

**We combat the narrative of decline with the truth of what is growing.***Combatimos la narrativa de declive con la verdad de lo que está creciendo.***T H E S T R A T E G Y****Name who shaped the narrative. Speak in metaphor to reshape it.**

There are factions of Cuban-Americans — concentrated in South Florida, with deep institutional reach into the U.S. Congress, the media, and the donor class — who have spent decades shaping the dominant American narrative about Cuba. Blackouts. Shortages. Sanctions. Collapse. Regime cruelty. Imminent failure. Their narrative is powerful, well-funded, and consistently reinforced in U.S. press coverage. We do not attack their narrative. We do not argue with their facts. We speak on different terrain — metaphor — and show what their narrative cannot see: the life that is growing inside the country they have been describing as dying.

Hard facts do not lose to counter-facts. A counter-fact gets filtered through the original frame and dismissed as propaganda. But a flower growing through concrete does not argue against the darkness — it shows life persisting through it. By the time the audience realizes what they are seeing, they have already softened.

**T H E F O U R - S T E P S E E D C A D E N C E****Four posts. Then the flower video. Then the campaign.**

Each seed post sits roughly 36 to 48 hours apart. Each one shifts the conversation a small step. By the time the flower video drops, the audience is ready to receive it. Below — the four posts, ready to deploy in both languages.

**S E E D P O S T 1 · T H E P U R E I M A G E ( M E T A P H O R O N L Y )****IMAGE / VISUAL:**

*A single striking image of a flower or small plant growing through concrete, stone, or rubble. No Cuban context yet. No flags, no signs. Just life finding its way. Visual register: warm, dignified, real.*

**CAPTION (EN):**

Some things grow where nothing should grow.

**CAPTION (ES):**

Hay cosas que crecen donde nada debería crecer.

**WHY THIS POST WORKS:**

*The audience does not know yet that this is about Cuba. The image bypasses every defensive frame. It says only: life persists. Curiosity builds without commitment. The hashtag is restrained: #PartnerWithCuba (small, at the end).*

**S E E D P O S T 2 · T H E R E V E A L ( M E T A P H O R N A M E D )****IMAGE / VISUAL:**

*A second image in the same visual register — a Cuban street at golden hour, a courtyard with flowers, the Malecón at dawn. Beautiful, dignified, real. No people yet, or only distant figures. The visual confirms the first post's tone without repeating its exact image.*

**CAPTION (EN):**

She has been growing where the world stopped looking. Cuba. #PartnerWithCuba

**CAPTION (ES):**

Ha estado creciendo donde el mundo dejó de mirar. Cuba. #PartnerWithCuba

**WHY THIS POST WORKS:**

*Now the audience knows. The reveal is gentle, not didactic. The phrase 'where the world stopped looking' is the strategic frame — it suggests the audience has been looking elsewhere, not that Cuba has been hiding. The audience feels invited, not lectured.*

## S E E D P O S T 3 · T H E H U M A N F A C E ( P E R S O N , N O T R E G I M E )

## IMAGE / VISUAL:

A portrait of a real Cuban person — a cuentapropista, an artist, a doctor, a musician — photographed with dignity. Warm directional light, eye contact with camera, the workspace or setting visible. Real, not staged. Beautiful, not promotional.

## CAPTION (EN):

Meet [Name]. She runs a paladar in Centro Habana. Her grandmother taught her the recipes. Her daughter is learning them now. Three generations of Cuban hands keeping something alive. This is who Cuba is. #PartnerWithCuba

## CAPTION (ES):

Conoce a [Nombre]. Lleva un paladar en Centro Habana. Su abuela le enseñó las recetas. Su hija las está aprendiendo ahora. Tres generaciones de manos cubanas manteniendo algo vivo. Esto es lo que Cuba es. #PartnerWithCuba

## WHY THIS POST WORKS:

Move from metaphor to person. The audience meets a Cuban — not 'the Cuban people' as an abstraction, but one specific person with a name, a family, a craft. This is the post that converts the audience from observer to acquaintance. The featured person must be real, named (with their consent), and treated with full dignity.

## S E E D P O S T 4 · T H E I N V I T A T I O N ( P A R T N E R W I T H C U B A N A M E D )

## IMAGE / VISUAL:

A clean composition — could be the Cuban flag detail, a sunrise over the island, hands joining together, or the trailer's signature visual. The image carries the closing energy of the cadence. Confident, warm, inviting.

## CAPTION (EN):

There is a story being told about Cuba that misses what is actually growing here. We invite you to partner with us in telling it differently. Follow @PartnerWithCuba. Visit PartnerWithCuba.com. The best is yet to come.

