



WINNERS

2017

AWARD	CATEGORY	TITLE	AGENCY	CLIENT	BRAND
BEST IDEA OF THE YEAR	Top 5 Best Idea of The Year	Keep Walking America	Anomaly	DIAGEO	Johnnie Walker
2ND BEST IDEA OF THE YEAR	Top 5 Best Idea of The Year	Spanish Lessons	Alma DDB	Netflix	Narcos Season 2
3RD BEST IDEA OF THE YEAR	Top 5 Best Idea of The Year	MLB Ponle Acento (Put An Accent On It)	LatinWorks	Major League Baseball	
4TH BEST IDEA OF THE YEAR	Top 5 Best Idea of The Year	Volvo Survivor Sales Agents	We Believers	Volvo North Miami	Volvo
5TH BEST IDEA OF THE YEAR	Top 5 Best Idea of The Year	Rejected	We Believers	Pepsi/Burger King Argentina	
GOLD	BEYOND HISPANIC > Branded Content & Entertainment	Spanish Lessons	Alma DDB	Netflix	Narcos Season 2
GOLD	BEYOND HISPANIC > Cyber & Mobile	Rejected	Alma DDB	Netflix	Narcos Season 2
GOLD	BEYOND HISPANIC > Film	Rejected	We Believers	Pepsi/Burger King Argentina	
GOLD	BEYOND HISPANIC > Promo & Activation	Spanish Lessons	Alma DDB	Netflix	Narcos Season 2
GOLD	BEYOND HISPANIC > Promo & Activation	Rejected	We Believers	Pepsi/Burger King Argentina	
GOLD	BRANDED CONTENT & ENTERTAINMENT > Music and Performance	One Walk	Anomaly	DIAGEO	Johnnie Walker
GOLD	BRANDED CONTENT & ENTERTAINMENT > Sports and Events	MLB Ponle Acento (Put An Accent On It)	LatinWorks	Major League Baseball	
GOLD	BRANDED CONTENT & ENTERTAINMENT > Talent Feature Entertainment	MLB Ponle Acento (Put An Accent On It)	LatinWorks	Major League Baseball	
GOLD	CRAFT > BEYOND HISPANIC > Events and Experimental	Rejected	We Believers	Pepsi/Burger King Argentina	
GOLD	CRAFT > BEYOND HISPANIC > Film	The Wall	Landia	Corona	
GOLD	CRAFT > FILM > Casting & Performance	Prodigal Son	Dieste	GOYA Foods	
GOLD	CRAFT > FILM > Cinematography	This Land	Anomaly	DIAGEO	
GOLD	CRAFT > FILM > Direction	Prodigal Son	Dieste	GOYA Foods	
GOLD	CRAFT > FILM > Sound Design	The Bravest	Zubi Advertising	Ford Motor Company	
GOLD	CRAFT > PRINT & PUBLISHING / OUTDOOR / DESIGN CRAFT > Illustration	Oil Spills	Alma DDB	Rio Art	Rio Art
GOLD	CRAFT > RADIO > Copywriting	Weird Little Language - Butterfly	Personal Music	Berlitz	
GOLD	CYBER & MOBILE > Social media	MLB Ponle Acento (Put An Accent On It)	LatinWorks	Major League Baseball	
GOLD	DIRECT > Ambient Media: Large or Small Scale	Volvo Survivor Sales Agents	We Believers	Volvo North Miami	Volvo
GOLD	INTEGRATED > All entries	Keep Walking America	Anomaly	DIAGEO	Johnnie Walker
GOLD	OUTDOOR > Ambient: Special solutions, live events, outdoor experiences	Volvo Survivor Sales Agents	We Believers	Volvo North Miami	Volvo
GOLD	OUTDOOR > Household, Cosmetics, beauty & Toiletries, Pharmacy	Oil Spills	Alma DDB	Rio Art	Rio Art
GOLD	PLANNING & STRATEGY > Planning & Strategy Beyond Hispanic	Spanish Lessons	Alma DDB	Netflix	
GOLD	PLANNING & STRATEGY > Planning & Strategy Hispanic	Prodigal Son	Dieste	GOYA Foods	
