

We are all Americans

Ana Coello & Constanza Loustalet
Spring 2019

IDENTIFY

Our position

The misconception of Latino Immigrants and their unknown identities in the United States.

Our group

18 - 24 years old Americans.

Our strategy

Create awareness and educate people about the similarities between Latino Immigrants and US Citizens.

Our tactics

Print:

- Posters

Screen-Based:

- Videos

- Social media (Instagram/Facebook)

We are all Americans

WHAT IS IT ABOUT?

The idea behind this campaign is to showcase similarities between people from different countries in America.

WHY ARE WE DOING THIS?

Because of the misconception of Latino Immigrants and their unknown identities in the United States, we wanted to raise awareness and educate people about the similarities between Latinos and US citizens. The idea is to promote the fact that we are all Americans.

SOCIAL MEDIA

Media

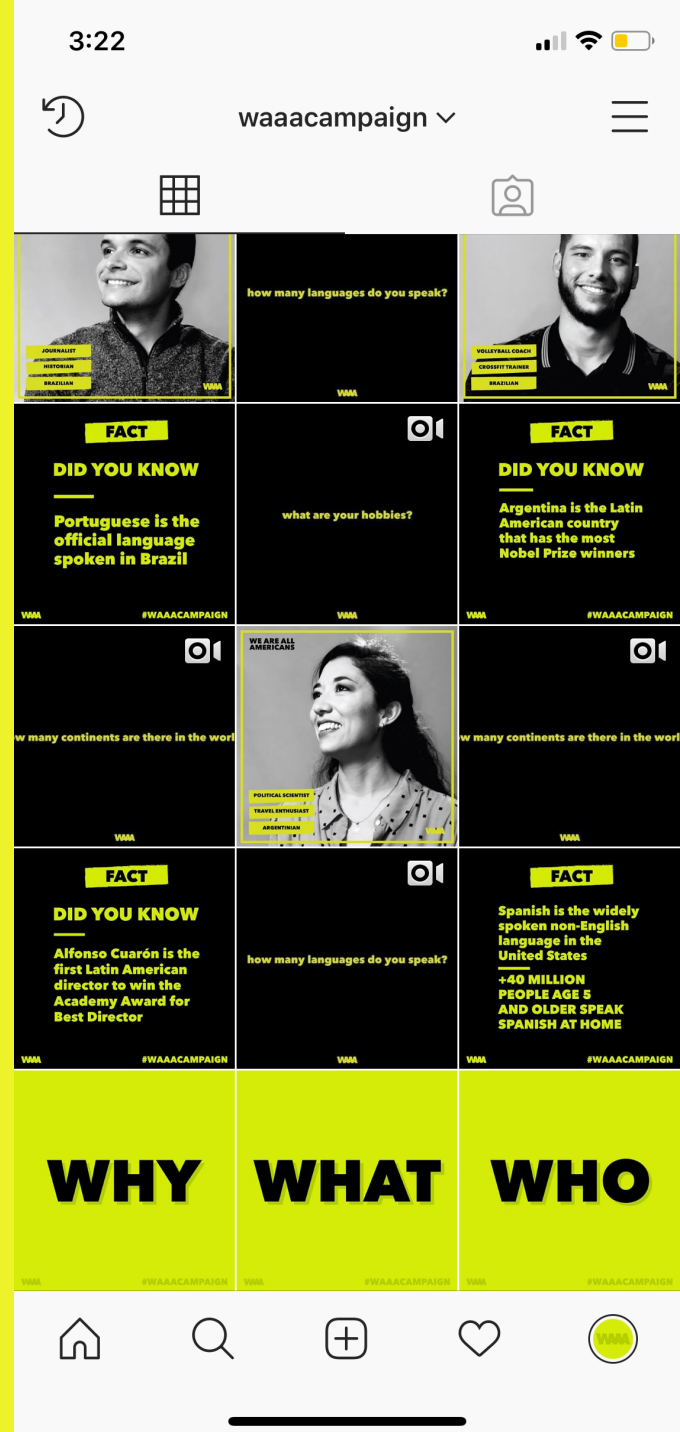
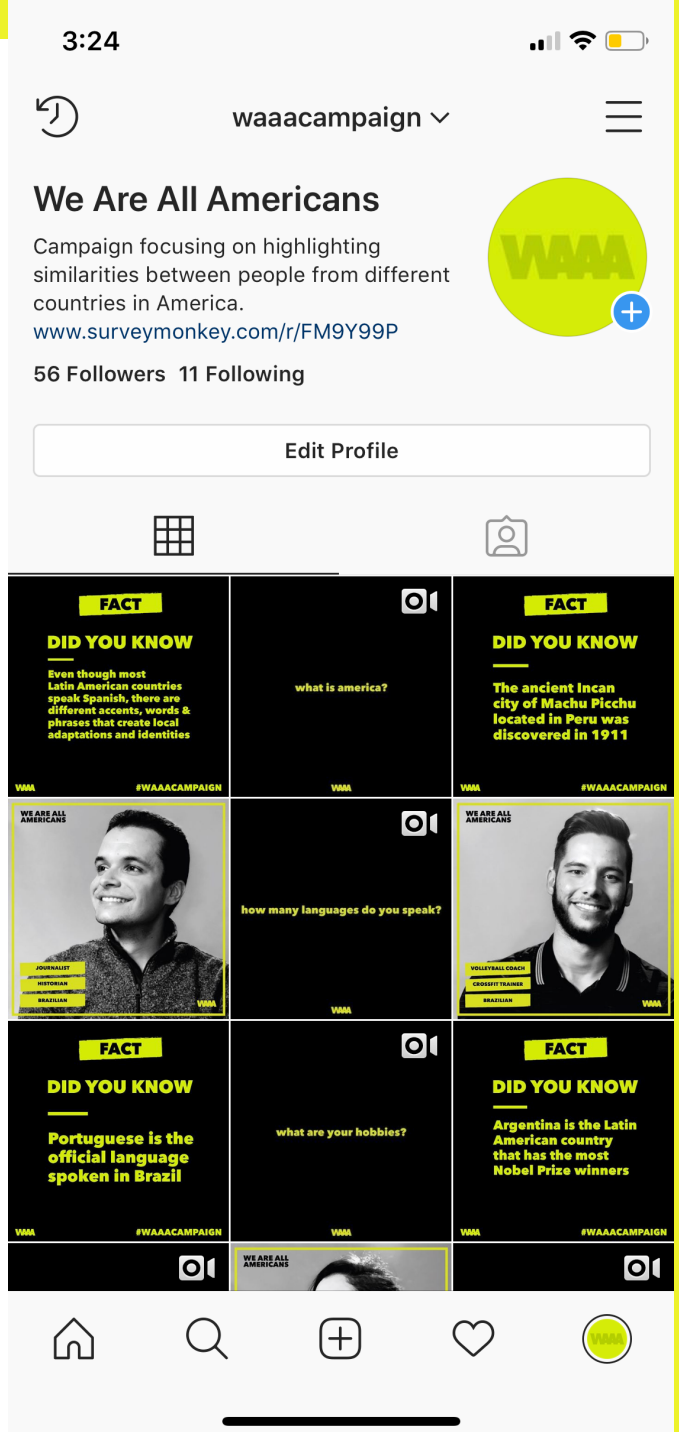
- Instagram
- Facebook

