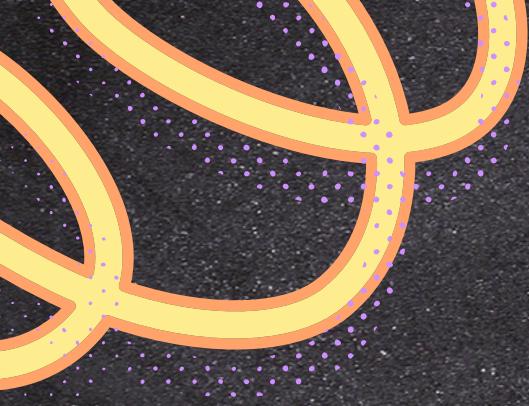


#UNITE US

AWARNESS CAMPAIGN

BY: DIAMOND BAZILE



SITUATION ANALYSIS

BLM is a social movement advocating for the rights and equality of Black Americans that is creating an awareness campaign called #UNITEUS. Throughout this campaign Black Lives Matter will focus on aiming to build solidarity across Hispanic ethnic groups.



OBJECTIVE

The primary objective is to raise awareness among the Hispanic community about the goals, values, and importance of the Black Lives Matter movement.

SWOT ANALYSIS

STRENGTHS

Black Lives Matter has shown a commitment to social justice and equality, which resonates with many minority communities, including Hispanics.

WEAKNESS

Communication and outreach efforts may be hindered by language barriers, as not all members of the Hispanic community may be proficient in English.

OPPORTUNITIES

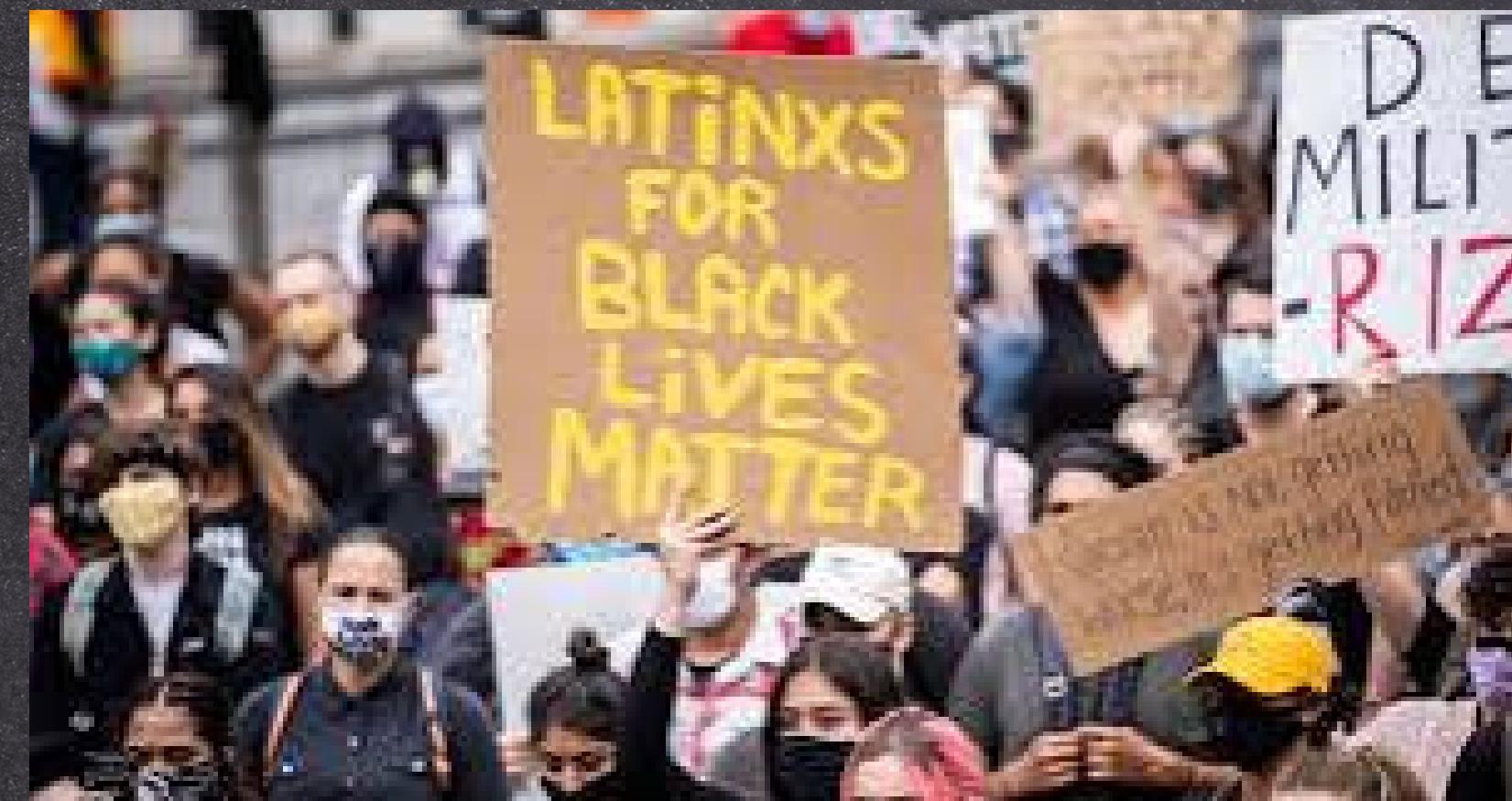
Black Lives Matter has the opportunity to build coalitions and partnerships with Hispanic advocacy groups and organizations to amplify their message and impact.

