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THE PROBLEM

Hispanic-owned businesses have been hit the hardest by the economic effects of the Covid-19 crisis. Yet due to a disparity in institutional funding access, they've been struggling to get the financial support they need to rebound.

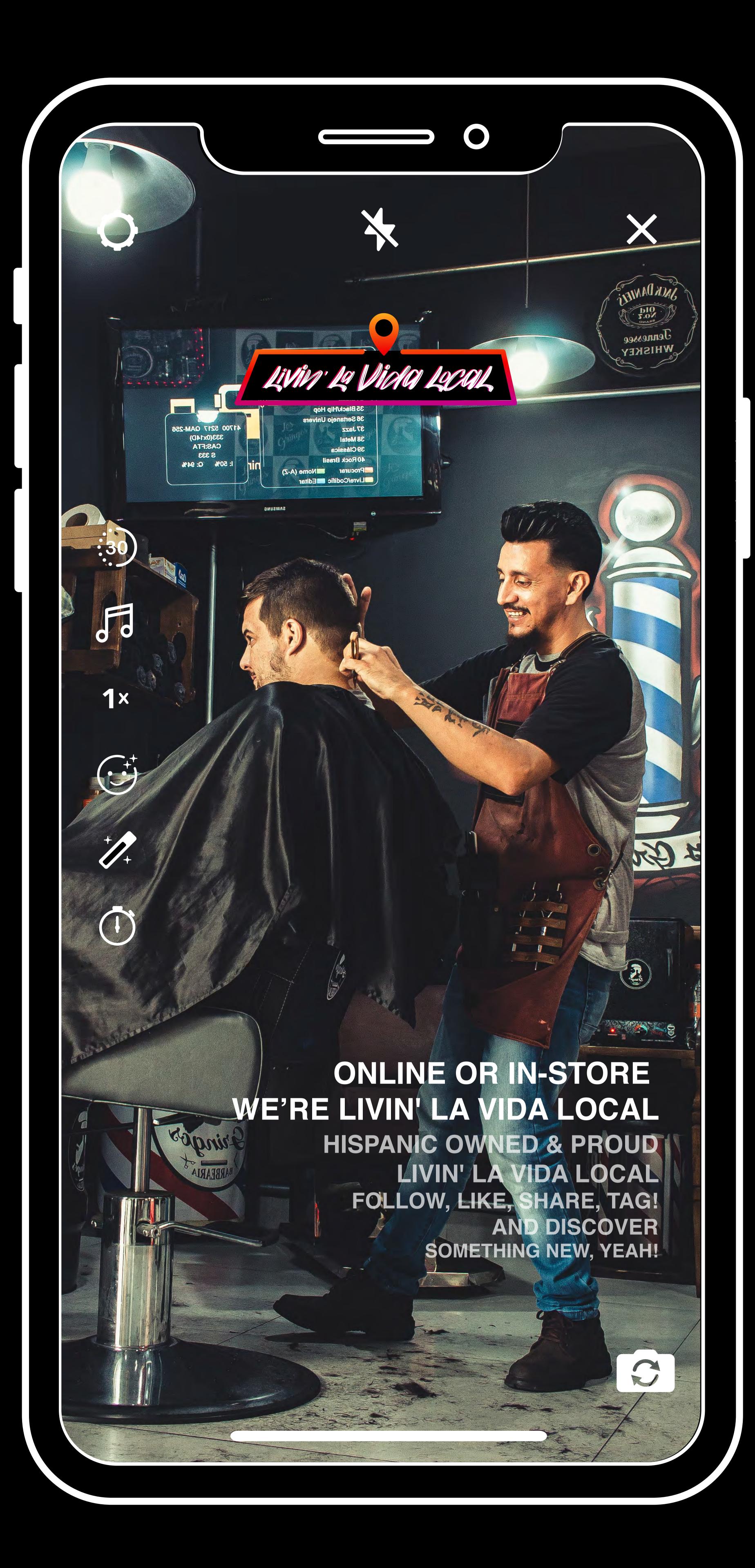
THE SOLUTION

We'll harness the power of creativity in the digital world and help these resilient entrepreneurs attract new local customers, more sales, and most importantly a community that loves what they do and wants to help them get their groove back.

THE IDEA

A social media movement to rally U.S. audiences to explore and support local Hispanic-owned businesses.





