

CASE STUDIES

M E C E N A S

COCINA

GAMERGY

Starpicks[★]

MEDIA (RETAIL)

Product:
Media

M-CENAS
MEDIA

PREMIUM MEDIA

Surpassing Digital Retail benchmarks (DV Metrics)

+7.9%

Viewability on CTV video

97.9% vs 90% industry standard

+11.4%

VCR on online video

86.4% vs 75% industry standard

1%

IVT on video

Vs 2-3.5% industry standard

Formats

- Online video
- CTV video
- Sponsorship
- Display
- Shoppable

Strategies

- Contextual
- Behavioral
- 100% SOV branded

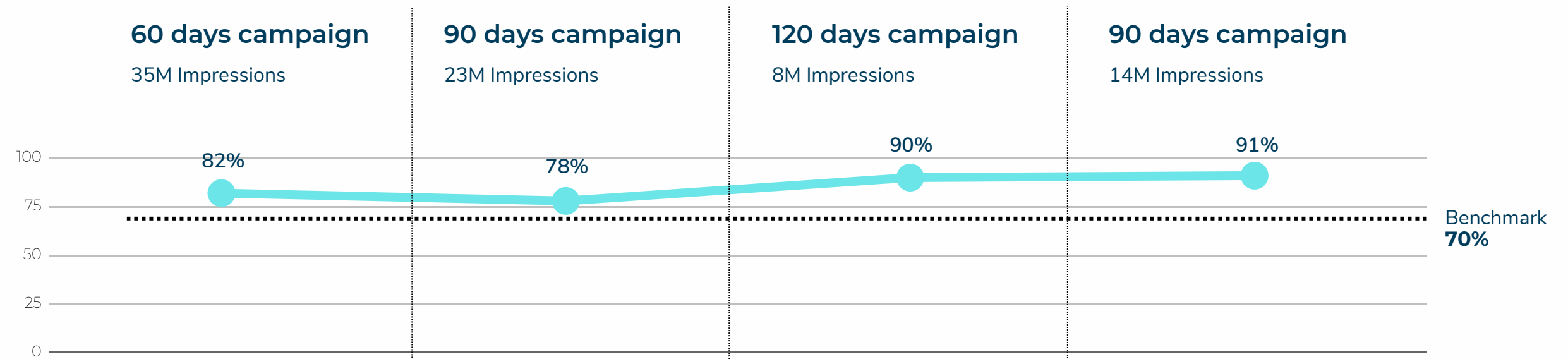
35.3M impressions delivered on target

9%

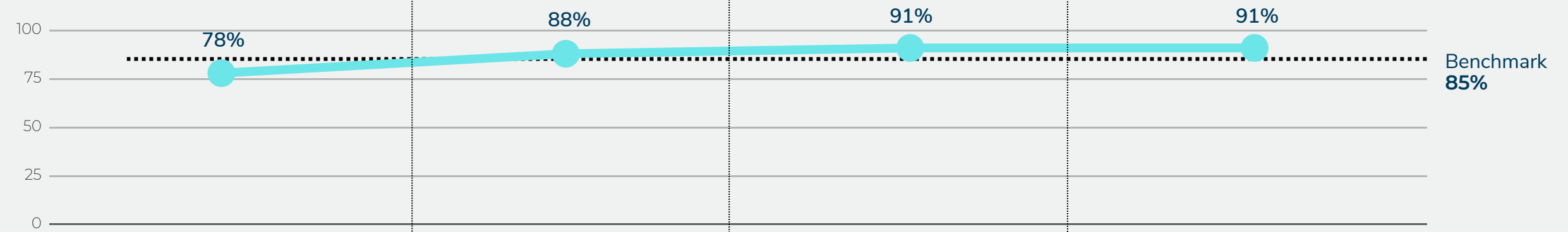
Over delivery
(35.3M vs 32.5M promised)

Mecenas Media - RETAIL CLIENT - Beating industry benchmarks

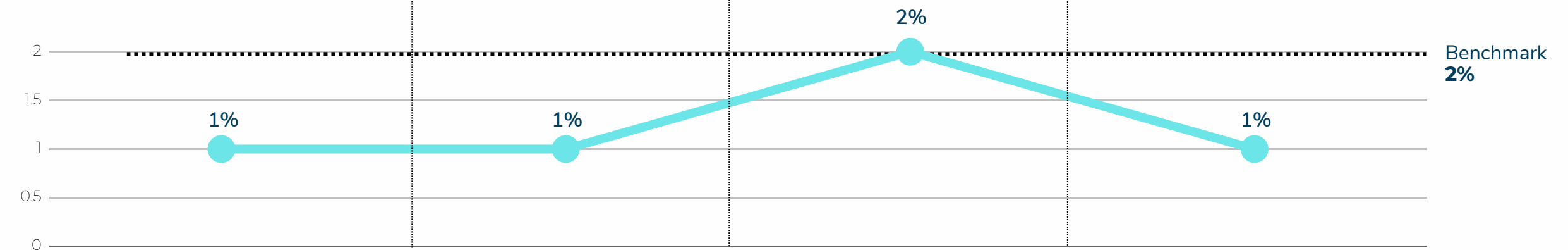
VIEWABILITY



BRAND SAFETY



IVT



MEDIA (CPG)

Product:

Media & Measurement (Sales & Brand lift)



Mecenas Media

CPG

- Objective: Increase brand's awareness and purchase intent among Spanish Dom and bilingual users
- Investment: \$550k
- Flight: 10 months
- Platforms: Mobile, Desktop, OTT

Background

Mecenas partnered with the client on a digital advertising campaign. The objective of this research is to provide the client with direct ROI on this campaign by measuring: Immediate sales lift (increase in purchasing or plans to purchase the client's product).

The longer-term "halo effect" of the campaign on brand perception (overall brand love and affinity, and how culturally aligned the brand is with the Hispanic community) that will translate to loyalty and repeat purchases.



