



2024 GEMA AWARDS

TV/STREAMING LATIN AMERICA

WINNERS BOOK



2024 GEMA AWARDS

TV/STREAMING LATIN AMERICA

Congratulations!

Dear G.E.M.A. Community,

On behalf of the Board of Directors and myself, it's with great pride and excitement that I extend my warmest congratulations to the nominees and winners of this year's GEMA Awards for TV and Streaming. Your creativity, drive, and innovation are the very heartbeat of the entertainment marketing industry. You bring stories to life, spark joy, ignite passion, and inspire fandom in ways that leave a lasting impact. Today, we celebrate you - the visionaries behind the campaigns, the ideas, and the work that captivate audiences around the world.

Every single submission this year represents the power of storytelling and the magic of marketing. Each one is a testament to the talent and passion that make this industry so dynamic and vital. Together, you are the driving force pushing the boundaries of what's possible, and it's truly inspiring to witness.

I'd like to take a moment to spotlight and express my gratitude to our incredible supporters - our members, partners, and sponsors. Your dedication and belief in G.E.M.A.'s mission fuel everything we do. Your unwavering support allows us to continue pushing boundaries and raising the bar for excellence in entertainment marketing. It is through your contributions and collaboration that we are able to recognize and honor the outstanding talent in our industry.

A special thank you to our judges and jurors, who bring their expertise and passion to the table, not for the accolades, but for the love of this industry and the creativity it inspires. Your dedication helps elevate the remarkable work we are all here to honor.

As we look toward the future, the possibilities are endless. This industry is constantly evolving, and together, we are writing its next chapter. G.E.M.A. will continue to grow and be a hub for innovation, creativity, and community, a place where the brightest ideas are celebrated and where we can continue to push the boundaries of entertainment marketing.

Let's continue to break new ground, spark creativity, and build an even brighter future.

Congratulations once again to all the nominees and winners. Here's to the incredible work you've done and to the amazing things still to come!

With gratitude and excitement,

Stacy La Cotera
President, CEO
The Global Entertainment Marketing Academy of Arts & Sciences



