



2025 **GEMA AWARDS**

*TV/STREAMING LATIN AMERICA*



*WINNERS*





# 2025 GEMA AWARDS

*TV/STREAMING LATIN AMERICA*

---

## CONGRATULATIONS!

Dear GEMA Community,

On behalf of the Board of Directors, the GEMA Team and myself, I am honored to congratulate the nominees and winners of the 2025 GEMA Latin America Awards for TV and Streaming. These awards celebrate the bold creativity, relentless passion, and innovative spirit that define our global entertainment marketing community.

You are the visionaries who turn ideas into experiences, spark conversations, and create moments that resonate far beyond the screen. Your work doesn't just promote content – it shapes culture, builds connection, and stirs emotion.

This year's submissions were truly exceptional. Each campaign demonstrated masterful storytelling, sharp creative instincts, and the courage to push boundaries. Your ingenuity continues to raise the bar for the entire industry.

A heartfelt thank you to our members, sponsors, and partners. Your unwavering support empowers GEMA to spotlight excellence, foster community, and champion the creative leaders driving our industry forward.

To our esteemed judges – your time, insight, and dedication are invaluable. Your thoughtful evaluation ensures that the work honored today reflects the very best of our craft.

As the entertainment marketing landscape evolves, so too will GEMA. As the only awards of its kind in the Latin America market, we remain steadfast in our mission to celebrate creativity, nurture talent, and stay at the forefront of innovation.

To all of this year's honorees: congratulations on this well-earned recognition. Your work inspires us all, and we look forward to seeing what you create next.

With admiration and excitement,

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

# 2025 GEMA AWARDS

TV/STREAMING LATIN AMERICA

---

## Judges

ADRIANA ECHEVERRI  
AGUSTÍN SUÁREZ  
AILIM MELILLAN  
ANA CRISTINA PAIXÃO  
ANDRÉ YASAKA  
ANDRÉ REIS  
ANDRES BARRERA LUGO  
ARTURO AYALA  
BERNARDO AMENDOLLA SPINOLA  
BORIS FELIPE  
CAMILA LEITE  
CARLOS ALBERTO P. SOSA  
CECILIA MOTA  
CRISTIAN MORALES  
DAVID CASTILLO  
DIEGO SEBASTIAN PINZON HEREDIA  
ESTEBAN MADRAZO  
EZEQUIEL SAUL  
FABRÍCIO CARVALHO  
FEDE BOLLA  
FEDERICO CASAGRANDE  
FLORENCIA HIGGINS  
FRANCIELLE ARAUJO  
GLAUCO SABINO  
GUILHERME HEIZER  
GUILLERMO VAZQUEZ PICO  
ILAN GOLDENSTEIN  
IRENE OCHOA  
JESSICA YAÑEZ FUENTES  
JIMENA PASSADORE  
JORGE IQUIENE  
JUAN DE CAMILLIS

JUAN PABLO RUBIANO  
LUCIANE NENO  
LUIS FELIPE HASSELMANN  
LUIS ZERPA  
LYNETTE PATRICIA LUGO BRANCHET  
MARIA CORINA MARRERO  
MARIA VIANNA  
MARIANA ROGEL  
MARIBEL MARTINEZ  
MARIELA SALGADO  
MARY CRUZ CAMACHO  
MAURICIO ESCOBAR  
MIGUEL BRAILOVSKY  
NÉSTOR CARVAJAL  
OTAVIO PINTO  
PATRICIA GOMEZ  
PAULA LOBATO  
PAULINA SOTO  
PAULO CESAR ISLAS  
PEDRO SIXTO GONZÁLEZ D'LIMA  
RODRIGO GALHA  
RODRIGO ROMERO HOYOS  
SAMUEL SEGATELLI  
SARA AUGUSTO  
SEBASTIAN COLLAZO  
SERGIO POBLETE  
TECO BRANDÃO  
THAÍS ZVEIBIL  
TONY PEREIRA  
VANESSA DE ANGELIS DO PRADO  
VERONICA PIZZORNO  
WILLIAM COSTA GONÇALVES JUNIOR

