



EXECUTIVE SUMMARY

- Total Social Impressions: 23,498,093
- Total Digital Impressions: 17,122,095
- Total TV Impressions: 61,810,426
- Total Radio Impressions: 25,540,862
- Total Print Impressions: 375,000
- Total Spanish Impressions: 3,931,100

132,277,576
TOTAL CAMPAIGN
IMPRESSIONS

1,959,804
TOTAL
ENGAGEMENT