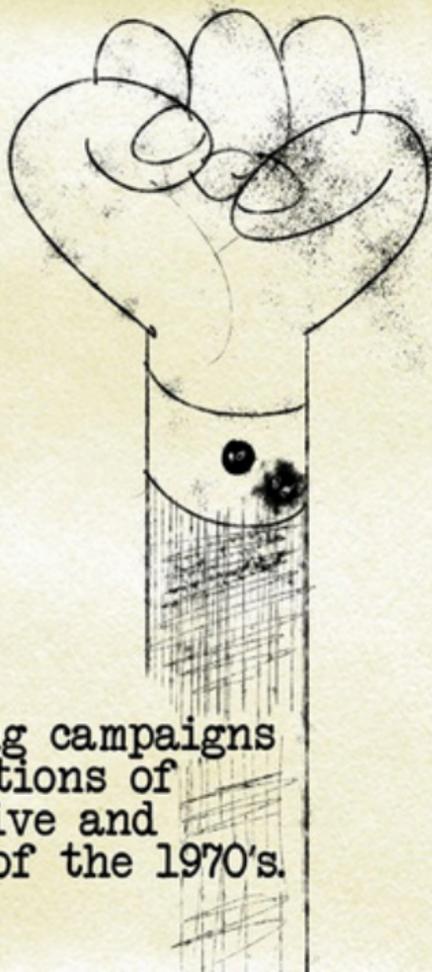


**BUILDING  
#ZETANATION  
SOCIAL MEDIA  
MESSAGE**

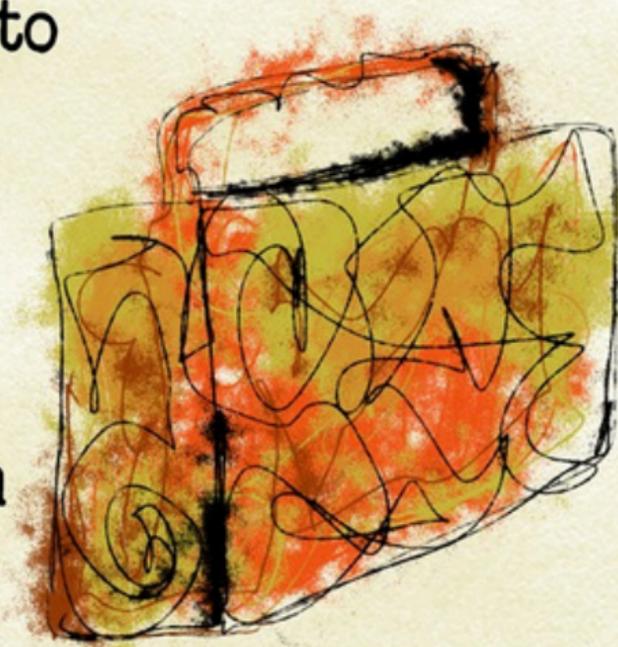
As part of the Social Media Plan for  
"The Rise and Fall of the Brown Buffalo"  
we will engage, grow, and  
activate audiences in the six  
established U.S. markets.

Through the design and execution of thought provoking campaigns  
aim to reposition the life and cultural contributions of  
Oscar "Zeta" Acosta into the complicated 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.



# FASHION

Let's dress for the #ZetaNation movement: In this campaign we will inspire current generations of how they can join themovement by appropriating current trends and repositioning them as part of the #ZetaNation.

By highlighting and bringing Back the EastLA, Pachuco, Chicano dress of the 60's and 70's.

This would be a great collaboration project between The Rise and Fall of the Brown Buffalo's stylist and a Latino Marketing Company.



## APPROACH:

We could produce a one or two social media videos or animations exploring the fashion of the time and the fashion of the film.

We could produce a series of memes illustrating how movements of resistance have used art and fashion as an extension for amplifying a message.

We could produce an Instagram and Twitter fashion campaign illustrating how young activist use fashion to keep the spirit of Oscar "Zeta" Acosta alive.

