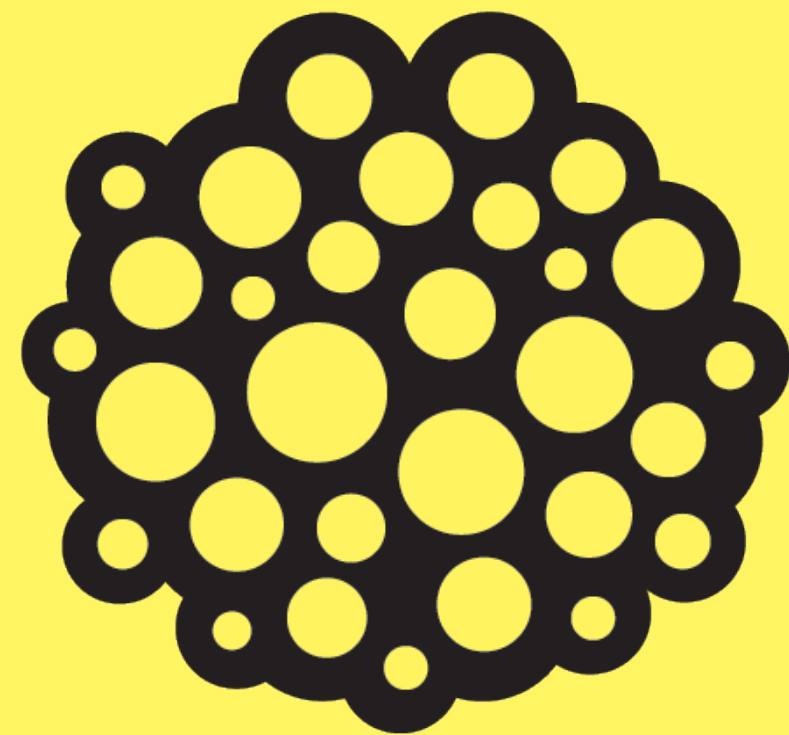
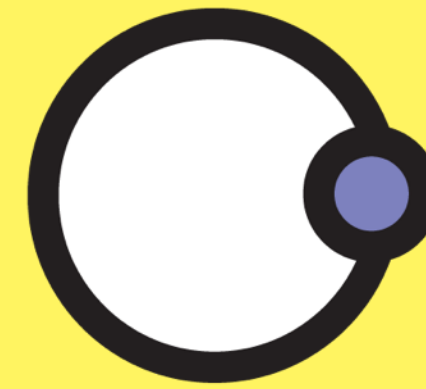


2018 U.S. Hispanic Young Lions



U.S.H.
IDEA
AWARDS



CIRCULO
CREATIVO

**Crazy deadlines, crazy goals, crazy budgets...
there are a lot of things that can shape or kill an idea.**

Even considering every mark we have to hit to get work out there in advertising, Hispanic advertising has even more...

(Crazy, right?)

Different slangs, backgrounds, types of humor and realities are summarized in one powerful, meaningful word: Latinos.

So while everyone handles the typical 50 shades of gray, we're dealing with 50 thousand shades of red, white, green and every other Pantone color in the continent.

It may be twice as hard.

