



# Espacio Capabilities Deck

ESPACIO HUB

2026

Powered by Tiempo Company

Rooted in Culture

A photograph of a white plastic chair outdoors. The chair is positioned against a light-colored, textured wall. To the left of the chair, there are green plants with some orange flowers. The scene is brightly lit, suggesting daylight. The text 'Rooted In Culture.' is overlaid on the image. 'Rooted In' is in white serif font on a dark grey background on the left. 'Culture.' is in black sans-serif font on a bright yellow rectangular background that covers the back of the chair.

# Rooted In Culture.

**Culture doesn't just happen.  
It repeats.**

It's in what people buy, who they trust,  
where they go, what they say.

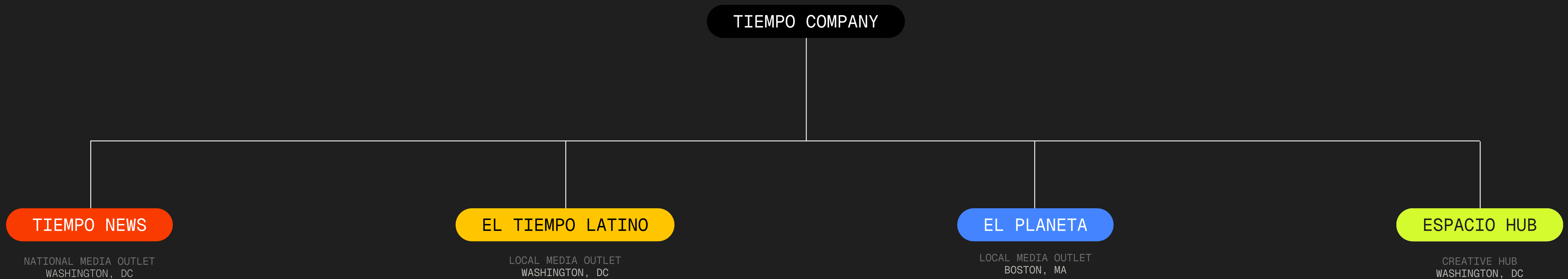
For anyone who wants to mean something  
in bicultural Latino culture, those patterns  
are everything.

That's what Espacio is built to find. We take  
those patterns and turn them into  
intelligence, creativity, and activations that  
make audiences move. Not because we  
studied the culture from the outside,  
because we live in it.

# The Tiempo-Espacio Advantage

**Espacio is powered by Tiempo Company, and that changes everything about how we work.**

For 30 years, Tiempo has been inside bicultural Latino communities. Not observing from a distance, but living in daily conversation with millions of US Latinos across media, content, and culture. Watching what resonates, tracking what spreads, understanding how identity moves in the spaces where American and Latino worlds meet.



# We position you inside bicultural Latino culture.

Through intelligence that finds where you fit, creativity that proves you belong, and activations that make your audience act.






# Espacio is for those who

- ◆ Are ready to mean something in bicultural culture.
- ◆ Understand intelligence drives impact.
- ◆ Activate where culture lives.

and most important for those who are

ready to have  
**a meaning**  
in bicultural culture.



# Familia

It's not how we treat each other, it's how we treat our clients and audiences too: like people, not projects.

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# Calle

We're inside the culture, not observing it. We design for real life, not just the screen.

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# Talento

We don't follow formulas; we reinvent new ways to make things matter.

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# Raíz

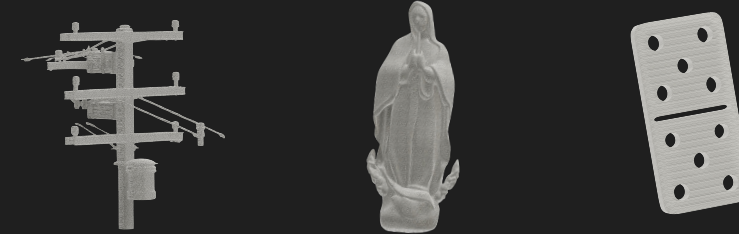
Culture doesn't just happen, it grows from somewhere. We position brands on solid ground because we know what's underneath.