2024 GEMA AWARDS

TV/STREAMING LATIN AMERICA

Meet the Jury



ANA
CACACE
TORNEOS



OLIMPIA
DEL BOCCIO
NBCUNIVERSAL



PEDRO
ESTANGA
PES.MOTION STUDIO



OMAR
FAJER
TELEISAUNIVISION
INC



MARTIN
FERDKIN
LUCIDO



GABRIEL
LEAL
CARACOLTV



PABLO
MAMONE
ESPN



JESS
MATOS
FORMER NETFLIX



SERGIO
RIVA PALACIO
TV AZTECA



ERIC
TOURTEL
CANELA MEDIA



2024 GEMA AWARDS

TV/STREAMING LATIN AMERICA

Judges

DIEGO ALARCÓN

ALAN SEIXAS ALVES

ARTURO AYALA

CARMEN BARVO

HECTOR BERMUDEZ

FEDE BOLLA

TECO BRANDÃO

CAMILLA CARARO

FABRÍCIO CARVALHO

FEDERICO CASAGRANDE

DAVID CASTILLO

TATIANA COCKELL

SEBASTIAN COLLAZO

JONATHAN CORONADO

CATALINA CUARTAS

IARA CUNHA

PEDRO CUOCO

VANESSA DE ANGELIS DO PRADO

JUAN ANGEL DE CAMILLIS

RICARDO DE CAROLI

ALEXANDRE DE MORAES

PEDRO DE QUEIROZ

JOSE DE URIBELARREA

VINICIUS DIAS

ADRIANA ECHEVERRI

MARIANO FARIAS

BORIS FELIPE

RICARDO FIORENZA

RODRIGO GALHA

GIOVANNI GANTIVA

YAMILETH GARCIA

PEDRO S. GONZÁLEZ D'LIMA

FEDERICO GOZAINI

LUIS FELIPE HASSELMANN

GUILHERME HEIZER

JORGE IQUIENE

PAULO ISLAS

LEANDRO KATZ

CAMILA LEITE

GUSTAVO LEMA

PAULA LOBATO

ANTONIO LOZA

LYNETTE PATRICIA LUGO BRANCHET

MARIA MARRERO

MARIBEL MARTINEZ

RODRIGO MATTUA

ANDREA MESA

LUCIANE NENO

TONY PEREIRA

SERGIO POBLETE

GIORGIO QUERCIA

RAFAEL QUINTANA

LUCIANO RODRIGUES

MARIANA ROGEL

LUCAS ROJO

LEANDRO ROSENZVEIG

MARCELO RUIZ ABELLA

MARIELA SALGADO

ANDRE SENE

RAFAEL SPINELLI

RICARDO STRATIEVSKY

LÍVIA THIAGO

LUIS TORRES

PETER UZCANGA-CASTRO

MARCELA VALDES



2024 GEMA AWARDS

TV/STREAMING LATIN AMERICA

TRAILERS



DRAMA TRAILER

GOLD WINNER

UNO PARA MORIR TRAILER
PARAMOUNT PLUS

SILVER WINNER

BARRABRAVA | RESPECT
TRAILER PARK GROUP



2024 GEMA AWARDS

TV/STREAMING LATIN AMERICA

PROMOS



BRAND PROMO

GOLD WINNER

THE BEST CARTOON IS YOUR CARTOON
WARNER BROS. DISCOVERY LATIN AMERICA

SILVER WINNER

VOZES DO EI BRAND - PARTE 1
NBCUNIVERSAL INTERNATIONAL NETWORKS BRASIL



DOCUMENTARY PROMO

GOLD WINNER

LA OSCURIDAD DE LA LUZ DEL MUNDO (THE DARKNESS WITHIN
LA LUZ DEL MUNDO)
NETFLIX CREATIVE STUDIO

SILVER WINNER

SHELTER
GLOBO



DRAMA PROMO

GOLD WINNER

EL AMOR DESPUES DEL AMOR (LOVE AFTER MUSIC)
NETFLIX CREATIVE STUDIO

SILVER WINNER

THE OTHERS
GLOBOPLAY



2024 GEMA AWARDS

TV/STREAMING LATIN AMERICA

PROMOS



HOLIDAY / SEASONAL PROMO

GOLD WINNER

REVIVELADORAS

WARNER BROS DISCOVERY LATIN AMERICA

SILVER WINNER

NICK ABRILISIMO MONTH SPOT

PARAMOUNT



NEWS PROMO

GOLD WINNER

GLOBONEWS INTERNACIONAL

GLOBO

SILVER WINNER

2023 A HEAT UP YEAR

SBT



ORIGINAL SERIES PROMO

GOLD WINNER

CONSUELO - TEAS

VIX

SILVER WINNER

THE OTHERS

GLOBOPLAY



2024 GEMA AWARDS

TV/STREAMING LATIN AMERICA

PROMOS



REALITY PROMO

GOLD WINNER

GRAN HERMANO ORQUESTA
TELEFE

SILVER WINNER

LA CASA DE LOS FAMOSOS MÉXICO
TELEVISA UNIVISION



SPECIAL EVENT PROMO

GOLD WINNER

STUDIO ESPECIAL MAYO FURIOSO
NBCUNIVERSAL INTERNATIONAL NETWORKS DIRECT TO CONSUMER

SILVER WINNER

PRÊMIO MULTISHOW 2023
MULTISHOW



SPORTS PROMO

GOLD WINNER

OLYMPICS - ALL THE SHINE
PROMO TV GLOBO

SILVER WINNER

WOMEN'S WORLD CUP SPORTV
GLOBO



2024 GEMA AWARDS

TV/STREAMING LATIN AMERICA

PROMOS



TELENOVELA/SOAP OPERA PROMO

GOLD WINNER

RIGO

RCN TELEVISIÓN

SILVER WINNER

NO HABLO ESPAÑOL

GLOBOPLAY



2024 GEMA AWARDS

TV/STREAMING LATIN AMERICA

SPECIALTY PROMOS



IN-HOUSE PROMO
GOLD WINNER
RIGO
RCN TELEVISIÓN

SILVER WINNER
YOUR STORIES OUR HISTORY
WARNER BROS DISCOVERY LATIN AMERICA



OUT-OF-HOUSE PROMO
GOLD WINNER
DRAG RACE MÉXICO S1
PARAMOUNT CREATIVE MTVE LATAM

SILVER WINNER
ACAPULCO SHORE S11
PARAMOUNT CREATIVE MTVE LATAM



DELIVERING ON A DIME
GOLD WINNER
BLACK AWARENESS WBD
WARNER BROS DISCOVERY LATIN AMERICA

SILVER WINNER
N+ BRANDED HOUSE
N+ (NMÁS)