Solution

- Media campaign including branded content and Survey prior to campaign launch plus 2 surveys during campaign (October and December)
- Sample for each survey: 400+/- online surveys among consumers who are responsible for at least some of the household's grocery shopping:
 - 150+/- Cocina users (intercepted digitally) 250+/- Hispanics who are Spanish-language viewers* (national, online panel), for benchmarking purposes

SALES LIFT

Sentiment/Intent before and after buying

+47%
Lift in occasional buying

Purchase brand at least occasionally

+68%
Lift in recent purchase

Brand the Brand of Cooking Oil most recently purchased

12M
Views

Branded content views

Formats

- Branded content
- Social
- Online video
- CTV video
- Display

Strategies

- Contextual
- Behavioral
- Demo Targeting (deterministic)

44M impressions delivered on target

14% Over delivery
(44.7M vs 39.5M promised)

ART OF FOOD

Product:

Creative, Branded Content, Talent & Social



Mecenas Studio + Lexus

Art of Food

Background

Lexus was looking to push its ES model to combat sedan headwinds by taking advantage of a bland and directionless G3 lineup. They needed Hispanics to look at the car from a different angle as the ES was up against compact sport sedans. It was imperative to reinforce a clear and compelling emotional identity for ES to retain current customers and gain new audiences. The brand was particularly interested in the high level of the detail the car offered the customers to create a unique luxury experience that lifted the ES above the competition.

Approach

We created a multi-episode web series that portrayed the intersection of Art, Food and Supreme Engineering. The concept: When engineering produces a stunningly beautiful object like a car, driving it becomes an experience of the senses. The same happens when a piece of art becomes food.



Art of Food

Solution

Engineering is about making the unrecognizable recognizable, turning the unfamiliar into familiar, and seeing a unity behind the dissimilar phenomena.

Art is the opposite. It is seeing something that one may have seen a hundred times before but in a different light, a new viewing that makes the familiar become unfamiliar. When engineering produces a stunningly beautiful object like a car, driving it becomes an experience of the senses. The same happens when a piece of art becomes food.

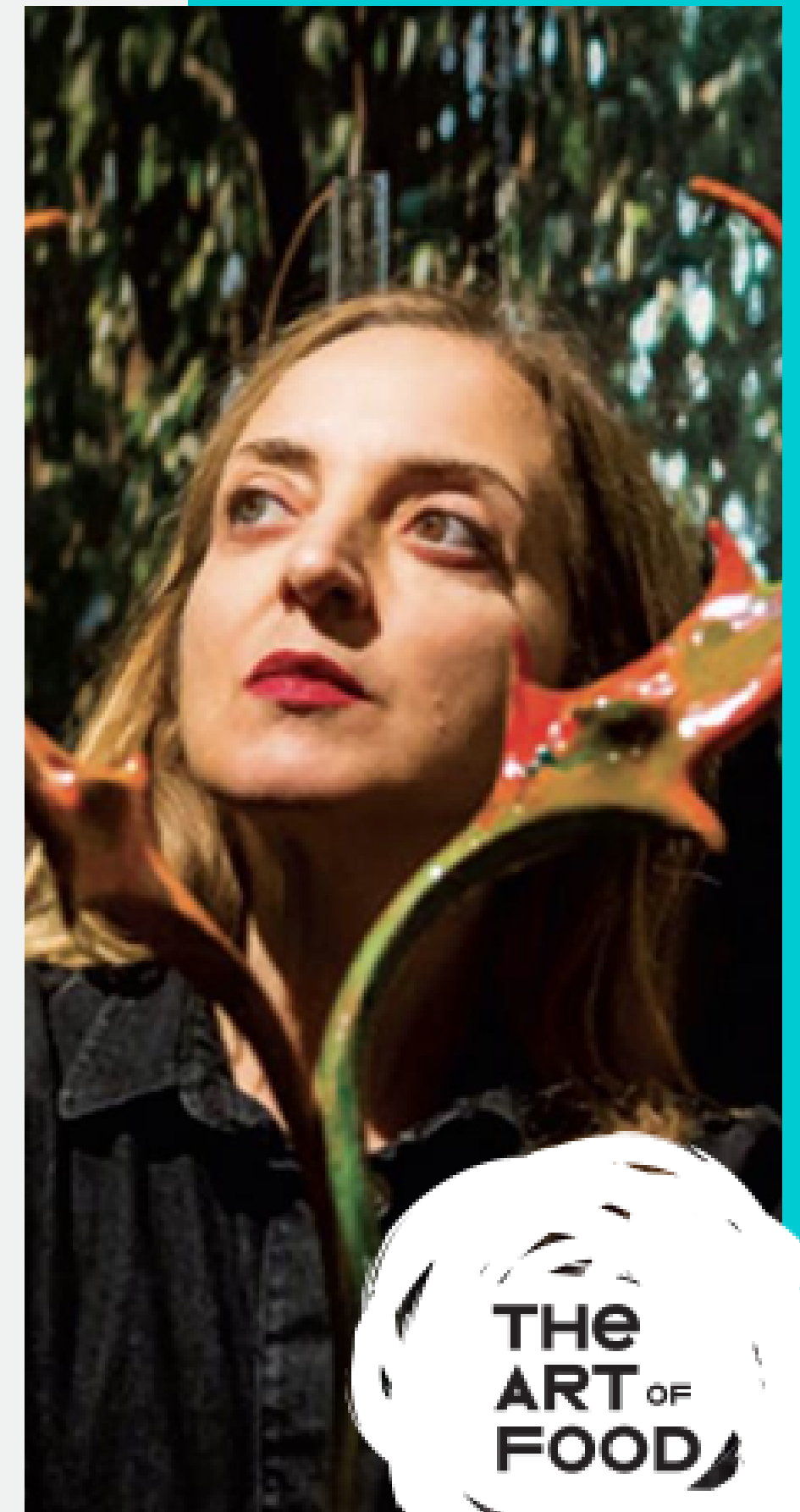
The program will follow Nicola Costantino, a contemporary Latino artist as she pursues the intersection of art, food and supreme engineering while driving her Lexus ES across Los Angeles.

