

A TASTE OF NUESTRO STORIES offers a unique opportunity for brands to test the power of Hispanic Culture and learn best practices that will allow them to create a deeper connection with our growing audiences.

This turn-key media plan can be activated across Nuestro Stories evergreen content franchises dedicated to the passion points of Latinos as well as seasonal series aligned with cultural moments across our website and social media channels.

PROPOSAL DETAILS:

- **\$75K | 4 WEEKS**
- **MEDIA ELEMENTS INCLUDE:**
 - Nuestro Stories Run of Site
 - 100% SOV Nuestro Stories Content Franchise
 - Automated Hispanic Audience Extension

LET'S POWER YOUR HISPANIC AUDIENCE STRATEGY WITH A TASTE OF NUESTRO STORIES

NUESTRO STORIES' EVERGREEN CONTENT FRANCHISES:

That Latino Song

Break Thru Momentos

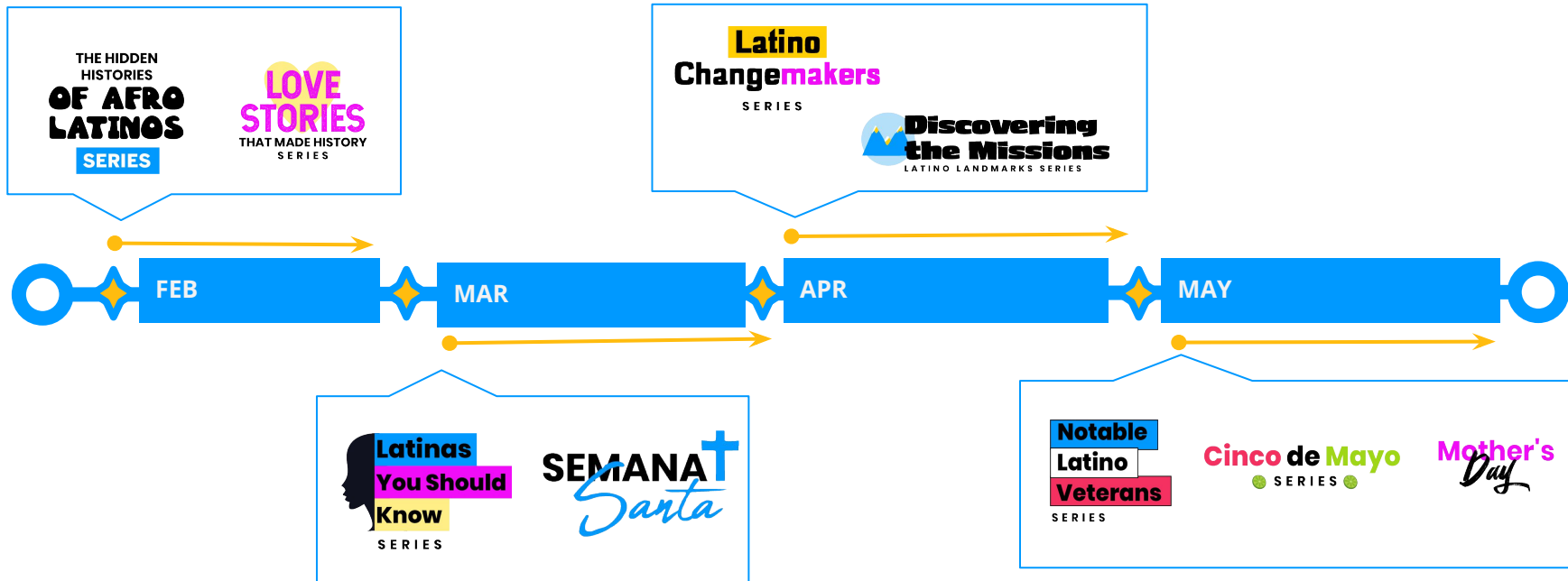
ARTISTICALLY-LATINO

Nuestro Food

Cultura Treasures

Latino Landmarks

CULTURAL MOMENTS CALENDAR



CULTURAL MOMENTS CALENDAR

Our Summer
Parilla Favorites
SERIES

LEYENDAS
DE LA COPA
SERIES

Father's
Day

Pride
Month

Hispanic Heritage
Month
Spectacular

Nuestras
Raices
360

Legendary
MONSTROS

FASCINATING
Family Histories



4th July

Celebrate with Latino
flavors and fireworks.

SERIES

Nuestras
Fiestas
familiares

Los Inspirational
Heroes
SERIES

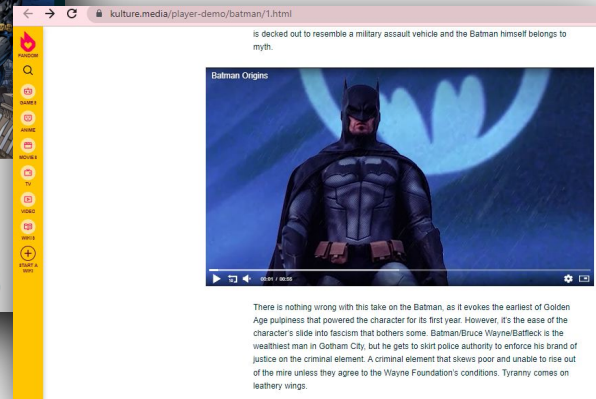
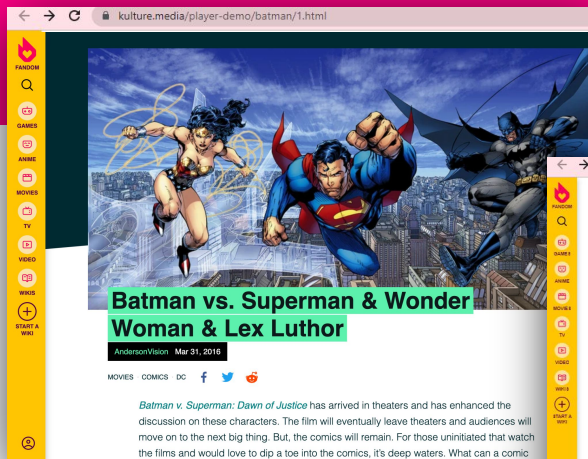
Un Brindes:
Latino-Inspired
Drinks

EXPANDED VIDEO CONTENT DISTRIBUTION

Nuestro Stories content at scale!

