



PRESS RELEASE

2012 USH Idea Awards Winners Announced

*Ad for Volvo by La Comunidad Wins Best Idea of 2012;
GrupoGallegos, Vidal and Bravo top winners as well*

More than 300 Entries Submitted, Representing More than 30 Agencies Across the U.S.

MIAMI--May 7, 2012— When the USH Idea Awards set out to look for a new standard in creative innovation in the industry, the call was heard from agencies across the U.S. who submitted their best work in all media, from digital to film. With more than 300 entries received from creative talent in the U.S. Hispanic market, 22 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.

USH Idea Awards winners for the top five creative executions of 2012 include:

- “Volvo in Every Car,” Volvo, La Comunidad
- “Forgot your Password?,” Alzheimer's Association, Grupo Gallegos
- “Keep it Legendary,” Heineken ,The Vidal Partnership
- “El Spooky Show,” MTV3 / Comedy Central, La Comunidad
- “Maricopa,” Border Action Network, Bravo Group/Y&R

In addition, a total of 14 agencies were selected as winners for outstanding work, including very strong representation of digital and online media. Winners include:

- “Mistakes- Cat, Dog, Duck” (2 awards) Rosetta Stone; “Play Today, Illuminate Tomorrow,” State Farm; “Dress it Salad” Hidden Valley Ranch, Alma DDB
- “See Everything”, Leica; “Maricopa,” Border Action Network, Bravo Group/Y&R
- “Carnicero, Cangrejo” NotiCreo.com, “Jobs” Honda, Concept Café Advertising
- “Trabajo,” Consulado Argentino en LA, “Burn-Sign-Tire-Wrench” Toyota; “The Longest Call Ever” T-Mobile, Conill
- “Classified” LULAC, Dieste
- “Forgot your Password?” Alzheimer's Association (2 awards); “Chancla” Ortho, Grupo Gallegos
- “Harlistas” Harley Davidson, La Banda Films
- “Volvo in Every Car” Volvo; “El Spooky Show” MTV3 / Comedy Central, La Comunidad
- “Pedal Painting” LIVESTRONG Foundation, LatinWorks
- “Paternidad” Chicago Latino Film Festival, Lápiz/Leo Burnett
- “Keep it Legendary” Heineken (2 awards), The Vidal Partnership

The USH Idea Awards were created to recognize remarkable achievements in creativity by Circulo Creativo in partnership with AHAA. From the criteria established, to the accomplished

jury selected to oversee the winner selection, every step was carefully planned to create an award that would elevate the industry to global standards. The Top five awards were selected in a closed-door meeting by a team of renowned international judges that includes advertising icon Hernán Ponce from Ponce Buenos Aires, award-winning creative Jose Montalvo from Ogilvy Mexico, and award-winning creative and partner at Santo, Pablo Mincez.

The nine-member jury is rounded out by U.S. Hispanic leaders Luis Miguel Messianu from Alma, Aldo Quevedo from Dieste, Pablo Buffagni and Favio Ucedo from Grupo Gallegos, Mauricio Galván from Totality, and Gustavo Lauria from The Vidal Partnership and president of Círculo Creativo.

“The fact that our Top Ideas represent work in the Digital and Innovation fields, speaks to how ready our agencies are for the future challenges of our industry,” said Gustavo Lauria, president of Círculo Creativo and the force behind the USH Idea Awards. “We are very proud of the creative level of the award’s results and very grateful for the support and participation of all the agencies and production companies that took part in this first edition.”

“It was an honor to preside over the jury and the USH market should feel very proud based on the outstanding work we reviewed this week. Only the best of the best ideas won, and to have this level of excellence is a great accomplishment and a great promise for what the future holds”, said Hernán Ponce of Ponce Advertising in Buenos Aires.

The USH Idea Awards were presented at a gala marking the end of the AHAA 2012 Annual Conference at the Arsht Center in Miami on May 4th, 2012.

For more information about Círculo Creativo visit www.circulocreativo.org or follow @circulousa on Twitter. For AHAA, visit www.AHAA.org.

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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.

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.

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