The screenshot shows the Facebook profile page for 'We Are All Americans Campaign'. The page features a yellow cover photo with the text 'WE ARE ALL AMERICANS'. The profile picture is a yellow circle with 'WAAA' inside. The page includes a navigation menu on the left with options like 'Inicio', 'Publicaciones', 'Empleos', 'Eventos', 'Opiniones', 'Grupos', 'Videos', 'Fotos', 'Información', 'Comunidad', and 'Información y anuncios'. The main content area shows a post by 'Constanza Loustalet' with the text: 'In other countries, students are taught that America is one continent. In the United States, students learn that America are two separate continents. So... what is America? Check out what they said and tell us what America means to you. #waaacampaign #weareallamericans #America #americans #latino #campaign #latinamerica #usa #latinos #inalessowetrust'. The post has a video player with 'Ver de nuevo' and 'Compartir' buttons. The right sidebar contains a search bar, 'Publicaciones de visitantes', and language options.

SOCIAL MEDIA

Media

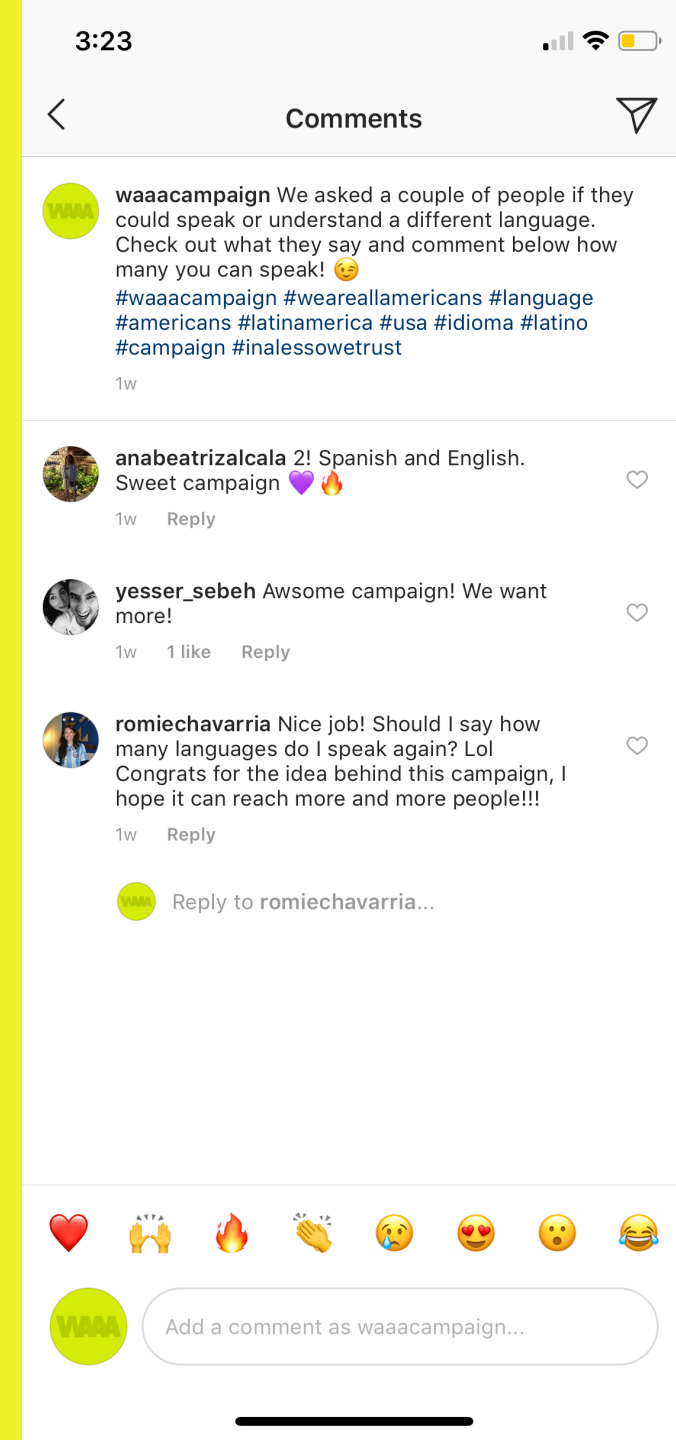
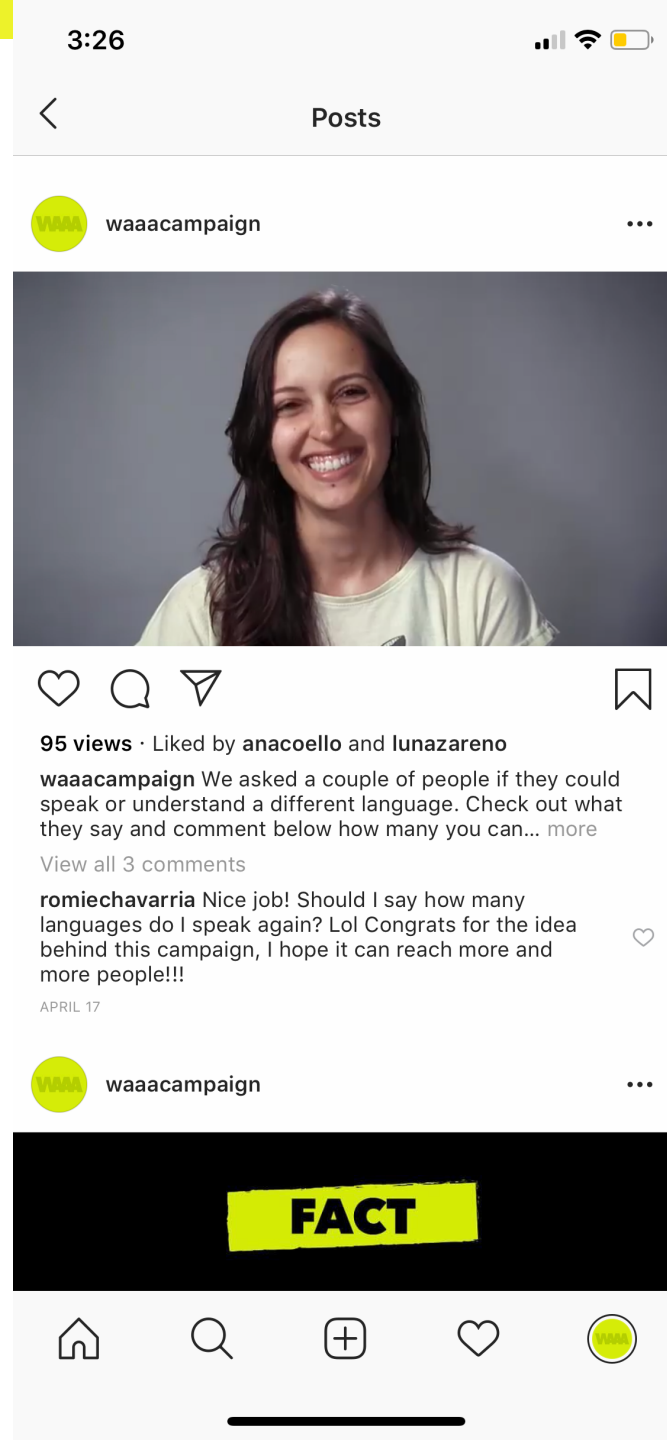
- Instagram
- Facebook



