

THE TEA

ON LATINX CIVIC ENGAGEMENT

2022 EDITION

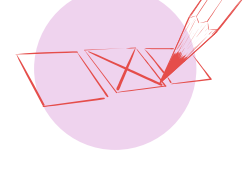
**¡EL MUNDO NECESITA CAMBIOS,
NO SÓLO PROPÓSITOS!**

Moira Studio is a full-service Latinx creative agency and like any Latinx, we have hopes and dreams.

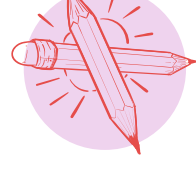
**We're proud of who we are, what we do,
and the path that has led us here.**

HERE'S WHAT WE CONCLUDED

We proved that **we are a force** politicians need and that **we can help shape our future**



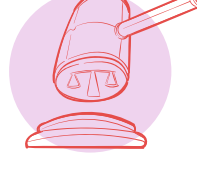
We need to **educate, educate, educate**



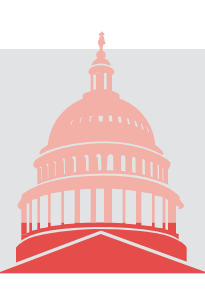
We need to be civically engaged, and it's our job to **inspire more Latinx to run for public office**



Reproductive rights are human rights and we must keep fighting for these



NOW, LET'S TAKE A LOOK AT THE LATINX MAP OF 2022 POLITICS



The House will now be **11% LATINX**

LATINAS made history!

First Latina Officials elected in Colorado, Oregon & Illinois, along with many others



LATINX HELPED elect the first Latino to represent California in the senate: **Alex Padilla**



At least **12 LATINX** led the way in the midterm elections



INFLATION REDUCTION BILL

One of the most consequential pieces of economic policy in recent U.S. history

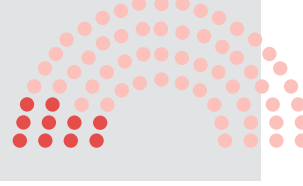


REELECTION of Catherine Cortez Masto

First and only Latina U.S. Senator, handed Democrats control of the Senate



14 new Latinx members in the House



Today, **39%** of the country's Hispanic state legislators are female



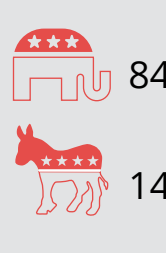
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259

Fighting for the Latinx community at all levels and including the last midterm elections on November 8th, there are now more women serving in Congress than ever before

98% WOMEN ELECTED to the House



WHERE DOES MOIRA FIT IN THIS PICTURE?

FOLLOWING OUR MANTRA "EDUCATE, EDUCATE, EDUCATE"

We created:

329 ADS

advocate for Latinx values and their Democrat champions.

21 PODCAST

with topics about sociocultural issues and politics, including 13 guest interviews.

Our top episodes were:

What the current political discourse is doing to Latinx's mental health



Latina Power! and how to cultivate it



Why Latinx Democrats need to vote in these midterms



We published:

14 BLOGS

on topics the Latinx community cares about.

Take a look at our best-performing blogs (in case you missed them 😊)

[The power to make change happen: Looking forward to the rise of Latinx voice... and action!](#)

[The Latinx Vote in 2022 Midterm Elections](#)

[Taking more seats where decisions are being made](#)

80% of the candidate campaigns we worked with **WON!**

OUR FAVORITE CAMPAIGNS

WAY TO WIN Action Fund

Latinx voters were instrumental during these midterm elections, especially the younger generations and women. With *Way to Win*, we crafted a nationwide digital campaign featuring culturally authentic voices talking about issues that mattered to them the most—from the economy to women's rights, in sharp contrast to the tone-deaf opposition.

📺 "FAITH"

📺 "FE"

📺 "FREEDOM"

📺 "PEOPLE MOVE"

📺 "DELIVERED" EN

📺 "DELIVERED" ES

Delia Ramirez for Congress

In partnership with media consultant *Three Point Media*, we created a historical campaign for **Delia Ramirez**, the daughter of Guatemalan immigrants, that echoed the diversity and energy of the district she was running to represent. **Defeating her opponent by 42 points**, Ramirez became the first Latina Congresswoman in the Midwest.

📺 "BANNED"



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