GOLD	PR > Travel, transport & tourism, Entertainment & leisure.	MLB Ponle Acento (Put An Accent On It)	LatinWorks	Major League Baseball	
GOLD	PROMO & ACTIVATION > Use of Customer in-store experience	Volvo Survivor Sales Agents	We Believers	Volvo North Miami	Volvo
GOLD	PROMO & ACTIVATION > Use of Promo & Activation: guerrilla marketing, promotional stunts, live advertising, live shows/concerts/festivals, exhibitions, digital installations	Volvo Survivor Sales Agents	We Believers	Volvo North Miami	Volvo
SILVER	BEYOND HISPANIC > Branded Content & Entertainment	Episode Leak	Alma DDB	Netflix	Narcos Season 2
SILVER	BEYOND HISPANIC > Creative use of data	AI Buddy	We Believers	Vidax Center	
SILVER	BEYOND HISPANIC > Cyber & Mobile	Episode Leak	Alma DDB	Netflix	Narcos Season 2
SILVER	BEYOND HISPANIC > Direct	VETS	Wing	Southern Poverty Law Center	
SILVER	BEYOND HISPANIC > Outdoor	LEGO - Vuelvet Batman	Circus Marketing	Warner Bros Pictures	
SILVER	BEYOND HISPANIC > PR	#100chulares	o1-agency	Movistar	
SILVER	BEYOND HISPANIC > PR	Spoiler Alert	Alma DDB	Netflix	Narcos Season 2
SILVER	BEYOND HISPANIC > Print & Publishing	Cookbook	Wing	Stouffers, Nestle.	Stouffers
SILVER	BEYOND HISPANIC > Promo & Activation	Episode Leak	Alma DDB	Netflix	Narcos Season 2
SILVER	CRAFT > BEYOND HISPANIC > Film	Malinchismo	Landia	Corona	
SILVER	CRAFT > FILM > Direction	Cello	Alma DDB	PNC Bank	
SILVER	CRAFT > FILM > Editing	Cello	Alma DDB	PNC Bank	
SILVER	CRAFT > FILM > Visual effects	Join Forces	López Negrete Communications	Walmart	
SILVER	CREATIVE USE OF DATA > Others Use of Data	Music From The Heart	Zubi Advertising	Ford Motors	Ford Fusion
SILVER	CYBER & MOBILE > Social media	Litbaits	Anomaly	The Wild Detectives	The Wild Detectives
SILVER	CYBER & MOBILE > Social media	HAVOSECRETS	Richards/Lerma	Avocados of Mexico	
SILVER	CYBER & MOBILE > Social media	Girbosa en linkedin	Circus Marketing	Netflix	
SILVER	FILM > Alcoholic & Non-alcoholic drinks, Tobacco and cigarettes	This Land	Anomaly	DIAGEO	
SILVER	FILM > Foods	Prodigal Son	Dieste	GOYA Foods	GOYA Foods
SILVER	FILM > Retail stores	Invisible Man	Lopez Negrete Communications	Walmart	Walmart
SILVER	INTEGRATED > All entries	MLB Ponle Acento (Put An Accent On It)	LatinWorks	Major League Baseball	
SILVER	OUTDOOR > Ambient: Special solutions, live events, outdoor experiences	Tweets from the Stars	o1-agency	Voto Latino	
SILVER	PLANNING & STRATEGY > Planning & Strategy Hispanic	The Morning	Alma DDB	Harbor	McDonald's
SILVER	PRINT & PUBLISHING > Alcoholic & Non Alcoholic drinks, Tobacco and Cigarette	The Morning After The Election	Anomaly	Johnnie Walker	
SILVER	PRINT & PUBLISHING > Household, Cosmetics, beauty & Toiletries, Pharmacy	Oil Spills	Alma DDB	Rio Art	Rio Art
SILVER	PROMO & ACTIVATION > Use of Promo & Activation: guerrilla marketing, promotional stunts, live advertising, live shows/concerts/festivals, exhibitions, digital installations	Tweets from the Stars	o1-agency	Voto Latino	