Social Media platforms: Facebook, Twitter, and Instagram

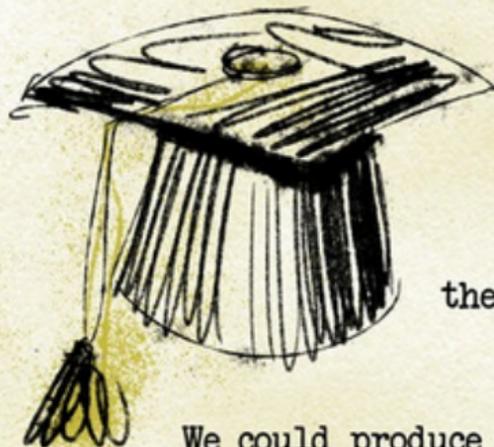


# EDUCATION

Zeta legally defended the young activist who organized for the right for college prep classes and access to high education.

In the spirit of the times we will highlight educational movements across the U.S. that continue the fight for Latinx going to college and acquiring jobs of the future.

Another angle could be highlighting young Latinx lawyers who are defending the rights of youth and Latinx communities at large.



# APPROACH

We could produce a one or two social media video or animations in collaboration with a legal or educational organization highlighting the contributions they continue to make for Latinx today.

We could produce a series of social media post highlighting educational activist across the U.S. and the movements inspired by Zeta.

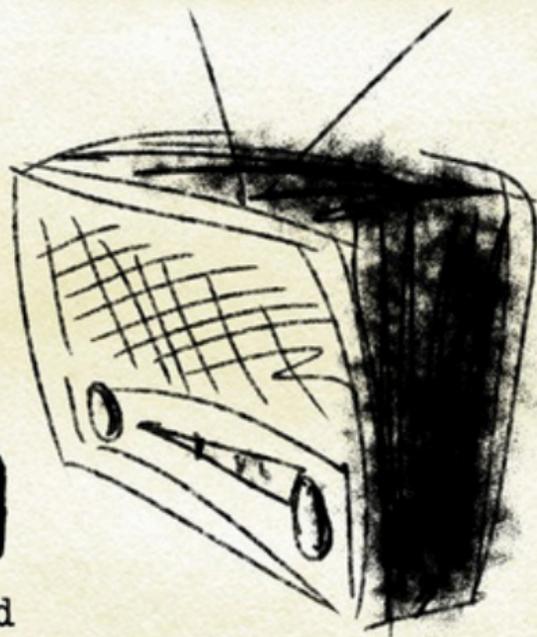
Social Media platforms:  
Facebook, Twitter, and Instagram

# ZETA PODCAST

42 million Americans listen to podcasts weekly, five times more than go to the movies according to Edison Research a reputable research firm. In collaboration with Marcos Najera a five episode podcast will accompany film. Our possible goal would be to make the concept and popularize it among other Latinx inspiring podcast.

## APPROACH

- ▶ We would produce a five segment animated teaser and social media promotional video illustrating the shows underlying theme of Who was Oscar Zeta Acosta?
- ▶ Social Media platforms: Facebook, Twitter, and Instagram