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HOW IT WORKS

REELS RALLY. To lautnch this movement, we'll leverage the all-instrumental version of the original pop phenomenon, "Livin' La Vida Loca" that's available on Instagram's **Music Library** and partner with hispanic business owners across the country to create catchy **Reels-based** #LivinLaVidaLOCAL rally content.



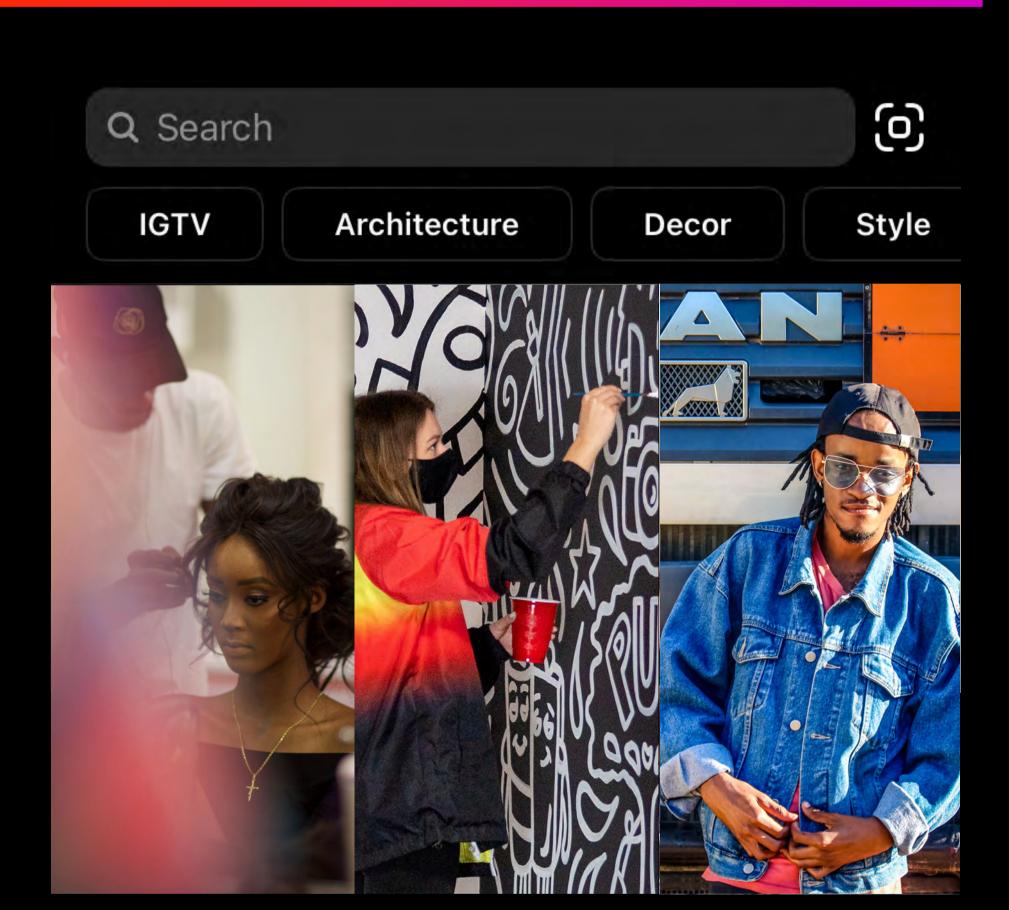
As this movement takes off, other Hispanic entrepreneurs can tap into their own creativity and **Reels Remix** feature to sing along and get in on the local business-driving fun.

Consumers can also "Live la vida LOCAL" by using our **Hashtag** or custom **Stories Sticker** and sharing the Hispanic-owned businesses they love to support in their own neighborhoods.



DISCOVER LA VIDA LOCAL.

We'll dedicate an entire week of the **Discovery Page** to a Hispanic-owned business takeover. During this time, we'll also leverage **Explore Guides, Editor's Picks, Highlighted Shops**, and create a new **LatinX Tab** to feature these businesses and encourage new customer acquisition.



LATINO LINK-UP. There's nothing better than building a mutually-beneficial community to help lift one another up. Let's link Hispanic-owned business that need a little extra support navigating social media and content creation with U.S. Hispanic influencers who represent a similar industry.

The business owners can benefit from the first-hand content mentorship and added reach via their influencer. The influencers can build business relationships within their specific niche and bring local value to their social media audiences. And both parties can enjoy all the benefits of building passion-based communities together. Now that's a win-win-win.



THANK YOU



