



# Copa America: "DREAMS OF THE WORLD"



The Copa America is a celebration of skill, passion, and tradition, embodying the essence of South American football and captivating audiences around the world with its thrilling matches and unforgettable moments.

# Series Breakdown

EPISODES

06

MINUTES EACH

60

VIDEO

# Synopsis

"The Copa America: Uniting Nations Through Soccer" is a thrilling six-episode docuseries that takes viewers on a journey through the heart of South America, exploring the passion, drama, and excitement of the continent's premier soccer tournament, the Copa America.



# Episodes Overview

## Episode 1: "The Legacy Begins"

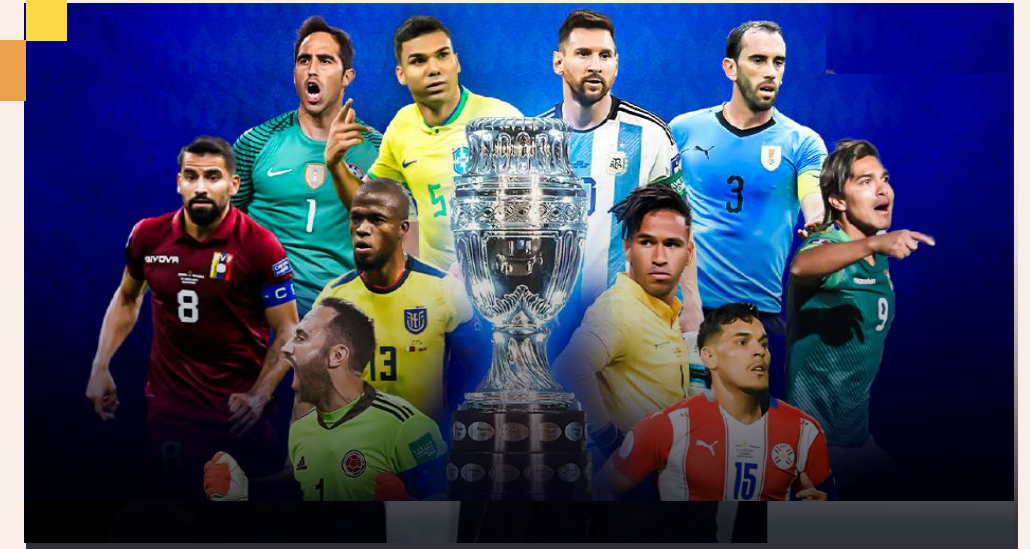
In the series premiere, viewers are introduced to the rich history and tradition of the Copa America. From its humble beginnings in the early 20th century to becoming one of the most prestigious soccer tournaments in the world, the episode explores the evolution of the competition and its enduring legacy.

## Episode 2: "Rivalries and Glory"

Episode two delves into the fierce rivalries and intense competition that define the Copa America. From the historic battles between Brazil and Argentina to the emergence of new contenders like Colombia and Uruguay, viewers witness the passion and pride that fuels these epic clashes on the pitch.

## Episode 3: "Icons and Heroes"

In this episode, viewers are introduced to the legendary players and iconic moments that have shaped the history of the Copa America. From the brilliance of Pelé and Maradona to the heroics of Messi and Suárez, the series celebrates the indelible mark left by soccer's greatest stars on the tournament's storied history.



# Episodes Overview

## Episode 4: "Underdogs and Upsets"

Episode four shines a spotlight on the underdog teams and surprise upsets that have captivated fans throughout the history of the Copa America. From Ecuador's stunning run to the final in 2021 to Peru's unexpected triumph in 2019, viewers witness the magic of the tournament as underdogs defy the odds and make history.