POV: To feature the Lexus ES as an experience of the senses, like a work of art can be.

Results

- Earned internal PR at Lexus to the point of LEXUS INTERNATIONAL requesting to use the piece all over the world (the deal involved only the US at the beginning)
- We delivered 7.8M impressions over the campaign's flight on social and Discovery US Hispanics' outlets

[WATCH HERE](#)



Art of Food

Nicola Costantino | About the Artist

Argentine multidisciplinary artist.

The bodies of animals and people are the subjects of Nicola Costantino's work. Hers is a feminist perspective that brings together the personal and political, and the personification of historical figures. The wide range of themes in her multidisciplinary production include her own identity as a woman, ethics and aesthetics, historical revisionism, stage sets, and theatre in general.

Born into an Italian family, N. Costantino studied at the Escuela de Bellas Artes de la Universidad Nacional de Rosario, specializing in sculpture. The impact of her parents' professions can be clearly seen in her work: her father was a surgeon; her mother owned a garment factory and taught her how to sew. Beyond the autobiographical references, this legacy also manifests itself in series such as *Peletería humana* [Human furriery], a convergence of fashion, garment-making and reconstructed bodies.



ART OF ELEVATION

Product:

Creative, Branded Content, Talent & Social



Mecenas Studio + Lexus

Art of Elevation

Background

Lexus was looking to be present in the Hispanic Heritage Month with stories that had an impact in the Hispanic community, bringing mentorship and opportunity elements into play. They wanted to push the Lexus ES as a car that enables people to connect all generations through a luxury brand experience.

Approach

We created a multi-episode web series that acknowledged generations of LatinX and their contribution to American society, linking their story with that of Lexus, uplifting their roots.



THE ART OF ELEVATION

Acknowledging the contribution of Latinos to American society through the POV of a global lifestyle brand was a nice challenge.

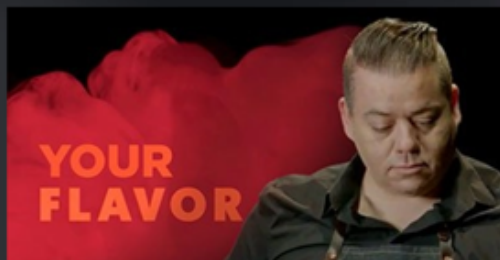
In our series, we could see a pitch black studio, featuring a Lexus ES 350, while its headlights acted as spotlights in a theatre revealing different scenes:

- A chef cooking
- An artist creating
- A musician playing

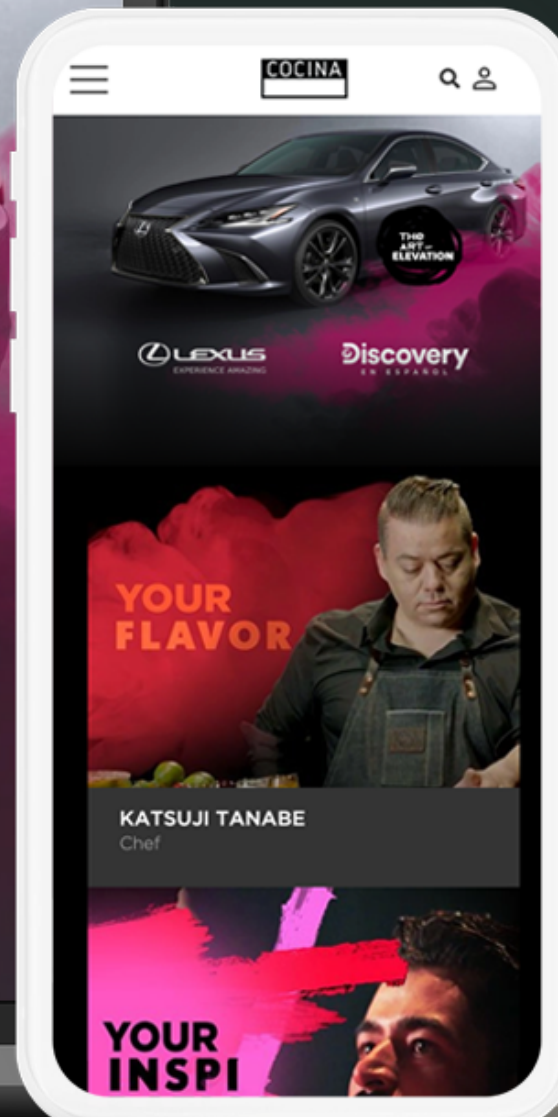
While performing, these people reacted to questions about their Latino roots, their dreams and their quests in America.

LEXUS EXPERIENCE AMAZING

Discovery EN ESPAÑOL



MacBook Pro





MAYE
Singer - Songwriter

JINGLE BELLS

Product:

Creative, Branded Content, Talent & Social

Chispa 

MCCENAS
STUDIO

Mecenas Studio + Chispa

Jingle Bells Latino

Background

Match.com's Chispa brand was looking to create a culturally relevant story around key seasonal events while leveraging top talent for Hispanics in order to create more brand awareness and opportunities for earned media.

Approach

We created and built a campaign for Match.com with CHIQUIS & Universal Music Group to launch “Jingle Bells (Vamos All the Way)”. This became a Latino Holiday anthem, premiering everywhere from Spotify to directly before the last Mexico World Cup game.

