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## **The 2013 AHAA Conference Features a Marquis Selection of C-Suite Headliners AHAA’s Most Aggressive Agenda To-Date Reaches beyond Hispanic Marketing**

**McLean, VA, February 27, 2013** – AHAA, in partnership with FIAP and Círculo Creativo, has announced its most powerful conference agenda to date. Four C-suite level executives have signed on to spearhead a series of can’t-miss sessions taking place at the AHAA 2013 Conference between April 29<sup>th</sup> and May 1<sup>st</sup> at the Eden Roc Renaissance Hotel in Miami. In addition to **WPP CEO Sir Martin Sorrell**, AHAA is pleased to announce the following additions to its lineup:

- **Laurence Boschetto, CEO and President of Draftfcb**  
While much of the industry still looks at the business from either an “above-the-line” general advertising perspective or the more measurable, “below-the-line” marketing services point-of-view, Laurence is a staunch champion of integration – both in terms of how Draftfcb thinks and how it connects its clients with an increasingly in-control consumer. He believes in big, holistic ideas that ignite engagement and create an emotional response, while driving business results across marketing channels and platforms. During this session, Laurence will share his winning perspectives and insights, including his firm belief, that the people who make up the agency should reflect the rich diversity of consumers with whom the agency connects on behalf of his clients.
- **Adam Ostrow, Chief Strategy Officer of Mashable**  
With US Hispanics more likely than the average American to own or plan to buy smart phones and tablets, and US Spanish-language broadcasters rapidly expanding their second screen and connected TV offers, mobile is redefining the Hispanic marketing mix. As CSO for Mashable – the independent news site with 25 million unique monthly visitors and 10 million social media followers – Mashable executive Adam Ostrow responds to the new challenges social and mobile are creating for publishers and advertisers...from curation and user experience to second screen impact, brands as content creators, and more.
- **Mark Tutssel, Chief Creative Officer of Leo Burnett Worldwide**  
One of the industry’s most awarded creative directors, Mark Tutssel oversees work in 96 global offices and believes deeply in the power of ideas and creativity to transform human behavior. Today, with opportunities exploding for people everywhere to engage

with brands and one another in unexpected ways and at unprecedented speeds, the big, crazy, courageous idea is more powerful than ever. This session will spark conversation – and inspiration -- with brands and agencies alike.

Jam-packed with a stellar selection of who's who of the marketing executive elite, the AHAA 2013 Conference is poised to attract a diverse collection of media, marketing and communications agencies, brands and corporate partners who are seeking to deepen their strategic marketing arsenal. With the theme of "Thinking under the Influence," attendees will be treated to content highlighting the Hispanic influence that is currently driving much of America's evolving culture and therefore the marketing industry as a whole.

"This year, our conference goes well beyond Hispanic marketing," said Roberto Orci, Chair of AHAA and CEO of Acento. "With the multicultural consumer shifting to be the central focus of truly successful marketing strategies, companies wishing to grow and remain relevant need to rethink the way they do business – and where they invest their marketing dollars. Agencies have been saying this for years... Now it is coming from the mouths of top-ranking officials of from our nation's biggest and most respected companies."

The AHAA 2013 Conference is presented by AHAA in partnership with FIAP (Festival Iberoamericano de Publicidad) and Círculo Creativo. To register for the conference, please visit <http://ahaa.org> and follow all conference chatter on Twitter using the hashtag #thinkahaa.

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**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 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.

**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. For more information about Círculo Creativo, please visit [www.circulocreativo.org](http://www.circulocreativo.org), and follow @circulousa on Twitter.

**About FIAP:** FIAP, Festival Iberoamericano de la Publicidad or Ibero-American Advertising Festival, was created in Argentina in 1969 to promote and integrate the marketing and communications industry throughout Spain, Portugal and Latin America, and, since 1993, the U.S. Hispanic market. Agencies from 23 countries and more than 8,000 advertisements

compete for the prestigious Suns of Ibero-America in TV, Print, Radio, Production Techniques, Design and Promotions, Activations and Direct Marketing. The Festival has been held in Spain, Brazil, Uruguay, Colombia, and Costa Rica. From 1990 to 2011, the festival was held in Buenos Aires, Argentina, and in 2012, FIAP permanently moved its venue to Miami. Entries for FIAP 2013 edition are being accepted until March 30<sup>th</sup> 2013. For more information on FIAP and the many coveted advertising awards it has launched globally, please visit [www.fiapawards.com](http://www.fiapawards.com).