BRONZE	BEYOND HISPANIC > Cyber & Mobile	VETS	Wing	SPLC	SPLC
BRONZE	BEYOND HISPANIC > Direct	Spanish Lessons	Alma DDB	Netflix	Narcos Season 2
BRONZE	BEYOND HISPANIC > Film	Snickers & Hazelnut "Boyband"	LatinWorks	Mars	Snickers & Hazelnut
BRONZE	BEYOND HISPANIC > Innovation	Episode Leak	Alma DDB	Netflix	Narcos Season 2
BRONZE	BEYOND HISPANIC > Integrated	Spoiler Alert	Alma DDB	Netflix	
BRONZE	BEYOND HISPANIC > Media	Cookbook	Wing	Stouffers, Nestle.	Stouffers
BRONZE	BEYOND HISPANIC > Outdoor	Stick To Art - Francisco Pablo	Wing	Liga de Arte	
BRONZE	BEYOND HISPANIC > Outdoor	Stick To Art - Adolf Dali	Wing	Liga de Arte	
BRONZE	BEYOND HISPANIC > PR	Episode Leak	Alma DDB	Netflix	
BRONZE	BEYOND HISPANIC > PR	Spanish Lessons	Alma DDB	Netflix	Narcos Season 2
BRONZE	BEYOND HISPANIC > PR	VETS	Wing	SPLC	
BRONZE	BEYOND HISPANIC > Print & Publishing	Stick To Art - Adolf Dali	Wing	Liga de Arte	
BRONZE	BEYOND HISPANIC > Print & Publishing	Stick To Art - Francisco Pablo	Wing	Liga de Arte	
BRONZE	CRAFT > BEYOND HISPANIC > Film	#TodosAmanLasTetas	Landia	MACMA	
BRONZE	CRAFT > FILM > Direction	Kanji Disruption	Parana Films	Mazda	
BRONZE	CRAFT > RADIO > Sound Design	Bleach Censor	Alma DDB	Clorox	Clorox Bleach
BRONZE	CYBER & MOBILE > Online Content	MLB Ponle Acento (Put An Accent On It)	LatinWorks	Major League Baseball	
BRONZE	CYBER & MOBILE > Web apps, Mobile/Tablets applications	AI Buddy	We Believers	Vidax Center	
BRONZE	FILM > Commercial Public Services, telecommunications, private healthcare and private education	One Man Band	Gallegos United	Comcast	XFINITY
BRONZE	FILM > Corporate Social Responsibility.	The Journey	WALO Creative	Novamex	Jarritos
BRONZE	INNOVATION > Innovative technology	AI Buddy	We Believers	Vidax Center	
BRONZE	OUTDOOR > Charities & non-profit	Footshake	Alma DDB	Angel Bins	Angel Bins
BRONZE	PLANNING & STRATEGY > Planning & Strategy Hispanic	Es nuestro momento	Anomaly	DIAGEO	Buchanan's
BRONZE	PR > Commercial Public Services, Telecommunications, Private Healthcare and Private Education	Litbaits	Dieste	The Wild Detectives	The Wild Detectives
BRONZE	PRINT & PUBLISHING > Charities & non-profit	Footshake	Alma DDB	Angel Bins	Angel Bins
BRONZE	PROMO & ACTIVATION > Use of Customer in-store experience	Fryday	Alma DDB	McDonald's	McDonald's
BRONZE	PROMO & ACTIVATION > Use of online advertising, other digital platforms, social platforms, social audience in a promotional campaign	Feat. J Balvin	Anomaly	DIAGEO	
BRONZE	PROMO & ACTIVATION > Use of online advertising, other digital platforms, social platforms, social audience in a promotional campaign	Encanto Pops - "Eclipse Pop" New Product Launch	Richards/Lerma	Encanto Pops	Encanto Pops
BRONZE	USE OF MEDIA > Direct, Promo & Activation	Volvo Survivor Sales Agents	We Believers	Volvo North Miami	Volvo