2024 GEMA AWARDS

TV/STREAMING LATIN AMERICA

SPECIALTY PROMOS



DIVERSITY & INCLUSION AWARENESS PROMO

GOLD WINNER

BLACK AWARENESS WBD

WARNER BROS DISCOVERY LATIN AMERICA

SILVER WINNER

THE IMAGELESS TRAILER

GLOBOPLAY



FUNNIEST PROMO

GOLD WINNER

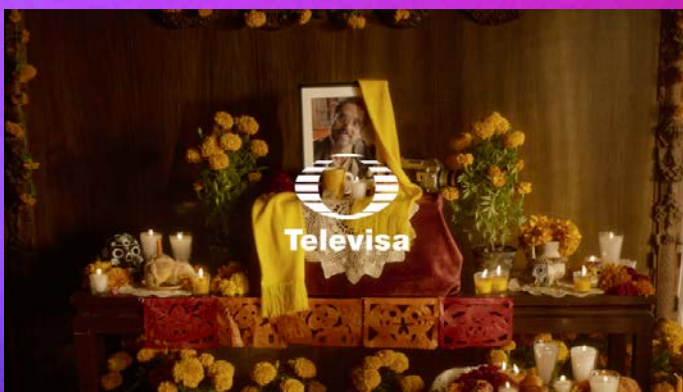
HARINA S02

PARAMOUNT CREATIVE MTVE LATAM

SILVER WINNER

PITBULL, MY FRIEND

GLOBO



I'M NOT CRYING, YOU ARE!

GOLD WINNER

DÍA DE MUERTOS

TELEVISA UNIVISION

SILVER WINNER

NEVER ANSWERED CALLS

GLOBOPLAY



2024 GEMA AWARDS

TV/STREAMING LATIN AMERICA

SPECIALTY PROMOS



OMG!
GOLD WINNER
CONSUELO - CENSURADO
VIX

SILVER WINNER
THE OTHERS - REAL ESTATE
GLOBOPLAY



PROMO NOT USING PROGRAMMING FOOTAGE
GOLD WINNER
ACAPULCO SHORE S11
PARAMOUNT CREATIVE MTVE LATAM

SILVER WINNER
DRAG RACE MÉXICO S1
PARAMOUNT CREATIVE MTVE LATAM



SOCIAL GOOD PROMO
GOLD WINNER
LA MISIÓN MÁS IMPORTANTE DE SU VIDA
FUNDACION TELETÓN MÉXICO

SILVER WINNER
THE IMAGELESS TRAILER
GLOBOPLAY



2024 GEMA AWARDS

TV/STREAMING LATIN AMERICA

VIDEO PROMO CAMPAIGNS



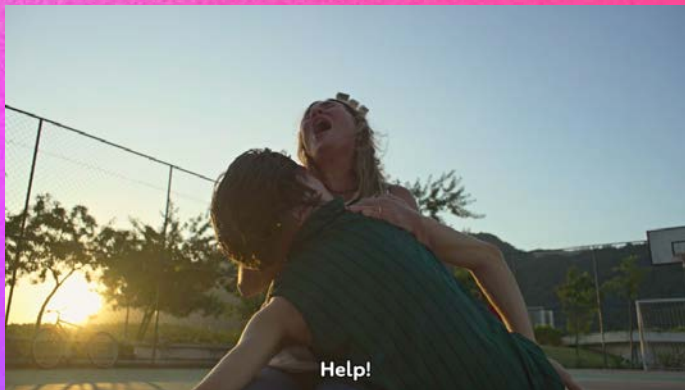
PROGRAM CAMPAIGN

GOLD WINNER

THE SAME TALK BUT DIFFERENT
GNT

SILVER WINNER

DRAG RACE MÉXICO S1
PARAMOUNT CREATIVE MTVE LATAM



IN-HOUSE CAMPAIGN

GOLD WINNER

THE OTHERS
GLOBOPLAY

SILVER WINNER

MASTERCHEF 2023
TELEFE



2024 GEMA AWARDS

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VIDEO CRAFT



COPYWRITING

GOLD WINNER

P DE PEPPA

WARNER BROS. DISCOVERY

SILVER WINNER

BLACK AWARENESS WBD

WARNER BROS DISCOVERY LATIN AMERICA



EDITING

GOLD WINNER

OLYMPICS - ALL THE SHINE

PROMO TV GLOBO

SILVER WINNERS

MOVIES ON GLOBO 2023

PROMO TV GLOBO

UNO PARA MORIR TRAILER

PARAMOUNT PLUS



SOUND DESIGN

GOLD WINNER

SOUND OF METAL TEASER

PROMO TV GLOBO

SILVER WINNER

DNA DO CRIME (CRIMINAL CODE)

