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the voice of hispanic marketing

AHAA Announces Annual “Thinking Under the Influence” Conference to Take Place in Miami April 28-30, 2014

McLean, VA, September 26, 2013 – Following the success of its 2013 conference, **AHAA: The Voice of Hispanic Marketing** is extending its “Thinking Under the Influence” platform in 2014 to forecast the extraordinary evolution of the American landscape and its effect not only on the marketing industry-at large but also in the world we live in now and the changes taking place over the next five years. **“Thinking Under the Influence: The Next Five Years,”** taking place at the Eden Roc Renaissance Hotel in Miami from April 28-30, will once again bring together the highest caliber of speakers, including notable newsmakers, CMOs and industry experts, to showcase the best of Hispanic and Latin American marketing and creativity.

“Last year, when **WPP CEO Sir Martin Sorrell** said, ‘Hispanics are the new mainstream,’ we knew we had hit a critical tipping point –that’s why we are going to dive deeper into thinking under the *Hispanic* influence,” said Roberto Orci, Chair of AHAA and CEO of Acento Advertising. “Over the next five years, we expect a dramatic shift in the world of media, marketing and technology that will drive new and innovative ways of marketing. Our conference will arm attendees with those strategies to meaningfully engage with all consumers of diverse backgrounds as well as creative business practices to help keep companies relevant and ahead of this marketing evolution.”

With dynamic and interactive sessions featuring the top trendsetters in the industry, the conference will explore how multicultural has evolved from a niche target to the central audience for top brands and how its influence is critical to effective cross-disciplinary marketing strategies and internal processes of today. In fact, as part of its thought leadership platform, AHAA will unveil the comprehensive aggregated results of its **Total Market Survey**, a benchmark study defining a new industry standard for the “total market” approach based on feedback from both marketers and advertisers.

In addition to daily creative sessions with the top international creative experts and clients, conference attendees are invited to attend the **Third Annual U.S.H. Idea Awards** on April 29, recognizing the best in U.S. Hispanic creative, as well as the prestigious **45th Annual FIAP Awards**, taking place on April 30, which is the marquis event recognizing creative excellence in Spanish- and Portuguese-language creative throughout Latin America. Finally, AHAA will announce the winner of the **2014 Marketer of the Year Award**, and HispanicAd.com will reveal the recipients of the **HispanicAd.com Account Planning Excelencia (HAPE) Awards & Media Planning Awards**.

“We experienced record-high attendance at last year’s conference not only as a response to the big names of our speakers – Draftfcb CEO **Laurence Boschetto**; **Mark Tutssel**, Chief Creative Officer of Leo Burnett Worldwide; **Adam Ostrow**, Chief Strategy Officer of Mashable; San Antonio Mayor **Julian Castro**, to name a few - but also as a testament to the caliber and diversity of our sessions,” said Linda Gonzalez, AHAA Conference Chair and president of ViVA Partnership, Inc. “This year, we will continue to raise the bar and look forward to sharing our most powerful agenda to date and jaw-dropping roster of presenters in the near future.”

Please visit <http://ahaa.org> for more information and follow all conference chatter on Twitter using the hashtag #thinkahaa.

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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 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.

About FIAP: FIAP, Festival Iberoamericano de la Publicidad or Ibero-American Advertising Festival, was created in Argentina in 1969 to promote and integrate the marketing and communications industry throughout Spain, Portugal and Latin America, and, since 1993, the U.S. Hispanic market. Agencies from 23 countries and more than 8,000 advertisements compete for the prestigious Suns of Ibero-America in TV, Print, Radio, Production Techniques, Design and Promotions, Activations and Direct Marketing. The Festival has been held in Spain, Brazil, Uruguay, Colombia, and Costa Rica. From 1990 to 2011, the festival was held in Buenos Aires, Argentina, and in 2012, FIAP permanently moved its venue to Miami. For more information on FIAP and the many coveted advertising awards it has launched globally, please visit www.fiapawards.com.

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.