



# Música Rocket

¡Bienvenido a Casa!

## Brand Objectives



Awareness

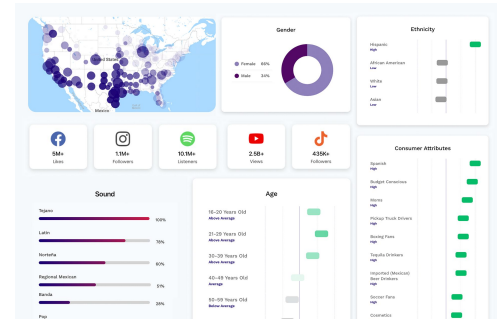


Lift

## MAX Audience Insights

*\*Data for placement only*

[Request Demo](#)



## The Challenge

Rocket Mortgage was looking to increase brand awareness and build lasting relationships with Hispanic audiences through their passion points. It was important to Rocket Mortgage and their agency (UM) that the campaign be culturally relevant, innovative, and authentic.



# Three Unique Artists



## Gaby Moreno

Guatemalan singer/songwriter/producer **Gaby Moreno** writes songs in four languages, sharing her stories across the globe.



## Kany García

Global superstar **Kany García** is a Puerto Rican pop singer/songwriter whose love for music was influenced by her parents and siblings.



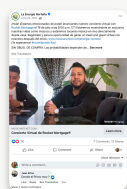
## La Energía Norteña

Genre-pushing **La Energía Norteña** has even recorded an English-language album covering well-known songs in their unique Regional Mexican style.

## The Campaign

*Click to view content*

### Wave 1: June 22 - July 15, La Energía Norteña



Post 1

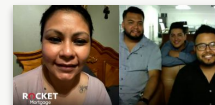
Post 2

Post 3

Post 4

Post 5

Post 6



Social

Audio

Content Hub

Video

Livestream

Meet & Greet

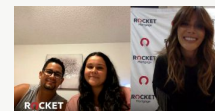
### Wave 2: July 12 - August 8, Kany García



Post 1

Post 2

Post 3



Social

Audio

Content Hub

Video

Livestream

Meet & Greet

**Wave 3: August 6 - September 4, Gaby Moreno**

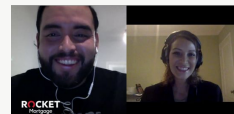
Post 1

Post 2

Post 3

Post 4

Post 5



Social

Audio

Content Hub

Video

Livestream

Meet &amp; Greet

## The Solution

Rocket Mortgage and UM worked with MAX to create a culturally nuanced campaign built around three distinctly unique artists (La Energía Norteña, Kany García, and Gaby Moreno) with diverse, culturally differentiated fan bases who all share the values of a strong family and home life.

The Música Rocket campaign combined story-driven content (exploring culture and traditions) and immersive experiences (giving fans the chance to interact with their favorite artists). Each artist shared authentic, meaningful stories, highlighting how music isn't just something that's a part of their home: it *is* their home. The campaign culminated in a series of livestream shows hosted by the artists from their homes.

Through music, Rocket Mortgage established a cultural connection with the Hispanic community and positioned the brand as a way to achieve financial stability, strengthen family ties, and create certainty in life's complex decisions, ultimately highlighting Rocket Mortgage as the #1 lender in America.

## The Results

**44.6M**

Total Impressions

**4.4M**

Total Engagements

**10%**

Engagement Rate

**38.9K**

Branded Livestream Viewers

*As an added bonus, all three artists were nominated for Latin GRAMMYs within a few months of the campaign launch!*