



"when you think about coming back"



THE COMEBACK OF THE SINGER WHO LOST HIS VOICE

A night when 40,000 people sang for him

Pedro Suarez Vertiz is Peruvian's most loved Rock Star. Unfortunately, since 2011 Pedro suffers from Dysarthria, a rare motor speech disorder that won't let him speak again. Imagine a singer who cannot sing anymore.

BBVA, the bank of the people, offered all Peruvians a challenge: If 1 million people ask for him to come back, he would.

People simply had to enter the web and sing a petition in order for Pedro to hear them. Over 1,400,000 people participated.

The concert was a unique live experience in which Pedro contributed the music and the crowd was his voice.



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U\$S 1.5 Millions in free press

1 Concert Over 40.000 singers

90% of positive feedback in social media

1.916.867 data collected

100% reach of the peruvian audience on twitter