THREATS

The politicization of social justice issues may alienate some members of the Hispanic community who hold different political beliefs.

Target Audience

Hispanics who aren't familiar with the BLM movement.



KEY INSIGHTS

VOTING HABITS

- 33% OF HISPANIC DEMOCRATS STRONGLY SUPPORT THE BLACK LIVE MATTERS MOVEMENT WHILE ONLY 14% OF HISPANIC REPUBLICANS SUPPORT THE MOVEMENT.**
- HISPANICS ADULTS ARE 5% MORE LIKELY THAN NON-HISPANIC ADULTS TO SPEND AT LEAST TWO HOURS PER DAY ENGAGING ON SOCIAL MEDIA.**
- 85% OF HISPANICS IN THE US USE SOCIAL MEDIA PLATFORMS, COMPARED TO 80% OF NON-HISPANICS.**
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- SNAPCHAT : 14% HISPANICS USE EVERYDAY**
- TIK TOK: 24%**
- INSTAGRAM: 37%**
- FACEBOOK: 40%**
- YOUTUBE: 43%**

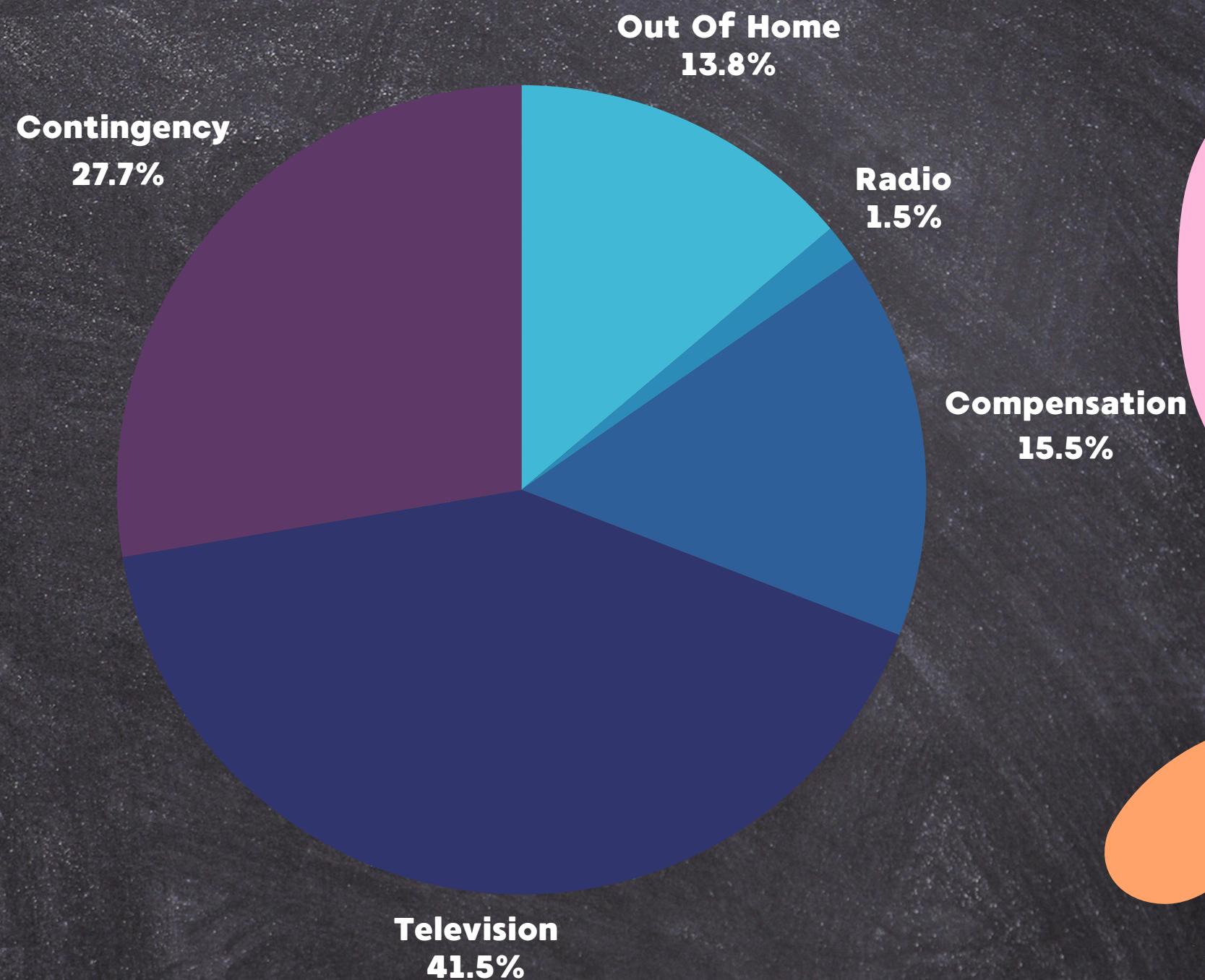
STRATEGY

To achieve this goal, BLM will launch a three month multi-media campaign named #UNITEUS. This campaign will enlighten Hispanics on the Black Lives Matter Movement while enhancing their knowledge of the organization in order to eventually obtain their support.

SOCIAL MEDIA TACTICS TRADITIONAL

