



REMEZCLA



# AIMM Growth Fronts Presentation



Remezcla is a certified minority owned business enterprise.

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# Meet The Team



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Latinx Publisher. Culture Agency. Entertainment.



Remezcla is a certified minority owned business enterprise.

# The Opportunity, A Culture Shift

We are in a moment in time where cultural conversation and exchange are becoming the norm. The majority of the population is blending lifestyles and interests inclusive of other cultures around them.

A youth-led multicultural majority has brought diversity & inclusion to the forefront of community and society.

**AN ERA OF CULTURAL INTERSECTION & REPRESENTATION.**

**REMEZCLA**

For over 15 years we have been an independent source for authentic Latinx culture and entertainment.

Latinx founded, owned and operated media & entertainment company.

A remix of Latin culture (Remezcla means Remix)

A fresh vision of Latin culture: ambicultural & urban lifestyle.

# Our Company: Diversity from Within



## HIGHLIGHTS

- **Staff:**

Female 70% / Male 30%

- **Ethnicity:**

All (100%) Remezcla  
Employees are of  
Hispanic-Latinx Descent

- **US States:**

California, New York,  
Florida, Texas, Illinois

- **Ownership:**

Remezcla is a Certified  
Minority-Owned Business Enterprise

- **Countries of origin include:**

Argentina, Brazil, Colombia, Cuba,  
Dominican Republic, Ecuador,  
México, Panamá, Puerto Rico,  
Venezuela

## REFLECTED IN OUR AUDIENCE



# 52

WOMEN



# 48

MEN

# OUR PLATFORM: A Different Type of Partner

We are a culture platform that can leverage its unique expertise on lifestyle and culture to create innovative ways to solve complex marketing challenges

## The Publisher



The most innovative content publisher for young US Latinos.

## The Agency



Award-winning advertising agency.

## The Network



Remezcla's entertainment network includes influencers, event and festival properties.

# Our role in culture

To change the way the world perceives Latinx cultures through thought leadership, creativity, and cultural innovation

**We don't just talk about it. We're doing it.**





WHAT THEY  
LISTEN TO

# Our Editorial Voice

## CULTURE



## MUSIC



## FOOD



## FILM & TV



## SPORTS



Our robust culture vertical covers everything from art to fashion, politics and breaking news.

Our music section covers emerging artists, music movements and the evolution of the Latin music landscape.

We curate local Latin food guides and in-depth pieces that focus on the people and the nuances behind different Latin cuisines.

Remezcla is the first to cover emerging Latine actors and directors in the film scene and we continue to be the #1 destination for this content.

We focus on the off-the-field narrative and cultural interactions of sports.

# What's coming in 2023

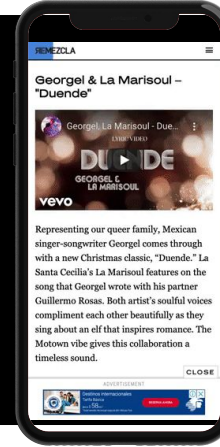


## New Hosts & Fresh Social Video Series

We'll be hitting the streets with new Remezcla hosts and will be launching diverse short form content vertical videos series.

## Launch of Remezcla Films

We'll be expanding our production studio capacity, partnering with Latine directors to produce short docs and and brand films.



## Expanding Media Offering

Growing industry partnerships to offer CTV and audio media.



## New Experiential IPs

We'll be launching diverse event and experiential experiences that activate Latine creators in culture. Creator Roundtables, dinners and more.

# We Don't Just Document Culture, We Create It

1

**REMEZCLA Studios** | **REMEZCLA HOUSE**  
IN THE DESERT

2

**REMEZCLA MEETS** | **REMEZCLA iDímelo!** | **REMEZCLA nuevonoise**

**2023 Key Tentpole Events:**  
Latin Billboards | Latin Grammys | HHM | Art Basel

**Evergreen Music, Food, Culture Sponsorships**  
Video Series | Festival Guides | Culture Lists | New Music Lists/ Artists

3

#OurHeritageMonth | Culture Lists | Nuevo Noise | New Music Fridays | Remezcla Meets

4

**Sponsored & Customizable HHM Programming**  
Our Heritage Month | Culture Lists | Nuevo Noise | New Music Fridays | Remezcla Meets

**2023 Q1-Q2 Creator Roundtables & Content Series**  
Women's History Month | Afro Latinidad | Indigenous | LGBTQ+

# How To Partner with Us



Media



Talent & Influencer Partnerships



Innovative Sponsored Editorial & Social Content



Consumer Experiences  
(Digital, Virtual, Live)



Branded Content



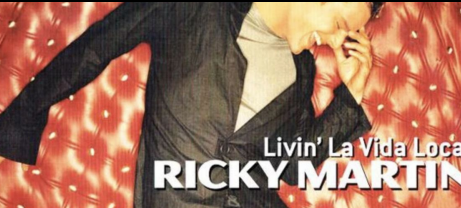
# We approach Latinx Culture Differently.

