

CASE STUDY - "Living y Ready" Gilead (Biktarvy)

OBJECTIVE

Gilead aimed to position Biktarvy as the preferred treatment for the Latino HIV+ community. The key focus aimed at educating the Hispanic LGBTQ+ community on health and HIV prevention.

STRATEGY & EXECUTION

Since 2022, LATV, in collaboration with Gilead (Biktarvy), launched the "Living y Ready" microsite as a welcoming space for open conversations on health and HIV prevention within the LGBTQ+ community. "Living y Ready," which signifies being prepared for the changes, experiences, following seroconversion empowered the Latino Community to destigmatize the conversation around HIV by showcasing stories and point of view from persons living with the diagnoses and healthcare professionals treating it.

LATV executed a Microsite along with custom LGBTQ+ health related articles and segments featuring relevant LGBTQ+ content along with Tent Poles to reach, educate and engage the audience.

RESULTS

LATV helped Gilead redefine measurement for this niche audience to create a methodology that helped gauge impact and drive interest with a **70% engagement rate** on content, resulting on LATV becoming one of the **top 12 partners driving ROI** since 2022. Due to such amazing results we began working with other Gilead brands in 2024 "Descovy".

KEY LEARNINGS

Through the successful partnership with Biktarvy, we aim to further educate the LGBTQ+ community by sharing stories and experiences from individuals living with HIV across our shows. We're also exploring ways to expand these efforts across social platforms to drive further interest and engagement.



CASE STUDY - The Ad Council

“Love, Your Mind”

OBJECTIVE

In October 2023, The Ad Council, in partnership with the Huntsman Mental Health Institute, launched a multi-year mental health initiative whose mission is to create a society that is more open, accepting, and proactive about mental health. Together, they launched a new campaign to reach adults entitled Love, Your Mind. The adult campaign seeks to reframe mental health, model behaviors that foster well-being, and help connect people to the education and resources they need to start feeling better.

Create a safe space for Latino men to have open and positive conversation about mental health. Create an engaging virtual experience that subtly incorporates comedy and culture to help break through stigma often associated with mental health.

STRATEGY & EXECUTION

Using LatiNation’s studios together we produced a live streamed event on Facebook with the goal to create a culturally relevant safe space for the Latino community, primarily Latino Men 18-44, to continue to share about their mental health, while addressing cultural stigma, and incorporating humor in a positive way to drive views and engagement. We incorporated *Love, Your Mind* messaging, and direct viewers to bilingual tools and resources. Talent was provided by both partners and co-promoted by the talent on social media before and after the livestream. Additional distribution of the special included LATV and LatiNation+

RESULTS

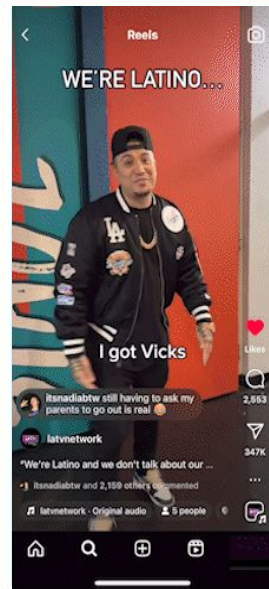
- Promotional impressions leading up to the livestream totaled approximately 1MM, including Linear and social (FB and IG)
- Delivered **181,000 Livestream impressions** on Facebook
- Delivered additional **44,000 impressions** on LATV linear

KEY LEARNINGS

Insights show that social media was most effective in engaging audiences. For example, The IG **reel** to the right generated **144k view, a reach of 5.3MM, 320k likes, 338k shares and 264k comments.**



AD COUNCIL
LOVE YOUR MIND



INFLUENCER ACTIVATIONS

ASK: 50K Live Views + Social Promotion
DELIVERABLES: FB LIVE, IG Reels,
IG Feed Posts, IG Stories

CASE STUDY - Vamos Traveling

OBJECTIVE

In partnership with Walt Disney World®, we set out to showcase it as the ultimate vacation destination for Latino families, bringing together adventure and cultural authenticity. This collaboration led to Vamos Traveling, our original travel series filmed in Orlando, Florida. In each episode, we explored Walt Disney World® as our debut destination, guiding families on memorable journeys through its four iconic parks: Magic Kingdom, Disney's Animal Kingdom, Epcot, and Disney's Hollywood Studios.