SOCIAL MEDIA

Media

- Instagram
- Facebook



FLYER

Locations

- Georgia State University



FLYER

Locations - Georgia State University



FLYER

Locations - Georgia State University



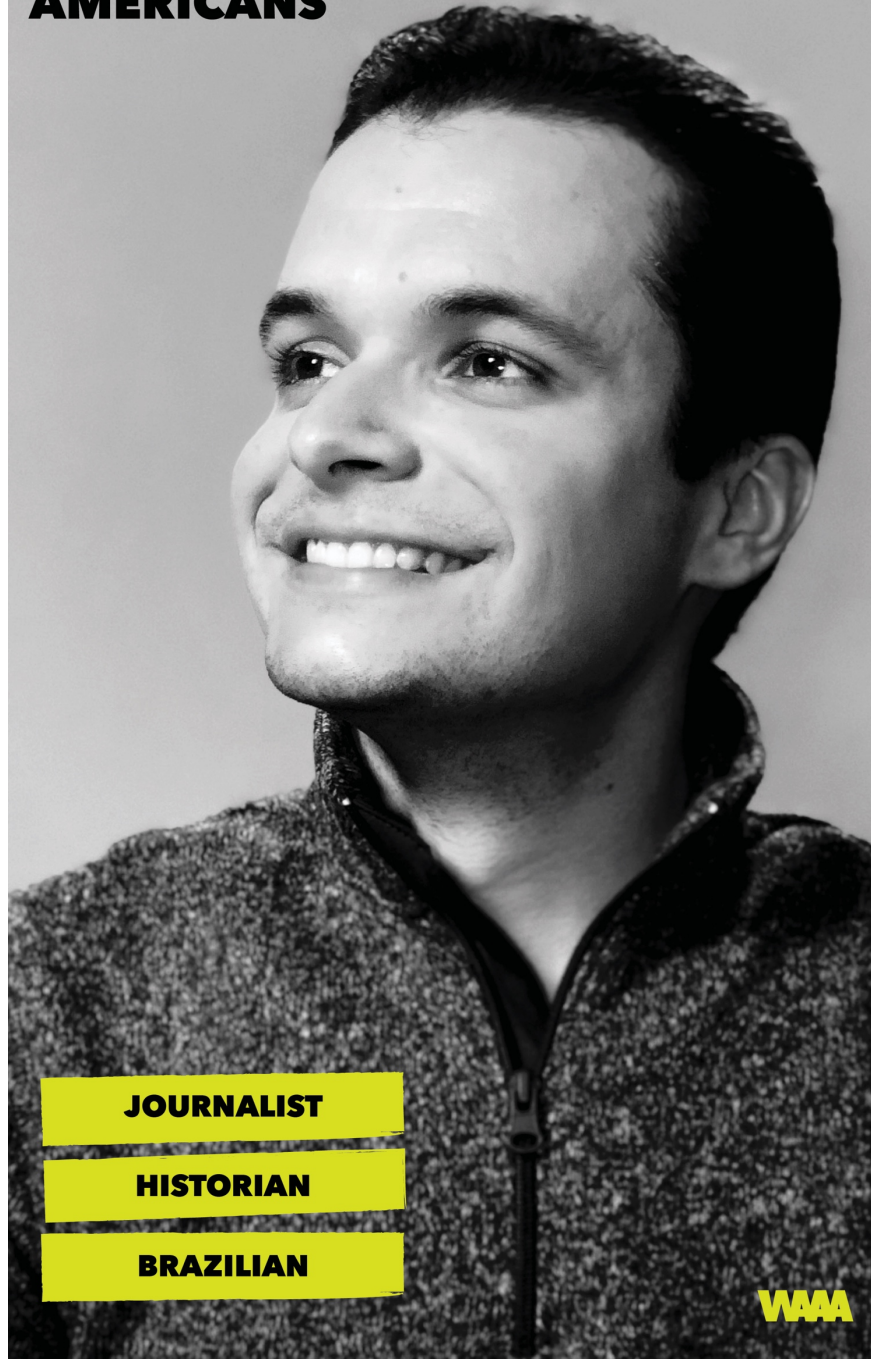
POSTER

Locations

- Sparks Hall
- Art & Design

WE ARE ALL AMERICANS

#WAAACAMPAIGN



JOURNALIST

HISTORIAN

BRAZILIAN

WAA

WE ARE ALL AMERICANS

#WAAACAMPAIGN



ZUMBA INSTRUCTOR

BABYSITTER

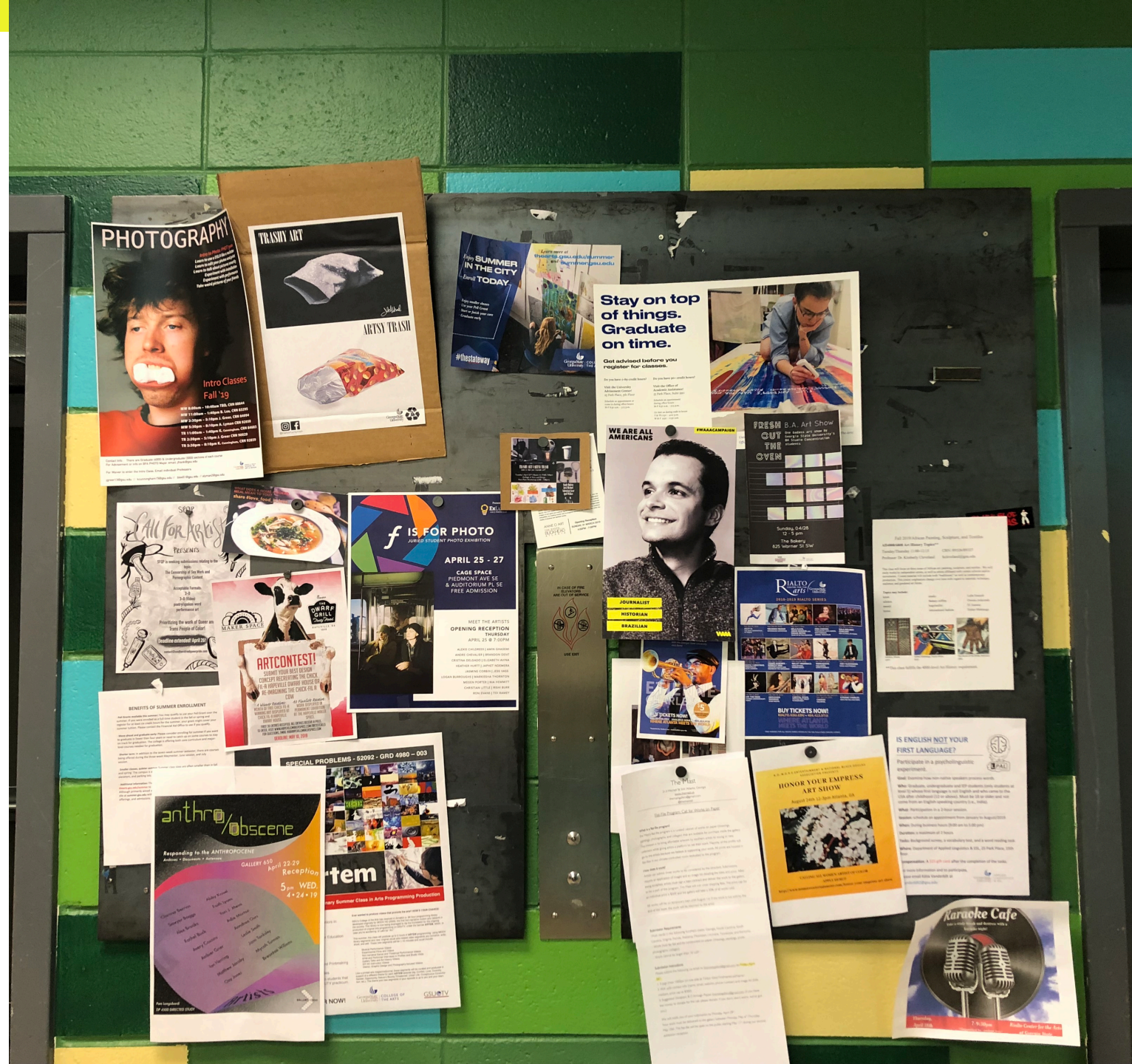
MEXICAN

WAA

POSTER

Locations

- Sparks Hall
- Art & Design



POSTER

Locations

- Sparks Hall
- Art & Design



POSTER

Locations

- Sparks Hall
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POSTER

Locations

- Sparks Hall
- Art & Design



POSTER

Media

- Instagram
- Facebook

WAA

#WAAACAMPAIGN

WAA

#WAAACAMPAIGN



**WE ARE ALL
AMERICANS**



**WE ARE ALL
AMERICANS**

POSTER

Locations

- Sparks Hall
- Art & Design



