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## **AHAA Invites the U.S. Hispanic Marketing Community to the “Thinking Under the Influence” Conference**

**Conference features exciting new partnership with FIAP**

**McLean, VA, January 23, 2013** – From April 29<sup>th</sup> to May 1<sup>st</sup>, **AHAA: The Voice of Hispanic Marketing**, in partnership with, **FIAP** (Festival Iberoamericano de la Publicidad, or Ibero-American Advertising Festival) will bring together the best of Hispanic and Latin American marketing and creativity as part of the “Thinking Under the Influence” conference taking place at the Eden Roc Renaissance Hotel in Miami. Attendees will be treated to content highlighting the Hispanic and Latin American influence that is currently driving much of America’s evolving culture and therefore the marketing industry as a whole.

“The ‘Thinking Under the Influence’ Conference is gearing up to be a completely new experience,” said Roberto Orci, Chair of AHAA and CEO of Acento Advertising. “Attendees will be able to engage with speakers more closely than they ever have and will be able to readily react to the content as they interact with each other. We are excited to bring an international perspective with FIAP as our marquis partner and are confident that folks will come away empowered with new tools to put the Hispanic consumer at the center of marketing campaigns and help their clients move the needle.”

With dynamic and interactive sessions featuring the top trendsetters in the industry, AHAA and FIAP will explore how this undercurrent of influence translates into the most effective cross-disciplinary marketing strategies of today. In addition to daily creative sessions with the top international creative experts and clients, conference attendees are invited to attend the prestigious **44<sup>th</sup> Annual FIAP Awards**, taking place on May 1<sup>st</sup>, which is the marquis event recognizing creative excellence in Spanish- and Portuguese-language creative throughout Latin America.

“As FIAP is looking to increase our presence in the U.S., we are delighted to be partners with AHAA and bring to life the ‘Thinking Under the Influence’ Conference,” said Daniel Marcet, CEO of FIAP. “While we are targeting different audiences, there are multiple touch points where we can learn from each other and derive inspiration for high-quality and forward-thinking creative.”

The “Thinking Under the Influence” Conference also will feature the **Second Annual U.S.H. Idea Awards** presented by AHAA and **Círculo Creativo** on April 30<sup>th</sup>, as well as partnerships

with the **Interactive Advertising Bureau (IAB)**, and **Hispanic Public Relations Association (HPRA)** to bring compelling content in shorter, more dynamic and interactive sessions. Finally, AHAA and FIAP will host a panel of the multicultural finalists for the **Effie Awards**, taking place on May 22<sup>nd</sup> which honor the most effective advertising campaigns in the U.S., to present their nominated case studies.

To date, AHAA and FIAP have confirmed **WPP CEO Sir Martin Sorrell** and **Hanna Rosin**, author of *The End of Men... And The Rise of Women*, as keynote speakers. The conference will feature sessions on sports marketing, fashion, food, technology and music in addition to a series of point/counterpoint sessions, including:

- Blurring the lines between mainstream and Hispanic: This session focuses on how cross-cultural work is becoming the new “general market,” particularly among younger-focused brands. Are we on the precipice of a huge shift in the marketing world?
- Red vs. Blue Approaches to the Hispanic Market – A parable for the future of Hispanic Marketing: This political session focuses on the influence of the Hispanic vote and the strategies and tools Democrats and Republicans need to win them over.
- The Right Balance of Media: Have our agencies and our media strategies kept pace with the changing market? Have our media companies kept pace with market demands? This session explores how to keep ahead of demographic shifts and explosion of new media.

“This year, we will be delivering powerful content that speaks to how Hispanics are driving change from Wall Street to Main Street – and that will impact major business decisions moving forward,” added Orci. “With everyone looking for a piece of the Latino pie, now is the time to explore the intersection of the Hispanic impact on American culture with our work as marketers, how these colliding influences not only impact our Hispanic work but inspire the population at large, creating new opportunities for all.”

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 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).