



CAMPAIGN: TELEVISAUNIVISION

UPFRONT 2022-23

CLIENT: TELEVISAUNIVISION

AGENCY: PROSCENIUM

This year was Univision's first time back hosting their annual Upfront in-person; it was also the first Upfront since the merger between Televisa and Univision. The goal was to showcase the power of the newly combined TelevisaUnivision as the world's leading Spanish-Language media and content company, and to immerse attendees in an experience that was true to and representative of Hispanic Culture.

To do this, they partnered with Proscenium to produce their biggest Upfront yet in the River Pavilion at the Javits Center – a glass-enclosed t-shaped room. The Javits Center is a massive venue with 850,000 square feet of malleable exhibition space and we wanted to make an impact. The arrival space popped with 30-foot banners, a stunning brand wrapped staircase, and a custom floral step and repeat - one of the first and most public-facing installations of the new TelevisaUnivision brand.

Proscenium worked hand in hand with the TelevisaUnivision Event Marketing and Ad Sales Marketing teams as well as Brand Activation Services to craft the presentation and post-show reception flow. The party began the moment the attendees entered the River Pavilion. Five massive LED screens washed the room with vibrant TelevisaUnivision colors and brand messaging. Attendees could hardly sit still moving to the music Forbes proclaimed "best walk-up music" as the event-turned-party kicked into full gear.

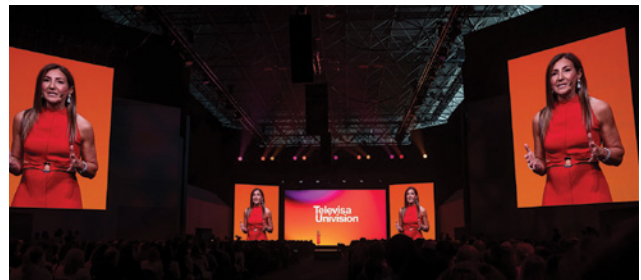
The show opened with a powerful monologue delivered by Kimberly Gomez, a Latina who embodied and served as the voice for TelevisaUnivision's audience. As the show continued, TelevisaUnivision's President of U.S. Advertising and Marketing Donna Speciale and other executives used the mainstage to talk about the company's amazing growth and future; with special guests using a second platform stage for more intimate moments.

On-stage and on-screen guests included household name Jorge Ramos, musician Emilio Estefan, and actress Sofia Vergara. The show was packed with star power! When the presentation was coming to an end, Sebastian Yatra, recently renowned for his 2022 Oscar performance, emerged from the audience, delighting all as soon as he began crooning. He started slow, accompanied by a guitarist, then took to the stage for a show stopping performance.

Donna joined him back on stage for her final remarks. Then, as she said her final words, something unexpected happened –

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the 40-foot LED screen behind Donna and Sebastian began to rise revealing a brightly lit reception space. They kicked off the party dancing toward the reception which featured Latin tunes by TelevisaUnivision's own Uforia DJ, dynamic activations, culturally inspired appetizers, and a bar - all encased in a greenhouse like room overlooking the Hudson River.



The post-show reception environment was designed to be a town square representative of all things Hispanic Culture. Wherever possible, we partnered with Hispanic business owners and invited them to be a part of the celebration. From the floral decor to the curated takeaways at the TelevisaUnivision Bodega to the artist behind the Instagrammable mural to the coffee and piragua carts, every corner proudly told the Hispanic American story. Throughout the event, attendees were mesmerized by the miniature fútbol pitch, the speakeasy meet & greet behind the bodega, and the beautiful center bar. The energy was palpable. Music was rhythmic, food was delicious. With no one wanting to leave, true to Hispanic culture, the party extended well past the scheduled end time.

TelevisaUnivision's Upfront embodied the electrifying future of the company. A transformative venue design, captivating show (with award-worthy performances), and an unexpected post-show reception all contributed to an unforgettable event. The Upfront was a heartfelt invitation to the beauty and meaning of Hispanic culture and a celebration of the company's impressive growth.