

FUSEMEDIA +



**MARKETING PARTNERSHIP
RECAP 2024**

*Estéreo
Boom!*



FUSE MEDIA + DOS EQUIS

PARTNERSHIP OVERVIEW

As a Latino-owned and operated media company committed to championing diversity, equity and inclusion, Fuse Media joined forces with [Heineken/Dos Equis](#) to support the brand's mission of celebrating Hispanic Heritage through music and supporting rising artists. The “[Estéreo Boom: Rising Artist Spotlight](#)” showcased emerging Latino artists during Hispanic Heritage Month while highlighting the [Dos Equis](#) brand and its crisp, refreshing flavor.

Our partnership aligned [Dos Equis](#) with Fuse Media's “[Estéreo Boom](#)” franchise across our linear, FAST and social platforms, and highlighted Dos Equis' connection to community and culture. Through a series of vignettes featuring personal stories, animated illustrations and product integration, we shined a light on three rising Latino artists and gave them the flowers they deserve.



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FUSE TALENT NETWORK

“Estéreo Boom: Rising Artist Spotlight” kicked off by activating the [Fuse Talent Network](#) to connect a world-class brand like [Dos Equis](#) to the best talent across underrepresented voices in media. Three bright, rising Latino artists (Andrekza, Bodine and Katzù Oso) emerged to help bring the campaign to life. All three (3) artists represented the voices of la cultura, and helped bring the [Dos Equis](#) brand to the forefront during Hispanic Heritage Month.



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BRANDED CONTENT SERIES

Fuse Media created a series of three (3x) :60 artist profile vignettes titled “[Estéreo Boom: Rising Artist Spotlight](#), brought to you by [Dos Equis](#).” Creative aired across Fuse linear as well as our FAST channels, Latino Vibes, El Rey Rebel and Backstage, during Hispanic Heritage Month.

The vignettes featured our rising Latino artists describing what their perfect day entails, while highlighting the connection to their culture and community.

Through both dynamic storytelling and vibrant animated illustrations, each vignette was a visually-pleasing work of art. The [Dos Equis](#) alignment was reinforced through product integration and brand logo/tagline inclusion.



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SOCIAL AMPLIFICATION

Fuse Media amplified our partnership through a “[Get Ready With Me](#)” social series, which showcased intimate behind-the-scenes moments with the artists as they prepared for their “[Estéreo Boom: Rising Artist Spotlight](#)” vignettes.

The content pieces rolled out on Instagram and Facebook (Fuse Media and artists’ pages) to extend reach. Both Fuse Media and the artists posted video clips on Instagram Stories.

[Dos Equis](#) was tagged in all posts as a paid partner, brand hashtags were included, and the brand logo was prominently featured.



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PARTNERSHIP RECAP SIZZLE

[VIEW HERE](#)



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THANK YOU!

Estéreo
Boom!

