



**PRESS RELEASE EMBARGOED UNTIL WEDNESDAY, MAY 1 AT 12AM**

**For more information, contact:**

Romina Bongiovanni, 310-804-2173, [Romina@journeytheagency.com](mailto:Romina@journeytheagency.com)

## **Círculo Creativo and AHAA Announce 2013 USH Idea Awards Winners**

*Top Five Idea Awards Went to Alma DDB, Grupo Gallegos, Latin Works, and The Vidal Partnership*

**Miami, FL and McLean, VA, April 30, 2013**— Círculo Creativo, in partnership with AHAA: The Voice of Hispanic Marketing, announces winners of the second annual U.S.H. Idea Awards. The award ceremony, which underscored 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, took place today at the New World Center in Miami, FL, as part of the AHAA 2013 Conference, in partnership with FIAP (Festival Iberoamericano de Publicidad) and Círculo Creativo.

With hundreds of entries received from creative talent in the U.S. Hispanic market, 25 winners were selected representing the best of the field following a rigorous review. In addition, five entries were selected as the best in show in the Top Five Idea awards.

U.S.H. Idea Awards winners for the top five creative executions of 2013 include:

<b>CAMPAIGN NAME</b>	<b>AGENCY</b>	<b>CLIENT</b>
5 - Cine Las Americas 'Languages' Campaign	LatinWorks	Cine Las Americas
4 - Batalla	Grupo Gallegos	California Milk Processor
3 - The Glad Tent	Alma DDB	Joint Venture-Clorox/ P&G
2 - Adios Cliches, Hola Mexico	Alma DDB	Hola Mexico Film Festival
1 - The Creation of the First Yogurt for Men	The Vidal Partnership	Powerful Yogurt

*“We’re very grateful for the support and participation of all the agencies and production companies that took part in this edition of U.S.H. Idea Awards. The winning campaigns represent what we work so hard for all year long: excellence in Hispanic advertising creative,”* said Claudio Vera, president of Círculo Creativo and creative director of Casanova Pendrill. *“Having our very own creative-centric award ceremony has been a dream for us for many years; it’s been wonderful to see its second edition come to life and the winners be celebrated in an event without precedence.”*

With the theme: “Más Categorías. Más Oportunidades” (More Categories. More Opportunities), the U.S.H. Idea Awards awarded 25 campaigns from a total of 10 agencies for outstanding work. Winners per category include:

## FILM

SUBCATEGORY	AGENCY	CLIENT	NAME
Non-alcoholic beverages.	Grupo Gallegos	California Milk Processor	Batalla
Cars, trucks, motorcycles and other vehicles. Accessories and auto-products.	Concept Café Advertising	American Honda	Teddy Bears
Corporate and institutional image. Sponsorships and endorsements.	La Comunidad	Converse	"Padres"
Publications and media.	La Comunidad	Time Warner Cable	Penny Plan
Entertainment, travel, tourism and events.	Conill Saatchi & Saatchi	Consulate General of Argentina in Los Angeles	Stake out
Best Film Campaign.	Alma DDB	Hola Mexico Film Festival	Adios Cliché, Hola Mexico

## RADIO

Cars, trucks, motorcycles. Accessories and products.	Concept Café Advertising	American Honda	Polaca
Entertainment, travel, tourism and events.	LatinWorks	Cine Las Americas	Maduro
Best Radio Campaign.	LatinWorks	Cine Las Americas	Cine las America "Languages"

## GRAPHIC MEDIA

Household cleaning products, home, health & pets & appliances. Cosmetic & beauty. Toiletries.	Lápiz	P&G	Soccer
Electronic appliances, communications, audio, video, computers.	Wing	NYILFF	New York International Latino Film Festival Alien Invasion
Best Graphic Media Campaign.	Lápiz	P&G	Stains Happen

## DIGITAL

Film online	LatinWorks	Cine Las Americas	Cine las Americas video campaign
-------------	------------	-------------------	----------------------------------

## PRODUCTION TECHNIQUES

Best Music and/or sound design in any media.	LatinWorks	Manzanita Sol/PepsiCo Inc.	Do What's Different
Best production on film and graphic media (Direction, edition, photography and art direction).	Grupo Gallegos	California Milk Processor	Batalla

## DIRECT MARKETING, PROMO AND ACTIVATION

Mailing (flat and dimensional mailing).	Lápiz	Mujeres Latinas en Accion	Money Calendar
Ambient media large scale (nontraditional media, direct response stunt, street teams, direct response events, outdoor/ambient media, other mediums).	Conill Saatchi & Saatchi	Procter & Gamble	Bellies in Concert
Best campaign (promo and direct).	Grupo Gallegos	California Milk Processor	Bed Time Stories

## BEYOND HISPANIC

Graphic Media & Out of Home	EO Integration	Government of Ecuador	Yasuni
Digital.	The Vidal Partnership	Powerful Yogurt	Scroll with Abs
Digital.	LatinWorks	Blastro	Blastro
Innovation.	Alma DDB	Joint Venture-Clorox/ P&G	The Glad Tent
Direct marketing and promo.	The Vidal Partnership	Powerful Yogurt	The Find your Inner Abs Ultrasound...
Direct marketing and promo.	Alma DDB	Joint Venture-Clorox/ P&G	The Glad Tent
Best Beyond Hispanic Campaign.	The Vidal Partnership	Powerful Yogurt	The Creation of the First Yogurt...

Representing four countries and selected for their creative leadership, ten jurors collaborated with Círculo, including: Jose Luis Villa (Newlink Factory), Paco Olavarrieta (Dieste), Juan Oubiña (Grupo Gallegos), Gustavo Lauria (Vidal Partnership), Laurence Klinger (Lapiz), Norbi Zylberberg (LatinWorks), and Claudio Vera (Casanova Pendrill), as well as international judges Erh Ray (BorghiErh/Lowe), Rodolfo Borrell (Pages BBDO Dominican Rep), and Ulises Valencia (Grupo W Mexico).

*"It was an honor to preside over the jury and review the best of U.S. Hispanic creative. This year, the campaigns certainly raised the bar, creating an insightful competition and making our job a lot more difficult,"* said Erh Ray, founder of BorghiErh/Lowe, Brazil.

All winning campaigns can be viewed on the U.S.H. Idea website [www.ushideaawards.com](http://www.ushideaawards.com).

For more information about Círculo Creativo visit [www.circulocreativo.org](http://www.circulocreativo.org) or follow @circulousoa on Twitter or Facebook. For AHAA, visit [www.AHAA.org](http://www.AHAA.org).

###

**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 @circulousoa 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.

### CONTACT:

Romina Bongiovanni, 310-804-2173, [Romina@journeytheagency.com](mailto:Romina@journeytheagency.com)

Jennifer Walus, 630-873-3080, [jennifer@bigvoicecomm.com](mailto:jennifer@bigvoicecomm.com)