SACHAMAMA + TELEMUNDO: "QUE NO TE VALGA LA MADRE TIERRA"

Beacause Heroes Live Among Us

Partner: Telemundo Network | Platform: National PSA Campaign | Timing: Earth Month

THE CHALLENGE

Telemundo wanted to make Earth Month more than just another awareness moment — they wanted something that truly connected. They were looking for a way to bring their "Information is Power" campaign into the environmental space with messaging that felt real, actionable, and culturally relevant for Latino audiences.
The big question: How do we turn helpful climate tips into something that sticks and inspires?

OUR APPROACH

We team-up with Telemundo's "Information is Power" campaign to launch **"Que no te Valga la Madre Tierra"**, a national PSA series rooted in everyday sustainability.

- Produced **4** bilingual video messages tailored for digital and on-air distribution.
- Featured **7** well-known Telemundo personalities as trusted messengers.
- Focused on simple actions (energy use, food waste, recycling, water conservation) framed as heroic, not overwhelming.
- Delivered emotionally resonant, culturally rooted messages that inspired audiences to act with pride, not guilt.

RESULTS

Aired nationally across Telemundo platforms during Earth Month.

Four bilingual PSAs reaching **9.1M** of Spanish-speaking households.

Seven Latino media influencers engaged as environmental spokespeople.

1M+ of impressions across digital and social platforms.

WHY IT WORKED

This campaign didn't just check boxes — it spoke directly to the community. By using familiar faces, simple messages, and a values-based approach, we turned environmental tips into personal calls to action. It showed that everyday people — not superheroes — are the real drivers of change.

"Because when the message comes from people we trust, the movement becomes ours."