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- The diagram illustrates three marketing tactics arranged in a triangle. Each tactic is represented by a black circle containing a white number (1, 2, or 3). Arrows connect the circles in a clockwise cycle: from 1 to 2, from 2 to 3, and from 3 back to 1.
- 1** PURCHASE PAID ADS ON FACEBOOK, INSTAGRAM, AND YOUTUBE
 - 2** PURCHASE ADVERTISEMENT THROUGH TV AND RADIO
 - 3** PURCHASE AN BILLBOARD IN LOS ANGELES TO REACH A LARGER AUDIENCE

BUDGET



TIMELINE

September

UNVISION TV

FACEBOOK

RADIO

BILLBOARD

October

TELEMUNDO

ABC

RADIO

SUNSET BILLBOARD

November

TELEMUNDO

ABC

RADIO

BILLBOARD

Budget Break Down

- TV= 600,000 30 SEC AD
- FACEBOOK: COST = 71,000 PER AD
- 96.3 RADIO STATION= 1,083
- ABC 3 60 SEC AD =360,000
- TELEMUNDO= 100,00 PER AD
- INFLUENCER= 45,000 PER AD

EVALUATIONS

Measure the campaign's success through metrics such as reach, engagement and the number of Hispanics expressing support for the BLM movement.

CITATIONS

THE HIGHEST-RANKING U.S. HISPANIC TV NETWORKS AND SERIES OF 2022... - COMSCORE, INC..

THE COMPLETE GUIDE TO BILLBOARDS IN LOS ANGELES | DASH TWO

ON LA'S SUNSET STRIP, A NEW GOLDEN AGE OF BILLBOARDS : NPR

**THANK YOU
VERY MUCH!**