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How do we find your  
**meaning?**



# We find where you belong



We dig into bicultural culture to find the patterns your brand resonates with. From understanding audience behaviors to mapping cultural meaning, we uncover the intelligence that positions you, not where you want to be, but where you actually fit.

→ BRAND POSITIONING

→ AUDIENCE RESEARCH

→ MESSAGING ARCHITECTURE

→ CONTENT STRATEGY

→ CREATIVE BRIEFS

# Building the creative thinking that positions you



Format shapes the meaning. That's why we build artifacts your brand needs: identity systems, content, platforms, and experiences. Each one rooted in cultural intelligence, designed for the audience, built to last.

→ BRAND IDENTITY SYSTEMS

→ WEBSITES AND PLATFORMS

→ VIDEO AND DOCUMENTARY

→ EDITORIAL CONTENT

→ PHYSICAL BUILDS

→ INTERACTIVE EXPERIENCES

→ DATA VISUALIZATION

# Creating experiences that move people



We design activations that create action: campaigns that spread, events that gather, and experiences that stay with people. This is how your brand shows up in culture, creates participation, and proves you're not just talking to people, you're with them.

→ EVENTS AND CONFERENCES

→ EXHIBITIONS AND INSTALLATIONS

→ CAMPAIGN ROLLOUTS

→ COMMUNITY ACTIVATIONS

→ EXPERIMENTAL MARKETING

# Our team

# Behind the Creative

We are strategists, creatives, designers, and storytellers, all rooted in the same culture we work in.

Decades of media, business, and behavioral insight inform every engagement. Design systems built for meaning, not just aesthetics. Lived experience that turns purpose into creative courage. Editorial rigor applied to every format, every platform, every story.

We don't separate thinking from making. Strategy and craft live in the same room here.



**Javier Marin** ↗  
Partner



**Glenda Lazart** ↗  
Studio Lead



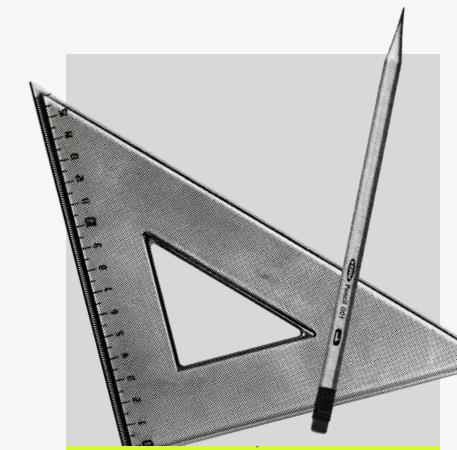
**Marcos Marin** ↗  
Partner + CEO



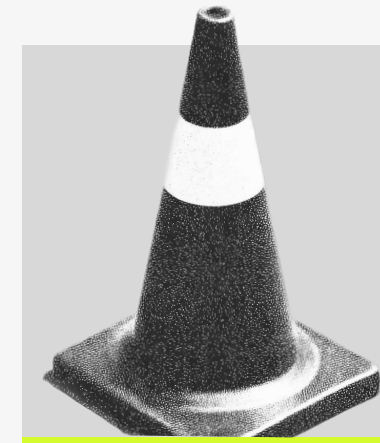
**Giselle López** ↗  
Creative Copywriter



**Manuel Oliver** ↗  
Partner



**Agustina Monzón** ↗  
Designer



**Winston Peraza** ↗  
Partner + CCO

# Decoded Stories

DOCUSERIES

SEE FULL PROJECT ↗

# TIERRA MÍA

## THE PROBLEM

Climate fatigue is real, abstract messaging about a distant crisis doesn't land when families are already navigating daily pressures in their own neighborhoods.

## HOW WE MOVED

Lead with longform truth, a documentary that earns trust, then scaled the most powerful moments through short-form cutdowns across platforms.

