



### **Festival of Media Latam Awards 2023 winners press release**

After two intense days of final judging at the Meta headquarters in Miami the juries have spoken, and the winners decided for the 13<sup>th</sup> edition of the Festival of Media Latam Awards 2023.

As an indicator of the diversity and excellence of the work being created in the region the three prestigious Grand Prix trophies were awarded to three different companies. Campaign of the Year was won by Publimark MullenLowe Costa Rica for its Pinto's Comeback work, while Brazilian independent agency GUT took home Agency of the Year and Initiative was awarded Agency Network of the Year.

Other campaigns that wowed the judges and took home a number of highly commended accolades and gold trophies were PHD Costa Rica's PADvertising: Not a Luxury. Period, Scrolling Therapy from Dentsu Creative Argentina and No Balls, No Game by OMD Dominicana.

The best performing brands this year in terms of shortlisting, highly commended and gold trophy winners are Dos Pinos; Nosotras Women Connecting; Eurofarma; Mercado Libre; Farmacia Carol and Rexona, while the spread of winning work was from countries including Brazil; Mexico; Costa Rica; Argentina; Columbia; Ecuador; Peru, Dominican Republic and Chile, providing a great showcase for the region.

Leah Mellard, Awards Director, Festival of Media commented: "This year we had a record number of entries into the programme and the standard of work rose yet again giving the judges some tough decisions to make. Alongside the amazing work from the likes of Brazil, Argentina and Mexico it was also great to see the likes of Costa Rica, Ecuador and the Dominican Republic win a host of gold trophies. The level of work from Latin America can easily compete with that from the rest of the world and it's a real pleasure to see them enter into our programme.

It's also impressive to see an independent agency like GUT being named Agency of the Year for the second time in three years and for Initiative for once again retaining the prestigious Agency Network of the Year trophy."

The virtual ceremony took place on Thursday 26<sup>th</sup> October from Miami.

For the full list of winners click [here](#) and for press assets please head to our dedicated page [here](#).

If you require more information on the awards please contact the team at [fomawards@festivalofmedia.com](mailto:fomawards@festivalofmedia.com)