POSTER

Locations

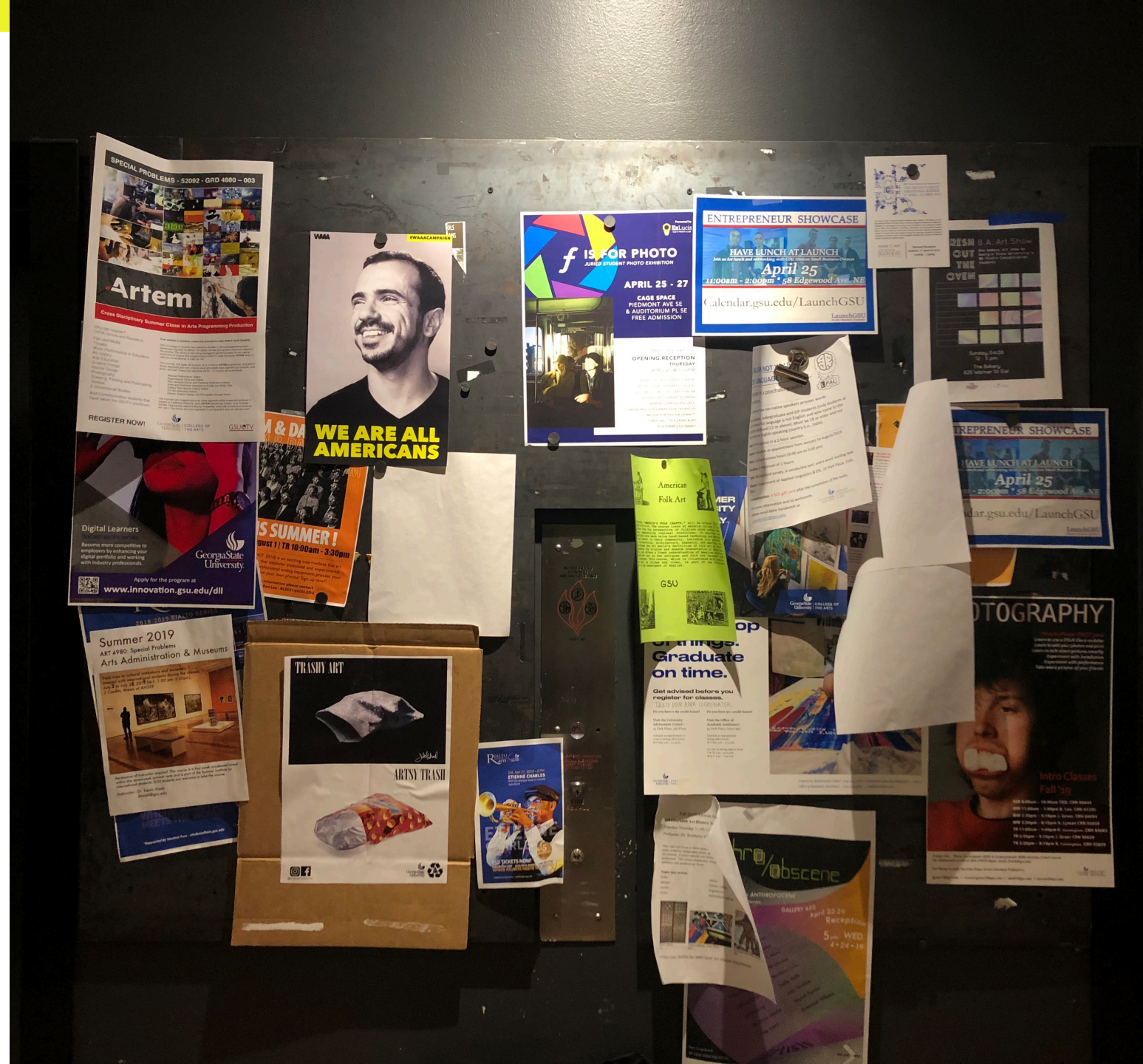
- Sparks Hall
- Art & Design



POSTER

Locations

- Sparks Hall
- Art & Design



POSTER

Media

- Instagram
- Facebook

**WE ARE ALL
AMERICANS**



JOURNALIST

HISTORIAN

BRAZILIAN

WAAA

POSTER

Media

- Instagram
- Facebook

**WE ARE ALL
AMERICANS**

POLITICAL SCIENTIST

TRAVEL ENTHUSIAST

ARGENTINIAN

WAA



POSTER

Media

- Instagram
- Facebook

**WE ARE ALL
AMERICANS**

ZUMBA INSTRUCTOR

BABYSITTER

MEXICAN

WAAA



POSTER

Media

- Instagram
- Facebook

**WE ARE ALL
AMERICANS**

VOLLEYBALL COACH

CROSSFIT TRAINER

BRAZILIAN

WAA

POSTER

Media

- Instagram
- Facebook



**WE ARE ALL
AMERICANS**

POSTER

Media

- Instagram
- Facebook



**WE ARE ALL
AMERICANS**

POSTER

Media

- Instagram
- Facebook

FACT

DID YOU KNOW

Panama was the first Latin American country to adopt the U.S. dollar as its official currency

