

U.S. HISPANIC ADVERTISING INDUSTRY SEEKS TO RECOGNIZE BEST CREATIVITY WITH NEW "USH IDEA AWARDS" PRESENTED BY AHAA AND CIRCULO CREATIVO

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Inaugural edition will be celebrated in spring 2012; Call for nominations to open early next year

MIAMI, Oct. 12, 2011 /PRNewswire-USNewswire/ -- Leaders from the U.S. Hispanic advertising industry have joined forces to create the USH Idea Awards—a new industry standard to celebrate outstanding creative achievement in work directed at Hispanic audiences in the U.S. The award will be presented by Circulo Creativo in partnership with the Association of Hispanic Advertising Agencies (AHAA).

This alliance will elevate the best in Hispanic advertising on a global scale and build international buzz for its creative awards. In addition, to capitalize on industry creative awards, AHAA will shift its annual conference from the fall to the spring.

"Circulo stands for best in class creativity, and some of its members have international recognition, and the Idea Award will be the standard to measure the best expressions of that in the U.S.," said Roberto Orci, chair of AHAA and CEO of Acento Advertising. "This strategic partnership brings U.S. Spanish-language advertising to a more global forum as well as raises awareness of the best-in-class quality and creativity that multicultural specialty shops have to offer clients."

A panel of judges representing both international and U.S. Hispanic creative leaders will select finalists and winners.

"The creation of this award in partnership with AHAA is a great accomplishment that addresses the needs of the market and creative talent," said Gustavo Lauria, president of Circulo Creativo and Creative Director of La Comunidad. "This award is being established by creatives for creatives, to foster collaboration and interaction within our market and to generate the necessary resources for more innovative initiatives for our members."

Circulo Creativo is working to outline the criteria and selection process which will be unveiled at a future date. The first award ceremony will be presented in Miami this coming spring, coinciding with the new date when AHAA will host their Annual Conference, which is the most comprehensive industry event dedicated to the U.S. Hispanic market.

For more details on the USH Idea Awards and Circulo Creativo, visit <http://www.CirculoCreativo.org>. For more information about AHAA, please visit <http://ahaa.org>.

About AHAA: Founded in 1996 and headquartered in McLean, VA, the Association of Hispanic Advertising Agencies (AHAA) is the national organization of Hispanic-owned and-managed firms united to promote the growth and strength of the Hispanic marketing and advertising industry to the private and public sectors. AHAA is raising awareness of the value of the Hispanic market's many opportunities while enhancing the professionalism of the industry. AHAA agencies lead the industry with collective capitalized billings exceeding \$5 billion - more than 90 percent of the entire U.S. Hispanic advertising industry. Only AHAA agencies have the blend of cultural understanding, market knowledge, proven experience and professional resources that make them uniquely qualified to communicate with Hispanic consumers. These capabilities and skills offer the potential for Hispanic market success that's available nowhere else.

About Circulo Creativo: Circulo 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. The U.S. chapter, which was founded in 1999 in Miami, is devoted to raising the level of creative advertising in the Hispanic market and establishing archives of best-in-class Spanish-language advertising; educating and cultivating new talent; and providing leadership and open communication for its members.