## LESS ENABLING STEREOTYPES

For many brands & publishers Latinx culture takes on stereotypical approaches:



**Heritage Centric**  
Latinidad centered around heritage & root traditions - a vision centered around the past.



**Monolith Mainstream**  
Embrace 90s and early 00s "US Cross-over" mainstream culture based on assimilation and immigrant narratives.



**Bicultural Insights & Pop-Culture**  
"Novela" pop-culture, chancleta insights and spanglish narratives. Formulaic bi-cultural POV.

## MORE CHAMPIONING OUR CREATORS

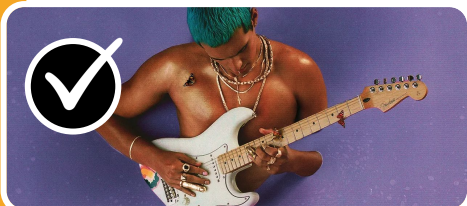
Our vision is distinctive - for us Latinx is young, emerging and forward looking.



**Progressive**  
Looking to champion the future of Latinidad while respecting our past.



**Diverse**  
Championing our own diversity and elevating representation.



**Creative empowerment**  
Elevating our most interesting musicians, creators and talent.

We partner  
to create work that  
makes an impact  
for brands and the  
culture.



# Our Work and Partnerships Stand On Their Own



  
ANA MULTICULTURAL  
EXCELLENCE AWARDS  
**2021  
EXCELLENCE  
GRAND PRIZE:  
AUDIO**

  
ANA MULTICULTURAL  
EXCELLENCE AWARDS  
**2021  
CATEGORY  
AWARD:  
SMALL BUDGET**



  
ANA MULTICULTURAL  
EXCELLENCE AWARDS

**2021  
CATEGORY  
AWARD:  
EXPERIENCIAL**



  
ANA MULTICULTURAL  
EXCELLENCE AWARDS  
**2020  
EXCELLENCE  
GRAND PRIZE:  
AUDIO**

  
ANA MULTICULTURAL  
EXCELLENCE AWARDS  
**2020  
EXCELLENCE  
GRAND PRIZE:  
HISPANIC**

  
ANA MULTICULTURAL  
EXCELLENCE AWARDS  
**2020 EXCELLENCE  
CATEGORY AWARD:  
DIGITAL & SOCIAL  
MEDIA**



**CHINO-LATINO  
FOOD**  
**2019 WINNER:  
SOCIAL VIDEO  
EDITORIAL**

**REMEZCLA OPEN  
ESTUDIOS**  
**2021 HONOREE:  
VIDEO, DIVERSITY &  
INCLUSION**



**2019 SHORTLIST  
RADIO & AUDIO:  
CUSTOM CONTENT**



**2019  
FINALIST VIDEO:  
INTEGRATED CAMPAIGN**



**ESPN DEPORTES:  
SUPER TAZÓN**  
**2019 Silver Clio Sports: PR  
2019 Silver Clio Sports: Integrated Campaign.**



+



How can we partner in a big way to innovate culture and marketing?

Together we can explore how to fulfill Horizon marketing objectives while making a meaningful impact For the Latinx Culture

- 1** | Elevate emerging Latinx creators succeed in the mainstream (Digital & IRL)
- 2** | Create more Latinx representation
- 3** | Eliminate Latinx stereotypes in USH marketing

# 2022: Q3-Q4 Partnership Highlights



**Remezcla + Target**  
 Innovative brand partnership to boost in visibility of 4 Latine-owned brands distributed at Target.

TEASER



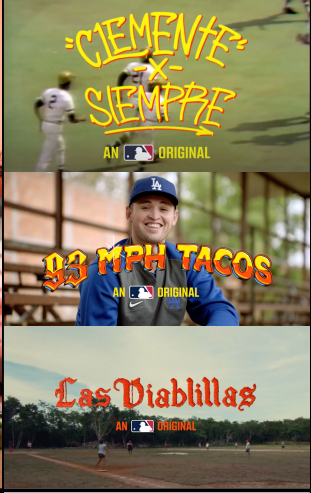
**Future Legends,**  
 an all social series that champions the next gen of Latinx legends who are leaving their mark.

VIDEO



**Savory Roots,** deep dive into the cultural roots of Latin American traditional sauces and pair them up with toppings on Ritz crackers.