**But putting this much effort into what we do also makes it
twice as rewarding when these ideas come to life.**

***(plus, we've never heard anyone complain about winning an award for it)**

**1 - 2018 U.S. HISPANIC IDEA AWARDS
CALL FOR ENTRIES VIDEO**

<https://vimeo.com/264879750>

**2 - 2018 U.S. HISPANIC AWARDS
OPENING CEREMONY VIDEO**

<https://vimeo.com/264890756>

**3 - 2018 U.S. HISPANIC IDEA AWARDS
KEY VISUAL & LOGO TREATMENT**



**THE SPANISH VERSION
DOESN'T FIT IN A :30.**

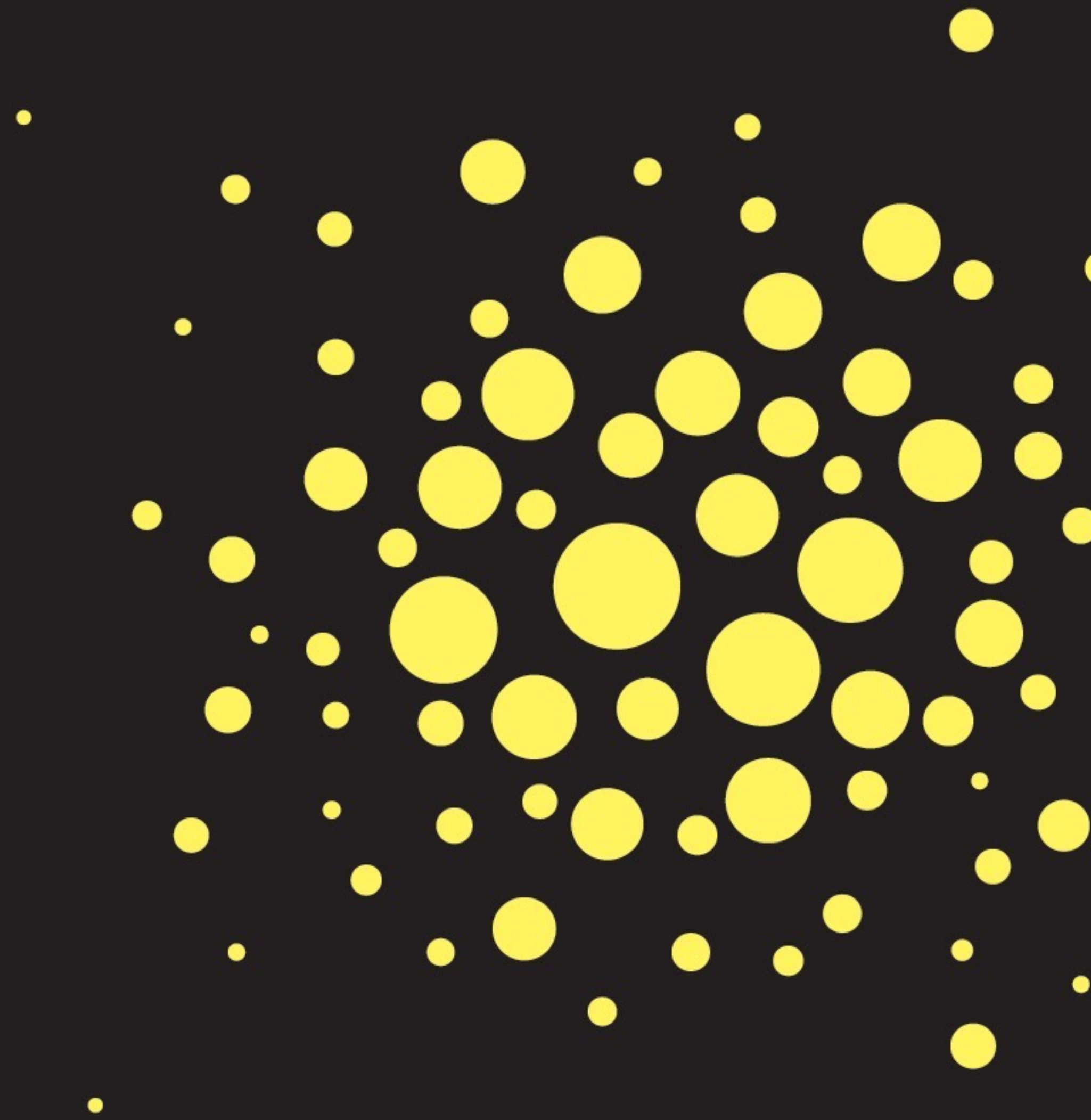
THERE ARE MORE REASONS TO KILL AN IDEA

IN THE HISPANIC MARKET.

THAT'S WHY THERE ARE MORE REASONS TO AWARD IT.

#USHIdeaAwards





U.S.H.

IDEA

AWARDS

Thank you for your time.