



## **PRESS RELEASE -W01- WINA 2019**

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### **WINA: The only global festival with free case registration opens registrations.**

WINA continues to establish itself as the space that independent, multinational agencies and networks were looking for. Its innovative format, which features free case registration (only the winners pay a fee) and a select group of international judges, has enabled the festival to maintain sustained year-on-year growth of up to 3 digits in just 3 editions.

Buenos Aires (2016), Santiago – Barcelona (2017) and Los Angeles (2018) have been the host cities of the festival, which has confirmed the Bogota Grand Hyatt as its official headquarters for 2019. On June 6<sup>th</sup> and 7<sup>th</sup>, dozens of agencies, businesspeople, advertisers and international media outlets from across Europe and America will convene in this prestigious hotel and convention center in the vibrant city of Bogota, one of the 4 destinations that Forbes recommends visiting in 2019.

### **2019 updates: Changes to agency registrations and the delivery of trophies.**

The first piece of good news is that this year the number of cases that can be uploaded free of charge has been increased from three and five to seven. Another change is that from now on participants must make an administrative payment to officially register their agency, of US\$50 (for agencies that have participated in previous editions) or US\$90 (for new agencies that have never participated in the festival).

Officially registered agencies will be entitled to a free Full Access pass to the WINA 2019 awards ceremony, party, trade fair and international conferences, where they will have the opportunity to connect with advertising entrepreneurs from 26 countries, and over 150 marketing executives who will be invited by WINA. In addition, participants that win an award will receive an extra invite to the opening cocktail party.

Another piece of good news for WINA winners is that once the payment for prizewinning rights has been made (for the winning pieces only), there is no need to pay extra for trophy delivery costs, as delivery to the registered destination is included in the rights payment. Please remember that trophies will only be sent to those winners who are unable to attend the ceremony.

### **2019 updates: changes to the selection of judges and the judging system.**

Unlike previous editions, where figures such as **Luis Miguel Messianu** (CEO and founder of Alma DDB – U.S.A), **Michael Chao** (Marketing Manager- Walmart China), **Guan Hin Tay** (Executive Creative Director- JWT/ Unilever), **Fernando Vega Olmos** (Picnic), **Claudia Cristovao** (CD Akqa Japan) and **Edward Zhang** (President – Zen. Est - China) judged the best work, judges will no longer





only be chosen from the advertising industry alone. Instead, the panel will feature leaders in trends, great illustrators, pop icons, app developers, artists and influencers who will soon be confirmed.

Another interesting change is that judges will cast their votes for the best piece of the year in person. In previous editions this vote took place online and only presidents had a say, but from now on those judges who attend WINA at the Grand Hyatt Bogota will choose the winner of the Titanium award on June 6<sup>th</sup>, for the best piece of the year.

Finally, WINA confirms that the field of activity for advertisers will be increased in order to enable the work of agencies to be discovered by regional and international marketing executives and vice-presidents from mass consumption companies and B2B and technology organizations.

### **Activities at the 2019 WINA World Independent Advertising Awards:**

Register now to make contacts and friends and do business at the WINA 2019 awards ceremony, featuring a contacts agenda, international conferences, Eppica Sessions, opening cocktails, closing party, trade fair, the international festival of talented youth and the Golden Ticket Day.

### **Important dates:**

**Agency registration:** from January 25th.

**Starting date for uploading cases:** free of charge from February 7<sup>th</sup>.

**Closing date for registering cases:** April 20th.

**Publication of the shortlist of winners:** April 26th.

**Awards ceremony:** June 7th at the Grand Hyatt Bogota.

**Registration for conferences and international workshops:** from January 18th.

For further information, please write to [contact@winafestival.com](mailto:contact@winafestival.com).

Kind regards from the

**2019 WINA World Independent Advertising Awards  
Communications Team.**

