

# DishLATINO Named “Top Marketer to Hispanic Audiences” at Portada Hispanic Advertising and Media Awards

ENGLEWOOD, Colo.--([BUSINESS WIRE](#))-- DishLATINO has been recognized as the “Top Marketer to Hispanic Audiences” at the Portada Hispanic Advertising and Media Awards, which took place on September 17 in New York City.

The award is a recognition of DishLATINO’s successful campaigns to date, including those featuring actor/ writer/ director/ producer Eugenio Derbez. DishLATINO first introduced Derbez as the new brand spokesperson in the fourth quarter of 2014 through a series of TV ads that chronicled his move from Mexico to the United States. Those ads were known as “[aeropuerto](#),” “[taqueria](#)” and “[instalación](#).” Adding to the story was a digital ad spoofing Jean-Claude Van Damme’s famous “[Epic Split](#).”

DishLATINO went on to feature Derbez in a series of spots highlighting the brand’s soccer offering, including the TV ad “[Cancha](#),” and the viral “streaker” digital campaign. Streaker launched with an April Fool’s stunt featuring a “leaked” [cell phone video](#) of an unidentified fan streaking across the field. After generating significant buzz, DishLATINO revealed that the streaker was in fact [Derbez](#) and allowed viewers to choose from three alternate endings. DishLATINO also created several direct response TV ads, some of which featured Derbez’s legendary character [Aaron Abasolo](#).

“We are committed to delivering the best entertainment experience to Hispanic consumers living in the U.S., and our marketing is designed to connect with this audience in a way that is both relevant and entertaining,” said Alfredo Rodriguez, vice president of DishLATINO. “We are honored to be recognized by Portada for our work to engage this important, growing audience.”

“The Top Marketer to Hispanic Audiences Award is given to client side

“DishLATINO  
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marketers who have substantially contributed to the quality of Hispanic marketing as a discipline over the last twelve months," said Marcos Baer, publisher of Portada. "DishLATINO executed innovative Hispanic marketing campaigns with strong results."

DishLATINO developed these campaigns with agency support from Miami-based [Marca](#) and [Havas Worldwide Chicago](#).

## About Portada

Portada, [www.portada-online.com](http://www.portada-online.com), is the leading source of news and analysis on the Latin Marketing and Media space. Portada offers world-class news and intelligence through audited online, print and conference vehicles to highly targeted audiences. Portada's mission is to help professionals in Business and Media understand and reach Hispanic consumers in the U.S. The Portada team is very passionate about producing high-quality independent content that helps drive forward the Latin Marketing and Media space.

## About DishLATINO

DishLATINO is the market-leading suite of English and Spanish language programming packages in the United States. It offers its customers more than 40 Spanish-language news, entertainment, and sports channels in combination with DISH's broad English-language programming lineup of more than 200 channels. DishLATINO customers can receive the Hopper, the industry's most awarded DVR, and take advantage of in-language customer service as well as payment options such as FlexTV, a no-term contract, prepaid pay-TV product.

## About DISH

DISH Network Corp. (NASDAQ: DISH), through its subsidiaries, provides approximately 13.932 million pay-TV subscribers, as of June 30, 2015, with the highest-quality programming and technology with the most choices at the best value. Subscribers enjoy a high definition line-up with more than 200 national HD channels, the most international channels, and award-winning HD and DVR technology. DISH Network Corporation is a Fortune 250 company. Visit [www.dish.com](http://www.dish.com).

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