



3336 Richmond Avenue
Suite 200
Houston, TX 77098
Tel. 713-877-8777
Fax. 713-877-8796

For Immediate Release

Media Contact: Julie Jameson Grayum
Tel: 832-295-5424
Julie@lopeznegrete.com

Lopez Negrete Presented with Coveted 2009 David Ogilvy Award

Leading Hispanic Marketing Agency First to Receive the ARF Ogilvy Multicultural Award

HOUSTON, May 7, 2009 – Lopez Negrete Communications has been awarded the Gold 2009 Advertising Research Foundation (ARF) Ogilvy Award for Excellence in Advertising Research. The agency won on behalf of its “Hacia Adelante” (Moving Forward) campaign for Bank of America in the Multicultural Category of Banking and Insurance. The ARF introduced the addition of a Multicultural Category this year to the Ogilvy Awards.

The ARF Ogilvy Awards honor advertising research initiatives that were instrumental in developing outstanding marketing and advertising campaigns and achieved marketplace success. The criteria for the awards are based upon the application of research in four creative marketing elements: strategy development, creative development and refinement, the direction of media exposure, and demonstration of marketplace effectiveness. Named after advertising legend David Ogilvy, The ARF David Ogilvy Awards annually celebrate his spirited advocacy of research in making good advertising better.

“This is a particularly meaningful award for us because utilizing research in order to discover and make insights actionable is at the core of everything we do. This is what makes our work powerful. We are fortunate to have a client like Bank of America who understands the importance of discovery and the significance it played in forming our “Hacia Adelante” strategy. The bank is very committed to the Hispanic consumer and, together, our teams have blazed the path in marketing financial services to Latinos, something we are truly proud of,” said Alex López Negrete, President/CEO of Lopez Negrete Communications. “It is an honor to share this award with Bank of America, who has been our partner for almost 16 years and, clearly, being the Ogilvy and being the first time the ARF added a Multicultural Category, makes it just that more special,” he added.

The “Hacia Adelante” campaign for Bank of America was created from research that uncovered many insights, including the need of Hispanics to establish a relationship with their bank to better understand how their products and services can ultimately help them achieve their financial goals.

Lopez Negrete has a unique definition of insights that impacts the creative philosophy, organizational structure, and process. “To us, insight in and of itself is a degree of understanding that derives from a strategic interpretation. This process involves a deep-dive into available research followed by an exploratory phase consisting of proprietary research and non-research techniques, and finally, conducting concept development probes among consumers to ensure our work is the most relevant and impactful,” says Miguel Serrano, Director of Consumer Insights and Planning at Lopez Negrete. “In the end, this

-more-



3336 Richmond Avenue
Suite 200
Houston, TX 77098
Tel. 713-877-8777
Fax. 713-877-8796

2/2 Lopez Negrete Presented with Coveted 2009 David Ogilvy Award

allows us to incorporate consumer insights into our communications platforms by pushing the limit of what consumers are ready to believe and perceive. The Ogilvy Award validates our methodologies are on target,” added Serrano.

The Lopez Negrete team leading the Bank of America account is Executive Group Account Director Marisol Cruz; Group Account Director Yareli Esteban; Account Director Michelle McLeod; Director of Consumer Insights and Planning Miguel Serrano; Research Director Eugenia Archetti; Executive Creative Director Luis Gonzalez; and Creative Director Joshua Eagle Patron.

About Lopez Negrete Communications, Inc.

Lopez Negrete Communications is an independent, Hispanic owned and operated full-service agency specializing in Hispanic marketing. Headquartered in Houston, Texas, with a second office in Los Angeles, Calif., the company’s billings for 2008 were estimated at \$161 million. Since 1985, Lopez Negrete has offered a full range of advertising, marketing and public relations services to industry leaders such as Walmart Stores, Tyson Foods, Bank of America, Microsoft Corporation, Miller Brewing Company, NBC Universal Motion Pictures Group, Azteca Milling L.P., Sonic Drive-Ins, Reliant Energy, Dr Pepper Snapple Group and others. With more than 160 employees, Lopez Negrete is a proven leader in providing fully integrated national Hispanic marketing and communications services.

###