



The Festival  
of Media  
LatAm 2011

AWARDS

## Festival of Media Latam Awards 2011 Winners

### **Best Communication/Entertainment Platform**

Title: El corresponsal davivienda  
Entering Company: Starcom Colombia  
Brand: Davivienda  
Country: Colombia  
Other credits: Leo Burnett

### **Best Social Strategy**

Title: Fiat Mio  
Entering Company: AgênciaClick Isobar  
Brand: Fiat  
Country: Brazil

### **Best Use of Content**

Title: 181:0 Bicentennial  
Entering Company: Havas Sports & Entertainment  
Brand: Conselgueros, Carvajal, Harinera del Valle, Mac, Sofasa, Renault  
Country: Colombia, Chile, Argentina  
Other credits: FiRe Advertainment

### **Best Use of Outdoor**

Title: The fallen AXE angels in Bogota  
Entering Company: Initiative Colombia  
Brand: AXE  
Country: Colombia  
Other credits: Cartel Urbano

### **Best Event/Activation**

Title: Autocine  
Entering Company: Starcom Colombia  
Brand: Coca-Cola  
Country: Colombia  
Other credits: Ogilvy Colombia

### **Best Use of Radio**

Title: The day a smile stopped Sao Paulo  
Entering Company: DDB Brazil  
Brand: Whirlpool  
Country: Brazil

**Best Use of Television**

Title: 20 percent more

Entering Company: Starcom Puerto Rico

Brand: Duracell

Country: Puerto Rico

**Best Use of Print**

Title: We exfoliated the mag

Entering Company: Mediawise Colombia

Country: Colombia Other credits:

**Best Use of Digital Landscape**

Title: Time to share

Entering Company: La Web Mercadeo Interactivo

Brand: Movistar

Country: Venezuela

**The Effectiveness Award**

Title: We made the incredible happen

Entering Company: Mindshare Colombia

Brand: Dog Chow

Country: Colombia

Other credits: Publicis

**Creative Use of Media Award**

Title: Coca-Cola Gol

Entering Company: JWT

Brand: Coca-Cola

Country: Brazil

**Best Communication Strategy**

Title: We made the incredible happen

Entering Company: Mindshare Colombia

Brand: Dog Chow

Country: Colombia

Other credits: Publicis

**Map Hot Company of the Year**

Kidbox

**Advertiser of the Year**

Nestle

**Agency of the Year**

Mindshare Colombia

**Network of the Year**

Starcom Mediavest Group