



**Ad Icons Ponce, Montalvo and Ponte Join Seven of the Most Prestigious Creatives from the Hispanic Market to Judge the U.S.H. Idea Awards**

***Inaugural Award Ceremony to be held at Miami's Prestigious Arsht Center for the Performing Arts on May 4<sup>th</sup> During Miami Ad Week***

**NEW YORK, April 18<sup>th</sup>, 2012**— Círculo Creativo in collaboration with AHAA, has assembled an all-star team of creative talent from U.S. and Latin American agencies to serve as judges for the first-ever U.S.H. Idea Awards, which will be presented at The Adrienne Arsht Center for the Performing Arts in Miami during AHAA's Annual Conference in Miami at 7:30 p.m. on May 4<sup>th</sup>.

Argentine advertising icon Hernan Ponce from Ponce Buenos Aires, award-winning creative Jose Montalvo from Ogilvy Mexico, and Alberto Ponte who leads groundbreaking Nike creative at Wieden + Kennedy have joined the esteemed panel of judges evaluating all entries of the new U.S.H. Idea Awards. U.S. Hispanic leaders Luis Miguel Messianu from Alma, Aldo Quevedo from Dieste, Pablo Buffagni and Favio Ucedo from Grupo Gallegos, Jose Luis Villa, Mauricio Galvan from Totality, and Gustavo Lauria from The Vidal Partnership and president of Círculo Creativo, round out the judging team in charge of determining this year's most outstanding executions in Hispanic creative. The team was selected to bring their diverse talent and wealth of experience to provide a balanced perspective in the review of submissions and determine the inaugural class of U.S.H. Idea Award recipients.

"A jury of this caliber sums up the level of creative excellence that we all aspire to for our new award and for the future of our market," said Gustavo Lauria, president of Círculo Creativo and CCO and Managing Partner at The Vidal Partnership.

The U.S.H Idea Awards, created by Círculo Creativo in collaboration with AHAA, are the premiere awards presented to creative achievement in engaging the Hispanic audience. Coinciding with Miami Ad Week, the ceremony will showcase winners in eight categories: film, radio, graphic media (print and OOH), digital, innovation, production techniques, promo, and

beyond Hispanic, which is defined as work published outside of the contiguous U.S., created by U.S Hispanic and/or Puerto Rico-based advertising agencies.

“This award ceremony caps months of planning, strategic development, and partnership building between AHAA and Círculo Creativo to provide an elevated forum to showcase the best of Hispanic creative,” added Roberto Orci, Chair of AHAA and CEO of Acento Advertising. “Círculo has brought together a top-tier judging panel of national and international creative stars, and we are excited to learn who will become the first award recipients, as they will represent the best of the best and set the bar for the U.S.H. Idea Awards moving forward.”

Entries are accepted through April 20, 2012 at 11:00 pm EST. For entry forms, rules and regulations for the USH Idea Awards, please visit [www.ushideaawards.com](http://www.ushideaawards.com).

For more information about Círculo Creativo, please visit [www.circuloactivo.org](http://www.circuloactivo.org), and follow @circulousa on Twitter. The hashtag for the U.S.H. Idea Awards is #USHIdea. For more information about the AHAA Annual Conference, visit [www.ahaa.org](http://www.ahaa.org).

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**About Círculo Creativo:** 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. 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.

**About AHAA:** Headquartered in McLean, VA, AHAA: The Voice of Hispanic Marketing represents the best minds and resources dedicated to Hispanic-specialized marketing. Companies trying to reach and connect with Hispanic consumers and businesses turn to AHAA members for unmatched cultural expertise and knowledge. As the voice of the Hispanic marketing industry since its founding in 1996, AHAA demonstrates the value of targeting Hispanics, showcases the impact of using AHAA member agencies, and provides forums for the discussion and dialogue between brands and industry professionals.