

THE BIG IDEA



The Social Media Plan for "The Rise and Fall of the Brown Buffalo" we will initially engage, grow, and activate audiences in the six established U.S. markets.

Through the design and execution of thought provoking campaigns aim to reposition the life and cultural contributions of Oscar "Zeta" Acosta into the narrative and collective histories of California's Chicano movement of the 1970's.

Our goal is to reposition the complex life and contributions of Oscar into current times; by extracting symbolic concepts of this modern retelling of his life. We will pay homage to the first-person-narrative style journalism / Gonzo Journalism in as much as we could get away with.

We plan to use as much film footage, archival material, and first person narrative to populate the cyber world and build the #ZetaNation.



Through a generous donation by the
Cal Poly Pomona's Innovation Lab -- I was given access to advance
algorithm network systems. Where I extracted and analyzed data to
identify strong profile characteristics with the intent of converting these
prime social media influencers as key advocates for the film and
future social media campaigns.