WAA

#WAAACAMPAIGN

FACT

DID YOU KNOW

Even though most Latin American countries speak Spanish, there are different accents, words & phrases that create local adaptations and identities

WAA

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FACT

DID YOU KNOW

Argentina is the Latin American country that has the most Nobel Prize winners

WAA

#WAAACAMPAIGN

FACT

DID YOU KNOW

Alfonso Cuarón is the first Latin American director to win the Academy Award for Best Director

WAA

#WAAACAMPAIGN

POSTER

Media

- Instagram
- Facebook

FACT

Spanish is the widely spoken non-English language in the United States

+40 MILLION PEOPLE AGE 5 AND OLDER SPEAK SPANISH AT HOME

WAA

#WAAACAMPAIGN

FACT

DID YOU KNOW

Colombia produces about 90% of the world's emeralds

WAA

#WAAACAMPAIGN

FACT

DID YOU KNOW

Portuguese is the official language spoken in Brazil

WAA

#WAAACAMPAIGN

FACT

The Angel Falls, in Spanish Salto Ángel, located in Venezuela is the highest waterfall in the world

The cataract drops 3,212 feet (979 metres) and is 500 feet (150 metres) wide at the base

WAA

#WAAACAMPAIGN

how many languages do you speak?

WAAA

how many languages do you speak?

WAAA

how many continents are there in the world?

WAAA

how many continents are there in the world?

WAAA

how many continents are there in the world?

WAAA

how many continents are there in the world?

WAAA

what are your hobbies?

WAAA

what are your hobbies?

WAAA

what is america?

WAAA

what is america?

WAAA

what is america?

WAAA

what is your favorite word in your language?

WAAA

what is your favorite word in your language?

WAAA

can you describe home in one word?

WAAA

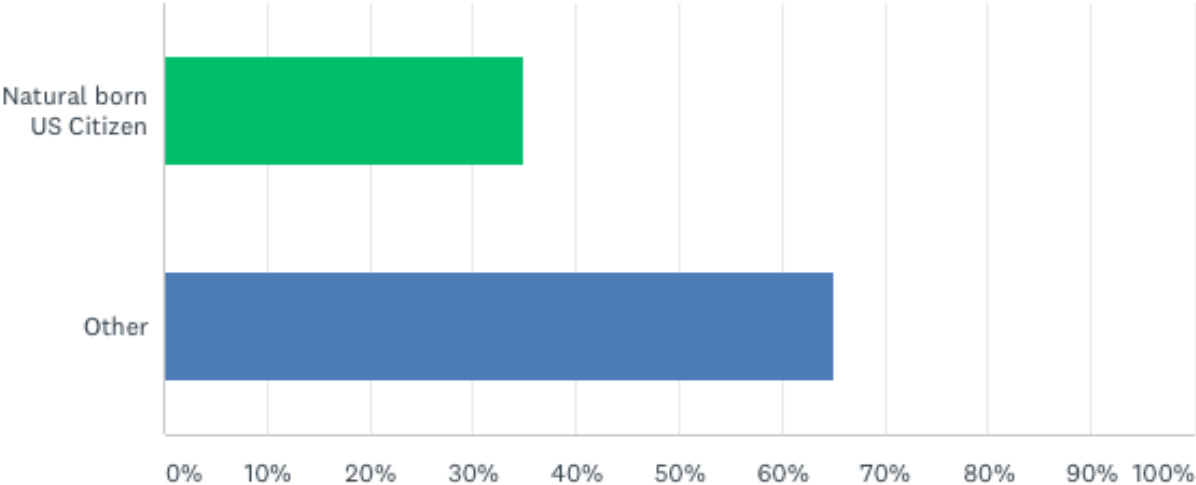
what does home mean to you?

WAAA

SURVEY

Which best describes you?

Answered: 20 Skipped: 0

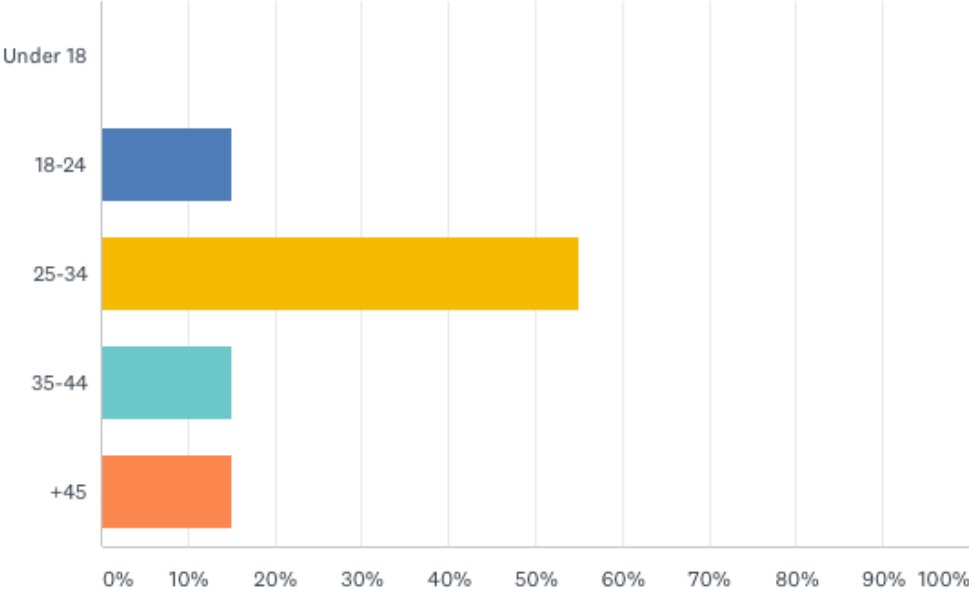


ANSWER CHOICES	RESPONSES
▼ Natural born US Citizen	35.00% 7
▼ Other	65.00% 13
TOTAL	20

