The value of the PRISA partnership lies in their ability to connect with the modern Latino through less conventional content paths.  The 360 program with Meristation (one of the PRISA Brands) allowed our Lexus client to leverage Gaming as a Hispanic content vertical in the proper cultural context.  The mix of Twitch streamers, Podcasts, Simulator content hub, and custom content with Lexus Racing drivers could not have been executed without the exploratory ideation and dynamic planning approach by the PRISA team.

Albert Thompson, Managing Director, Digital Innovation, Walton Isaacson