

## 2009 PROMAXBDA LATIN AMERICA AWARD WINNERS

### GOLD AWARD WINNERS

#### **Marketing Video/Presentation – Internal**

*Advertisers*

8tv

#### **Copywriting**

*Soccer League Final - Benches*

Acidmedia

#### **Sport Promotion**

*Soccer League Final - Benches*

Acidmedia

#### **General Branding/Image**

*Quiero Promo Aniversario*

Artear

#### **Sound Design**

*Quiero Promo Aniversario*

Artear

#### **Rocket Award**

*Rodrigo Miguel*

OnceTV

#### **Promotional Animation**

*GNT Revolution In the Kitchen*

Canais Globosat

#### **Telenovela Promotion**

SOS

Canal 13 International Chile

**Promo Not Using Programming Footage**

*SmartBin*

Canal Encuentro

**Program Promotional Campaign - In- House**

*In the Deep*

Claxson International

**Consumer Trade or Print Ad**

*"RAT"*

Turner International Argentina

**Consumer Trade or Print Ad Campaign**

*Formula 1 Sundays*

*Fox Sports Latin America*

**Marketing Video/Presentation – Internal**

*Life: Discovery Channel Presentation Open*

Discovery Channel Latin America

**Total Package Design**

*Discovery Kids Latin America 2009 New Look*

Discovery Kids Latin America

**Sound Design**

*Need for Speed*

ESPN International

**Collateral Material for a Campaign**

*Champions League Action fox Sports*

Fox Sports Latin America

**Drama Promotion**

*Filhos do Carmaval*

HBO Latin America Group

**General Branding/Image Campaign**

*Chicas Guapas*

HBO Latin America Group

**Movie Promotion**

*The Dark Knight - HBO*

HBO Networks

**On-Air Identity**

*Sweetheart*

MTV Networks International

**Program Open**

*MTV Essentials HD*

MTV Networks Latin America

**Promotional Animation**

*Christmas Spot 08*

NBC Universal Global Networks España

**Use of Typography/On-Air**

*X Anniversary Ident*

NBC Universal Global Networks España

**Total Package Design**

*Monstruitos*

OnceTV

**Drama Promotion**

*Paquirri*

Telecinco

**Program Promotional Spot - In-House**

*Duels Special – Chuck Norris X Steven Seagal*

Telecine

**Promo Not Using Programming Footage**

*Hombres Trabajando*

The History Channel Latin America

**General Branding/Image Campaign**

*Disney Channel - Image Campaign*

The Walt Disney Company Latin America

**Holiday/Special Event Promotion**

*Disney Channel - Jonas Contest - Teaser*

The Walt Disney Company Latin America

**Online Advertising**

*Disney XD Home Event in Yahoo!*

The Walt Disney Company Latin America

**Original Logo Design**

*Disney XD - Opening - Music Videos*  
The Walt Disney Company Latin America

**Outdoor/Environmental/Transit Ad**

*Disney XD- Skateboard Billboard- Balbin & Olazábal*  
The Walt Disney Company Latin America