SURVEY

Pick your age range

Answered: 20 Skipped: 0

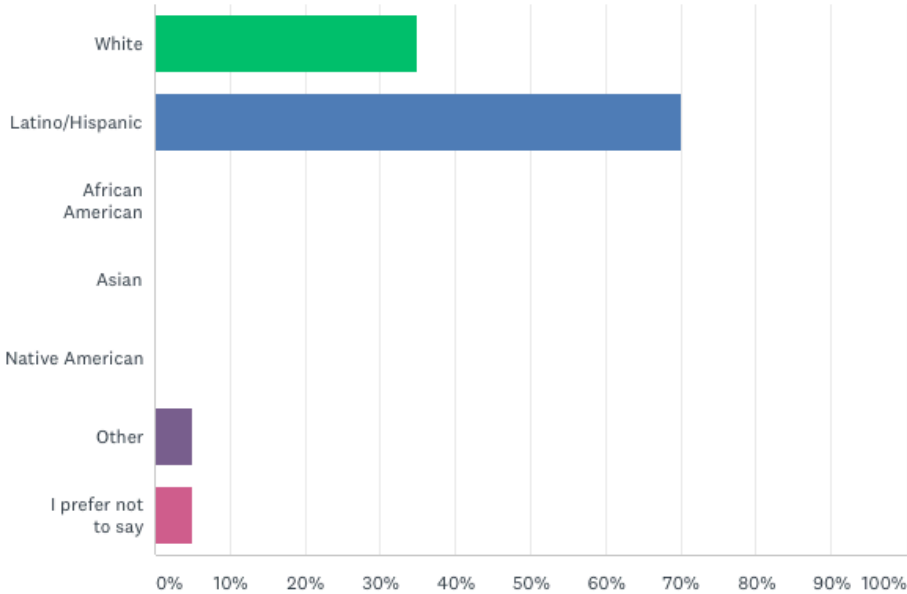


ANSWER CHOICES	RESPONSES
Under 18	0.00% 0
18-24	15.00% 3
25-34	55.00% 11
35-44	15.00% 3
+45	15.00% 3
TOTAL	20

SURVEY

What do you identify as?

Answered: 20 Skipped: 0

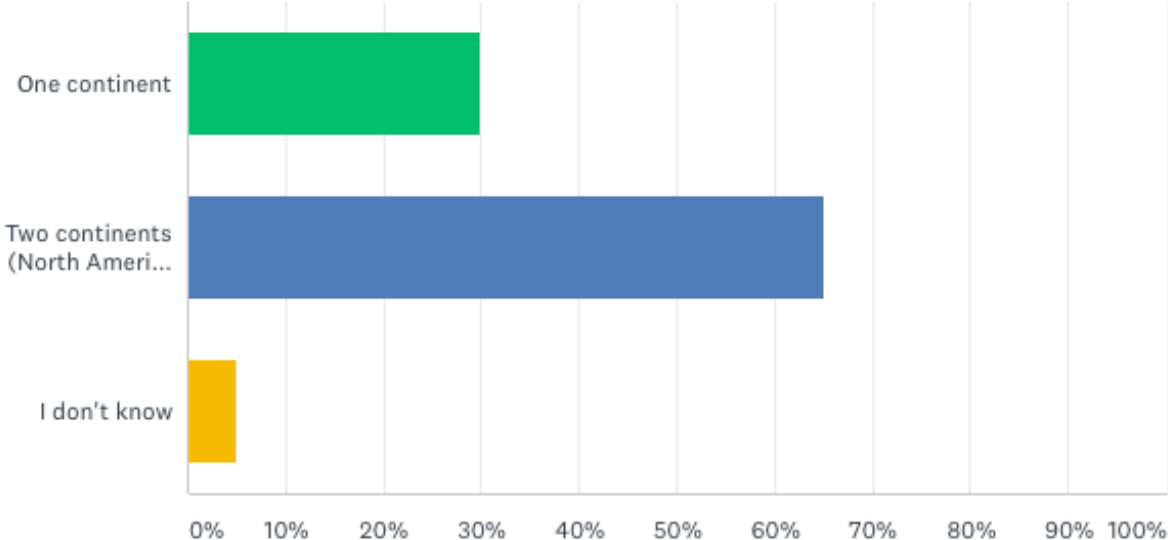


ANSWER CHOICES	RESPONSES
White	35.00% 7
Latino/Hispanic	70.00% 14
African American	0.00% 0
Asian	0.00% 0
Native American	0.00% 0
Other	5.00% 1
I prefer not to say	5.00% 1
Total Respondents: 20	

SURVEY

How do you see the American continent?

Answered: 20 Skipped: 0

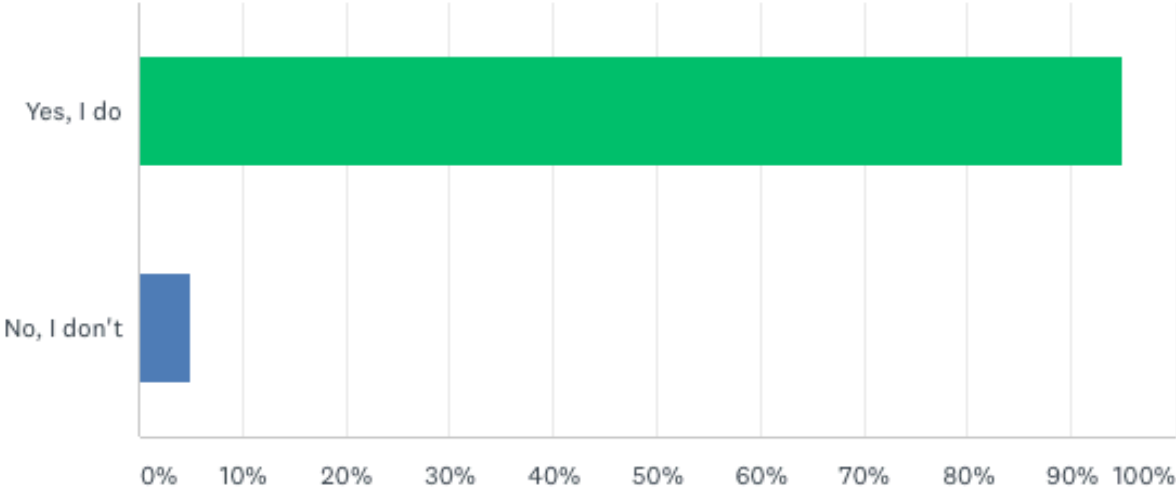


ANSWER CHOICES	RESPONSES
One continent	30.00% 6
Two continents (North America & South America)	65.00% 13
I don't know	5.00% 1
TOTAL	20

SURVEY

Do you know any immigrants personally?