104,081

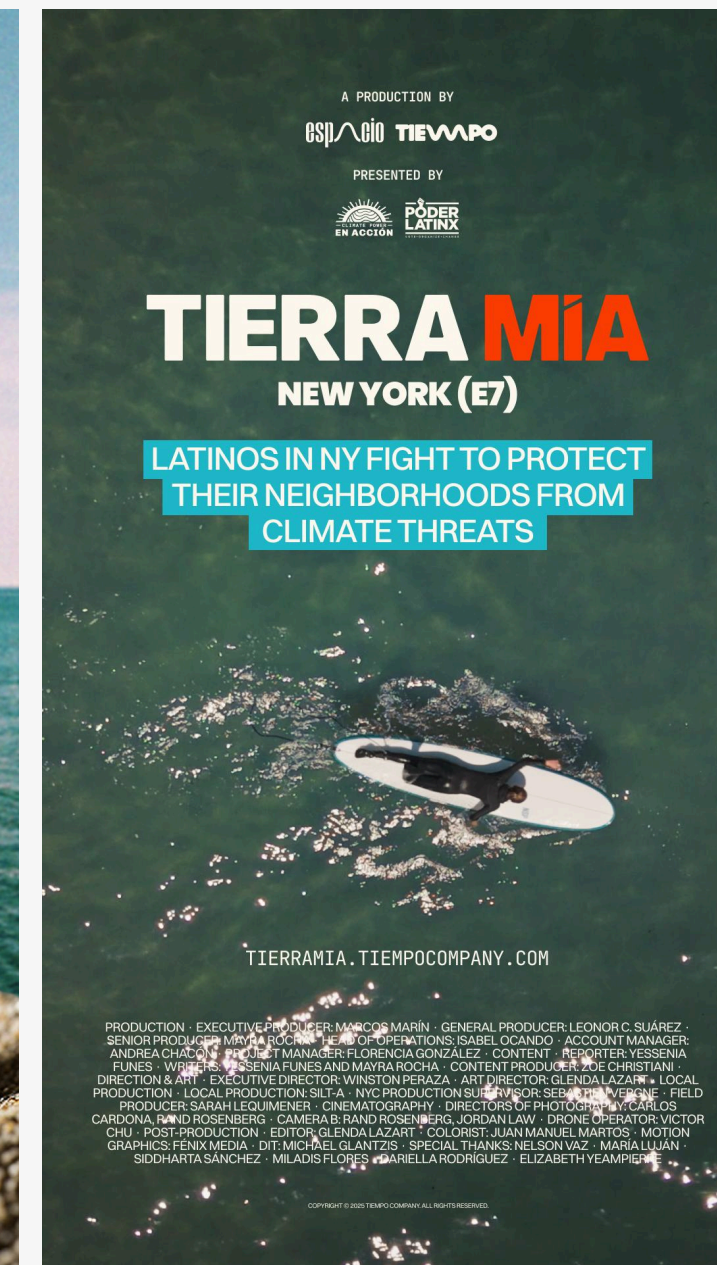
CROSS-CHANNEL VIEWS

45,81,002

IMPRESSIONS

45,033

REACH



# DEMAND.

## THE PROBLEM

Awareness of gun violence has become numbness. When grief becomes background noise, campaigns that inform don't move people, they just add to the weight.

## HOW WE MOVED

Curation as strategy: a deliberate pathway from reflection to recognition to action, built twice, first in DC alongside GUAC at Woolly Mammoth, then expanded to LA at Kirk Douglas Theatre.



DIGITAL CAMPAIGN

SEE FULL PROJECT ↗

# Freedom to learn

## THE PROBLEM

Education advertising blends together when everything promises "opportunity." For Latino adults weighing real trade-offs, time, money, family, generic messaging doesn't move anyone.

## HOW WE MOVED

A platform built around a clear promise and a repeatable visual system, deployed across multi-format touchpoints for sustained exposure and measurable action.

**1,586,166**

IMPRESSIONS

**589,751**

REACH

**1,042**

CLICKS

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LINK ↗



DIGITAL CAMPAIGN

SEE FULL PROJECT ↗

# EL LUJO DE **VIVIR**

## THE PROBLEM

Policy is easy to ignore, especially when it's communicated like policy. For Latino families already stretched thin, the cost of medication is a daily reality that Washington rarely translates into human terms.

## HOW WE MOVED

A creative platform built for emotional clarity and direct action, concept to asset, designed to perform across formats and deployed through trusted channels where the audience already engages.