[WATCH HERE](#)



Chispa

MECENAS
STUDIO

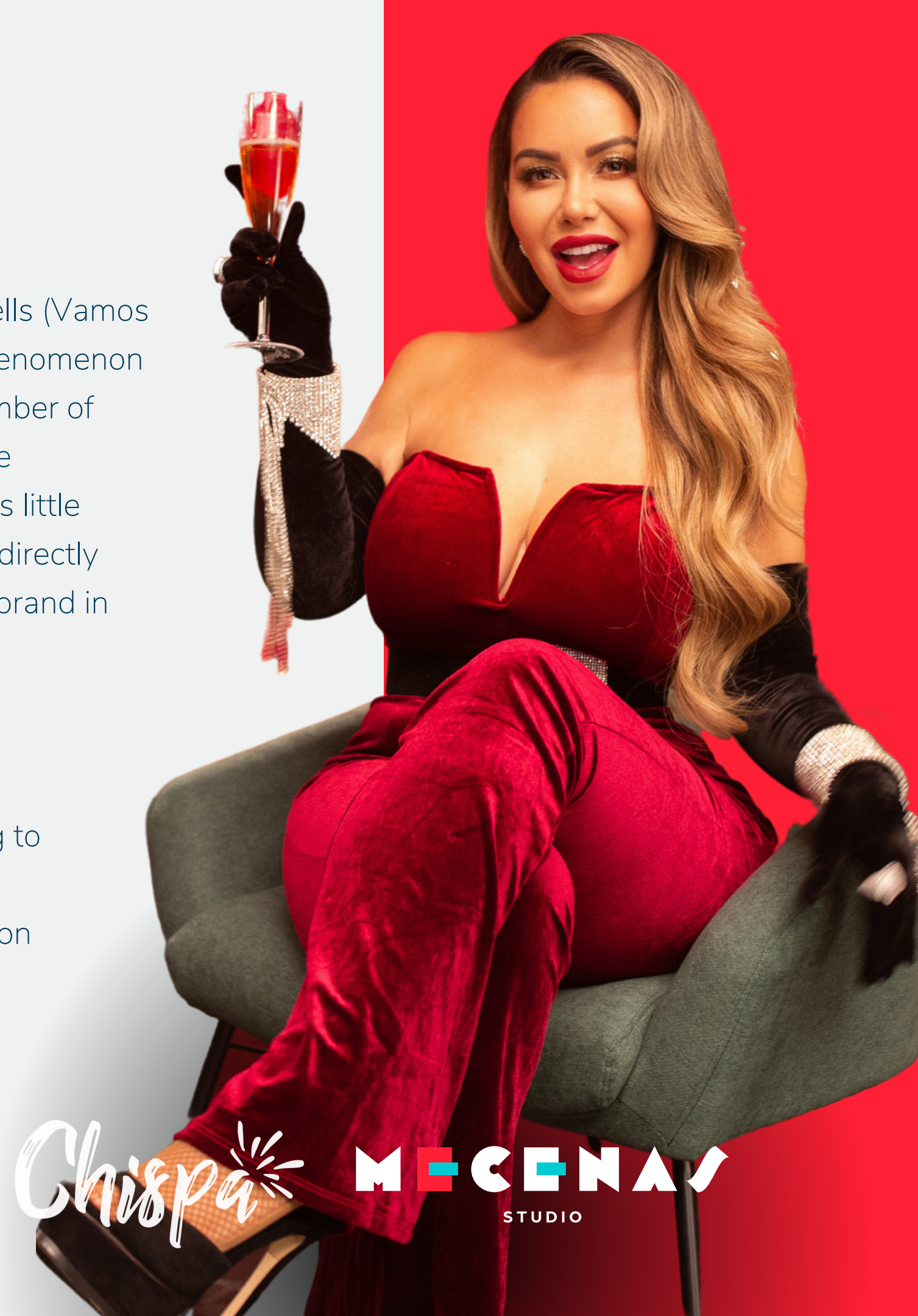
Jingle Bells Latino

Solution

Working with superstar talent, CHIQUIS, and Universal Music Group, we launched “Jingle Bells (Vamos All the Way)” - a now Latino holiday anthem. COCINA reimagined a song that is a global phenomenon into a bilingual track, for the 200%’ers with the excitement of dating at its core. But - the number of female artists and songwriters are low - so we wanted to change the representation with the campaign, too. Enter a Latin Grammy nominated writing team and a Latina director ... and this little piece of magia became an official new release. Premiering on Spotify playlists to Youtube to directly ahead of the last Mexico World Cup game, the campaign landed big. All while including the brand in the name of the song and the lyrics!

Results

- Earned PR in Billboard, Hola USA, People Magazine, La Opinion, Univision’s ¡Despierta América!, comparing Chiquis to the new Christmas Mariah Carey; the label serviced the song to all Latin radio stations in the US and LATAM through their radio single service.
- The song generated more than 100k unique streams and garnered major holiday playlists on Spotify and Apple.
- Social support with influencers embedded into the music led to 9.2M+ campaign views.

