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CIRCULO CREATIVO AND AHA A ANNOUNCE FINALISTS OF THE 2014 USH IDEA AWARDS
Fifteen Agencies Represented in the Short List

Miami, FL and McLean, VA, April 30, 2013— Círculo Creativo, in partnership with AHAA: The Voice of Hispanic Marketing, released the names of the nominees for the Third Annual U.S.H. Idea Awards, which recognize stellar achievement in work created by U.S. Hispanic agencies and directed at Hispanic audiences. Fifteen agencies made the short list of nominations, and the winners will be announced during AHAA’s Annual “Thinking Under the Influence” Conference on April 29 in Miami.

“It is a great sign of progress when you see more agencies than ever before on the short list,” said Laurence Klinger, president of Círculo Creativo and executive vice president & chief creative officer at Lápiz – Leo Burnett. “It means the quality of creativity in our market is not only deeper, but also widespread.”

2014 U.S.H. Idea Award Nominees:

FILM

Subcategory	Agency	Client	Name
Electronics, audio-visual, computers and communications.	Conill Advertising	T-Mobile	Ticket
Cars, trucks, motorcycles and other vehicles. Accessories and auto-products.	Latinworks	Chevrolet	Band's Daughter
Cars, trucks, motorcycles and other vehicles. Accessories and auto-products.	Conill Advertising	TCUV	Door Locks
Cars, trucks, motorcycles and other vehicles. Accessories and auto-products.	Conill Advertising	TCUV	Horn
Public and private service.	Latinworks	La Alianza	Perdida
Public and private service.	MARCA	FCAHT	Makeover
Corporate and institutional image. Sponsorships and endorsements.	Alma DDB	McDonald's	First Customer
Public outlets, restaurants, stores and supermarkets.	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
Entertainment, travel, tourism	Walton Isaacson	Spanish Cinema	Europeans

and events.		Festival	
Entertainment, travel, tourism and events.	Wing	Havana Film Festival NY	Beauty Parlor
Entertainment, travel, tourism and events.	Lapiz	CLFF	Forever a Long Hair
Best low budget film.	Walton Isaacson	Spanish Cinema Festival	Europeans
Best Film Campaign.	Lapiz	CLFF	Green Screen "Swine Love", "Forever a Long Hair"

RADIO

Subcategory	Agency	Client	Name
Household cleaning products, home, health & pets & appliances. Cosmetic & beauty. Toiletries.	LAPIZ	Clearblue	Spelling
Public outlets, stores.	Alma DDB	McDonald's	Surrounded by Flavor
Publications and media.	Latinworks	Marvin	Thom
Entertainment, travel, tourism and events.	Latinworks	Cine las Americas	Drogas
Entertainment, travel, tourism and events.	Latinworks	Cine las Americas	Sexo
Entertainment, travel, tourism and events.	Lapiz	CLFF	España
Publications and media.	Latinworks	Cine las Americas	Dinero
Public awareness. Government, political and religious messages.	Lapiz	Mujeres Latinas en Accion	Flower
Best Radio Campaign.	Lapiz	CLFF	All About Great Stories "Azteca" "Guevara" "España"
Best Radio Campaign.	Lapiz	Mujeres Latinas en Accion	Flower/Ring

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
Social Media	Latinworks	La Alianza	Pintrest Adoption
Social Media	Conill Advertising	T-Mobile	The 24/7 Novela
Social Media	Lapiz	Chicago Latino Film Fest	Check Away
Mobile	Conill Advertising	Conill Advertising	Time Donors
Film online.	Latinworks	Cine las Americas	Bank Robbery
Film online.	Grupo Gallegos	Milk	Mother's Day
Interactive campaigns	Dieste	Pet Adoption	MUTTBOMBING

Interactive campaigns	Latinworks	Cine las Americas	Bank Robbery
Other digital channels	Wing	Esteban Gergely	Removal Happens
Viral	Dieste	Pet Adoption	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.	Lapiz	Gain	Groupie
Household cleaning products, home, health & pets & appliances. Cosmetic & beauty. Toiletries.	Alma DDB	Green Works	Dolphin
Household cleaning products, home, health & pets & appliances. Cosmetic & beauty. Toiletries.	Alma DDB	Green Works	Turtle
Household cleaning products, home, health & pets & appliances. Cosmetic & beauty. Toiletries.	Alma DDB	Green Works	Polar Bear
Electronic appliances, communications, audio, video, computers.	Alma DDB	Cricket Wireless	Get the Message?
Electronic appliances, communications, audio, video, computers.	Alma DDB	Cricket Wireless	Emergency Room
Electronic appliances, communications, audio, video, computers.	Bravo	Popclik Headphones	Popclik
Public awareness. Government, political and religious messages.	Grupo Gallegos	Alzheimer's	Daughter
Public awareness. Government, political and religious messages.	Alma DDB	Green Works	Dolphin
Public awareness. Government, political and religious messages.	Alma DDB	Green Works	Turtle
Public awareness. Government, political and religious messages.	Alma DDB	Green Works	Polar Bear
Live advertising	Wing	Lifebeat	Playlust
Live advertising	Conill Advertising	Toyota Tundra	Headlines From The Sky

INNOVATION

Subcategory	Agency	Client	Name
In online media, cellphones	Latinworks	La Alianza	Pintrest Adoption

PRODUCTION TECHNIQUES

Subcategory	Agency	Client	Name
Best production on film and graphic media	Lapiz	RE/MAX	Dreams
Best Music and/or sound design in any media.	Orcí	Honda National	Canción De Fútbol
Best production on film and graphic media	Latinworks	Cine las Americas	Bank Robbery
Best production on film and graphic media	Lapiz	National	Road of Life Anthem

DIRECT MARKETING, PROMOTIONS & ACTIVATION

Subcategory	Agency	Client	Name
Ambient media large scale	Conill Advertising	Budweiser	A Hidden Message
Ambient media large scale	Lapiz	Gain	Shirt Hunt
Small scale	Latinworks	Bud Light	Vuvuchela
Small scale	Wing	Lifebeat	Playlust
Small scale	Grupo Gallegos	Alzheimer's	Alzheimer's Postcards

BEYOND HISPANIC

Subcategory	Agency	Client	Name
Graphic Media.	Grupo Gallegos	Alzheimer's	Alzheimer's Gallery
Digital.	Bravo	Fedex	Brazil to U.S.A

BRANDED CONTENT & ENTERTAINMENT

Subcategory	Agency	Client	Name
Branded Content and Entertainment	Conill Advertising	Budweiser	Projecting History

CREATIVE USE OF MEDIA

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

INTEGRATED CAMPAIGN

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

PUBLIC RELATIONS

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

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

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.circuloactivo.org, and follow @circulousa 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.