**1,121,050**

IMPRESSIONS

**253,911**

REACH

**7,128**

CLICKS

**espacio**

PATIENTS FOR AFFORDABLE DRUGS



EVENT

SEE FULL PROJECT ↗

# TRUTH ACROSS BORDERS TRUTH

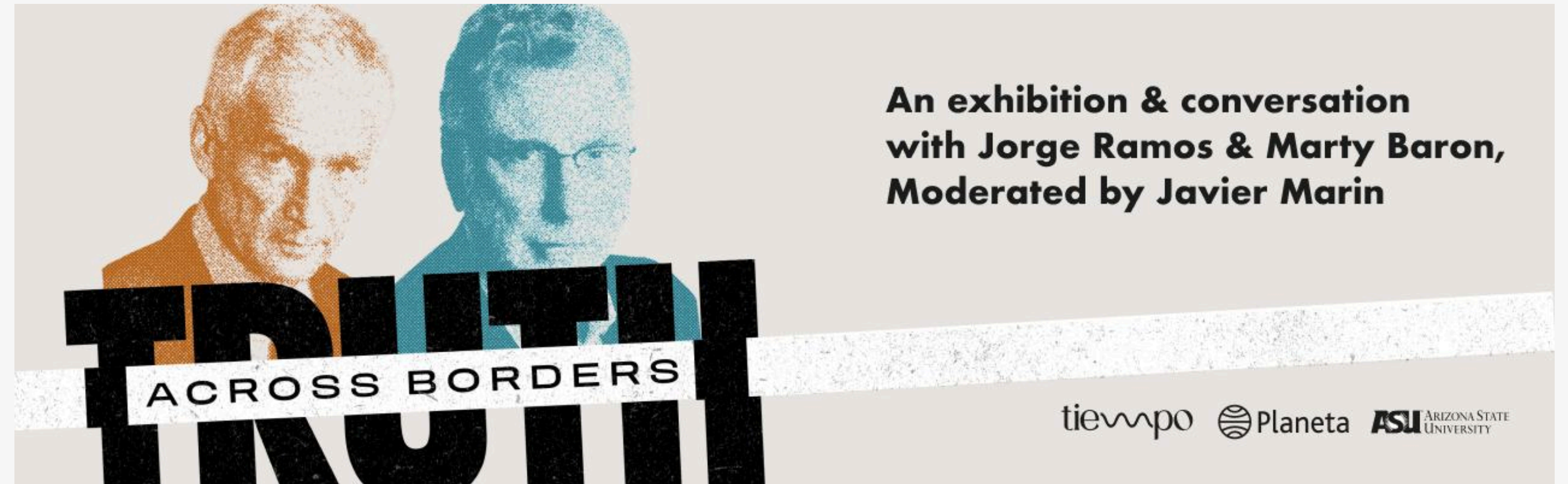
## THE PROBLEM

Civic dialogue gets dismissed when it feels like an institution talking at people formal, distant, and designed for someone else.

## HOW WE MOVED

Brand-as-convening, building an identity, narrative, and asset system designed to travel across web, social, and press without losing cultural credibility or intellectual weight.

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DIGITAL CAMPAIGN

# ROMPIENDO MITOS ROMPIENDO MITOS

## THE PROBLEM

Health insurance renewal is high-friction for Latino families, myths spread fast, trust is low, decisions get made on bad information.

## HOW WE MOVED

A branded platform anchored in physician-led video, supported by carousel clarity, distributed through El Planeta's ecosystem.

**599,571**

IMPRESSIONS

**447,347**

REACH

**5,979**

CLICKS

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**3**  
**MITOS**  
**SOBRE CÓMO  
ELEGIR LA MEJOR  
ATENCIÓN MÉDICA**

PATROCINADO POR



MASSACHUSETTS

**EL PLANETA**

[LINK ↗](#)

**EL PLANETA**

**ROMPIENDO  
MITOS**

**SOBRE LA SALUD DE TU BOCA**



PATROCINADO POR BLUE CROSS BLUE SHIELD OF MASSACHUSETTS

Coaching Salud Holística

# Care That Speaks The Language

THE PROBLEM

Maternal support and Medicaid navigation are already overwhelming and when the messaging adds confusion instead of clarity, families disengage before they ever get help.