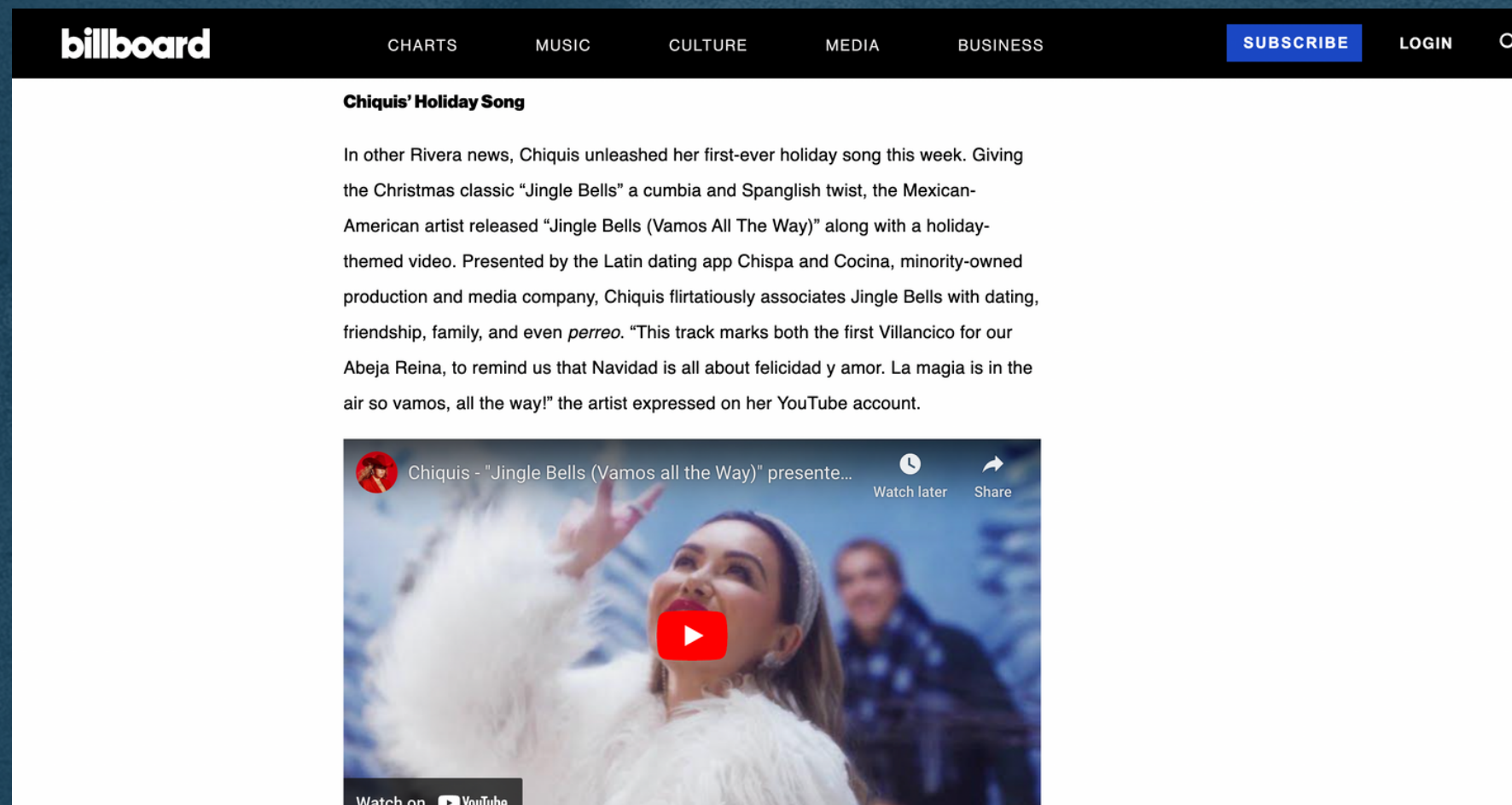


[WATCH HERE](#)

Chispa

MECENAS
STUDIO

Chiquis' Jingle Bells **IN THE NEWS**



The screenshot shows the top of a Billboard article. The navigation bar includes 'billboard', 'CHARTS', 'MUSIC', 'CULTURE', 'MEDIA', 'BUSINESS', 'SUBSCRIBE', and 'LOGIN'. The article title is 'Chiquis' Holiday Song'. The text describes Chiquis' new holiday song 'Jingle Bells (Vamos All The Way)' as a cumbia and Spanglish twist. Below the text is a video player showing Chiquis performing the song, with a 'Watch on YouTube' button at the bottom.

billboard CHARTS MUSIC CULTURE MEDIA BUSINESS SUBSCRIBE LOGIN

Chiquis' Holiday Song

In other Rivera news, Chiquis unleashed her first-ever holiday song this week. Giving the Christmas classic “Jingle Bells” a cumbia and Spanglish twist, the Mexican-American artist released “Jingle Bells (Vamos All The Way)” along with a holiday-themed video. Presented by the Latin dating app Chispa and Cocina, minority-owned production and media company, Chiquis flirtatiously associates Jingle Bells with dating, friendship, family, and even *perreo*. “This track marks both the first Villancico for our Abeja Reina, to remind us that Navidad is all about felicidad y amor. La magia is in the air so vamos, all the way!” the artist expressed on her YouTube account.

Chiquis - "Jingle Bells (Vamos all the Way)" presente... Watch later Share

Watch on YouTube

5 Uplifting Moments in Latin Music This Week (Nov. 12)

From Jenni Rivera to Bad Bunny, here's what happened in the Latin music world this week. (...)

In other Rivera news, Chiquis unleashed her first-ever holiday song this week. Giving the Christmas classic “Jingle Bells” a cumbia and Spanglish twist, the Mexican-American artist released “Jingle Bells (Vamos All The Way)” along with a holiday-themed video.

[READ HERE](#)

EL TOQUE DE AARÓN

Product:

Creative, Production, Brand integration, Talent & Social

group^m



WARNER BROS.
DISCOVERY

MECENAS
STUDIO

Mecenas Studio + WBD

El Toque de Aarón

Background

EL TOQUE DE AARÓN was Warner Brother Discovery's third content partnership in 12 months with Mecenas Media and the second collaboration with GroupM - with all projects dedicated to authentically connect with US Hispanic fans, organically connecting brands to consumers, and uplifting Latin culture.

Approach

In this six-part series, EL TOQUE DE AARÓN showcases Latino restaurants in L.A. with great potential, ready to seize the opportunity to optimize their business – from menu composition and aesthetics, to execution and awareness. Enter Chef Aarón Sánchez, who will reimagine these restaurants to bring out their true soul, with a revamped menu and a refreshed space. In each 30-minute episode,



WARNER BROS.
DISCOVERY

MECENAS
STUDIO



Mecenas Studio + WBD

El Toque de Aarón

Solution

Aarón put his personal touch on each menu item, while mentoring each restaurant's chef and sharing tips and tricks of the trade along the way. Helping to round out the renewals with much-needed renovations was designer Cris Mercado (HGTV Star) and project manager Ángel Riveros (Hogar Star). Viva Towels were organically worked into each of the shows kitchen mentorship scenes.

Results

Quote from Gonzalo Del Fa, President GroupM Multicultural "At GroupM, we are proud of our ability to integrate the brands we serve into culture-defining properties like 'El Sabor de Aarón' while accessing premium talent and partners. To create a more vibrant media marketplace, it is critical that we focus our attention on enhancing media owners and properties that drive positive cultural influence. We are thrilled to be part of the journey to elevate the passions and stories that will truly resonate with consumers."

