

## CHALLENGE

Puerto Rico's financial crisis has generated a landslide of bad publicity. *The Puerto Rico Hotel & Tourism Association* wanted to boost the island morale and change the global perspective.



## SOLUTION

We decided to embrace the crisis by changing the context in which the term is presented. The idea was to post breathtaking images of the Island with the tag #CrisisIsland.



## RESULTS

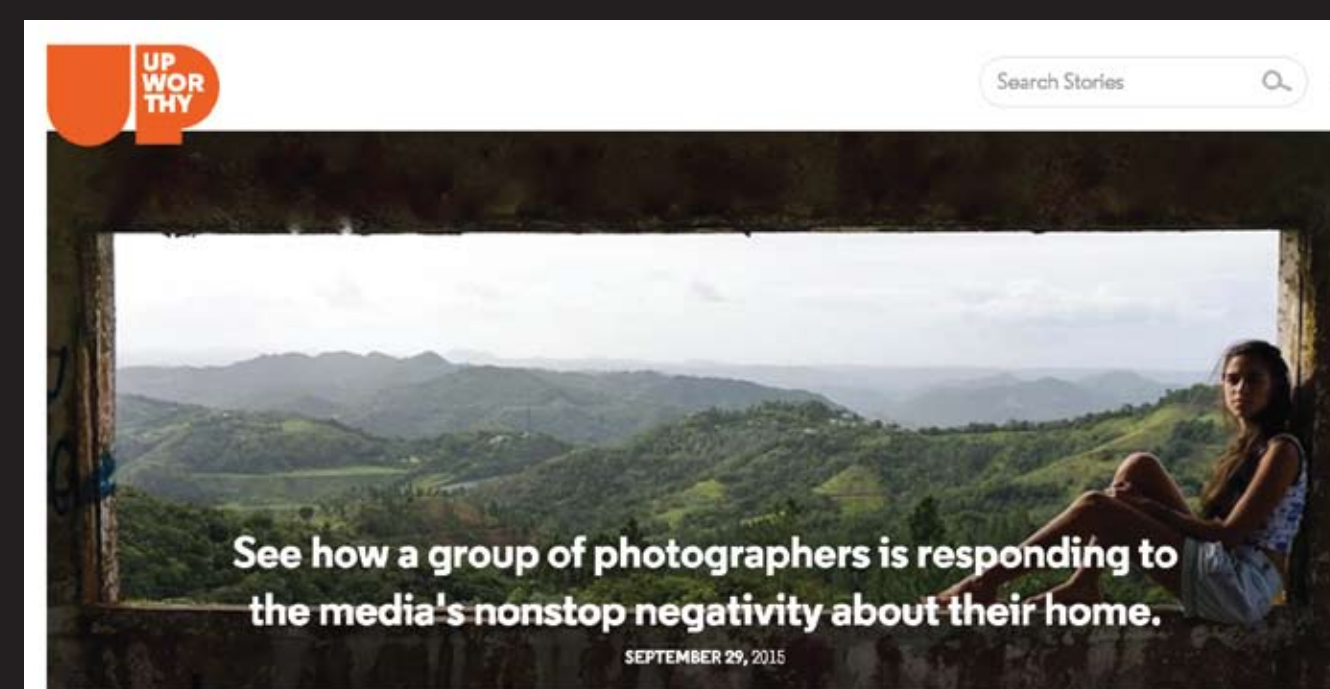
**32K+**  
UGC ON INSTAGRAM & TWITTER

**678K+**  
VIDEO VIEWS