HOW WE MOVED

Clarity-first messaging distributed across social, editorial, and print building trust through repetition in the spaces where Maryland Latino families already show up.

**106,000**

REACH

**289,227**

IMPRESSIONS



El Tiempo Latino



Coaching  
Salud  
Holística



[LINK ↗](#)



[LINK ↗](#)

NeighborHealth

# Health From Within

## THE PROBLEM

Health messaging fails Latino communities when it feels clinical, inconsistent, or disconnected from daily life, especially when it needs to cover multiple themes across a diverse audience.

## HOW WE MOVED

Wave-based messaging with consistent cadence across trusted channels: social for scale, articles for depth, newsletter for high-intent reach, building familiarity and trust over time.

**300,076**

REACH

**902,845**

IMPRESSIONS



EL PLANETA



[LINK ↗](#)



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Boston Red Sox

# The Team Becomes Part Of The Culture

## THE PROBLEM

Community messaging loses power when it feels like it could be for anyone. Latino families need a reason to show up that feels specific, warm, and worth the trip.

## HOW WE MOVED

A simple, focused creative system deployed through high-trust placements: social for scale, newsletter for intent, with enough repetition to convert awareness into action.

219,522

REACH

727,241

IMPRESSIONS

4,535

CLICKS

espacio

EL PLANETA



[LINK ↗](#)



[LINK ↗](#)

## Washington Wizards

# A Season Inside The Culture

### THE PROBLEM

A season is long. Sustaining Latino audience attention across months without the creative feeling repetitive or disconnected from culture is harder than a single campaign push.

### HOW WE MOVED

Cultural moments anchored the calendar. Modular creative kept production efficient. Performance distribution through ETL's ecosystem turned attention into measurable action.