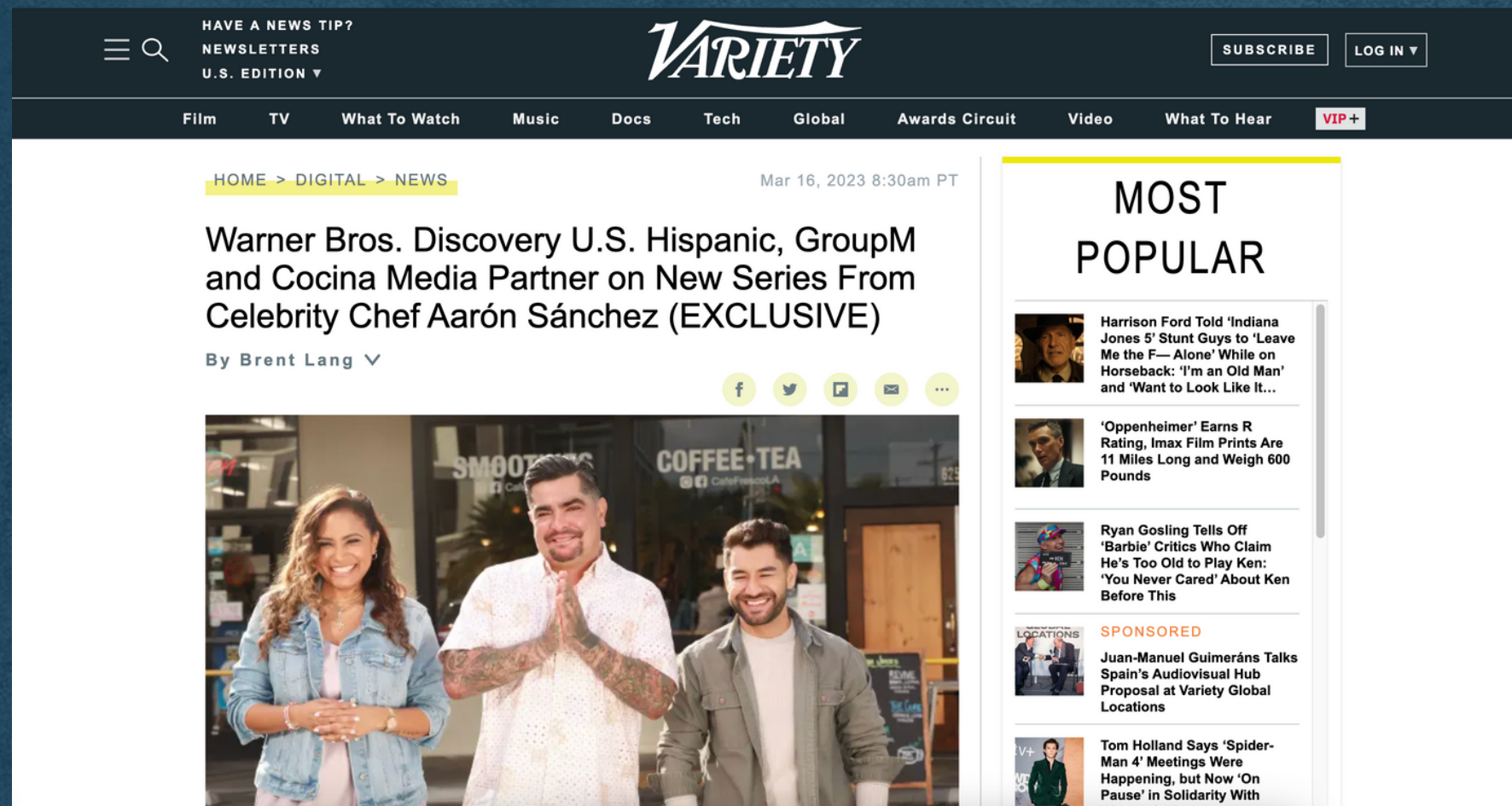
[WATCH HERE](#)



WARNER BROS.
DISCOVERY



El toque de Aarón **IN THE NEWS**



Warner Bros. Discovery U.S. Hispanic, GroupM and Cocina Media Partner on New Series From Celebrity Chef Aarón Sánchez (EXCLUSIVE)

Warner Bros. Discovery U.S. Hispanic has partnered with GroupM and Cocina Media on “El Toque de Aarón.”

The all-new original series follows celebrity chef Aarón Sánchez and his team as they help Latino restaurants in the Los Angeles area reach new heights.

Kimberly Clark’s Viva Paper Towels Brand will be an integrated sponsor, with other GroupM clients featured throughout the series.

EARNED press:
81M impressions


[READ HERE](#)

El toque de Aarón IN THE NEWS

REMEZCLA CULTURE MUSIC SPORTS FILM FOOD Q SEARCH f t i

Chef Aarón Sánchez Helping Latine Restaurants in New Show — Here's What We Know

BY KIKO MARTINEZ 03.17.23 at 10:28 am



According to *Variety*, Sánchez, who is also serving as an executive producer, “will put his personal touch on each menu item, while mentoring each restaurant’s chef and sharing tips and tricks of the trade along the way.” Sánchez will have a team joining him to assist with other aspects of the restaurant beside the food. Designer Cris Mercado (*Remodelaciones con Celebrities*) and project manager Ángel Riveros (*Hogar Star*) are also accepting the challenge of turning a struggling restaurant into a winner in only four days.

“When brands look to better target the Latino audience segment, they come to us because of our decades of experience and our trusted insights,” said David Tardio, vice president of integrated ad sales and marketing for the U.S. Hispanic arm of Warner Bros. Discovery. “We know our audience, their interests, and their passions.”