# ZETA FOR SHERIFF

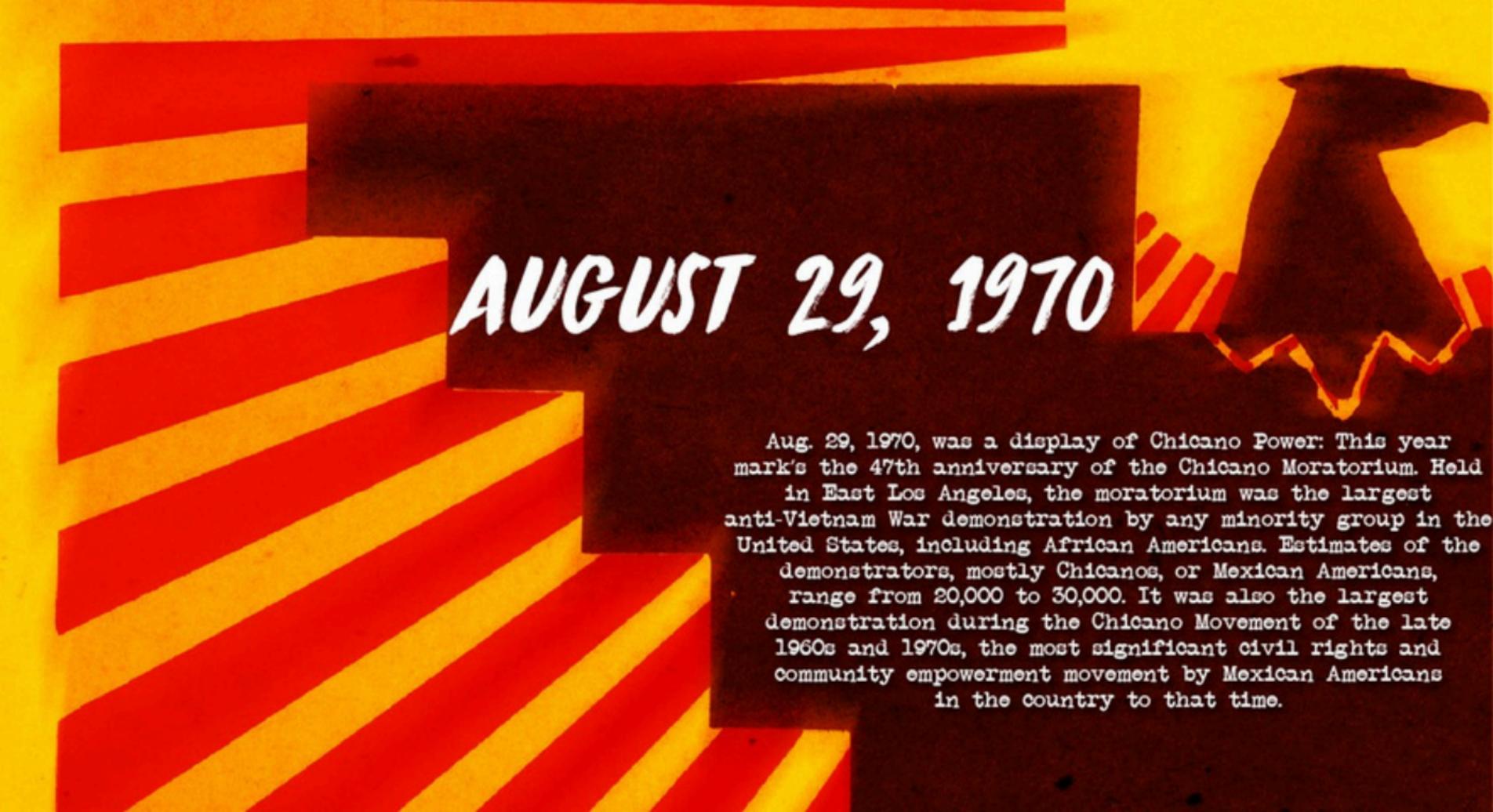
The rise of the rookie candidate: Long before Jon Ossoff ran in Georgia's sixth congressional district special election; Oscar Zeta Acosta did an extraordinary media stunt of running for Los Angeles County Sheriff's Department because the department was accused of unjust violence towards Latinx communities in East Los Angeles and near by communities.

## APPROACH

• We could produce a one or two social media video or animations highlighting Zeta's campaign.

• Social Media platforms:  
Facebook, Twitter, and Instagram





**AUGUST 29, 1970**

Aug. 29, 1970, was a display of Chicano Power: This year mark's the 47th anniversary of the Chicano Moratorium. Held in East Los Angeles, the moratorium was the largest anti-Vietnam War demonstration by any minority group in the United States, including African Americans. Estimates of the demonstrators, mostly Chicanos, or Mexican Americans, range from 20,000 to 30,000. It was also the largest demonstration during the Chicano Movement of the late 1960s and 1970s, the most significant civil rights and community empowerment movement by Mexican Americans in the country to that time.



# APPROACH

Produce one or two social media videos or animations exploring the injustices youth still face today and the connection of between Zeta and the movement.

We could produce a series of memes illustrating how movements of resistance is still alive today.

Produce an Instagram and Twitter fashion campaign illustrating how young activists used fashion to keep the spirit of OZA alive.

Social Media Platforms:  
Facebook, Twitter, and Instagram

# LITERATURE BAR CRAWL

Oscar Zeta Acosta aside from being the figurehead and legal defender of a movement he was a writer. In collaborations with Adolfo Guzman Lopez we will create a poetic calling card to all Angelenos (21 and over) to join this unique Literature Bar Crawl

## APPROACH

- We could produce a one social media video or animations calling card to the City of Los Angeles inviting all those of drinking age for a night of alcohol and literature.
- We could produce a series of memes illustrating excerpts of Zetas written work. Social Media platforms: Facebook, Twitter, and Instagram

