



**CLARK
COUNTY
NEVADA**

ESTA EN TUS MANOS

Duration: July 2020 - June 2021

Objective: Educate and create awareness about COVID-19 within the Hispanic community.

Scope of Work: Develop and execute the "Está en Tus Manos" campaign to reduce COVID-19 cases.

Approach: Media Buying and Planning (traditional and digital), Video Production, Content Creation, PR, Community Outreach, Digital Printing, Large Format Printing.

Results: Decreased COVID-19 cases in the Hispanic community from 31.8% to 25.1% within a month. Achieved over 55 million impressions in less than six months. Garnered over \$150,000 in earned media value with a reach of 2.6 million. Built trust within the community.

SUMMARY

After an alarming increase in COVID-19 cases among the Southern Nevada Hispanic community, Graphicka and Ericka Aviles Consulting worked with Clark County to develop and execute the "Está en Tus Manos" (It's in Your Hands) integrated marketing and public outreach campaign in Spanish, which was launched in record time.

DELIVERABLES

Strategic Messaging: In one week, Graphicka and Ericka Aviles Consulting launched the campaign "Está en Tus Manos," which included various key messages based on the target groups within the Hispanic community. Messages included "To Care for Your Loved Ones," "To Get Back to Normal," and "To Not Let Your Guard Down." These messages were strategically placed to give individuals ownership of what mattered most to them, helping them adapt their behaviors.

ADVERTISING

Graphicka's media placement and creative included TV, radio, digital billboards, mailings, display ads, social media ads, ambassadors, printing assets, and radio remotes. Traditional advertising and specific messaging were used to target older demographics, while digital advertising and customized messaging were strategically placed to target a younger audience. The team also created and distributed a Latin pop song commercial, "De Lejitos" (From Far Away), targeting multi-generational households.

OUTREACH

Graphicka developed, managed, and engaged a task force of over 40 members who distributed material, provided partnerships, and acted as trusted voices within the community to deliver key messages. The campaign secured grassroots activations via partnerships with Hispanic businesses such as Marianas Supermarkets, Fiesta Radio, and other local businesses. Additionally, it incorporated social media influencers into community engagement efforts.

RESULTS

According to the SNHD records, one month after launching the campaign, the number of positive COVID-19 cases in the Hispanic community decreased from 31.8% to 25.1%. In comparison, within the African American community, cases decreased from 8.42% to 6.16%, and from 19.5% to 17.5% in the Caucasian community. In less than six months, the campaign received more than 55 million impressions, garnered over \$150,000 in earned media value with a reach of 2.6 million, and built and developed trust within the community. The dedicated website, social media pages, and other elements of the campaign in Spanish are now considered the go-to source of COVID-19 information for the local Hispanic community.

**ESTA
ENTUS
MANOS**
nevada.com

#ESTAENTUSMANOS

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DETENER**
LA PROPAGACIÓN

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PROTEGES**
a los demás

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ESTA EN TUS MANOS

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EN CASA**

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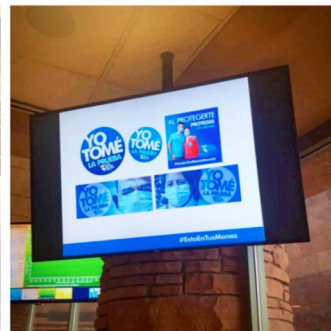
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PR & OUTREACH



GRASSROOTS