NEW YORK, NEW YORK - MAY 02: Chef Aaron Sanchez attends Build Brunch at Build Studio on May 02, 2019 in New York City. (Photo by Jim Spellman/Getty Images)

Chef Aarón Sánchez Helping Latine Restaurants in New Show — Here's What We Know

El Toque de Aarón is a six-part series for Warner Bros. Discovery that will follow Sánchez as he shows fellow chefs how they can reimagine their restaurants and freshen up their menus. Other production studios boarding the TV series with Warner Bros. Discovery are GroupM and Cocina Media.

[READ HERE](#)

QATAR LATINO

Product:

Creative & Production

APX | VENTURES



WARNER BROS.
DISCOVERY



Mecenas Studio + WBD + APEX

Qatar Latino

Background

APEX Ventures & Warner Bros Discovery had the goal to create content around the World Cup, premium real state event that poses a challenge when it comes to storytelling and rights.

Approach

COCINA, Publicis' APEX Ventures, & Warner Bros. Discovery collaborated to bring to life: QATAR Latino, the road to the World Cup. The show would follow a group of Latinos living in Qatar in the moments before the World Cup. The team flew to Qatar and was able to capture incredible images that served as shoulder content for WBD's purposes. All access + brilliant creative = huge ratings success in the U.S. and Mexico. Publicis' APEX Content Ventures wanted to create purpose driven content, created by and for the US Hispanic audience.



QATAR
LATINO

RUMBO AL MUNDIAL

APX | VENTURES



WARNER BROS.
DISCOVERY

MECENAS
STUDIO



Mecenas Studio + WBD + APEX

Qatar Latino

Solution

Kerry Bianchi, Global CEO, APEX Exchange, said it best when she explained, “When COCINA first shared their vision for this program, we were immediately struck by the rich range of individual stories that could be connected through the universal appeal of a global sport.

We specifically loved the interplay between Latin culture juxtaposed against a Qatar backdrop that creates such a compelling and unique set of stories and were thrilled to find a partner in Discovery en Español who shared our excitement to showcase it with their viewers.”

Results

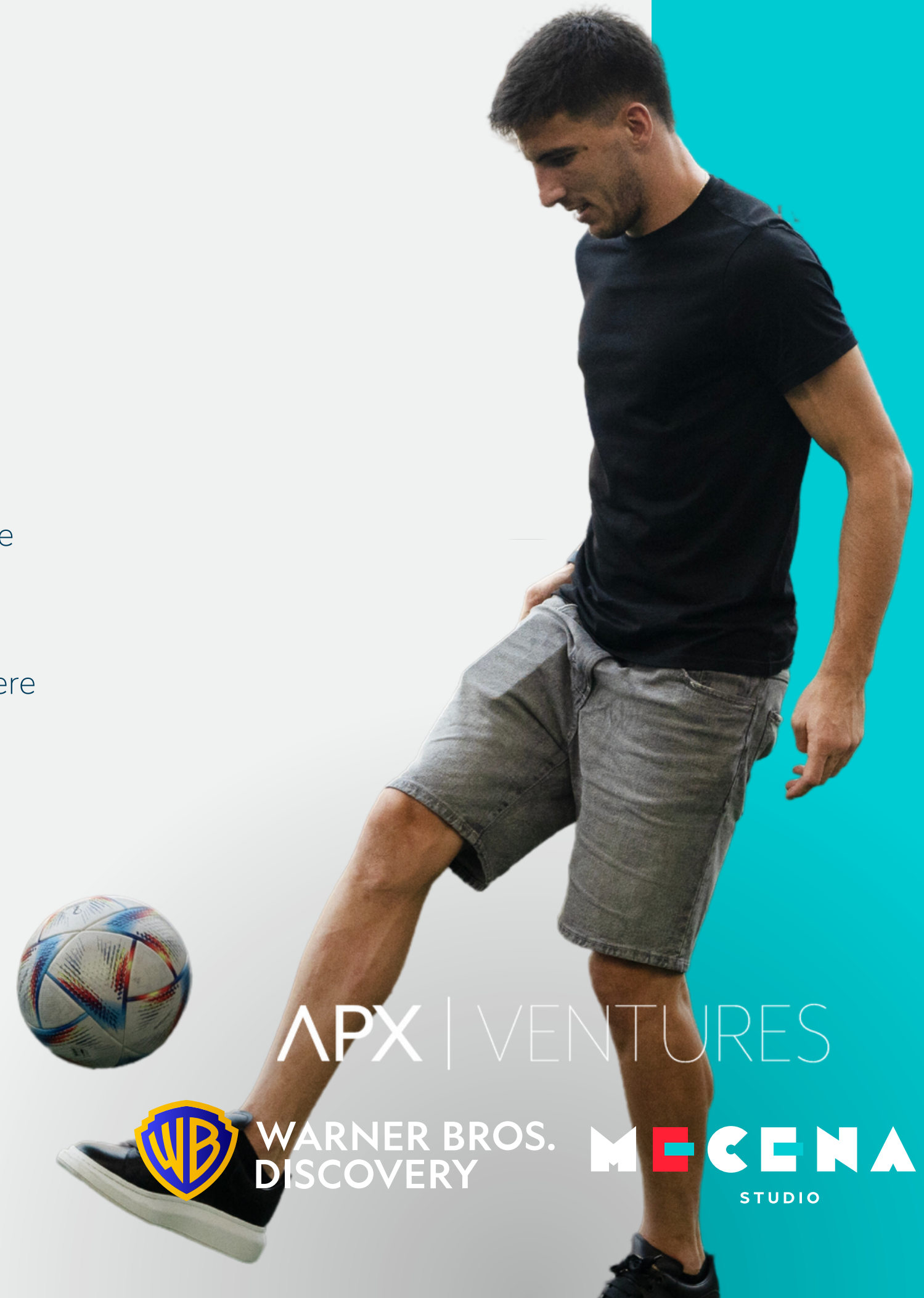
- 167% viewership increase from the prior 6 weeks (P18-49) in linear
- created cross border conversation between the US & Mexico.

