



command Z

press kit for social media

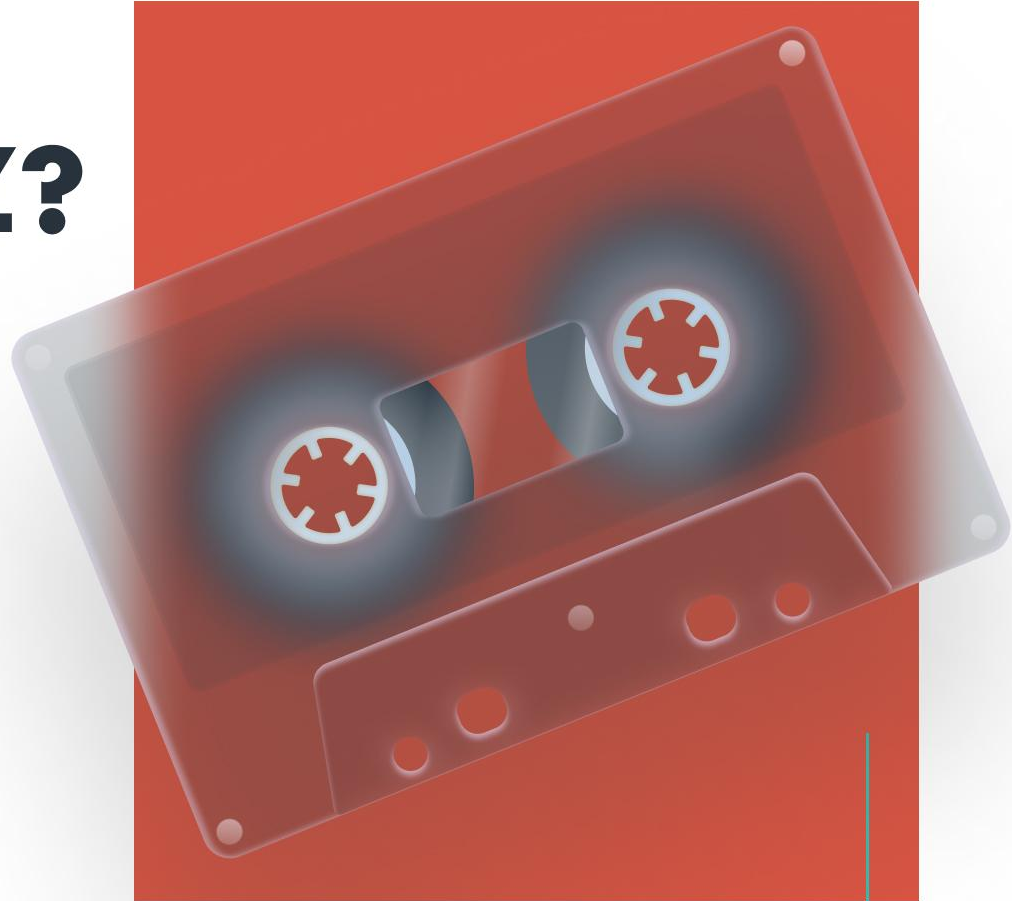


WHAT IS COMMAND Z?

The name of "Command Z" arises from the set of the two computer keys "Command" + "Z" which generates the function of going backwards, when you make a mistake. We start on April 25, 2019.

We always know the success stories, but nobody tells us how many failures it took to get there. The podcast seeks to see hidden lessons in failure, where you want to highlight conflict resolution and frustration management to achieve success.

Command Z has diversity and inclusion as pillars. Our focus is on issues related to design, technology, art and communication. It is a pleasant and entertaining podcast, but it is still educational, taking the knowledge of each interviewee as the main axis of the interview.



WHO DO WE INTERVIEW?

Our interviewees are leaders of the industries they represent and bring their expertise in the topic to be discussed in each episode.

Command Z has so far shot alongside designers from Google, Meta, Sony Pictures Animation, Capital One, Wizards of the Coast, Carolina Herrera and such much more incredible designers around the world.



Pablo Stanley and Layshi Curbelo in Design Matters Mexico

AWARDS

Command Z Podcast was awarded first place in the Creative Industries competition for the Development of Digital Applications in 2019 by the Puerto Rico Trade and Export Company. It was also awarded in November 2020 as a finalist in the Ibero-American Biennial of Spain, being the first podcast to compete for the transversal category in said Exhibition based in Madrid, Spain. In addition to this, Command Z has been among the top 20 design podcast positions on Apple Podcast in several countries such as Argentina (position #1), Mexico (position #9), Australia (position #11), Spain (position # 13) and the United States (position #20).

AUDIENCE

- Designers & developers
- Creatives & artists
- Photographers
- Freelancers
- Local startups
- Communicators
- Entrepreneurs
- Advertising agencies

LOCATION

- Puerto Rico **34%**
- United States **30%**
- Mexico **8%**
- Argentina **5%**
- Spain **6%**
- Colombia **4%**

GENDER

- Female **54%**
- Male **46%**

AGE

- 23-27 | **17%**
- 28-34 | **39%**
- 35-44 | **32%**
- 45-59 | **7%**
- 60+ | **2%**



FORWARD PACKAGE

On Instagram; 2 Stories & 2 Post (Reels, single post or carrouels format) In the Podcast: 2 podcasts live mention



SHIFT PACKAGE

Everything included in the package forward plus 1 Blog Post of 1500 words on our website with Layshi Curbelo's Linkedin publication.



COMMUNICATE TO...

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