

A man in a blue hoodie and dark pants is performing on a stage, holding a microphone. The stage is lit with vibrant blue and purple lights, and there is a thick layer of smoke or fog. In the background, other people are visible, some looking towards the performer. The ceiling has a complex, geometric structure. The overall atmosphere is energetic and modern.

REMEZCLA



Remezcla is a certified minority owned business enterprise.

Award Winning & Top Performing 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**

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](#)
[GENAI](#)
[EDITORIAL](#)

Top KPI
>14% Engagement Rate



NEW CALLE

360 program that leveraged an icon in the genre, De La Ghetto, and tapped an original 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](#)
[EDITORIAL](#)
[BTS](#)

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