NETFLIX CREATIVE STUDIO



2024 GEMA AWARDS

TV/STREAMING LATIN AMERICA

VIDEO CRAFT



USE OF MUSIC

GOLD WINNER

OLYMPICS - ALL THE SHINE
PROMO TV GLOBO

SILVER WINNER

CYBERMANIACS
WARNER BROS. DISCOVERY



USE OF SCORE OR MUSIC WITHOUT LYRICS

GOLD WINNER

THERE'S MUSIC UNDERWATER
GLOBO

SILVER WINNERS

SONIC - HYPERSONIC
TV GLOBO



USE OF MUSIC WITH ORIGINAL LYRICS

GOLD WINNER

AMC_WRECK
AMC NETWORKS INTERNATIONAL LATIN AMERICA

SILVER WINNER

ACAPULCO SHORE S11
PARAMOUNT CREATIVE MTVE LATAM



2024 GEMA AWARDS

TV/STREAMING LATIN AMERICA

ART DIRECTION & DESIGN: VIDEO



DESIGN PROMO
GOLD WINNER
CORDEL
SBT

SILVER WINNER
THE OTHERS - VIDEOGAME
GLOBOPLAY



TOTAL DESIGN PACKAGE
GOLD WINNER
MTV MIAW AWARDS 2023
PARAMOUNT CREATIVE MTVE LATAM

SILVER WINNERS
COMBATE REBRAND
GLOBO



CHANNEL ID
GOLD WINNER
DIRECTORS ID'S PART 2
PARAMOUNT CREATIVE MTVE LATAM

SILVER WINNER
SBT STATE OF MIND
SBT



2024 GEMA AWARDS

TV/STREAMING LATIN AMERICA

ART DIRECTION & DESIGN: VIDEO



OPENING TITLE / CREDITS

GOLD WINNER

FUZUÊ THE MESS
TV GLOBO

SILVER WINNER

THE CHILDHOOD OF ROMEO AND JULIET
SBT



FILLER/CAPSULA

GOLD WINNER

BESTIARIO
MADRAZO STUDIO / CANAL 22

SILVER WINNERS

NICK COMO TE SIENTES HOY
PARAMOUNT



2024 GEMA AWARDS

TV/STREAMING LATIN AMERICA

ART DIRECTION & DESIGN: VIDEO CRAFT



ANIMATION

GOLD WINNER

HBO THE IDOL GRAPHIC PROMO
WARNER BROS. DISCOVERY LATAM

SILVER WINNER

THE BEST CARTOON IS YOUR CARTOON
WARNER BROS. DISCOVERY LATIN AMERICA



MOTION GRAPHICS

GOLD WINNER

CORDEL
SBT

SILVER WINNER

ACAPULCO SHORE S11
PARAMOUNT CREATIVE MTVE LATAM



2024 GEMA AWARDS

TV/STREAMING LATIN AMERICA

360 CAMPAIGN



360 CAMPAIGN

GOLD WINNER

ANDERSON SPIDER SILVA CAMPAIGN
PARAMOUNT PLUS

SILVER WINNER

BRAZILIAN COWBOYS KARAOKASE
GLOBOPLAY



2024 GEMA AWARDS

TV/STREAMING LATIN AMERICA

SPECIAL



MARKETING VIDEO/SIZZLE REEL/PRESENTATION

(Internal or External)

GOLD WINNER

UP FRONT 2023

TELEVISA UNIVISION

SILVER WINNER

SONY MOVIES 2023 SIZZLE

SONY PICTURES - LATIN AMERICA



BEST WORK NEVER SEEN

GOLD WINNER

COMING UP 2023

GLOBOPLAY

SILVER WINNER

CEASEFIRE NOW

A&E LATAM



2024 GEMA AWARDS

TV/STREAMING LATIN AMERICA

DIGITAL & SOCIAL



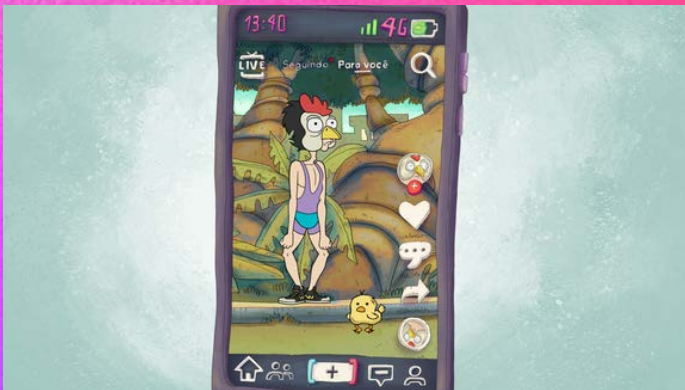
TALENT/INFLUENCER INTEGRATION USING SOCIAL MEDIA

