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Círculo Creativo & AHAA Announce Stellar Jury Lineup for 2013 U.S.H. Idea Awards

Seven National and Three International Judges Will Select the Winning Campaigns

Miami, FL and McLean, VA, April 1, 2013 – Círculo Creativo, in partnership with AHAA: The Voice of Hispanic Marketing, announces the panel of judges for the second annual U.S.H. Idea Awards. Representing four countries, ten jurors have been selected for their creative leadership, collaboration with Círculo, and consistent performance at the national and international level, providing transparency and prominence to the greatest prize of U.S. Hispanic creative.

The award ceremony, which underscores 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, will take place at the New World Center in Miami, FL on Tuesday, April 30th, 2013, as part of the AHAA 2013 Conference, in partnership with FIAP (Festival Iberoamericano de Publicidad) and Círculo Creativo.

The distinguished jury includes 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 Anselmo Ramos (Ogilvy Brazil), Rodolfo Borrell (Pages BBDO Dominican Rep), and Manuel Techera (Marcel Mexico).

"It is a great honor for Círculo Creativo to have the support of such a prestigious panel of judges who will help us continue promoting creative excellence in the field of U.S. Hispanic advertising," says Claudio Vera, president of Círculo Creativo and creative director of Casanova Pendrill.

After the successful launch of the awards last year, Círculo Creativo and AHAA aim to raise the bar even higher and showcase the best of U.S. Hispanic creative to the distinguished guests and speakers of the AHAA 2013 Conference, which include C-suite level leaders and top industry experts as well as prominent brands and corporations, and international advertising leaders and journalists attending FIAP 2013.

With the theme of “Más Categorías. Más Oportunidades” (More Categories. More Opportunities), the U.S.H. Idea Awards will honor campaigns executed between March 1, 2012 and March 31, 2013. Small to large advertising agencies, design studios, digital boutiques, and direct marketing are encouraged to apply. The deadline for all submissions is April 1 with a late fee extension through April 18, 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.”

More information on how to submit entries can be found at: 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.circulocreativo.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 and follow @ahaa on Twitter.

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