

# Winners of Festival of Media Latam Award 2010 announced!

MIAMI, US: The inaugural Festival of Media LatAm 2010 in Miami is said to have been a resounding success, attended by over 500 delegates from the Latin American and global media and marketing community. The winners of the Festival of Media LatAm Awards were announced at the close of the Festival.



Winners of the three gold awards are:

- Los Nadiens, entered by MPG Chile for Claro. Other credits; Media Contacts Chile and 180 Grados
- My Ideal Dog, entered by Havas Media for Pedigree. Other credits; MPG, Havas Sports and Entertainment and Discovery Networks Latin America
- The Biggest Band, entered by MPG Argentina for Coca-Cola

Having examined over 100 entries, the judges also announced that there was to be no platinum winner this year. "The judging panel was united in its belief that we should not, in this first year of the Festival of Media LATAM, award a Platinum prize. Whilst the creatives were strong, this is a 'Campaign of the Year' award which needs to reflect deep insight and effectiveness too. It is important that the Festival awards set the standard for the best work on a global level," comments Mauricio Sabogal, global managing director of Initiative. "There is a great opportunity for agencies to develop their work and their showcase over the next 12 months with this in mind to aim for a Platinum in 2011".

Honourable mentions also went to 'Clara in Foodland', entered by Initiative for Family Goodness, Dorina and Rama and 'It Helps With Your Memory', entered by OMD Chile for Gamalate.

The first Festival of Media LATAM was a sold out event with speakers including Biz Stone, co-founder of Twitter, Mainardo de Nardis, global CEO of OMD and Vicente Fox, President of Mexico 2000-2006.

[The judges for this year's Festival of Media LATAM Award.](#)

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