**458,132**

REACH

**1,487,166**

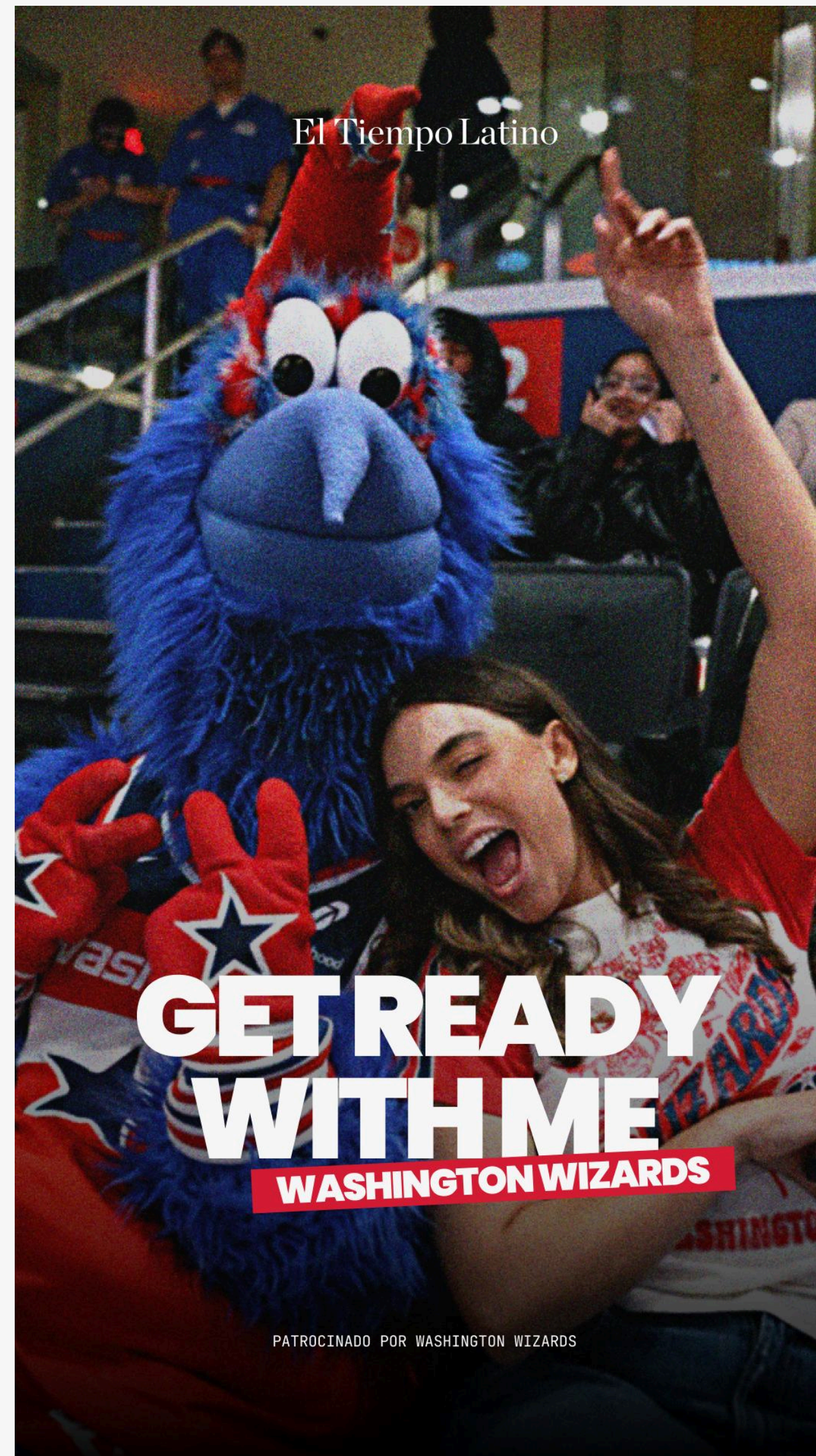
IMPRESSIONS

**4,423**

CLICKS



El Tiempo Latino



[LINK ↗](#)



[LINK ↗](#)

Washington Capitals

# Heritage Month, Done Right

## THE PROBLEM

A short runway and a crowded calendar, Hispanic Heritage Month activations risk blending into a sea of generic "promo nights" that Latino audiences have learned to scroll past.

## HOW WE MOVED

Video first to grab attention, carousels to clarify, newsletter to reinforce a tight three-step sequence built to convert within a compressed timeline.

**102,293**

REACH

**328,889**

IMPRESSIONS

**2,389**

CLICKS



El Tiempo Latino



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[LINK ↗](#)

CONTENT CREATION

JPMorganChase

# Finance For Real Decisions

## THE PROBLEM

Finance content gets ignored unless it's immediately useful and for Latino families, abstract advice about money rarely feels like it was written for them.

## HOW WE MOVED

Social creative + format adaptations · editorial content support · newsletter modules · print reinforcement.

**436,733**

REACH

**1,504,808**

IMPRESSIONS

**2,594**

CLICKS

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El Tiempo Latino

JPMorganChase



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[LINK ↗](#)

CONTENT CREATION

Montgomery County Department of Transportation

# The Route Nobody Knew They Needed

## THE PROBLEM

Civic messaging fails when it feels complicated or imposed and transit changes are easy to tune out when they don't feel personal.

## HOW WE MOVED

Social creative + format adaptations · editorial content support · newsletter modules · print reinforcement.

**363,251**

REACH

**864,477**

IMPRESSIONS

**4,439**

CLICKS

espacio

El Tiempo Latino

**MCDOT**  
Montgomery County  
Department of Transportation



DE ROCKVILLE A WHEATON  
**MÁS RÁPIDO**

[LINK ↗](#)



[LINK ↗](#)

Boston's Children Museum

# A Space Made For Them

## THE PROBLEM

Seasonal campaigns live or die on timing, a tight decision window means there's no room for messaging that makes people think too hard.

## HOW WE MOVED

Social for scale, newsletter for intent, clear, repeated messaging distributed through trusted local channels to move families from awareness to action fast.

**80,033**

REACH

**205,113**

IMPRESSIONS

**473**

CLICKS



EL PLANETA



[LINK ↗](#)



BUILDING MEANINGFUL CONNECTIONS ACROSS INDUSTRIES





Culture holds  
your meaning.

Let's find it.