

NUESTRA PATRIA, NUESTRO FUTURO.

Nuestra Patria, Nuestro Futuro Campaign focuses on the population of the Northern Triangle: Guatemala, El Salvador and Honduras. The Campaign creates awareness among families about the realities that migrants of all ages, and especially unaccompanied children, face when they travel to the United States without documents.

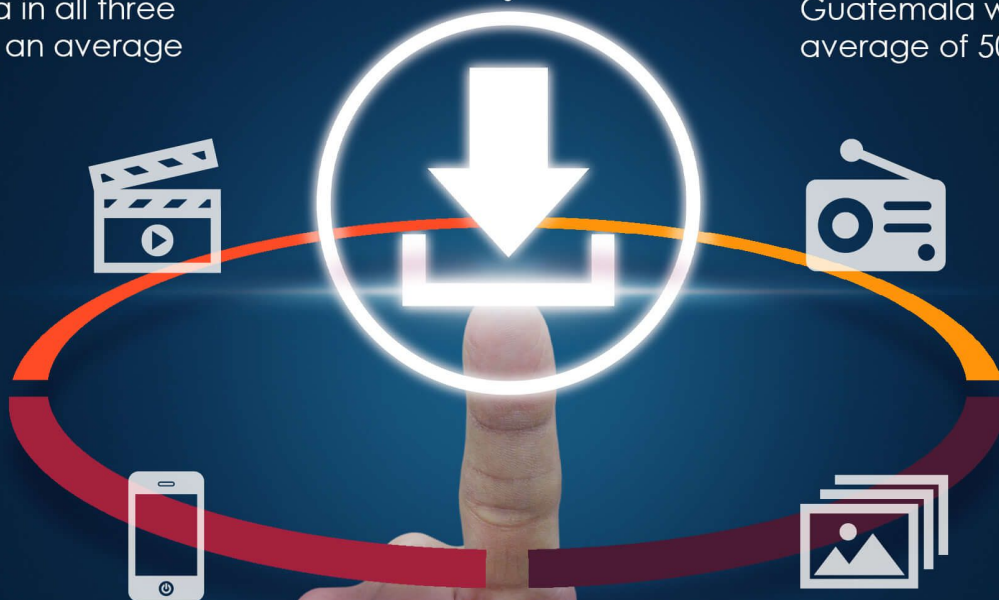
Watch, download, and share campaign materials on your social network, your website, or your newsletter, and help us spread these important messages.



Visit nuestrapatrianuestrofuturo.org to download and share materials.

Television is the most recalled media in all three countries, with an average of 83%.

Radio is most popular in Guatemala with an average of 50%.

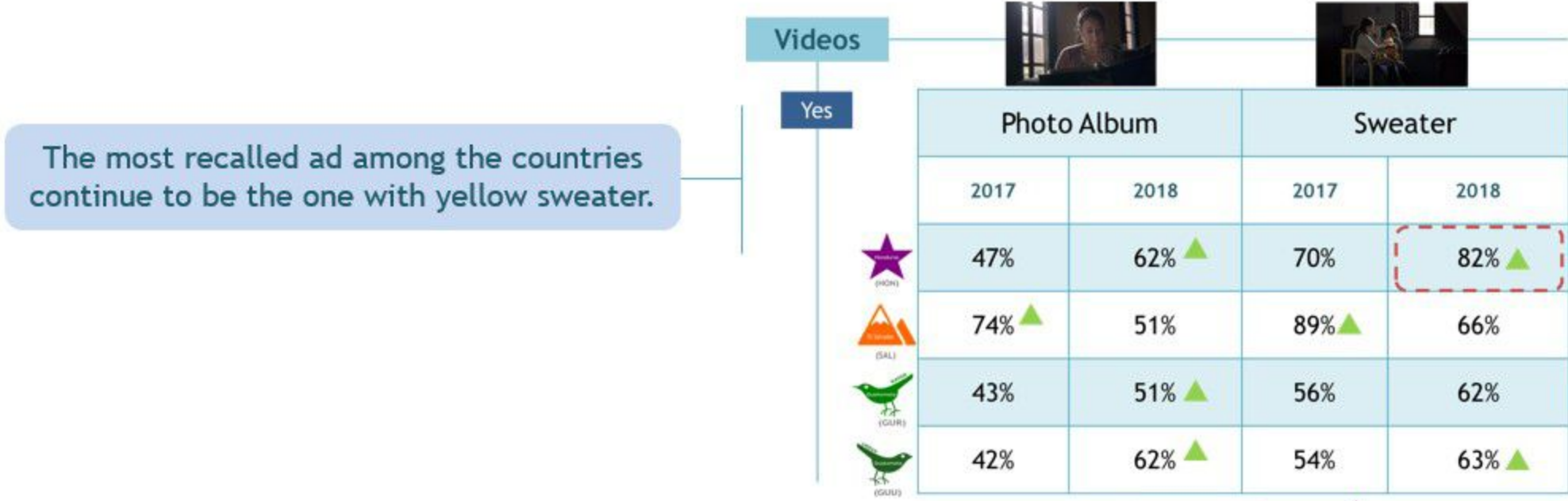


Digital information recall is growing, especially in Guatemala at 50% and in El Salvador at 35%.

A wide variety of print products are available, including posters that can be placed in community centers and common areas that drive home the message.

CAMPAIGN HIGHLIGHTS

- The campaign has shown an **outstanding performance in terms of awareness** year to year among all countries.
- **Honduras** is the country where the campaign gets higher levels of awareness overall.
- The **most recalled ad** among the three countries continues to be the TV with **“yellow sweater.”**
- **Digital media awareness shows increasing performance** in Guatemala and El Salvador.



The most recalled ad among the countries continue to be the one with yellow sweater.

There is a significant difference in results between Guatemala Mayan and Urban populations in radio and digital.

Despite the fact the TV is the most important media through which immigration ads are recalled, both radio and Internet show an increasing trend in El Salvador and Guatemala.

