technology, and tools used and why**

With its inherent connection to small businesses, we focused on Instagram as our main platform. The Shop tab is already a space for people to find unique products, but we saw a huge opportunity to leverage this to feature struggling Latinx-owned businesses who might otherwise get lost in the shuffle of algorithms and SEO.

Including unique features to enhance this solution was also key. Adding Reels features makes it easy to get to know the business on a personal level, while the “Swipe-Right” module taps into a modern form of finding “The Right One” to pique consumer’s interest even more.

We also focused on Stories’ filters that provide consumers unique ways to engage with the real world around them using the power of AR. Users love exploring filters that enhance their experiences in real life, making it a great tool to connect them to these businesses on a local level.

## **How it will work**

### **How does it work? How will the digital solution help answer the brief and solve the problem faced by the client?**

This campaign takes advantage of already engaging digital tools to truly get these small businesses in front of potential customers’ eyes. Acknowledging the reality Latinx small business owners are facing daily as well as the reality they face across an ever-changing digital space, we will be able to drive both digital traffic to their business and highlight them locally.

These solutions leverage existing features and enhance them in fun and engaging ways to really draw people in. They provide a chance to take consumers beyond just a “virtual window shopping” experience, and at the same time give these small businesses a chance to be seen and discovered.

Across all these executions, our goal is to highlight these struggling businesses in ways they may not otherwise have the means to, so they can connect with the people who will love all the personal, authentic, and amazing things they have to offer.