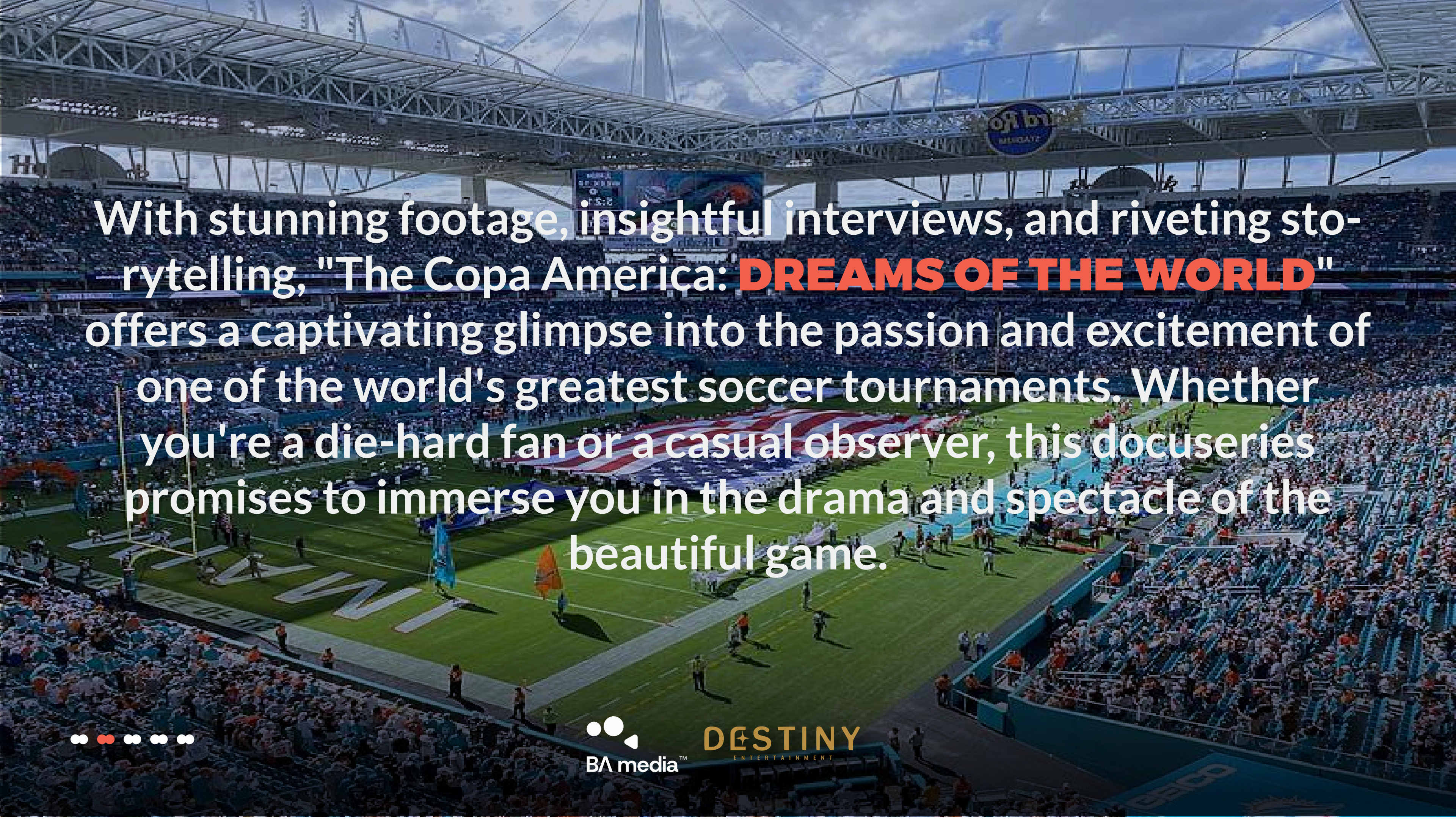
## Episode 5: "Passion and Pride"

This episode explores the deep-seated passion and national pride that the Copa America inspires in fans across South America. Through interviews with supporters, players, and coaches, viewers gain insight into the emotional connection that communities have with their national teams and the tournament itself.

## Episode 6: "The Road to Glory"

In the final episode, "The Copa America: Uniting Nations Through Soccer" culminates with a thrilling look at the tournament's most memorable moments and unforgettable matches. From dramatic finals to historic triumphs, the series celebrates the enduring spirit of unity and camaraderie that defines the Copa America.





With stunning footage, insightful interviews, and riveting storytelling, "The Copa America: **DREAMS OF THE WORLD**" offers a captivating glimpse into the passion and excitement of one of the world's greatest soccer tournaments. Whether you're a die-hard fan or a casual observer, this docuseries promises to immerse you in the drama and spectacle of the beautiful game.



# Target Audience

The primary audience for "Copa America: DREAMS OF THE WORLD" includes soccer enthusiasts, sports historians, and fans of documentary storytelling. The series also targets a broader audience interested in cultural and social aspects of South American countries, making it appealing to viewers who appreciate compelling human stories and the rich traditions of international sports.





