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CIRCULO CREATIVO AND AHAA ANNOUNCE WINNERS OF THE 2014 USH IDEA AWARDS
Top Five Idea Awards Went to Conill, LatinWorks, and Alma DDB with Top Honors to Dieste

Miami, FL and McLean, VA, April 30, 2014 — The best in Hispanic creative was celebrated last night at the Third Annual U.S.H. Idea Awards with a gala honoring the work of the industry’s most strategic and creative thinkers. **Círculo Creativo**, in partnership with **AHAA: The Voice of Hispanic Marketing**, announced a distinguished and diverse slate of U.S.H. Idea winners representing the best in film, radio, graphic media, digital, innovation, production techniques, promotion, design, beyond Hispanic, with new categories in best in public relations, integrated campaign, branded content & entertainment, and creative use of media.

With hundreds of entries received from creative talent in the U.S. Hispanic market, twelve agencies took home 26 awards, representing the best of the field following a rigorous review. In addition, five entries were selected as the “Best in Show” for the Top Five Idea awards.

U.S.H. Idea Awards winners for the top five creative executions of 2014 include:

CAMPAIGN NAME	AGENCY	CLIENT
5 - Drogas	LatinWorks	Cine Las Americas
4 - Robocop	Conill	Consulate General of Argentina
3 - The First Customer	Alma DDB	McDonald’s
2 – Headlines from the Sky	Conill	Toyota
1 – MUTTBOMBING	Dieste	Dallas Pets Alive

“This year, more agencies participated than ever before,” said Laurence Klinger, president of Círculo Creativo and executive vice president & chief creative officer at Lápiz – Leo Burnett. “We want to congratulate our finalists and winners for raising the bar of creativity for the U.S. Hispanic advertising industry.”

This year, the U.S.H. Idea Awards awarded 22 campaigns from a total of 12 agencies for outstanding work. Winners per category include:

FILM

Subcategory	Agency	Client	Name
Public and private service.	LatinWorks	La Alianza	Perdida
Corporate and institutional image. Sponsorships and endorsements.	Alma DDB	McDonald’s	First Customer

Publications and media.	LatinWorks	Marvin	Antílope y Dragon
Entertainment, travel, tourism and events.	Conill Advertising	Argentina New Cinema	Robocop
Best low budget film.	Walton Isaacson	Spanish Cinema Festival	Europeans
Best Film Campaign.	Lápiz	Chicago Latino Film Festival	Green Screen "Swine Love", "Forever a Long Hair"

RADIO

Subcategory	Agency	Client	Name
Entertainment, travel, tourism and events.	LatinWorks	Cine las Americas	Drogas
Public awareness. Government, political and religious messages.	Lápiz	Mujeres Latinas en Acción	Flower

DIGITAL

Subcategory	Agency	Client	Name
Banners (fix space and rich media/dynamic).	Zubi Advertising	Ford Fusion	Dizzy
Hot sites/web pages.	Wing	Lifebeat	Playlust
Branded games.	Conill Advertising	Toyota Camry	Back Up Phone
Film online.	LatinWorks	Cine las Americas	Bank Robbery
Film online.	Grupo Gallegos	Milk	Mother's Day
Interactive campaigns.	Dieste	Dallas Pets Alive	MUTTBOMBING
Other digital channels.	Wing	Law Offices of Esteban Gergely	Removal Happens
Viral.	Dieste	Dallas Pets Alive	MUTTBOMBING

GRAPHIC MEDIA

Subcategory	Agency	Client	Name
Household cleaning products, home, health & pets & appliances. Cosmetic & beauty. Toiletries.	Alma DDB	Green Works	Species
Household cleaning products, home, health & pets & appliances. Cosmetic & beauty. Toiletries.	Lápiz	Gain	Groupie
Public awareness. Government, political and religious messages.	Grupo Gallegos	Alzheimer's Foundation	Alzheimer's Gallery
Live advertising.	Wing	Lifebeat	Playlust
Live advertising.	Conill Advertising	Toyota Tundra	Headlines From The Sky
Best graphic media campaign.	Grupo Gallegos	Alzheimer's Foundation	Alzheimer's Gallery

PRODUCTION TECHNIQUES

Subcategory	Agency	Client	Name
Best production on film and graphic media.	Lápiz	RE/MAX	Dreams

BEYOND HISPANIC

Subcategory	Agency	Client	Name
Digital.	Bravo	FedEx	Brazil to U.S.A

CREATIVE USE OF MEDIA

Subcategory	Agency	Client	Name
Creative Use of Media.	Wing	Law Offices of Esteban Gergely	Removal Happens

BEST PUBLIC RELATIONS CAMPAIGN

Subcategory	Agency	Client	Name
Best PR Campaign.	Richards/Lerma	Pizza Patrón	La Chingona

Representing four countries and selected for their creative leadership, twelve jurors collaborated with Círculo, including: Icaro Doria (Wienen+Kennedy São Paulo), Hector Fernandez (Publicis Mexico), Verónica Elizondo (Conill), Claudio Lima (Y&R/Bravo), Hernán Cerdeiro (LatinWorks), Luis Miguel Messianu (Alma DDB), Aldo Quevedo (Richards/Lerma), Favio Ucedo (Wing), Curro Chozas (Grupo Gallegos), Mauricio Galván (D Expósito and Partners), Claudio Vera (Hispanic Creative Consultant), and Laurence Klinger (Lápiz)

“It was truly humbling and inspiring to be among the top leaders of the U.S. Hispanic market and see that, despite all of the challenges, we could award some very strong ideas that transcend the market it was created for - as they are truly great human insights.,” said Icaro Doria, president of the USH Idea jury and executive creative director, Wieden+Kennedy São Paulo.

All winning campaigns can be viewed on the U.S.H. Idea website www.ushideaawards.com. For more information about Círculo Creativo visit www.circulocreativo.org or follow @circulousoa on Twitter or Facebook. For AHAA, visit www.AHAA.org and follow @ahaa on Twitter or Facebook.

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About Círculo Creativo: Founded in 1999, 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. For more information about Círculo Creativo, please visit www.circulocreativo.org, and follow @circulousoa on Twitter.

About AHAA: Headquartered in Fairfax, VA, AHAA: The Voice of Hispanic Marketing has represented the best minds and resources dedicated to Hispanic-specialized marketing since its founding in 1996. For more information about AHAA, please visit www.ahaa.org and follow @ahaa on Twitter.