



CHEMISTRY CULTURA & NFL CASE STUDY
ANA DIVERSITY FAIR

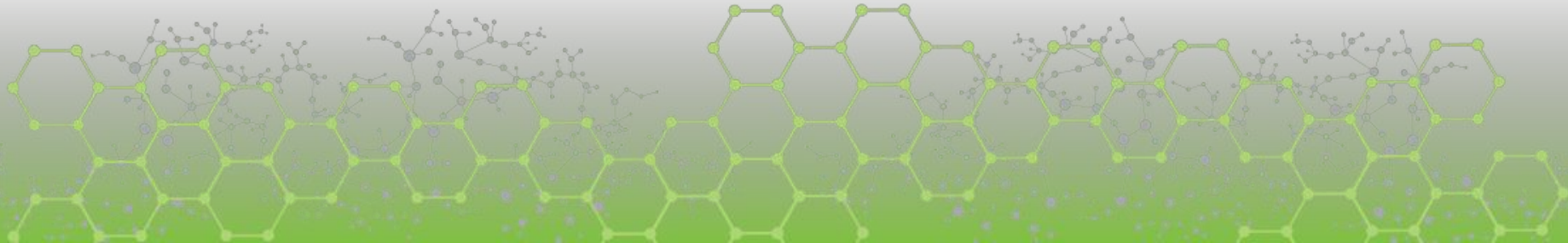


CHEMISTRY
CULTURA



CHEMISTRY

CULTURA is a full-service, minority-certified agency
helping iconic brands **IGNITE CULTURE.**

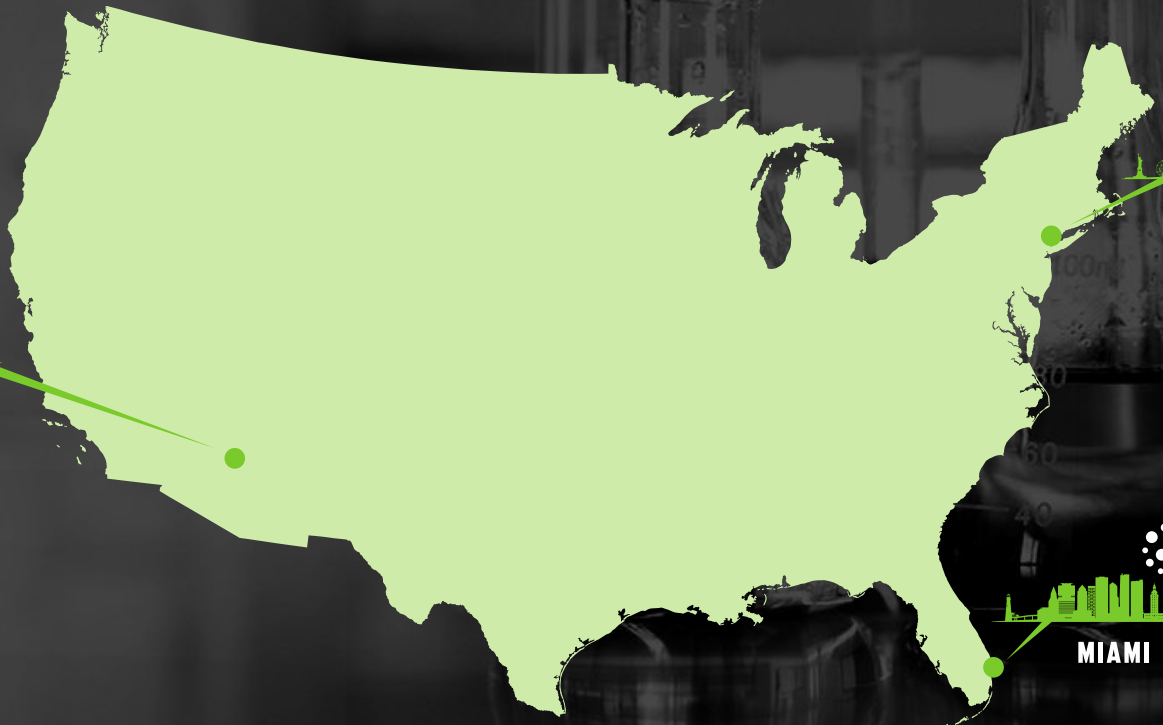




VISIT THE LAB



PHOENIX



NEW YORK



MIAMI





CHEMICAL COMPONENTS

001

St

STRATEGY

002

Cr

CREATIVE

003

Me

MEDIA

004

Pr

PUBLIC RELATIONS

005

Co

CONTENT

006

So

SOCIAL

007

In

INFLUENCERS

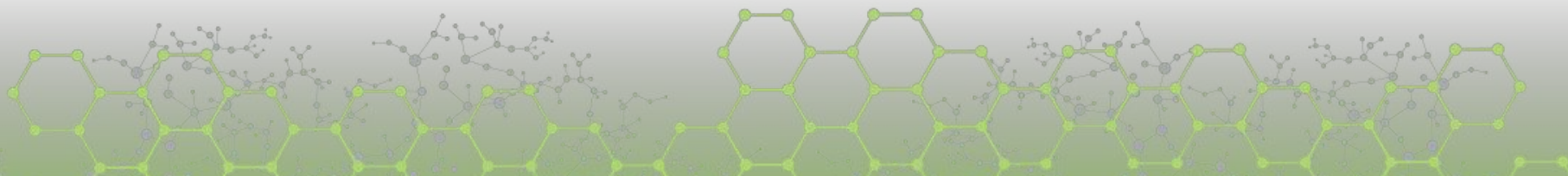
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Ex

EXPERIENTIAL



LAB PARTNERS





POR LA CULTURA







**IN 2023,
AUTHENTIC
CONNECTION
DROVE
GROWTH
WITH
LATINOS**

~38M Latino NFL fans (aged 8+)

+9% Latino NFL fandom growth

+34% Spanish language viewership

+11% Spanish + English Latino viewership

+45M impressions through dedicated Latino ambassadors

HOW WE GOT THERE...

WHERE WE'VE BEEN

IN 2023, CUSTOM STUDY SHOWS GROWTH IN INTEREST & PERCEPTION

2021



Welcome to the NFL family

2022



Celebrating Latino fandom

2023



Highlighting hometown heroes

- Por La Cultura campaign successfully drove positive lifts in perception:
 - NFL | **+146%**
 - NFL Players | **+168%**
 - NFL Teams | **+121%****Significant YoY lifts** among Latino Non-fans
- Likelihood to 'Follow NFL accounts/Players accounts/NFL team accounts on **social media**' were very strong
 - **+243% lift | Latino Non-fan 13-34**



IGNITE **CULTURE**