# Marketing Strategy

The marketing strategy for the docuseries will leverage both traditional and digital media platforms. Key elements include:

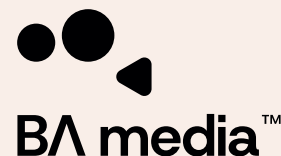
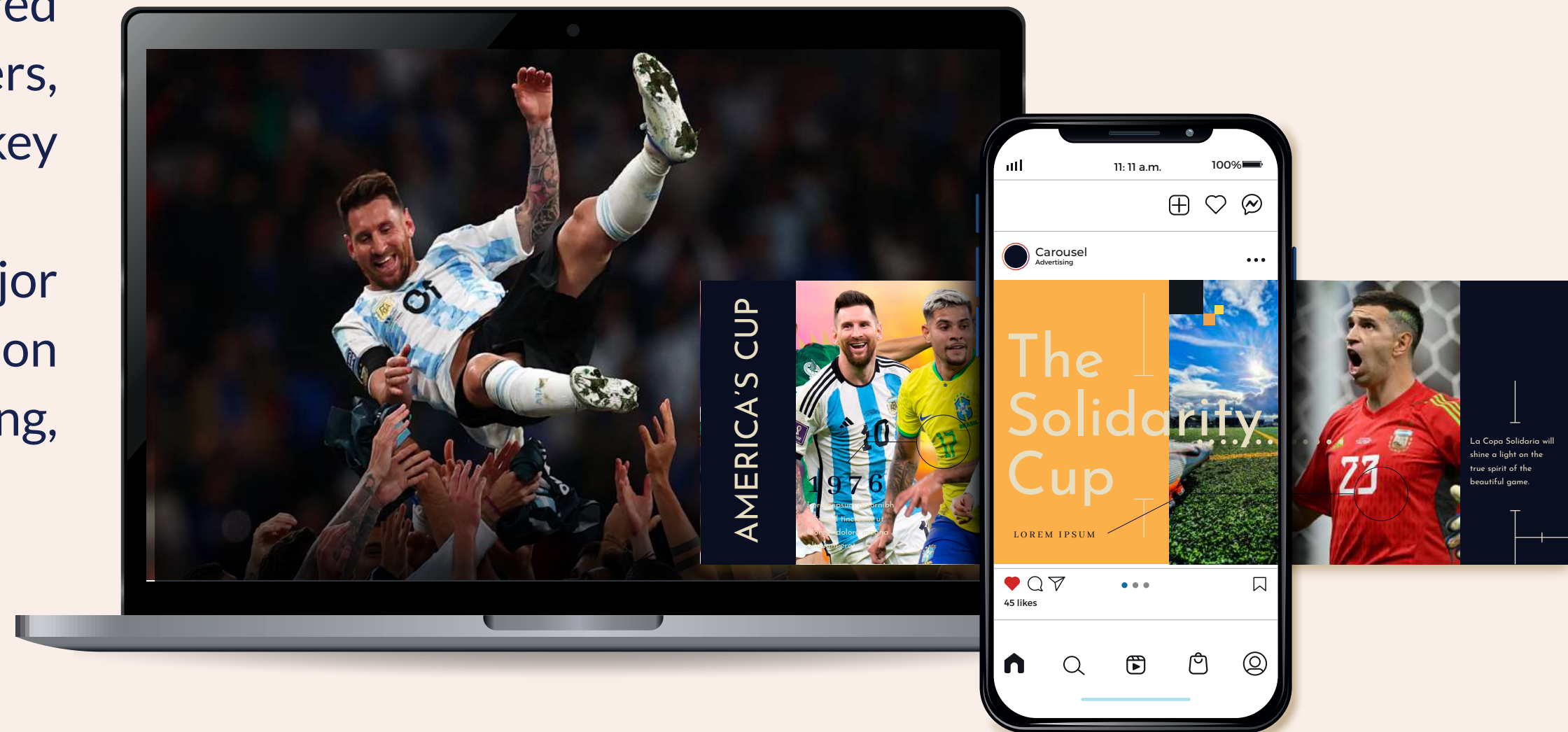
- **Social Media Campaigns:** Engaging content, teasers, and behind-the-scenes footage will be shared on platforms like Instagram, Twitter, and Facebook to build anticipation and buzz.
- **Influencer Partnerships:** Collaborations with soccer influencers and sports journalists to promote the series and reach a wider audience.
- **Press Releases and Media Coverage:** Targeted press releases and media kits will be distributed to sports networks, entertainment magazines, and online platforms to secure coverage and reviews.
- **Fan Engagement:** Interactive activities such as Q&A sessions with directors and featured players, live tweet events during episodes, and online contests to keep the audience engaged.



