



ATLANTA

CIUDAD VIBRANTE

Atlanta CVB

Objective

Showcase Atlanta's cultural richness to the Latino community, highlighting why the city is the ideal destination for their next vacation.

Strategy

Gray Digital Media produced a six-episode, 30-minute Emmy award-winning docuseries celebrating the stories of Latino entrepreneurs, artists, musicians and chefs whose talent and vision shape Atlanta's cultural identity. Through these powerful narratives, we highlighted the community's diverse contributions and positioned Atlanta as a dynamic hub of Latino culture.

Customized
Content Creation + Distribution + Promotion



Watch Trailer

Eight MILLION

ADS DELIVERED

over just 90-days

8

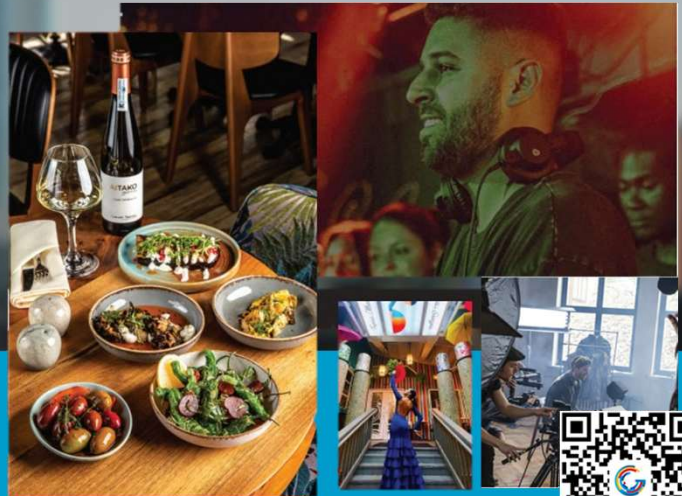
MAJOR MARKETS

- #1 Los Angeles
- #2 Houston
- #3 New York
- #4 Dallas
- #5 Miami
- #6 Chicago
- #7 Tampa Bay
- #8 Orlando



EMMY-Award
Winning Show

Latin Flavor: Atlanta



Watch Trailer

KEY RESULTS

Unmatched Engagement: 35,586 minutes watched on Zeam, proving strong audience connection.

Premium Exposure: Linear promos aired across Telemundo affiliates to drive tune-in.

Exceptional Value: Delivered 142% in incremental media value.

Strategic Reach: Extended into Atlanta's top drive and fly markets, with international visibility through Zeam's platform — expanding audience and fueling visitation.

Enduring Impact: Built a lasting video library for ongoing client use.

ESTRENO

ATLANTA
CON SABOR
LATINO
TEMPORADA 2

DESCUBRE EL MUNDO
DE ATLANTA

VER EN

zeam
always local • always free

STREAMING TV
TAKEOVER ADS
TARGETED DISPLAY



DISTRIBUTED VIA:



zeam
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