STRATEGY & EXECUTION

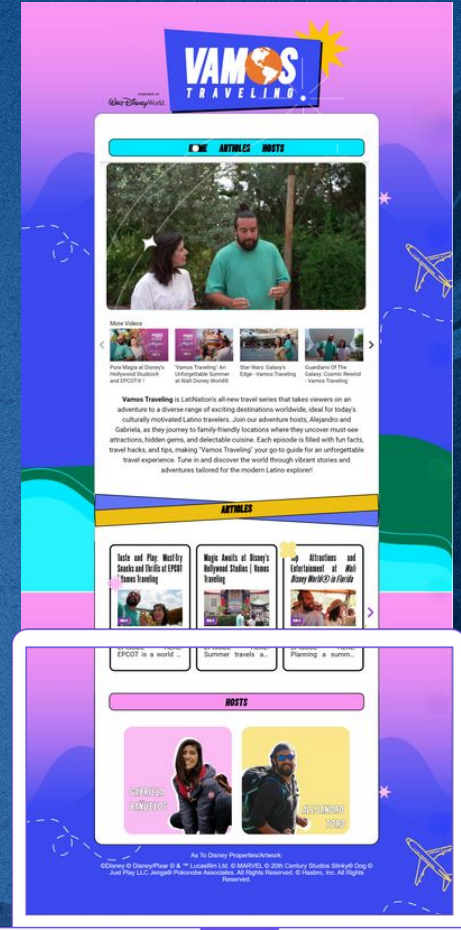
The strategy aimed to inspire U.S. Hispanic families to visit the Disney parks by focusing on culturally relevant storytelling, family-focused content, and strategic media channels. Custom video content showcasing Disney's attractions was hosted on a microsite and amplified across popular social platforms like YouTube and Instagram, where Hispanic audiences are highly engaged. Engaging articles and interactive content spotlighted family-friendly Disney park attractions, dining, and events with cross-generational appeal.

A Hispanic-focused media platform like LatiNation and a dedicated microsite with influencer-driven travel tips created a stronger connection, making Disney vacation planning more accessible and engaging. Data-driven targeting and first-party data insights enabled personalized messaging, ensuring the campaign resonated deeply with the audience, as confirmed by brand lift results which showed heightened awareness and consideration among Hispanic families.

RESULTS

KEY LEARNINGS

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CASE STUDY - TurboTax

#GameChangerMoves

#MakeYourMoveCount

OBJECTIVE

TurboTax partnered with LatiNation to connect with a bicultural Gen Z audience and spotlight TurboTax's Free Service during tax season. The opportunity featured real-life successful Latino influencers who share their experiences saving, investing, and thoughtfully managing money.

STRATEGY & EXECUTION

LATV created the #GameChangerMoves social campaign where content creators from LATV's influencer community who have found success and financial independence shared empowering insights from their personal experience while organically incorporating TurboTax Make Your Move Count key messaging. Through the #gamechangersmoves campaign, TurboTax aimed to demonstrate its impact on 2024 tax filing by featuring genuine stories from successful Latino entrepreneurs. These creators shared real-life experiences, showcasing key moves they made in 2023 that influenced their taxes and how relying on TurboTax helped them make every move count.

RESULTS

- The number of daily followers grew by 50% during the campaign
- Campaign achieved an engagement rate of 9.16%
- Campaign delivered 9.6 million impressions with 7.7 million video views and 816K Thruplays

KEY LEARNINGS

- Collaborating with bilingual influencers on a single reel increases reach, engagement, and creative possibilities
- The high quality content produced by the talents, including storytelling, led to a competitive CPM campaign

