

Remitly celebrates the vibrancy of Latin American cultures with two new ads

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Smooth dance moves, invigorating colors, and the rhythms of pulsating drums that inspire you to move—these are a few ways Remilty captures the vibrancy of Latin American culture in its latest ad campaigns, driven by Creative Lead, Mario Reinoso. With both ads, Mario saw an opportunity to include the many diverse cultures that comprise the region.

“These campaigns gave us a chance to say ‘You know what, let’s put people who are usually not on TV,’’ Mario says. “You usually don’t see a Nicaraguan talking about money or a Dominican showing you how to dance merengue.”

Set to a background of vibrant, tropical colors and joyful music, the two ads feature people from Colombia, Honduras, Nicaragua, Guatemala, Mexico, and more. With over 20 countries represented within Latin America, Mario wanted to ensure many nationalities had representation and viewers saw themselves reflected in the ads.

“We wanted to create a campaign that someone could watch and say, ‘There’s

someone who speaks the way I do,’” he says.

Creating culturally relevant content is a team effort that requires synergy and thoughtfulness, and Mario wants to acknowledge the hard work the Brand team at Remitly contributed to creating the ads. “This couldn’t be possible without having the best team ever,” Mario says. “Working at Remitly, you learn something new every day about people and their culture. I love it.”

Both ads will air on national television in 17 major cities and networks such as Univision and Telemundo, in addition to YouTube and digital ads on Instagram and Facebook.

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