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## The GOP, Walmart, New Research and Award-Winning Case Studies Round out the AHA 2013 Conference

McLean, VA, April 23, 2013 – No AHA Conference would be complete without breaking research, award-winning case studies and in-depth breakout sessions designed to keep marketers at the top of their game. That’s why AHA, in partnership with FIAP (Festival Iberoamericano de Publicidad) and Círculo Creativo, is excited to announce it has added **Walmart** to its illustrious list of CMO Chats and former U.S. Treasurer **Rosario Marin** to its keynote speakers. To complement the robust list of C-suite speakers and industry trendsetters, AHA will reveal the results of two comprehensive studies - one that delivers a deep dive into Hispanic generations, the other which focuses on the affluent Hispanic. In addition, AHA has partnered with Effie to showcase P&G and Kraft, this year’s award-winning effective marketing campaigns.

### The best in multicultural marketing

When it comes to multicultural marketing, **Walmart** is at the top of its game and it is in the midst of a sweeping initiative to not only increase its investment in Hispanic marketing but also to move from a silo-like approach to making sure all business units are accountable for multicultural marketing. That’s why AHA will honor Walmart with its first ever “Marketer of the Year” award, and conference attendees can learn more during Walmart’s CMO Chat, which features a presentation by **Tony Rogers**, SVP of Brand Marketing and Advertising, and **Greg Warren**, VP of Creative Marketing.

For the first time, AHA has partnered with **Effie Worldwide** to showcase this year’s most effective Hispanic marketing campaigns: “Mi Tide” from Procter & Gamble and Conill Advertising and “Sabemos que te va a encantar” from KRAFT Macaroni & Cheese and CP+B. In addition, this session will feature a panel of past Effie judges and award winners discussing their insights and perspectives on what it takes to effectively reach Hispanic consumers in today’s marketplace. Panelists include **Simon El Hage**, SVP, Director of Strategic Planning, Casanova; **Enrique Marquez**, SVP, Director of Strategy, Lapiz; and **Eduardo Perez**, President, PM Publicidad, among others.

In addition, the conference will include the **Second Annual U.S.H. Idea Awards**, which honors the best in U.S. Hispanic creative, and the **44<sup>th</sup> Annual FIAP Awards**, which showcases the best ads from Latin America, and the **HispanicAd.com Account Planning Excelencia (HAPE) Awards & Media Planning Awards**.

## Influencing the Hispanic vote

AHAA is pleased that in addition to San Antonio Mayor **Julián Castro** (D), former U.S. Treasurer **Rosario Marin** will provide the Republican perspective on the political landscape and what the GOP needs to do to attract the Hispanic vote. She also will touch on immigration, which has been a hot-button topic and source of division among the Republican party. Author of *Leading Between Two Worlds: Lessons from the First Mexican-Born Treasurer of the United States*, she has proven to be a trailblazer in every sense: from becoming the first in her family to graduate from college to having her signature appear on the U.S. dollar bill as the treasurer of the United States, and the first Latina in California to run for the U.S. Senate. These political sessions cannot be missed!

## Having the right research to harness influence

As the overall U.S. demographic landscape continues to change, generational marketing among Hispanics to the three major generational cohorts --Boomers (45-65), Generation X (30-44), and Millennials (18-29), will help corporations become more strategic about their short-term and long-term marketing ROI. Thanks to a generous grant by AARP, AHAA will present the results of its comprehensive study *"Targeting the Best Hispanic Customer: A Generational-Cultural Orientation Study."* Moderated by **Leo Olper**, Partner and Business Development Officer for d exposito & Partners, this session will examine the role of cultural orientation, explore behaviors and attitudes, and identify the business opportunities within each generation followed by a discussion with panelists **Lorraine Cortés-Vázquez**, EVP Multicultural Markets & Engagement, AARP, **Scott Willoth**, SVP Methods & Analytics, Scarborough Research, and Nancy Tellet, SVP of Research & Consumer Insights, Viacom International Media Network.

In addition, AHAA is unveiling a second study, *The Upscale & Affluent Latino Segment (\$50-100K+)*, which represent nearly 40 percent of Hispanic aggregate income. In partnership with Nielsen, AHAA will dive into spending habits, media consumption, values/attitudes, and psychographics of middle/high income Hispanics, highlighting the strategies and opportunities to reach them. Moderated by **Gabriela Alcantara-Díaz**, President of G ADMarketing Communications, Inc., this session features commentary by **Brenda Garduño-García**, Advertising Planner and Hispanic Marketing lead for Lexus and **Carmen Corvos-Roig**, Director of Field Sales, Azamara Club Cruises.

