

## Festival of Media LatAm Press Release Winners 2024

Created in 2010, this awards programme benchmarks and celebrates the best media work from Latin America. Its juries and judging processes are revered throughout the region, and it is regarded as the most important media awards programme in Latin America.

This year marks our exciting return to a live event for the first time since 2019, and we couldn't be more thrilled with the incredible volume and outstanding quality of work submitted to our awards. With entries that exemplify the best in creativity and innovation across the industry and the Latin American region, our esteemed panel of judges faced a challenge in selecting the winners.

On the night – Thursday 7<sup>th</sup> November at Spotify in Miami - Initiative Brazil enjoyed tremendous success, winning Agency of the Year and taking home four golds and four highly commended accolades. Its parent network Initiative also triumphed as Agency Network of the Year, securing seven golds and eight highly commended accolades. The revered Campaign of the Year Grand Prix was won by PHD Costa Rica for its **'Welcome to the Group'** campaign, which forced lawmakers to change the law.

“The final judging session provoked some fantastic debates and discussion amongst the jurors and they've really set the bar for excellence in their awarding of the trophies. What's most pleasing is to see the level of work has increased again and it's clear that media in Latin America is influencing media globally”, said Leah Mellard, Awards Manager, Festival of Media.

Other campaigns securing lots of trophies and highly commended accolades were **'OnlyFive'** by OMD Dominicana and **'See through my eyes'** from Publimark MullenLowe Costa Rica.

Although Initiative won Agency Network of the Year our other high-performing agency networks were OMD Worldwide and PHD Worldwide.

This year the work from Brazil dominated the awards with Mexico, Costa Rica, Argentina and Columbia also doing very well reflecting their leadership in creativity, innovation, and excellence within the dynamic and ever-evolving LatAm media industry.

The full list of this year's Festival of Media LatAm Awards can be viewed [here](#).

This year's LatAm Awards have been exceptional, showcasing the best in creativity and innovation across the region. We encourage everyone to share their wins and use #FestivalofMedia, and we can't wait to see the even more incredible work that will be entered next year!

For more information on the awards and marketing please contact [izzy.branson-hammond@festivalofmedia.com](mailto:izzy.branson-hammond@festivalofmedia.com)