OTHERS / OTHER ENTERTAINMENT

Teatro Cervantes

thursday **8** june
friday **9** june

EL SOL, XXXVII FESTIVAL IBEROAMERICANO DE LA COMUNICACIÓN PUBLICITARIA

Cine Albéniz, **8** and **9** June
Lectures

Teatro Cervantes, **9** June, from 6:30 pm to 9:00 pm
Prize giving ceremony

Organized by Association of Transformational Creativity Agencies
elsolfestival.com

[IBERO-AMERICAN FESTIVAL OF ADVERTISING COMMUNICATION "EL SOL"]
El Sol is one of the most renowned creative festivals in Latin America, and its awards are highly valued in Spain and in Latin American countries. Moreover, this is an event in which the best Spanish language advertising campaigns compete. In addition, it constitutes a meeting point for all agents of the Communication Industry, with talks on how creativity transforms society and the world of business, showcasing specific cases of success. This is an opportunity for the creative community to gather and share its experiences in the course of a few inspiring days, and at the same time enjoy the city of Malaga together with all interested participants.
The El Sol Festival was founded in 1986 by the association of agencies to foment the creativity of Spanish advertising by means of a competition geared at identifying the best campaigns and thus contribute to enhancing the profession. In 2003 the Festival acquired an international character by including Spanish and Portuguese speaking countries, as well as the US Latino market, becoming a point of reference of global advertising trends. The first edition was held in Marbella, and the 37th edition of this consolidated event will be held in Malaga.