"Central to AHAA's thought leadership strategy is providing our members and the marketing industry-at-large with the tools to better understand the nuances and complexities of the Hispanic populations," said AHAA Chair Roberto Orzi, CEO of Acento Advertising. "The research we are unveiling at the conference provides a deeper dive into Hispanic sub-segments to help agencies and brands identify enormous engagement and growth opportunities."

## Compelling breakout sessions

Thanks to partnerships with the Interactive Advertising Bureau (IAB) and FIAP (Festival Iberoamericano de Publicidad), the AHAA 2013 Conference will feature a series of breakout sessions in digital, creative and account planning. Highlights include:

- **The Digital Video Experience: Sight, Sound and *Motivación* (IAB)**  
How do leading marketers and agencies use digital video to engage, inform, and motivate audiences to action? How can video supplement your television campaigns? What does it take to leverage your telecasting assets for the web? Why is mobile video so effective in touching consumers where they live, travel and recreate? This IAB case study-based workshop for agencies and marketers will pull back the curtain on these questions and more. Speakers include **Liz Sarachek Blacker**, CRO, Terra Networks USA; **Mark Lopez**, Head of US Hispanic Audience and Panregional Latin America Sales, Google; **Matias Mendigochea**, VP of Sales and Marketing, Briabe Mobile; **Borja Perez**, Senior Vice President, Digital and Social Media, Telemundo; and **Jorge Rincón**, COO, Adsmovil.
- **The Age of Uncertainty: Hispanic Young Adults Living the “Next Normal”**  
Explore the world of Hispanics as they navigate young adulthood in an era of uncertainty. Discover what 5 factors truly shape their impressions and emotions. **Nancy Tellet**, Senior Vice President, Research & Consumer Insights for Tr3s will discuss how that translates into life decisions from where (and with whom) to live, whether to marry, how to parent and what & how to buy things; from big ticket autos to supermarket sushi.

In addition, the conference will feature a series of Spanish-language sessions, including a creative workshop led by **Tony Segarra**, Co-Founder and Executive Creative Director of \*S,C,P,F... and a session entitled “Content Creation – Music Industry and Brands: Fostering Common Ground,” presented by **Alfonso Perez-Soto**, SVP of Business Development for LATAM, Spain & Emerging Markets for Warner Music, and **Gustavo Menendez**, Senior VP/Regional Managing Director – Latin America for Warner Chappell Music.

As part of FIAP, attendees can witness the Young Creative Marathon, in which up-and-coming creatives show their best work in front of a jury with the public joining in the debate, and La Copa Iberoamericana, where interdisciplinary marketing vehicles compete against each other in the same category.

## Marquis headliners and sponsors

The AHAA 2013 Conference, presented by AHAA in partnership with FIAP and Círculo Creativo, features the following marquis headliners: WPP CEO **Sir Martin Sorrell**; Draftfcb CEO **Laurence Boschetto**; **Mark Tutssel**, Chief Creative Officer of Leo Burnett Worldwide; **Adam Ostrow**, Chief Strategy Officer of Mashable; San Antonio Mayor **Julian Castro**; renowned author **Hanna Rosin**; **Oscar Suris**, EVP of Corporate Communications for Wells Fargo; **Alfredo Rodriguez**, Vice

President – DishLATINO at DISH Network; **Felix Palau**, Vice President of Marketing for Tecate and Indio at Heineken USA; **Kim Brink**, Vice President of Marketing for NASCAR; **Alvaro Saralegui**, Hispanic Initiatives for the NFL; **Ken Muench**, SVP & Director of Strategic Planning for Draftfcb; **Alex Lopez Negrete**, Founder and President of Lopez Negrete Communications; TV journalist, blogger and fashionista **Liliana Vazquez**; American Idol singer **Stefano Langone**; and journalist and host/producer of the Huffington Post’s streaming video network HuffPo Live **Alicia Menendez**.

Sponsors and partners include 9D Media, AARP, Adsmovil, Arbitron, CNN, Delta Media, ESPN Deportes, Experian Marketing, GLR Networks, Google, *Hispanic Market Weekly*, *HispanicAd*, Hispanic Public Relations Association (HPRA), Interactive Advertising Bureau (IAB), ImpreMedia, Intel, Mixto Music, *Multicultural Marketing*, Nielsen, *Portada*, *PRODU*, SBS, Scarborough, Terra Networks, The List, Tr3s, Univision, and Vme TV.

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).

**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.