**Outdoor/Environmental/Transit Ad Campaign**

*VP Campaign Disney XD launch*  
The Walt Disney Company Latin America

**Overall Print Campaign**

*Disney XD launch*  
The Walt Disney Company Latin America

**Programming Website**

*Copa Disney 2009 Website*  
The Walt Disney Company Latin America

**Holiday/Special Event Campaign**

*50 Movies You Should See Before You Die*  
Turner

**Holiday/Special Event Promotion**

*Western*  
Turner

**Collateral Material**

*Media Kit "lego"*  
Turner International - InJaus design

**On-Air Identity**

*Reface HTV*  
Turner International - InJaus design

**On-Air Identity Campaign**

*HTV ID Campaign*  
Turner International - InJaus design

**Stationery**

*Stationery HTV*  
Turner International - InJaus design

**Editing**

*ER - Sequence*  
Warner Channel

**General Branding/Image Campaign**

*Branding - Mondo*  
Warner Channel

**On-Air Program Packaging**

*Fringe*  
Warner Channel

**Program Promotional Campaign - In- House**

*ER – Season Finale*  
Warner Channel

**SILVER AWARD WINNERS**

**Holiday/Special Event Promotion**

*Sorpresa! Day of the Dead*  
Bonsai3

**Sport Promotion**

*ESPN UEFA Cup*  
Bonsai3

**Best Work Never Seen**

*Sportv - U.S. Open 2009*  
Canais Globosat

**Special Event Spot (OLYMPICS)**

*Sportv Olympic*  
Canais Globosat

**News/Current Event Promotion**

*Tele13*  
Canal 13 International Chile

**Reality Promotion**

*1810: The Final Battle*  
Canal 13 International Chile

**Documentary Promotion**

*Time machine*

Canal Encuentro

**Holiday/Special Event Campaign**

*Just Start It*

Canal Futura

**Interstitial**

*Star Wars "Father"*

Cartoon Network Latin America

**On-Air Identity Campaign**

*Telefe Packaging*

Cartoon Network Latin America

**Program Promotional Campaign - In- House**

*Room Service*

Claxson International

**General Branding/Image Campaign**

*Frases*

TBS-Turner Argentina

**Overall Print Campaign**

*UEFA Champions League Integrated Campaign*

FOX Sports Latin America

**General Branding/Image**

*2009 Timeline Spot*

Discovery Channel Latin America

**Action/Adventure Program Promotion**

*Discovery en Español Branding - Adventure*

Discovery en Español

**Consumer Trade or Print Ad**

*Discovery en Español Hispanic Heritage Month*

Discovery en Español

**Funniest Promo**

*Sexy Promo*

Discovery en Español

**Holiday/Special Event Promotion**

*Lucha Libre Launches Hispanic Heritage Month*  
Discovery en Español

**On-Air Identity Campaign**

*Discovery en Español Branding Campaign*  
Discovery en Español

**Outdoor/Environmental/Transit Ad**

*Discovery en Español Human Adventure Branding Campaign*  
Discovery en Español

**Outdoor/Environmental/Transit Ad Campaign**

*Discovery en Español Human Adventure Branding Campaign*  
Discovery en Español

**Poster**

*Discovery en Español Hispanic Heritage Month Tune-in Poster*  
Discovery en Español

**Total Package Design**

*Discovery en Español Hispanic Heritage Month Tune-in Campaign*  
Discovery en Español

