

Lopito, Ileana & Howie, Inc.



**The only way**

**Client: United Way of Puerto Rico**

<https://www.facebook.com/lihadvertising/videos/941503389622011/>

**Rational:**

United Way of Puerto Rico is the only federation that serves more than 100 associated nonprofit organizations in Puerto Rico. From abuse, alcoholism, to the abandonment of our elders, United Way focuses on bringing solutions to all kinds of the social issues in the island.

This campaign was designed to communicate all the social issues that United Way addresses; as well as inform the public how United Way can support their individual and effective contribution on all of these causes.

Due to the outbreak of the COVID-19 virus, we decided to launch the campaign immediately since the abuse and violent cases could increase dramatically due to the confinement measures. Ironically, “lockdown” does not represent protection for all. For some citizens, lockdown measures can represent just the opposite. Time and anxiety can become triggering factors for aggressions. For our elderly population, lockdown can lead to extreme loneliness and depression. For others, anxiety can lead to addictions.

At United Way we have the responsibility to deliver these messages now, because the confinement measures, although necessary, for many can be lethal.