

THE U.S.H. IDEA AWARDS 2018:



THE U.S.H. IDEA AWARDS 2018:
YOUNG LIONS EDITION



A group of diverse people, including a woman with a sombrero and a man with a beard, smiling and holding plates of food at an outdoor gathering.

We want Hispanics to be part of a bigger community.

**Because being Hispanic in the ad world is
a badge of honor.**

WHO ARE WE TALKING TO?



WHO ARE WE TALKING TO?

**LOS
ADVERTISERS**



**WHAT
DOES THAT
EVEN
MEAN?**



It means Hispanic creatives know what it takes to make it out of their country to come here and fight to be the best of the best.

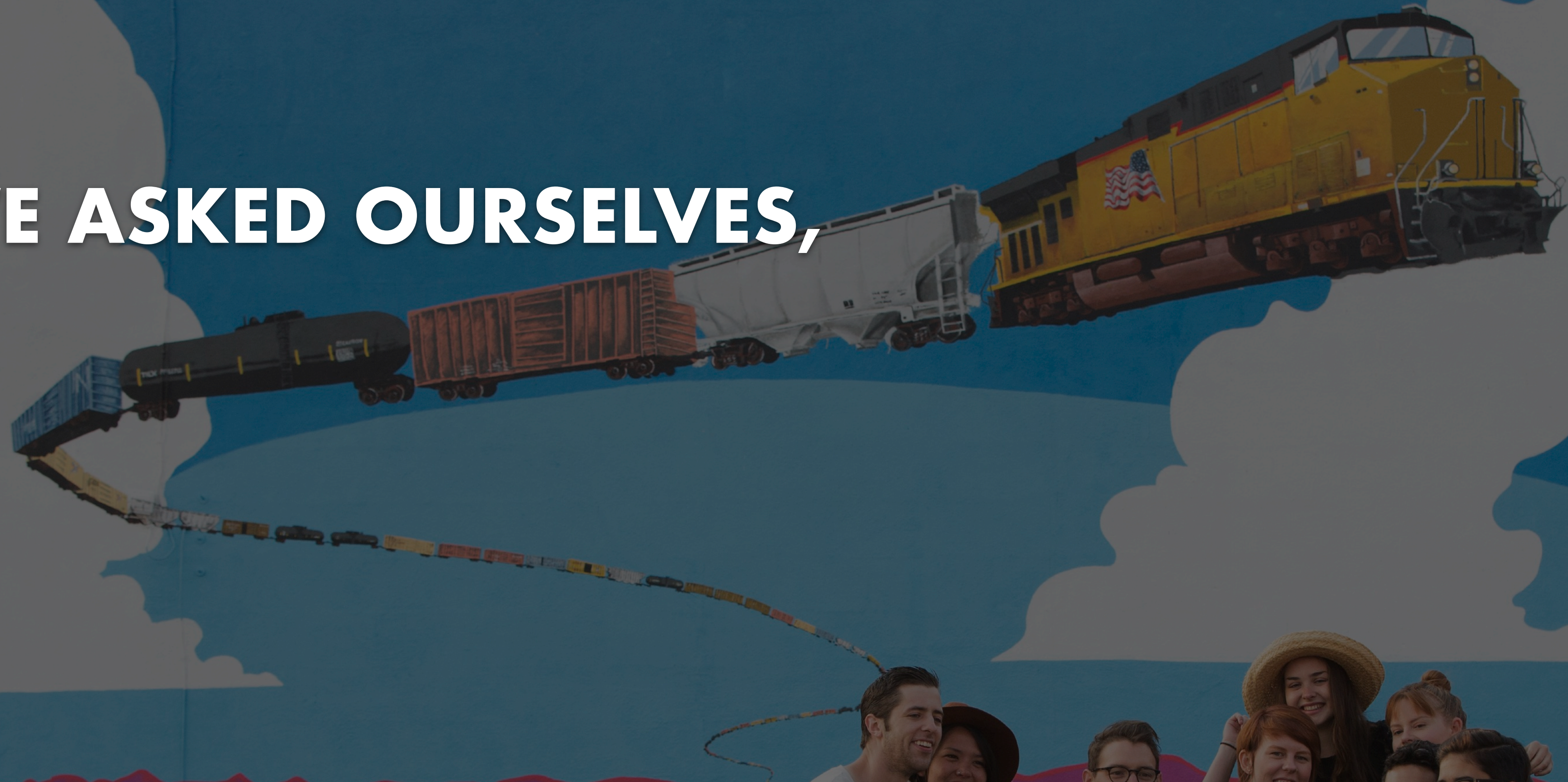
It means these creatives, strategists, brand directors, CMO's, CEO's, and so on, take pride in their heritage.

It means you can see their passion and dedication to their craft in their work.

**WANANIT TO
KNOW
SOMETHIN'
CRAZY?**

Only 1.5% of the advertising industry is Hispanic.

SO WE ASKED OURSELVES,



SO WE ASKED OURSELVES,

**HOW DO WE MAKE 1.5%
FEEL LIKE THEY BELONG TO
A GREATER COMMUNITY?**



**By creating something that only
1.5% of the industry would understand.**



The U.S.H. Idea Awards is an award show that prides itself on rewarding **true Hispanic creative excellence.**

**That means awarding creative work that speaks
to the Hispanic market, from Hipanics.**

That's why we believe that a call for entries campaign should work the same way.

That's why we believe that a call for entries campaign should work the same way.

**We want to create a call for entries that
not every creative will get.**

**A campaign that only the
Hispanic advertising community would get.**

FOUND IN
TRANSLATION

IDEA:

The magic and true meaning of Hispanic work gets lost when directly translated. It's in these lost translations that we found our idea.

To encourage work that's not just "translations" but has true Hispanic insights in its roots, we created a campaign based on traditional Hispanic sayings that get lost when translated directly into English. If you're a part of the Hispanic creative community, you'll be familiar with these sayings and the campaign would make sense to you. But if you're not, then this campaign will make no sense at all. And that's okay.

If you get our campaign, then the U.S.H. Idea Awards is for you.

CALL FOR ENTRIES VIDEO





U.S.H.
IDEA
AWARDS

Link: <https://youtu.be/V43-lbTRYNo>

KEY VISUALS





The U.S.H. Idea Awards 2018

Put your lucky charm in every case study just in case of the flies.
If you don't get it, you won't get the award.

Enter at www.circuloactivo.org/home-ush-idea-awards/





The U.S.H. Idea Awards 2018

If you drowned in a cup of water for your ideas, you may win.
If you don't get it, you won't get the award.

Enter at www.circulo creativo.org/home-ush-idea-awards/





The U.S.H. Idea Awards 2018

Like Hispanic creatives before you, now it's your time to shine.
If you don't get it, you won't get the award.

Enter at www.circuloactivo.org/home-ush-idea-awards/



OPENING CEREMONY VIDEO





- All
- Books
- News
- Shopping
- Images
- More
- Settings
- Tools

About 2,530,000 results (0.29 seconds)

Spanish English

Enter text

Translation

Link: <https://youtu.be/bN7A3LkPIMw>

[Open in Google Translate](#)

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GRACIAS