**Use of Typography/On-Air**

*Discovery en Español Branding Campaign*  
Discovery en Español

**Interstitial**

*Cosas Musical Interstitial*  
Discovery Kids Latin America

**Original Logo Design**

*Discovery Kids Latin America 2009 Logo*  
Discovery Kids Latin America

**Editing**

*The Meaning of Sports*  
ESPN International

**Interstitial Campaign/Series**

*SportsCenter Campaign*  
ESPN International

**Special Project**  
*ESPN 20 Years in Latin America*  
ESPN International

**Drama Promotion**  
*Mujeres Asesinas 2*  
Filmmates Graph

**Public Service Announcement Campaign**  
*Premio Mexicanas: Mujeres de Valor*  
Filmmates Graph

**Consumer Trade or Print Ad Campaign**  
*Formula 1 Countries*  
Fox Sports Latin America

**Action/Adventure Program Promotion**  
*Indiana Jones Trilogy- The Film Zone*  
LAPTV LLC

**On-Air Identity**  
*Mr Furry*  
Mtv Networks International

**On-Air Identity**  
*Gold Chocolate*  
Mtv Networks International

**On-Air Identity Campaign**  
*MTV International - Idents x 5*  
Mtv Networks International

**Total Package Design**  
*MTV International - Idents x 5*  
Mtv Networks International

**Program Promotional Spot**  
*Galactica Teaser*  
NBC Universal Global Networks España

**Promo Not Using Programming Footage**  
*New Knight Rider Spot*  
NBC Universal Global Networks España

**News/Informational Graphics**

*News Hologram*

OnceTV

**On-Air Program Packaging**

*It's In You*

OnceTV

**Original Logo Design**

*The Eye*

OnceTV

**Copywriting**

*Superstars*

People + Arts Latin America

**Marketing Video/Presentation – Internal**

*P+A Sales Camp 2009 Open*

People + Arts Latin America

**General Branding/Image Campaign**

*Fox Sports Chatterballs*

Steinbranding

**Entertainment/Music/Variety Promotion**

*Guerra de Sesos*

Telecinco

**Copywriting**

*Indiana Jones Saga*

Telecine

**Art Direction: TV Promotion - Website**

*Disney Channel - El Intercolegial*

The Walt Disney Company Latin America

**Children's Promotion**

*Playhouse Disney - Yo Gabba Gabba! - New Season*

The Walt Disney Company Latin America

**Collateral Material**

*Disney XD Media Kit*

The Walt Disney Company Latin America

**Collateral Material for a Campaign**

*Disney XD Media Kit - Event Invitation - Premiums*

The Walt Disney Company Latin America

**General Branding/Image Campaign**

*Disney XD - Action Fingers*

The Walt Disney Company Latin America

**Interactive Applications Promotion**

*Celebratón 2008*

The Walt Disney Company Latin America

**Movie Promotion**

*Jetix - E.T.*

The Walt Disney Company Latin America

**News/Informational Graphics**

*Highlights Infographics - Copa Disney 2009*

The Walt Disney Company Latin America

**On-Air Identity Campaign**

*Disney XD Take Over*

The Walt Disney Company Latin America

**Online Advertising**

*Jonas Video Layer*

The Walt Disney Company Latin America

**Program Open**

*Opening - Copa Disney 2009*

The Walt Disney Company Latin America

**Programming Website**

*Zapping Zone Website*

The Walt Disney Company Latin America

**Sound Design**

*Playhouse Disney - Chuggington*

The Walt Disney Company Latin America

**Telenovela Promotion**

*Disney Channel - Teen Angels Dictionary*

The Walt Disney Company Latin America

**Funniest Promo**

V  
Turner

**Funniest Promo**

*Cri-Cri*  
Turner

**Something For Nothing**

*Nurse*  
Turner

**On-Air Program Packaging**

*Boomerang FunDay*  
Turner International - InJaus design

**Program Open**

*FUNDAY\_PackProgram*  
Turner International - InJaus design

**Stationery**

*Stationery Infinito*  
Turner International - InJaus design

**Interactive Applications Promotion Campaign**

*Vidas Cruzadas*  
Univision Interactive Media, Inc.

**Comedy Promotion**

*The Big Bang Theory*  
Warner Channel

**Promotional Animation**

*SUPERPRIME*  
Warner Channel

**Sound Design**

*ER - WE GOTTA BEAT!*  
Warner Channel

**TV Promotion Website**

*"Follow your favorite series"*  
Warner Channel

## **BRONZE CERTIFICATE WINNERS**

### **General Branding/Image**

*To Wait*

8tv

### **Holiday/Special Event Promotion**

*8th Anniversary*

8tv

### **On-Air Program Packaging**

*Premios Clarin 2008*

Artear - El Trece

### **Public Service Announcement**

*Spot Clic por la libertad*

Caracol Televisión

### **Something For Nothing**

*Justice League - Final Frontier*

Cartoon Network Latin America

### **Copywriting**

*Moment*

Claxson International

### **Entertainment/Music/Variety Promotion**

*Cirque Du Soleil*

Claxson International

### **Interstitial**

*Video Clip Playboy Girl*

Claxson International

### **Marketing Video/Presentation – External**

*Reel LifestyleTV*

Claxson International

### **Reality Promotion**

*Fire Within*

Claxson International

**News/Current Event Promotion**

*Noche de Elecciones en EE.UU*

CNN

**On-Air Identity Campaign**

*Menus de Programación*

CNN

**Outdoor/Environmental/Transit Ad**

*Batman*

Turner International Argentina

**Documentary Promotion**

*H1N1: Anatomy of a Pandemic*

Discovery Channel Latin America

**Marketing Video/Presentation – Internal**

*Original Productions Presentation Spot*

Discovery Channel Latin America

**Promotional Animation**

*2009 Timeline Spot*

Discovery Channel Latin America

**Art Direction: TV Promotion - Website**

*Tres Pasos Tres Personas*

Discovery en Español

**Collateral Material**

*Discovery en Español Cuerpo Humano al Limite Press Kit Mailer*

Discovery en Español

**Consumer Trade or Print Ad Campaign**

*Discovery en Español Hispanic Heritage Month Tune-in Print Campaign*

Discovery en Español

**General Branding/Image**

*Discovery en Español Branding with images – Technology*

Discovery en Español

**Overall Print Campaign**

*Discovery en Español Hispanic Heritage Month Tune-in Campaign*

Discovery en Español

**Press/Public Relations Campaign**

*Discovery en Español Upfront Simplified Electronic Press Kit*  
Discovery en Español

