



“PATHS TO PROGRESS”

Celebrating a new expression of what it means to be American

Overview

Don Julio González established his first tequila distillery with nothing but a dream and a loan from a local businessman. Today, his legacy is carried out by young Hispanics who are blazing trails of progress all across this land that was made for you and me.

To drive viewership of the Johnnie Walker “This Land is Your Land” video and deepen brand connections among *Washington Post* readers of all cultural backgrounds, WP BrandStudio will showcase the remake of the beloved folksong within relevant, topical content that celebrates the people who are redefining what America looks—and sounds—like.

Execution Details

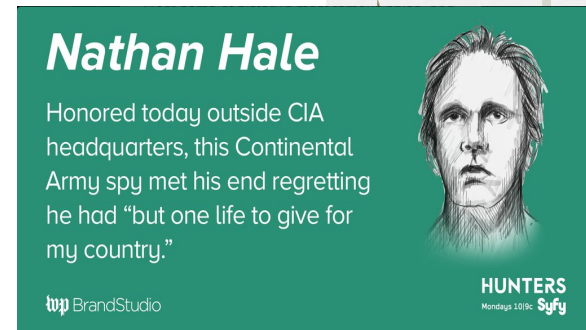
- Johnnie Walker video module acts as the program’s visual “hero”
- Custom content following the video includes:
 - **Interactive timeline** of Hispanic “firsts”
 - **Photo profiles** showing real examples of Latino progress in America
- Components are organically integrated into a seamless experience with easy navigation between pieces
- WP BrandStudio social media specialist will focus on boosting content through organic and paid measures

Interactive Timeline

A dynamic infographic traces the astonishing path of Hispanic-American progress through famous “firsts” that have contributed to the evolution of a new American landscape—and that ladder up to a new expression of what it means to be American.

- A brief introduction tells the story of the Johnnie Walker video remake and creates a connection between the song and the timeline
- Dates on timeline are multimedia content “hotspots”; upon hover, a text overlay presents copy and visuals
- Sample “firsts”: 1968: Nobel Prize in Physics (Luis Walter Alvarez); 1991: Female astronaut (Ellen Ochoa); 1998: Network president (Nely Galan); 2009: Supreme Court Justice (Sonia Sotomayor)
- Selected “firsts” could be turned into social-only cards and promoted across WP BrandStudio channels (Facebook, Twitter, LinkedIn, Instagram)

Example of WP BrandStudio [interactive timeline](#)



WP BrandStudio @WPBrandStudio May 9
Meet some of history's most famous spies, and catch an all-new episode of @huntersSyfy TONIGHT at 10|9c on @Syfy

Example of WP BrandStudio [social card](#)

Photo Profiles

Photo profiles of successful Hispanic-American millennials put a human face on the ways in which they are shaping the cultural landscape. We'll go behind the scenes with each subject at home and at work to gain insight into how they express their modern identity and culture—and to find out, in their words, what they believe it means to be American.

Examples of possible subjects include:

- **Lance Rios**, founder of Being Latino, a social media marketing firm that started as a passion project and ultimately turned into a full-fledged multi-million dollar company
- **Raquel Reichard**, politics and culture editor at *Latina* magazine, the largest print and digital magazine for and by U.S. Latinas
- **Jordi Munoz**, founder of 3D Robotic, got his start by getting a \$500 loan from the editor of *Wired* magazine to make his first drone

- Outtakes or behind-the-scenes images from the photo profiles could be turned into social-only content and promoted across WP BrandStudio channels

An interior reflection: Silence is power

By WP BrandStudio July 25

In the professional world, silence can be a powerful tool, helping to create levity in meetings or leverage in tense negotiations. But silence is also important in the personal lives of successful business owners. We spoke with influential young professionals to learn where they go to escape the noise, and how they draw strength from those quiet moments.

David Haber, CEO and co-founder, Bond Street



Sample WP BrandStudio [photo profile](#)