



- Press Release – Festival of Media LatAm Awards Shortlist 2024

The shortlist for the 15th iteration of the Festival of Media LatAm Awards has been revealed with Brazil and Mexico leading the way as the countries with the most lauded work.

Both posting 51 shortlisted nominations each the media work from Brazil and Mexico impressed the jurors the most in the first round of judging with Argentina, Costa Rica and Columbia completing the top five most lauded countries.

Leading the way for the agencies is Initiative Brazil with 26 shortlisted entries, Initiative Mexico (23), Initiative Argentina (14), PHD Costa (10) and GUT Brazil (8).

The most shortlisted campaigns are PHD Costa Rica's *Welcome to the Group* with 10, *Seda: The Princess and The Crown* from Initiative Brazil (7), *#Lag Hunters* from Havas Media Columbia (4), *Alarming Heights* by Arena Media Peru (4) and Initiative Mexico's *Barbie the Movie* (4).

It means the most nominated brands for 2024 are Unilever, Seda, Itau Unibanco, Mecado Libre, Artefacta, Budweiser, Farmacia Carol and Hyundai.

“Over the last three or four years the media work from Latin America has been world leading and it hasn't disappointed this year. The judges were left with some tough decisions for shortlisting and the final judging session at Meta in Miami promises to invoke lots of discussion, debate and deliberation,” explained Leah Mellard, Awards Manager, Festival of Media.

Jury members included senior media marketing professionals from clients including Heineken, Duracell, PepsiCo, Tik Tok, Itau, Tessa Corp, Levis, AB-Inbev and Disney.

The winners will be announced at a ceremony on Thursday 7th November at Spotify in Wynwood Miami.

To see the full shortlist [click here](#).

For marketing questions please contact the team on info@festivalofmedia.com