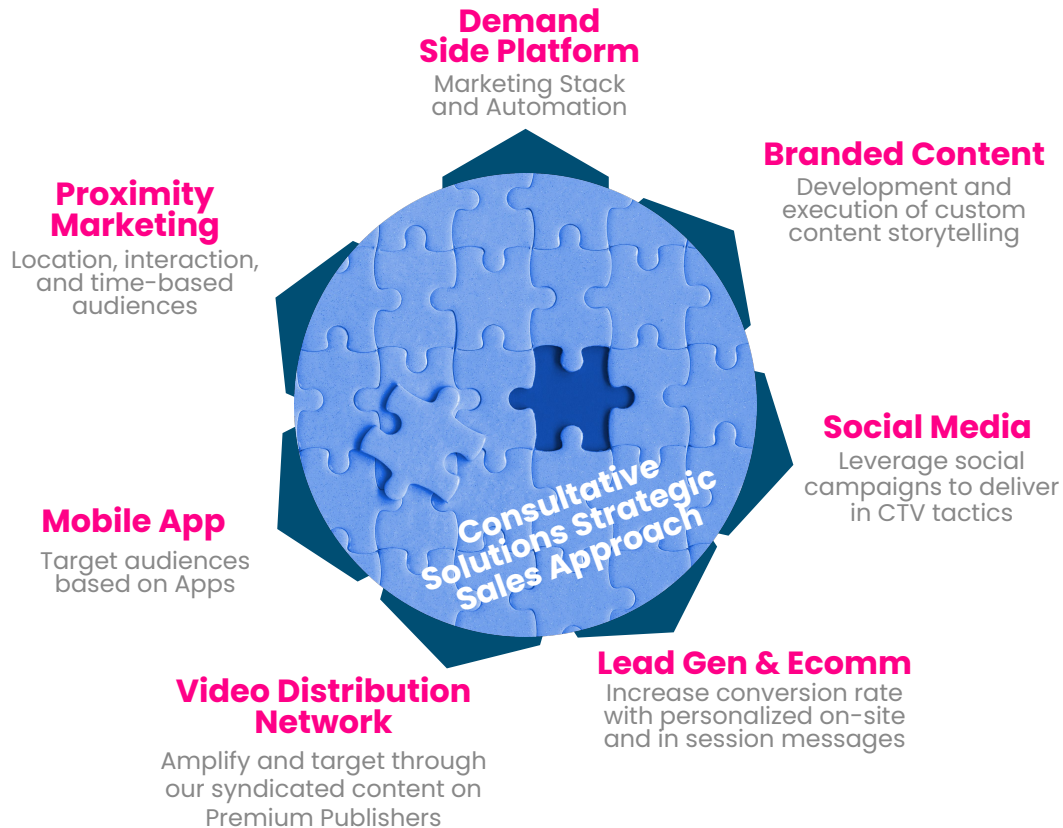
We are syndicating our content franchises to endemic premium publishers with our HIMU (Hispanic Immersive Unit).

NUESTRO STORIES is quickly becoming a digital destination for audiences looking to reconnect with their culture..



NUESTRO MEDIA

NUESTRO MEDIA ECOSYSTEM



AUDIENCE SEGMENTS

278M A18+	66M CTV LARGE SCREEN ONLY
159M ADULTS WITH CHILDREN IN THE HOUSEHOLD	74M OTT/CTV
129M AUTO INTENDERS	120M REPUBLICAN VOTERS
114M SPORTS FANS	115M DEMOCRAT VOTERS

AUDIENCES BASED ON DATA

Targeting and reporting from the different contact points through conversion

- We leverage our own first-party data and third-party sources for **data enrichment** and improved reach
- **Data mapping** to connect physical and digital points from the customer journey
- We ensure privacy through consensual and ethical data gathering compliant with GDPR and CCPA



¡MUCHAS GRACIAS!

**NUESTRO
STORIES**

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The word 'APPENDIX' is written in a large, bold, 3D-style font with a rainbow gradient. The letters are set against a white, irregular, cloud-like shape that has a drop shadow, making it appear to float above the yellow background.

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NUESTRO STORIES FRANCHISES

That
Latino
Song



ARTISTICALLY-LATINO

Latino
Landmarks

Cultura
Treasures



Nuestro Stories features multiple evergreen content channels dedicated to the pillars and passions of Latino culture providing our brand partners an authentic platform to engage Hispanic audiences in a deeper, more meaningful way.

- **That Latino Song:** The origin stories of every major Latino song from 'La Cucaracha' to 'Despacito' and everything in between.
- **Breakthru Momentos:** Snackable docs focus on the exact cultural moments when notable Latinos in entertainment, sports, business, and other fields got their big break
- **Nuestro Food:** The origins of our favorite Latino food, dessert and treats.
- **Artistically Latino:** The origin stories behind our most famous art pieces, paintings, and murals.
- **Latino Landmarks:** Reclaims U.S. landmarks through stories about places that have some historic significance for Latinos.
- **Cultura Treasures:** This ongoing series profiles special places that are locally revered as places that "made us".