**Technical Innovations**

*Discovery en Español Upfront Simplified Electronic Press Kit*  
Discovery en Español

**TV Promotion Website**

*Tres Pasos Tres Personas*  
Discovery en Español

**Use of Typography/On-Air**

*Tres Pasos Tres Personas*  
Discovery en Español

**Interstitial Campaign/Series**

*Doki & Friends Musical Series*  
Discovery Kids Latin America

**Sound Design**

*Oki Doki Musical Interstitial*  
Discovery Kids Latin America

**Sport Promotion**

*SportsCenter Campaign*  
ESPN International

**Consumer Trade or Print Ad**

*ATP Tennis Conde de Godo*  
Fox Sports Latin America

**General Branding/Image Campaign**

*Franchise Campaign*  
HBO Latin America Group (Cinemax Networks)

**Children's Promotion**

*Campaign "Speed Racer" HBO Family*  
HBO Networks

**Documentary Promotion**

*Campaign "The Alzheimer Project" HBO*  
HBO Networks

**Drama Promotion**  
*Campaign Epitafios On Air*  
HBO Networks

**Funniest Promo**  
*Rush Hour 3 - HBO*  
HBO Networks

**General Branding/Image Campaign**  
*Campaign "Se siente" HBO*  
HBO Networks

**Cable System/MSO Promotion**  
*MGM Brazil NET promo*  
MGM Networks Latin America

**On-Air Identity**  
*Mad Drummers*  
MTV Networks International

**Program Open**  
*MTV Cinepop*  
MTV Networks Latin America

**Poster**  
*A Lamp Is A Princess Poster*  
OnceTV

**Public Service Announcement**  
*Spread Information*  
OnceTV

**General Branding/Image**  
*Fox Sports: Vuelve a Jugar*  
Steinbranding

**Interstitial**  
*Fox Sports Chatterball Football*  
Steinbranding

**Best Work Never Seen**  
*Los Victorinos*  
Telemundo Network / NBC

**Something For Nothing**  
*La Reina Del Sur*  
Telemundo Network / NBC

**Telenovela Promotion**  
*Mas Sabe El Diablo Lanzamiento*  
Telemundo Network / NBC Universal

**Holiday/Special Event Campaign**  
*Disney Channel - Up Contest*  
The Walt Disney Company Latin America

**Interactive Applications Promotion**  
*100% JONAS Contest*  
The Walt Disney Company Latin America

**Interactive Applications Promotions Design**  
*Watch & Win - To the Rythm of Hannah Montana*  
The Walt Disney Company Latin America

**Movie Promotion**  
*Disney Channel - Cars*  
The Walt Disney Company Latin America

**News/Informational Graphics**  
*Line Up Infographics – Copa Disney 2009*  
The Walt Disney Company Latin America

**Public Service Announcement Campaign**  
*Jetix - Earth Day*  
The Walt Disney Company Latin America

**Total Package Design**  
*Complete Graphic Design Pack - Copa Disney 2009*  
The Walt Disney Company Latin America

**General Branding/Image**  
*One Day*  
Turner

**Holiday/Special Event Campaign**  
*TCM Horror Picture Show*  
Turner

**Holiday/Special Event Promotion**

*Old Man*

Turner

**Promo Not Using Programming Footage**

V

Turner

**Editing**

*April, Month of Terror (Abril, Mes del Terror)*

Turner Broadcasting System

**Holiday/Special Event Promotion**

*30 Nights 30 Movies (30 Noches 30 Películas)*

Turner Broadcasting System

**On-Air Identity Campaign**

*Infinito ID Campaign*

Turner International\_Injaus Design

**Interactive Applications Promotion Campaign**

*Procter and Gamble Always and Univision Campaign - 01/20 – 03/20/09*

Univision Interactive Media, Inc.

**Interactive Applications Promotion Campaign**

*State Farm and Vidas Cruzadas – 07/01/09 – 11/30/09*

Univision Interactive Media, Inc.

**Interactive Applications Promotion Campaign**

*Viva el Sueño 2009*

Univision Interactive Media, Inc.

**Comedy Promotion**

*"No\_Comments"*

Warner Channel

**Program Promotional Campaign - In- House**

*"Follow Your Favorite Series"*

Warner Channel

**Program Promotional Spot - In-House**

*ER - Sequence*

Warner Channel