Answered: 20 Skipped: 0

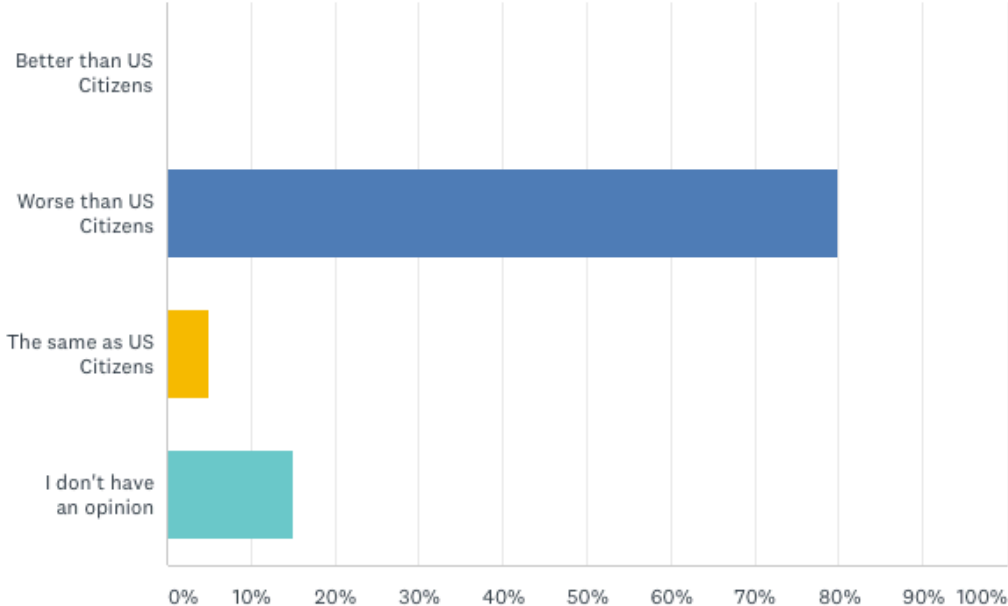


ANSWER CHOICES	RESPONSES
Yes, I do	95.00% 19
No, I don't	5.00% 1
TOTAL	20

SURVEY

How do you think immigrants are treated in the US?

Answered: 20 Skipped: 0

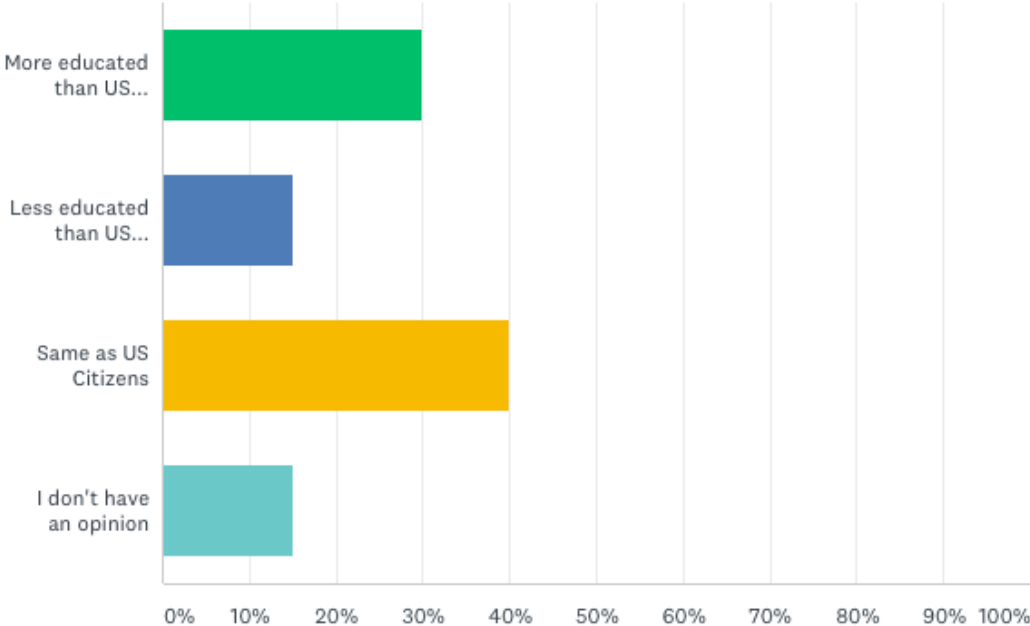


ANSWER CHOICES	RESPONSES
▼ Better than US Citizens	0.00% 0
▼ Worse than US Citizens	80.00% 16
▼ The same as US Citizens	5.00% 1
▼ I don't have an opinion	15.00% 3
TOTAL	20

SURVEY

Are immigrants...

Answered: 20 Skipped: 0

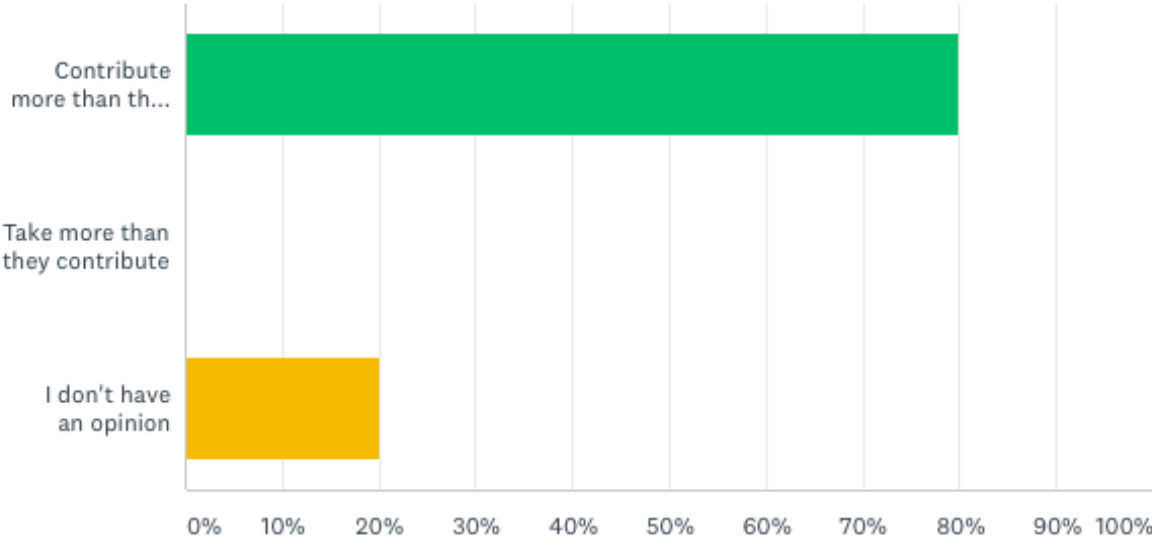


ANSWER CHOICES	RESPONSES
More educated than US Citizens	30.00% 6
Less educated than US Citizens	15.00% 3
Same as US Citizens	40.00% 8
I don't have an opinion	15.00% 3
TOTAL	20

SURVEY

Do immigrants...