**50+ MILLION**  
IN REACH

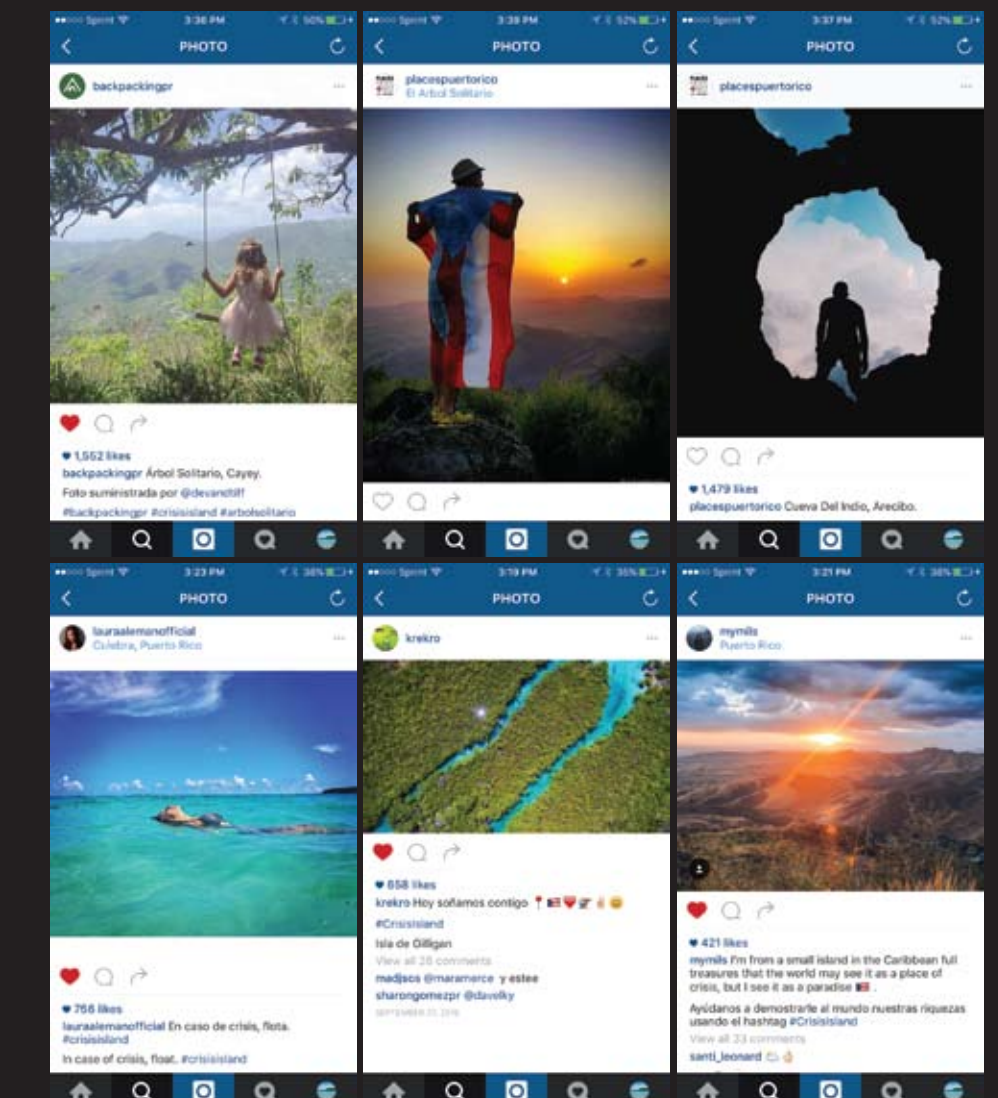
**76+ MILLION**  
IMPRESSIONS

## MEDIA COVERAGE

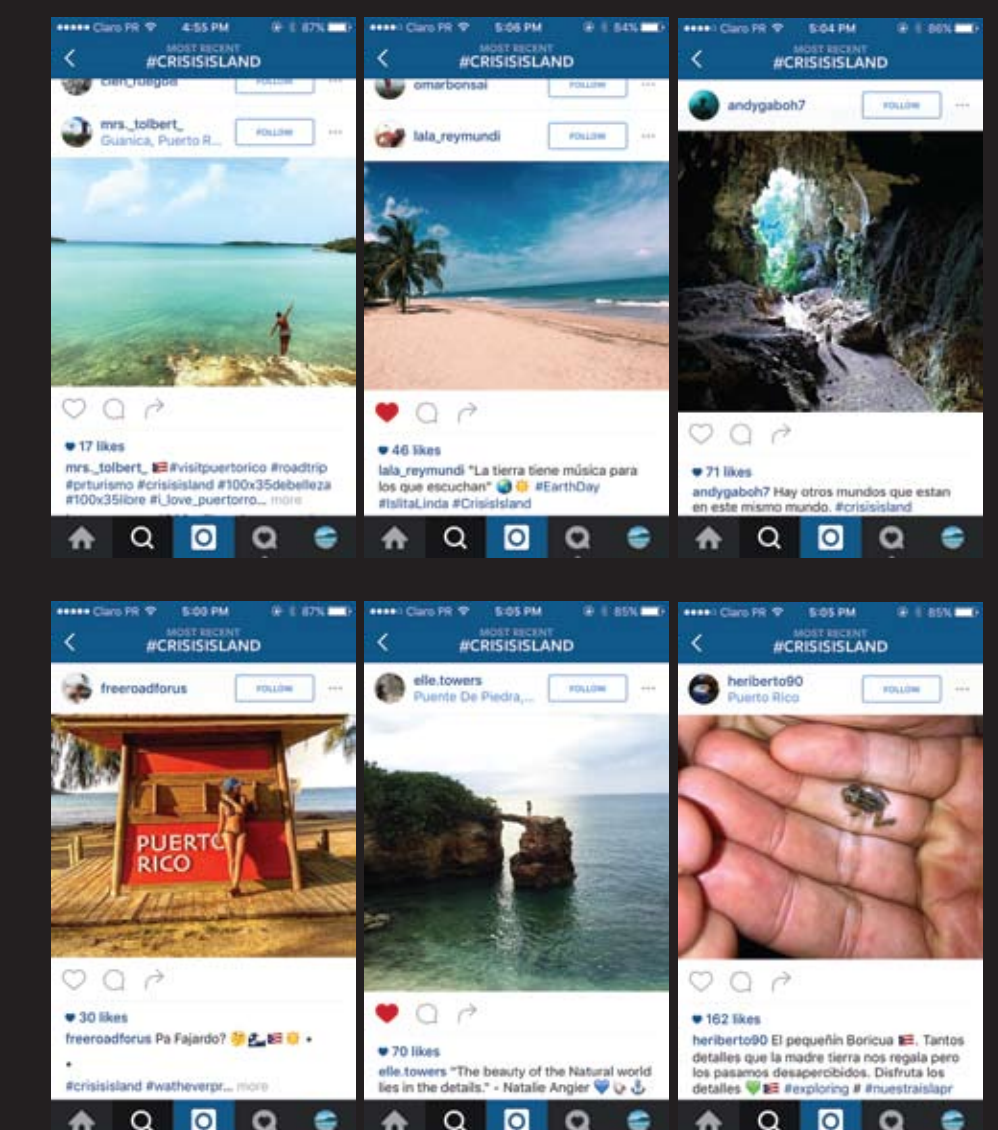


## EXECUTION

An army of eleven instagrammers took on the challenge and shared their pictures and videos on social media.



And as locals re-discovered the beauty of their country, they began using the hashtag to share their own images.



**MOST IMPORTANTLY, THE CONVERSATION SHIFTED FROM WHAT OUR ISLAND LACKS TO WHAT IT HAS IN ABUNDANCE.**