



CMG™

CMG 2024+ KEY COLOR

LATIN AMERICA



BUSCO!

The verb “buscar,” Spanish for “to search,” “to seek,” or “to look for” is ingrained in Latin American society. The significance of the verb depends on the context. However, in all circumstances it interprets the implication of either looking for a person, searching for a lost object, or seeking answers. **Busco!** is a forceful exclamation stressing the need to make an adjustment in our lives, and is defined by what each one of us is seeking.

Busco! fuses the digital evolution that is occurring as the metaverse converges and diverges, with the feelings of detachment and indifference experienced during the times of pandemic. We are being forced to find a new lifestyle in a hyper-connected world. This is resulting in a cross-pollination between the real and the digital. **Busco!** raises a question in an exclamatory mode to figure out what exactly we are looking for. It makes us contemplate our plausible prospects. Are we seeking a “Betterverse” and a sense of “protopia” or will we continue wandering aimless through the many verses?

The freshness of **Busco!** allows the color direction to permeate through the search for something, our personal transformation, and our interactions within a hyper-connected world.

Busco! is anticipated to emerge in Latin America in various industry segments, such as Architectural Commercial & Residential Exteriors, Health & Wellness, and Fashion & Accessories.