Answered: 20 Skipped: 0

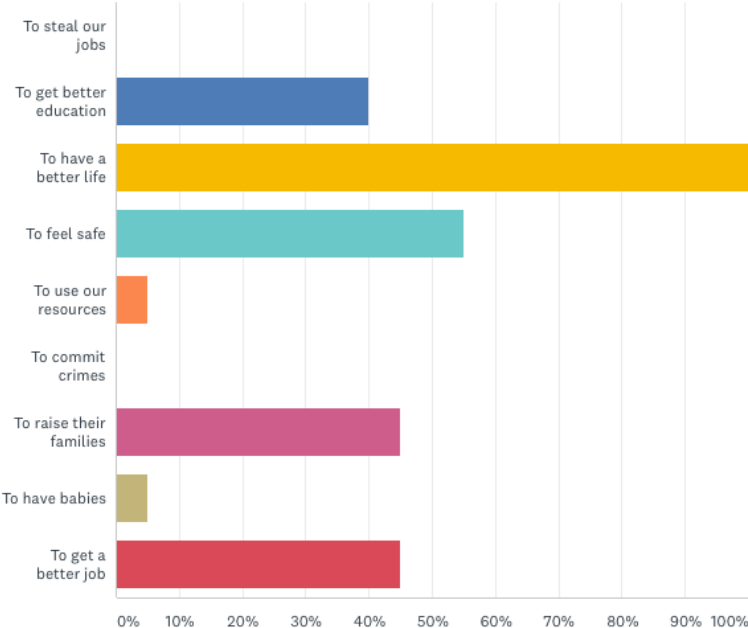


ANSWER CHOICES	RESPONSES
▼ Contribute more than they take	80.00% 16
▼ Take more than they contribute	0.00% 0
▼ I don't have an opinion	20.00% 4
TOTAL	20

SURVEY

Why do you think immigrants come to the US?

Answered: 20 Skipped: 0



ANSWER CHOICES	RESPONSES
▼ To steal our jobs	0.00% 0
▼ To get better education	40.00% 8
▼ To have a better life	100.00% 20
▼ To feel safe	55.00% 11
▼ To use our resources	5.00% 1
▼ To commit crimes	0.00% 0
▼ To raise their families	45.00% 9
▼ To have babies	5.00% 1
▼ To get a better job	45.00% 9
Total Respondents: 20	

SURVEY

Tell us how you feel about immigrants

Answered: 19 Skipped: 1

Love

4/28/2019 7:08 PM

[View respondent's answers](#)

[Add tags](#) ▼

I admire the courage it takes to leave their home country and start all over.

4/27/2019 8:30 PM

[View respondent's answers](#)

[Add tags](#) ▼

I feel like they are humans just like everyone else.

4/27/2019 8:29 PM

[View respondent's answers](#)

[Add tags](#) ▼

They are typically hard-working people who are trying to make a better life for themselves.

4/27/2019 8:21 PM

[View respondent's answers](#)

[Add tags](#) ▼

SURVEY

Tell us how you feel about immigrants

Answered: 19 Skipped: 1

We are all are human

4/27/2019 6:44 PM

[View respondent's answers](#)

[Add tags](#) ▼

I think that the more people of different backgrounds that comprise our country, the better. People would not go through all of the trouble and uproot their lives to move to another country, unless they felt it was the best choice.

4/27/2019 5:35 PM

[View respondent's answers](#)

[Add tags](#) ▼

I'm agree with immigrants when they decided to be a better part of the society.

4/25/2019 8:12 AM

[View respondent's answers](#)

[Add tags](#) ▼

We shouldn't believe in stereotypes. Of course, there are bad people and good people all over the globe. Personally, I've met immigrants that want to stay in the US and they study and workd hard for that because they believe in the system, they trust the government, and they want a better future for themselves. Of course, that's not always the case. Anyway, there are immigrants in every country of the world, and the reason why, is because they're trying to escape from a place where there are no opportunities.

SURVEY

Tell us how you feel about immigrants

Answered: 19 Skipped: 1

they are necessary for all societies, they make us more open and tolerant

4/24/2019 1:54 PM

[View respondent's answers](#)

[Add tags](#) ▼

Good people

4/24/2019 1:34 PM

[View respondent's answers](#)

[Add tags](#) ▼

without them the United States was not the same

4/24/2019 11:40 AM

[View respondent's answers](#)

[Add tags](#) ▼

I'm totally fine with them

4/24/2019 10:17 AM

[View respondent's answers](#)

[Add tags](#) ▼

SURVEY

Tell us how you feel about immigrants

Answered: 19 Skipped: 1

We are all inmigrants some how. Inmigration brings new oportunnities, culture, languages and understanding. So, it is great to have that diversity. We are in the XXI century. We have to see each other as one.

4/24/2019 10:17 AM

[View respondent's answers](#)

[Add tags](#) ▼

They're alright.

4/24/2019 10:12 AM

[View respondent's answers](#)

[Add tags](#) ▼

Ok

4/24/2019 10:10 AM

[View respondent's answers](#)

[Add tags](#) ▼

Traen diversidad cultural que siempre es un gran aporte a la sociedad.

4/24/2019 10:02 AM

[View respondent's answers](#)

[Add tags](#) ▼

SURVEY

Tell us how you feel about immigrants

Answered: 19 Skipped: 1

Great

4/24/2019 10:02 AM

[View respondent's answers](#)

[Add tags](#) ▼

Nobody wants to leave their countries, so immigrants are nothing but brave and courageous people. I think that most of the time they delivered so many good things to the new country such as rich culture, skills and knowledge.

4/24/2019 3:42 AM

[View respondent's answers](#)

[Add tags](#) ▼

Good

4/23/2019 9:15 PM

[View respondent's answers](#)

[Add tags](#) ▼

FOCUS GROUP

“when I first read the campaign title “we are all Americans” me, maybe because I was born here... I assumed that the campaign was to show how we are all American but American in the USA sense”

“I like the difference of answers depended upon where you are from... I thought that was really cool”

“they felt really intimate, up close, personal”

“[the posters go] straight to the point”

“I felt that you asked the right type of questions because they weren’t just random questions... the home question was really nice... I feel like that was the one that really connected everybody together because home is home for everybody”

FOCUS GROUP

"I think the questions are really good... they are not the standard questions that you would ask when you first think of immigration"

"America is where I live, where I was born... that's it"

"it's actually really good that you didn't ask political questions... people are normal outside of politics"

"immigration is not always about politics"

FOCUS GROUP

“even though everyone on the outside can look different they all could describe their home... a lot of them had similar things for home”

“I like the pose where they are looking to the side... It looks like the iconic kind of pose... ordinary people with this heroic pose... it has symbolism behind it”

“America is not just north America”

“[the posters] it’s a good way to get people to watch the videos... cause they still have a message by themselves too”

GOING FORWARD...

They said:

"Create a YouTube channel."

"Stickers... Tangible things."

We think:

Do more videos, with more people from different countries that we didn't get the chance to touch on.

Ask more personal and stronger questions on immigration since we want that to be a part of the campaign once it is recognized.

We want to create tangible objects... That people can receive when they participate, that way we receive free publicity as well.

We want to expand and approach people in different communities, outside of the school environment.

Get organizations to promote the campaign.