[WATCH HERE](#)



APX | VENTURES
WARNER BROS.
DISCOVERY

MECENAS
STUDIO





**QATAR
LATINO**

RUMBO AL MUNDIAL



**QATAR
LATINO**

RUMBO AL MUNDIAL



**QATAR
LATINO**

RUMBO AL MUNDIAL



**QATAR
LATINO**

RUMBO AL MUNDIAL

SE COCINA ESPAÑOL

Product:

Creative, Production, Brand integration, Talent, Media & Social



Mecenas Studio + Chevrolet

Se cocina Español

Background

Chevy needed to promote its new truck (Silverado) and feature its off-road capabilities as well as comfort and new features. The goal was to target auto-intenders Hispanic Adults leaning towards a car of this characteristics.

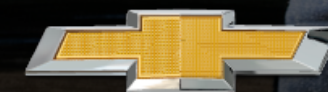
Approach

Se Cocina Español was created in partnership with Chevy - an outdoor culinary syllabus meant to pass down roots to the next generation, honoring where we come from and where we're going - hosted by none other than megacelebrity Chef Aarón Sánchez.

WATCH HERE



CHEVROLET



MECENAS

STUDIO

Mecenas Studio + Chevrolet

Se cocina Español

Solution

The show was created as a means to connect with those nature, off-road truck lovers as a personal journey to the best version of ourselves. The intersection of Aarón Sánchez and Silverado offered opportunities to bring food and Hispanic roots as the webisodes were built around Aarón's legacy to his son, Yuma, while delving into his Mexican heritage.

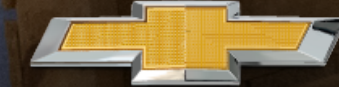
Results

- The campaign ran on multiple platforms: Web, social and mobile delivering over 11M impressions and 5M video plays
- The content was featured in its entirety in COCINA-Chevy's landing page while the content was distributed on OLV pre-roll and social posts

WATCH HERE



CHEVROLET



MECENAS

STUDIO

Se cocina
Español

Se cocina
Español

Se cocina
Español

TRES BOMBONES

Product:

Creative, Production, Brand integration, Talent & Social

Chispa

MECENAS
STUDIO

COCINA

Mecenas Studio + WBD

Tres Bombones

Background

Match.com's Latin dating app, Chispa, wanted to push experimental limits on social platforms with exciting, in-culture, and authentic storytelling.

Approach

Chispa's core and intended audience is a digital first demo. COCINA teamed up with Primetime Emmy-Award winner Bernie Su to create the FIRST EVER interactive scripted TikTok series, so that the demo would be engaged on a social native platform for a "leaned-in" experience.



Mecenas Studio + Chispa

Tres Bombones

Solution

Starring Leli Hernandez (2M followers), Tres Bombones was created as a 6-episode, bilingual telenovela for this generation, on TikTok! The Chispa app was organically embedded into each storyline, appearing in the first five seconds of each episode. As it rolled out over the course of 6 weeks, the community made consequential, meaningful decisions in the storyline of the series, ultimately choosing who our main character character took to an important wedding!

Results

- The series was covered broadly by earned media —everyone from Telemundo’s Hoy Día to People en Español during its premiere—to MIPTrends a year later for its thought leadership.
- Other creators were embedded inside the series, for turn-key social amplification with an engagement rate of up to 16.9%
- COCINA 63% completion rate, 6x higher VCR than other posts during the period.

[WATCH HERE](#)



Chispa  MECENAS  STUDIO

TRES
Bombones
by Chispa

TRES
Bombones
by Chispa

Tres Bombones IN THE NEWS



Translation

Everything you need to know about Tres Bombones, the new interactive series scripted on TikTok with Leli Hernández

Chispa, the dating app for single Latinos, has just announced its new scripted interactive series *Tres bombones*, an interactive dating competition in which single users of the app will have the chance to try and romance the protagonist, Leli Hernández.

[READ HERE](#)

EL SABOR DE AARÓN

Product:

Creative, Production, Brand integration, Talent & Social

group^m



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DISCOVERY

MECENAS
STUDIO

COCINA

Mecenas Studio , GroupM + WBD

El Sabor de Aarón

Background

Mecenas Studio, GroupM and Warner Brothers Discovery wanted to team up to increase Latin representation — celebrating the next generation of superstar Latin chefs and helping to propel them into the spotlight.

Approach

With beloved superstar chef and MasterChef co-star Aarón Sánchez as an executive producer and host of the show, the team set out to create 6x long form episodes highlighting twenty of the top up-and-coming Latin chefs in the county. From influencers to chef with several restaurants to the first female executive chef for the Superbowl, the series showcased many different Latin backgrounds.

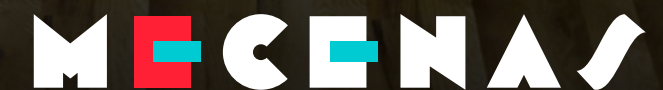


★ EL SABOR ★
DE AARÓN

group **m**



WARNER BROS.
DISCOVERY



STUDIO

Mecenas Studio, GroupM + WBD

El Sabor de Aarón

Solution

The series focused on recipe and challenges that are of high interest, celebrate roots, and culturally relevant to the audience, while always pushing the chef to innovate and move the needle forward. The brand safe environment organically, authentically, and actively showcased Nutella and Mazola Corn Oil inside the series. Celebrities Oscar De La Hoya, Benito Molina, respected World Central Kitchen collaborator and author Grace Ramirez, and more all stopped by to help co-host the series.

Results

The series reached viewers across Warner Brother Discovery platforms in both streaming and linear. The series generated earned PR. The brands were able to be put into context with culturally relevant, entertaining and replicable uses. Audiences also actively engaged across social Aarón Sánchez' social platforms.

[WATCH HERE](#)



group **m**



WARNER BROS.
DISCOVERY

MECENAS
STUDIO

★ EL SABOR ★
DE AARÓN

★ EL SABOR ★
DE AARÓN

★ EL SABOR ★
DE AARÓN