## CAPTION (ES):

Hay una historia que se cuenta sobre Cuba que no ve lo que está creciendo aquí. Los invitamos a contarla de manera diferente, en partenariat con nosotros. Sigue @PartnerWithCuba. Visita PartnerWithCuba.com. Lo mejor está por venir.

## WHY THIS POST WORKS:

The first explicit invitation. The hashtag, the handle, and the URL all named clearly. The audience is given somewhere to go. The 'best is yet to come' line previews the trailer that drops next. This post closes the seeding window and opens the campaign proper.

## T H E N · T H E F L O W E R V I D E O · T H E F I R S T R E A L W O R K

**After the four seeds, the flower video drops.**

The flower video is the first major piece of content. It establishes that this is not a counter-argument campaign — it is a campaign that operates on different terrain entirely. Total runtime 60-90 seconds. Music-led, image-led, minimal voiceover. The flower is the centerpiece; everything radiates from it.

## T H E N · T H E M E T A P H O R S E R I E S · W H A T F O L L O W S T H E F L O W E R

**The metaphor library — what we build next.**

- ▶ **The Trump-on-Cuba clip:** Edited clip of President Trump speaking about the Cuban people's beauty, dignity, and culture. Subtitled in both languages. Frames the people separate from any regime debate.
- ▶ **The innovation feature:** Cuban biotechnology, the medical mission tradition, the engineering schools, the digital cuentapropistas building software businesses. Cuba as innovator, not as victim.
- ▶ **The cultural depth:** Music, art, dance, literature, cuisine. The cultural exports the world already loves, traced to their Cuban roots.
- ▶ **The architecture as metaphor:** The colonial buildings of Havana being restored, hand by hand. What it represents: Cuba rebuilds itself, room by room.
- ▶ **The diaspora homecoming:** Cuban-American families returning. Multi-generational. Tears, recipes, reunions. The bridge already exists; people are walking on it.
- ▶ **The harbor returning:** Cruise ships, cargo ships, fishing boats — all returning to Cuban ports. Visual metaphor: the world coming home.

## FROM OUR PARTNERS IN CUBA

**What we need from you to make this work.**

This campaign cannot succeed without active partnership with leadership on the island. Below — the six categories of partnership we need to lock in before launch.

**1. Communication and Approval Protocol**

- ▶ A single point of contact on the Cuba side who can review content within 48 hours
- ▶ Clear sign-off authority — who has yes/no power on what category of content
- ▶ Escalation path if there is disagreement or sensitivity concern
- ▶ Mutual understanding that approved content cannot be retroactively withdrawn except for genuine crisis reasons

**2. Access and Content Windows**

- ▶ Permission to film and photograph in agreed-upon settings (markets, cultural sites, workshops, harbors, public spaces)
- ▶ Introductions to cuentapropistas, artists, doctors, scientists, and other Cubans whose stories we want to feature with their full consent
- ▶ Access to existing footage, archival material, and high-quality imagery from Cuban institutions
- ▶ Visibility into innovation work — biotech labs, cultural programs, technology cooperatives — that we can feature with appropriate framing

**3. Sensitivities and Guardrails**

- ▶ A clear list of subjects we will not depict without specific approval
- ▶ Language register that is honored (revolutionary tradition, sovereignty, dignity) and language that is avoided
- ▶ How to handle inevitable hard questions from press and audience when they arise
- ▶ Protocol if we are asked questions we cannot answer without your guidance

**4. Verification and Dignity**

- ▶ Every person featured is real, named with consent, and treated with full dignity
- ▶ Every story told is verifiable and accurate
- ▶ No staged or fabricated material — the campaign's credibility depends on absolute truth
- ▶ Subjects retain the right to withdraw before publication, no questions asked

**5. Crisis Protocol**

- ▶ What happens if a story breaks unexpectedly that affects our messaging
- ▶ How we respond if a featured person changes circumstances
- ▶ Coordination if leadership has concerns about something already published
- ▶ The shared understanding that crisis communication requires speed and trust

**6. Mutual Benefit Framework**

- ▶ Cuba gains: a new global narrative, restored international curiosity, the platform for the next chapter
- ▶ We gain: the credibility to shape the conversation, the proof that the partnership produces results, the foundation for the broader work
- ▶ Measurement: monthly review of reach, sentiment, engagement, and qualitative shift in coverage
- ▶ Adjustment: the campaign refines itself based on what is working and what is not

## THE STRATEGIC CLOSE

**Why this earns trust — and what trust unlocks.**

If we over-deliver on this campaign — if the content is dignified, the people are honored, the metaphors land, the audience softens — then we will have earned the confidence to be useful in the broader work. The campaign is not the goal. The campaign is the proof of partnership that lets the deeper work proceed.

*For a Cuba that endures.*