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Círculo Creativo & AHAA Announce Call for Entries for 2014 U.S.H. Idea Awards

Expanded Categories Include Best in Public Relations; Branded Content and Entertainment; and Integrated Campaign Awards

Miami, FL and Fairfax, VA, February 6, 2014 – Círculo Creativo, in partnership with AHAA: The Voice of Hispanic Marketing, announces that call for entries for the Third Annual U.S.H. Idea Awards are now open through April 1st, 2014. The award, which recognizes the best creativity in U.S. Hispanic advertising, is adding new categories and embracing the broad spectrum of Hispanic marketing to include public relations; branded content and entertainment; and integrated campaigns. The Awards will take place in Miami, FL on Tuesday, April 29th, 2014, as part of the 2014 AHAA “Thinking Under the Influence” Conference.

“Each year, we have raised the bar of creative excellence in Hispanic advertising,” says Laurence Klinger, president of Círculo Creativo and executive vice president & chief creative officer, Lápiz – Leo Burnett. “In the last two years, the number of submissions have increased significantly, and our U.S.H. Idea winners have gone on to receive international accolades, reinforcing the vitality and importance of Hispanic creative on a global scale.”

The changing demographics of Hispanic consumers, which display a wide array of value-driven purchasing behaviors, have led to creative innovation in retail marketing. That’s why Círculo Creativo and AHAA have expanded the number of sub-categories for retail to include film; radio; graphic media; digital; innovation; direct marketing; promotion and activation; design; and Beyond Hispanic. In addition, agencies will have the opportunity to submit branded content and entertainment pieces, although longer submissions should be cut down to three minutes for voting review.

Small and large advertising agencies, design studios, digital boutiques, and direct marketing shops are all invited to participate – but this year, public relations firms and integrated marketing firms also can submit their best work.

“With the explosive growth of multicultural populations, culturally relevant messaging and creative execution has never been more important,” says Aldo Quevedo, chair of AHAA and principal/creative director at Richards Lerma. “As the Hispanic demographic fuels changes across the marketing industry, with the term ‘total market approach’ being used in board rooms, Hispanic creative is fast-becoming the crucial lynchpin for the entire marketing spectrum – our two new categories, public relations and integrated campaigns, will not only diversify the types of agencies who can participate but also celebrate this new marketing evolution.”

The Awards will honor campaigns executed between March 31, 2013 and March 31, 2014. All work created and executed during this time is eligible and can be entered within one or more categories, as well as “Best of Category.” **The deadline to enter is April 1, 2014.** A new panel of judges from top U.S. Hispanic and International agencies will review entries and select winners maintaining the transparency and high-quality process that has characterized the Award’s first edition. More information on how to submit entries can be found at: www.ushideaawards.com.

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About Círculo Creativo: Founded in 1999, Círculo Creativo is a non-profit organization that represents creative directors, producers and ad planners of the Spanish-language advertising industry on a national and international basis. For more information about Círculo Creativo, please visit www.circuloactivo.org, and follow @circulouso on Twitter.

About AHAA: Headquartered in Fairfax, VA, AHAA: The Voice of Hispanic Marketing has represented the best minds and resources dedicated to Hispanic-specialized marketing since its founding in 1996. For more information about AHAA, please visit www.ahaa.org and follow @ahaa on Twitter.