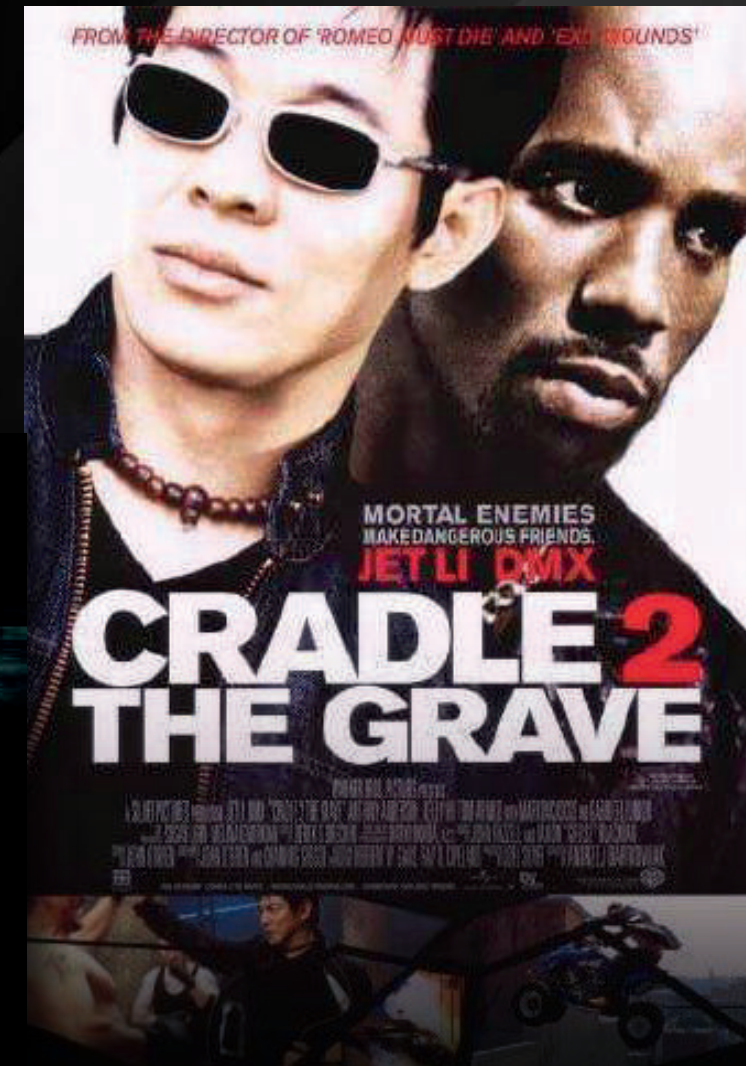
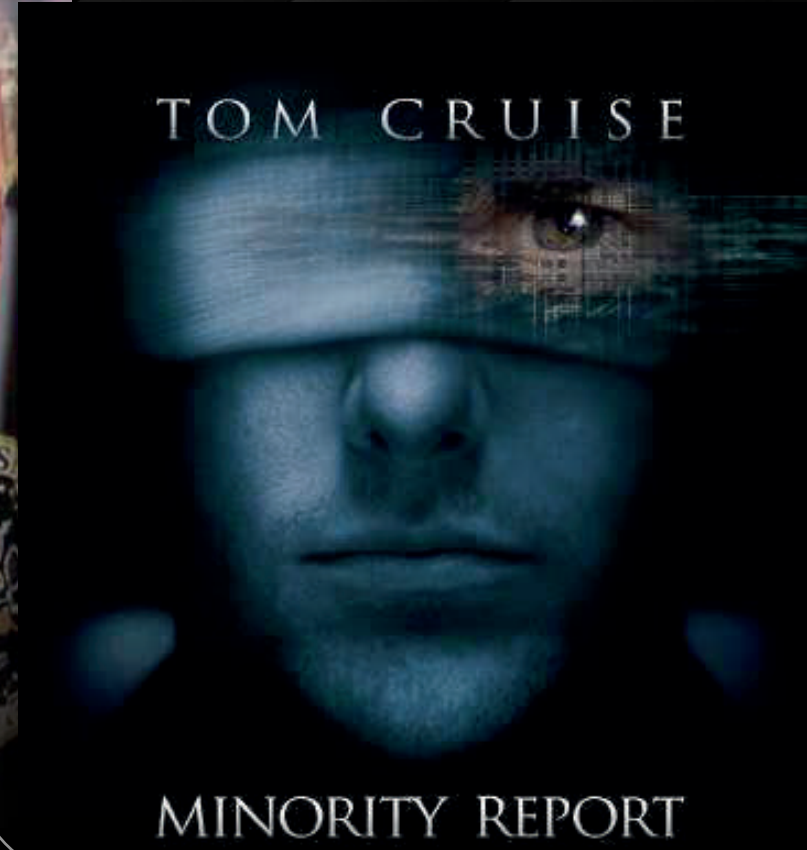
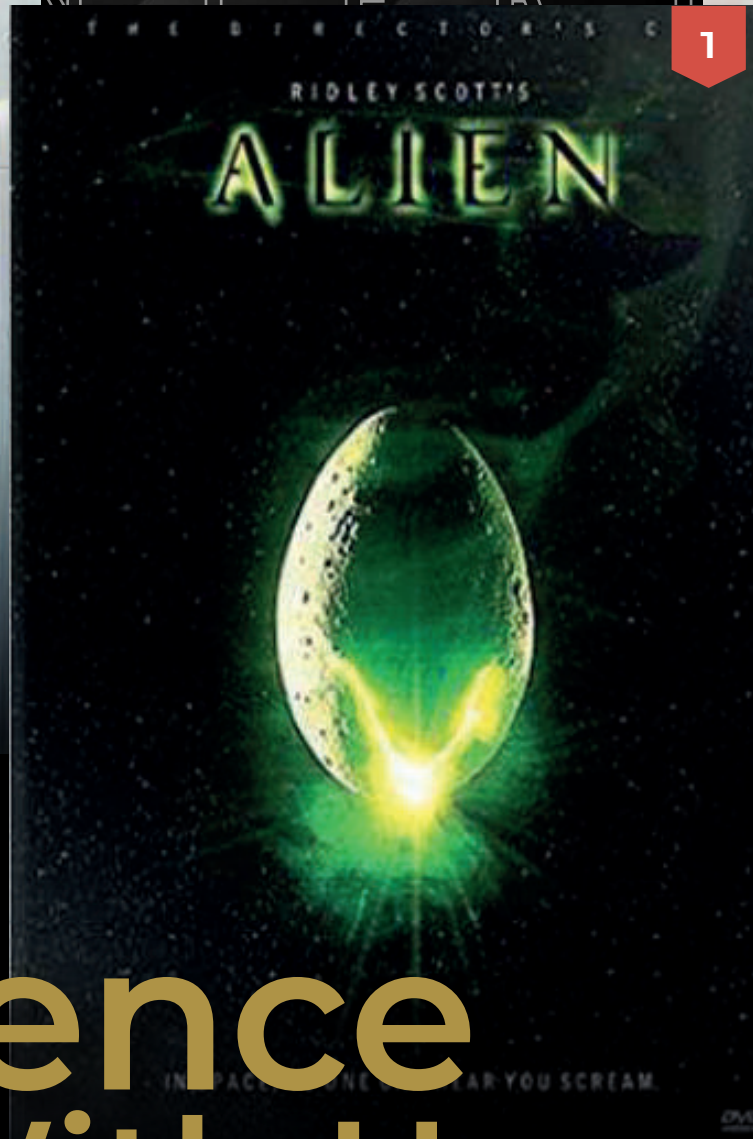
# Distribution Strategy

The series will be distributed through multiple channels to maximize reach and accessibility:

- Television Broadcast: The series will be offered for free to the official Copa America broadcasters, Univisión/Televisa, ensuring wide coverage in key markets.
- Streaming Platforms: Partnerships with major streaming services such as Netflix, Amazon Prime, and Hulu will allow for on-demand viewing, catering to global audiences.



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