GOLD WINNER

ANDERSON SPIDER SILVA TATTOO
PARAMOUNT PLUS

SILVER WINNER

HAZTE EL EXAMEN A LA PRÓSTATA CAMPEÓN
WARNER BROS. DISCOVERY LATIN AMERICA



SOCIAL MEDIA VIDEO

GOLD WINNER

FAMILY SIZE SECURITY
WARNER BROS. DISCOVERY AND TIKTOK

SILVER WINNER

REVIVELADORAS
WARNER BROS DISCOVERY LATIN AMERICA



VERTICAL VIDEO

GOLD WINNER

LALOLA "ESPEJO"
VIX

SILVER WINNER

CON CARACTER O NADA
CHILEVISIÓN



2024 GEMA AWARDS

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KEY ART



POSTER

GOLD WINNER

EL ELEGIDO KEY ART
RHUBARB + NETFLIX

SILVER WINNER

LALOLA
VIX



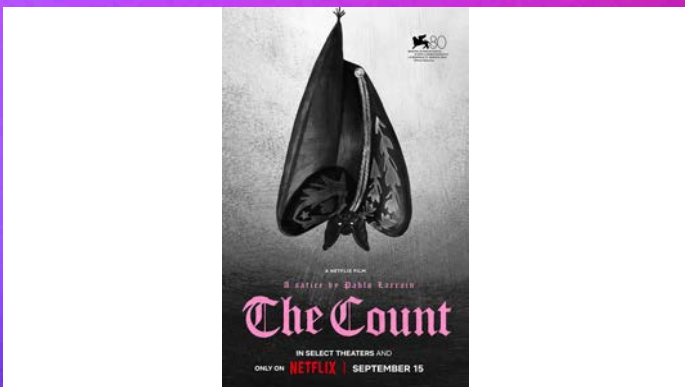
CAST/CHARACTER POSTER

GOLD WINNER

PÁLPITO S2 CHARACTER ART
RHUBARB + NETFLIX

SILVER WINNER

LALOLA
VIX



POSTER CAMPAIGN

GOLD WINNER

EL CONDE (THE COUNT) CAMPAIGN
NETFLIX CREATIVE STUDIO

SILVER WINNER

ENTRE BALAS Y ACORDES
VIX



2024 GEMA AWARDS

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EXPERIENTIAL | EVENTS | ACTIVATION



EXPERIENTIAL ACTIVATION

GOLD WINNER

PASIÓN SUBTERRÁNEA

WARNER BROS. DISCOVERY LATIN AMERICA

SILVER WINNER

NY IN LATAM

WARNER BROS DISCOVERY LATIN AMERICA



2024 GEMA AWARDS

TV/STREAMING LATIN AMERICA

BRANDED PARTNERSHIPS



PARTNERSHIP / CO-CREATION

GOLD WINNER

CYBERMANIACS

WARNER BROS. DISCOVERY

SILVER WINNERS

FAMILY SIZE SECURITY

WARNER BROS. DISCOVERY AND TIKTOK



2024 GEMA AWARDS

TV/STREAMING LATIN AMERICA

Thank You to...

OUR OFFICIAL MEDIA PARTNER

VARIETY

OUR OFFICIAL MUSIC PARTNER

MEGA— —TRAX



2024 GEMA AWARDS

TV/STREAMING LATIN AMERICA

Thank You to...

THE OFFICIAL VOICE OF THE 2024 GEMA AWARDS

Vanessa James
M E D I A

OUR PRINTING PARTNER

**CLEARIMAGE
PRINTING CO**



2024 GEMA AWARDS

TV/STREAMING LATIN AMERICA

Thank You to...

OUR AWARDS OPEN DESIGN PARTNER

WUCIDO

OUR SPONSOR

NU CONTEXT



2024 GEMA AWARDS

TV/STREAMING LATIN AMERICA

Thank You to...

OUR AWARDS SHOW PRODUCTION PARTNER



OUR PARTNERS





THE GLOBAL ENTERTAINMENT
MARKETING ACADEMY OF
ARTS & SCIENCES