

## CONTEXT

Techo Latam is a nonprofit organization that works incessantly to overcome poverty in Latin America, through the collection of funds and the training of volunteers to help residents remove them from extreme poverty and end settlements.

It is estimated that in Latin America there are more than 25 thousand settlements in which more than 100 million people live in extreme poverty. 80 million of them are kids. Brazil is the country with the largest number of people in this situation: 38.4 million.

SOURCE: UNICEF - CEPAL - ONU - HABITAT

## BIG IDEA

In order to raise funds and raise awareness among the entire Latin American population, Techo Latam decides to create the film "Settlements" and launch it in Argentina, Colombia, Brazil, Peru and Chile through a series of trailers created by renowned directors of each country, that showed the extreme reality of their settlements. These trailers were shown in movie theaters and online platforms that directed to the site [asentamiento.techo.org](http://asentamiento.techo.org) which was the only place where you could buy the "tickets" to watch the "movie." Once people entered the site, they had to choose their country, room and seats; and at the time of paying, they realized that the film did not exist and that for each seat they could pay/donate their contribution to Techo Latam to help the settlements disappear.

Settlements, a film that did not exist thanks to your contribution.

# ASENTAMIENTOS

## UNA PELÍCULA QUE NO HAS QUERIDO VER



2.715.170

IMPRESSIONS THROUGHOUT LATIN AMERICA

17.878

INTERACTIONS THROUGHOUT THE COMMUNITY

+US\$ 100 MIL

DOLLARS RAISED

10.423.000

PEOPLE REACHED IN SOCIAL MEDIA

974.790

SECONDS OF TRAILER PLAYBACK

UNA  
CRUDA  
REALIDAD

BASADA  
EN HECHOS  
REALES

IMÁGENES  
SUPERAN  
LA FICCIÓN

# ASENTAMIENTOS

UNA PELÍCULA QUE NO HAS QUERIDO VER

UNA COPRODUCCIÓN DE: PRÓJIMO PRODUCTORA, BUENOS AIRES, ARGENTINA  
Y LOS NOTABLES, BOGOTÁ, COLOMBIA. DIRIGIDA POR GONZALO LLAMAS  
SEBESTA, (ARGENTINA) Y DANIEL FELIPE MEDINA (COLOMBIA).

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