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## **Círculo Creativo & AHAA Announce Call for Entries for 2013 U.S.H. Idea Awards**

*Revamped, More Comprehensive Award Categories Seek Entries from all Agency Sizes and Types Doing U.S. Hispanic Creative*

**Los Angeles, CA and McLean, VA, February 6, 2013** – Círculo Creativo in partnership with AHAA: The Voice of Hispanic Marketing announces that call for entries for the second annual U.S.H. Idea Awards are now open through April 1<sup>st</sup>, 2013. The award ceremony is aligned to Círculo Creativo's mission to foster creativity in U.S. Hispanic advertising and AHAA's commitment to highlighting the importance of creative in Hispanic Advertising. The Awards will recognize the best creative work in the field at its ceremony at the New World Center in Miami, FL on Tuesday, April 30<sup>th</sup>, 2013, as part of the AHAA 2013 Conference, in partnership with FIAP (Festival Iberoamericano de Publicidad) and Círculo Creativo.

With the Award's new slogan, "Más Categorías. Más Oportunidades." (More Categories. More Opportunities.), Círculo Creativo & AHAA thoughtfully invite everyone from small to large advertising agencies, to design studios, digital boutiques, and direct marketing shops to participate in categories that fairly represent their work and type of business.

*"We are excited to celebrate the creative excellence in the U.S. Hispanic advertising field, in its many shapes and forms, during the upcoming U.S.H. Idea Award," says Claudio Vera, president of Círculo Creativo and creative director of Casanova Pendrill. "Our award categories are now more inclusive and acknowledge the realism of the creative work being done by our field in its various disciplines."*

Among some of the changes in this year's categories are: more sub-categories for film/video work, which separate digital and mobile creative from film; an additional sub-category within graphic media dedicated to live events and experiential marketing; four more digital sub-categories acknowledging the evolution and critical role digital plays today; and a brand-new category for "design" to submit one-off pieces like logos, catalogues, brochures, packaging, etc. These improvements allow for campaigns of all types and budgets to be judged fairly among same-category entries.

*“The U.S.H. Idea Award is an excellent platform to showcase the best of our industry’s creative work while exposing it to international audiences. We worked with Círculo to make our award more inclusive and representative of our business, and in so doing, we are elevating and inspiring creativity across the Hispanic marketing spectrum.”* says Roberto Orci, president of AHAA and CEO of Acento Advertising.

After the undisputable success of its first edition last year, the 2013 U.S.H. Idea Awards propose to raise the bar even higher with its further integration into AHAA’s revamped Annual Conference and what it’s expected to be a memorable evening ceremony at the Frank Gehry designed amphitheater, New World Center, located in the heart of Miami Beach.

The Awards will honor campaigns executed between March 1, 2012 and March 31, 2013. All work created and executed during this time is eligible and can be entered within one or more categories, as well as “Best of Category.” A new panel of judges from top U.S. Hispanic and International agencies will review entries and select winners maintaining the transparency and high-quality process that has characterized the Award’s first edition. More information on how to submit entries can be found at: [www.ushideaawards.com](http://www.ushideaawards.com).

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

**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. For more information about AHAA, please visit [www.ahaa.org](http://www.ahaa.org) and follow @ahaa on Twitter.