EDITORIAL



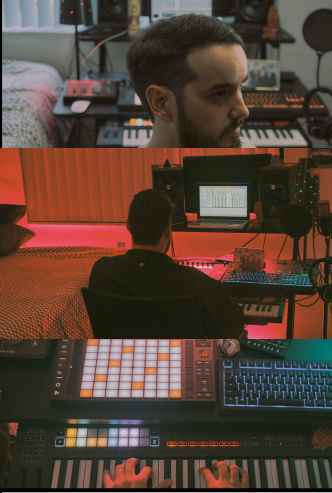
**Fuera del Ballpark**  
 -An original MLB short docu series that traverses Latin America finding baseball subcultures & untold stories beyond the field.

TEASER



**Alta Sinfónica,**  
 a cultural platform that champions the convergence of Latinx music into new expressions.

TEASER



**Bedroom producers,**  
 A series that meets emerging Latinx musicians who are creating the next big beats and music directly from their homes.

EDITORIAL

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**Thank you.**

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# Appendix

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# Remezcla Reaches & Engages the Most Authentic Ambicultural Audience.



**52**

WOMEN



**48**

MEN

RELATIONSHIP  
STATUS.



Single

**38%**



In a  
relationship

**16%**



Engaged

**43%**

CORE DEMOS

**121** Index.

HA18-34

**93%**

21+ LDA

DEMOGRAPHICS

HHI.

**75k+**

Education

**65%**  
College  
Grad

Language

**265** Index  
English  
Preferred

**149** Index.

Black/African-  
American

**110** Index.

CHILDREN IN HH

TRAFFIC  
SOURCES.



Social (fb)

**23%**



Search (Google)

**64%**



Direct

**13%**

Source: Google Analytics, Comscore and Facebook Insights

“Remezcla is my go-to for intellectual credibility of Latin pop culture & community. It’s refreshing and innovative”

Source: Google Analytics, Remezcla Proprietary Audience Survey



**2MM+**

Uniques  
per month



**3MM+**

Monthly page  
views



**3:40**

Avg. time spent  
*2x industry standard*



**1.2MM+**

Social Followers

# Audience Demographics by Channel



**2M MUV**



**1M followers**

**Monthly Reach: 2.3MM**



**135k followers**

**Monthly Reach: 700k**



**30k subscribers**

**Monthly Reach: 50k**



**70k followers**

**Monthly Readers: 600k**

18 - 34    56%

35 - 54    39%

55+    5%

18 - 34    62%

35 - 54    33%

55+    5%

18 - 34    60%

35 - 54    38%

55+    2%

18 - 34    75%

35 - 54    24%

55+    1%

Note: Demo breakdown NA for Twitter as audience insights no longer unavailable since january 2020. Monthly readers is a proxy as Twitter doesn't provide reach.

**48% Men - 52% Women**

**45% Men - 55% Women**

**35% Men - 65% Women**

**77% Men - 33% Women**

**M/F SPLIT NA**

Source: FB & IG (Facebook Business Manager), Twitter (Twitter Analytics), YouTube (YouTube Studio), O&O (Google Analytics)



# Award Winning & Top Performing Partnerships




## BELLEZA REMIX

Content platform that celebrates Latine beauty and journeys through the diverse Latin cultures, countries, subcultures, races to explore everything from ancestral beauty rituals to the cultural richness of diverse hairstyles. [TRAILER](#)

### Top KPI

>14% Engagement Rate




## NEW CALLE

360 program that leveraged an icon in the genre, De La Ghetto, and tapped an artist from 5 winning cities to collaborate on an original brand song and a new anthem for the streets. A winning fan gained iconic access, attended the video shoot and received producer credits. [MUSIC VIDEO](#)

### Top KPIs

>10% Engagement Rate  
256M IMP including PR





## REMEZCLA STUDIOS

During the 2021 Latin Billboards in Miami we partnered with Cheetos for a experiential activation to celebrate their "Deja Tu Huella" and Adidas bad bunny merch collection. [VIDEO](#)

### Top KPI

+10 points for brand affinity via  
Nielsen BCE study

# Some of our recent partnerships



## REMEZCLA MEETS

Series of editorial profiles of gamers drawing parallel gaming expertise to TurboTax Tax expertise. The series successfully engaged with young Latinx audiences during tax season.

[LINK](#)

**Top KPI (social video)  
VCR 5x above benchmark**



We partnered with nail artist [Juan Alvear](#) to recreate Saweetie's McDonald's order as an abstract and artistic acrylic nail set to celebrate the partnership.

[VIDEO](#)

**Top KPI  
CTR 4x above benchmark**



## NUEVO NOISE

Through our program that highlights emerging artists each month we partnered with Lexus to follow an emerging musician on a journey to a live performance.

[LINK](#)

**Top KPI  
CTR 4x above benchmark  
VTR 5x above benchmark**