# 2025 GEMA AWARDS

TV/STREAMING LATIN AMERICA

## TRAILERS

---



*DRAMA TRAILER*

**GOLD WINNER**

THE OTHERS - SEASON 2

*GLOBOPLAY*

**SILVER WINNER**

MANIA DE VOCÊ TRAILER

*PROMO TV GLOBO*

# 2025 GEMA AWARDS

TV/STREAMING LATIN AMERICA

## PROMOS



**BRAND PROMO**

**GOLD WINNER**

PARAMOUNT PINBALL - RELAX, ITS PARAMOUNT NETWORK  
PARAMOUNT CREATIVE MTVE LATAM

**SILVER WINNER**

SONY CHANNEL - EMOCIONES: BESOS  
SONY PICTURES - LATIN AMERICA



**CHILDREN / FAMILY PROMO**

**GOLD WINNER**

MONICA AND FRIENDS: HOW IT ALL BEGAN  
GLOBOPLAY

**SILVER WINNER**

SPONGEBOB 25TH  
PARAMOUNT



**COMEDY PROMO**

**GOLD WINNER**

COMEDIA- SABEMOS HACERTE REIR  
TELEVISA UNIVISION

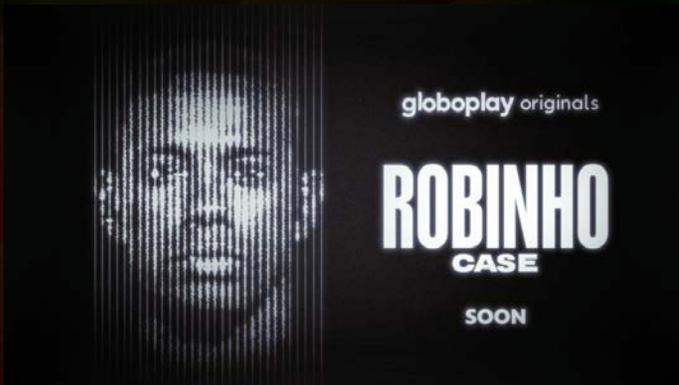
**SILVER WINNER**

BANDIDOS  
NETFLIX CREATIVE STUDIO

# 2025 GEMA AWARDS

TV/STREAMING LATIN AMERICA

## PROMOS



*DOCUMENTARY PROMO*

**GOLD WINNER**

ROBINHO CASE  
GLOBOPLAY

**SILVER WINNER**

A CINEMA FILM  
CANAL CURTA!



*DRAMA PROMO*

**GOLD WINNER**

THE OTHERS - SEASON 2  
GLOBOPLAY

**SILVER WINNER**

CIEN AÑOS DE SOLEDAD (100 YEARS OF SOLITUDE) -  
PATRIARCHY TEASER  
NETFLIX CREATIVE STUDIO



*HOLIDAY/SEASONAL PROMO*

**GOLD WINNER**

ENCUÉNTROME AL FINAL DEL CAMINO  
TV AZTECA

**SILVER WINNER**

GOLDEN MOVIES  
GLOBO

# 2025 GEMA AWARDS

TV/STREAMING LATIN AMERICA

## PROMOS



*NEWS PROMO*

**GOLD WINNER**

GLOBO JOURNALISM - MORE THAN IMPORTANT  
*PROMO TV GLOBO*

**SILVER WINNER**

JORNAL DA GLOBO - LET'S CHAT A LITTLE FURTHER?  
*PROMO TV GLOBO*



*ORIGINAL SERIES PROMO*

**GOLD WINNER**

THE GAME  
*GLOBOPLAY*

**SILVER WINNER**

THE OTHERS  
*PROMO TV GLOBO*



*REALITY PROMO*

**GOLD WINNER**

LA CASA DE LOS FAMOSOS MÉXICO SEGUNDA TEMPORADA  
*TELEVISA UNIVISION*

**SILVER WINNER**

SURVIVOR MY WAY  
*TELEFE*

# 2025 GEMA AWARDS

TV/STREAMING LATIN AMERICA

## PROMOS



*SPECIAL EVENT PROMO*

**GOLD WINNER**

OLYMPICS - I AM MY OWN PODIUM  
*PROMO TV GLOBO*

**SILVER WINNER**

SPORTV PARALYMPIC MANIFESTO  
*GLOBO*



*SPORTS PROMO*

**GOLD WINNER**

OLIMPIADAS  
*TELEVISA UNIVISION*

**SILVER WINNER**

CUP'S INVASION  
*PROMO TV GLOBO*



*TELENOVELA/SOAP OPERA PROMO*

**GOLD WINNER**

GIRL OF THE MOMENT  
*PROMO TV GLOBO*

**SILVER WINNER**

PERFIL FALSO S2 (FAKE PROFILE S2)  
*NETFLIX CREATIVE STUDIO*

# 2025 GEMA AWARDS

TV/STREAMING LATIN AMERICA

## PROMOS

---



*THEATRICAL MOVIE SHOWN ON TELEVISION PROMO*

**GOLD WINNER**

JOHNNY ENGLISH 3.0  
*RECORD*

**SILVER WINNER**

EL LUGAR DE LA OTRA (IN HER PLACE)  
*NETFLIX CREATIVE STUDIO*



*VARIETY PROMO*

**GOLD WINNER**

ROBERTO CARLOS: 50 YEARS OF EMOTIONS  
*PROMO TV GLOBO*

**SILVER WINNER**

CALDEIRÃO TETRIS  
*PROMO TV GLOBO*

# 2025 GEMA AWARDS

TV/STREAMING LATIN AMERICA

## SPECIALTY VIDEOS



*IN-HOUSE PROMOTION*

**GOLD WINNER**

BAKE OFF SLOW MOTION  
*TELEFE*

**SILVER WINNER**

LOS REYES DE ORIENTE (WE ARE KINGS)  
*NETFLIX CREATIVE STUDIO*



*OUT-OF-HOUSE PROMOTION*

**GOLD WINNER**

THE GAME - VIDEOGAME  
*GLOBOPLAY*

**SILVER WINNER**

UNIVERSAL PLUS BRAZIL LAUNCH VOCALIZANDO  
*NBCUNIVERSAL INTERNATIONAL NETWORKS - DIRECT TO CONSUMER*



*DELIVERING ON A DIME*

**GOLD WINNER**

THE GAME - BUTTON  
*GLOBOPLAY*

**SILVER WINNER**

DESAFIO XX  
*CARACOL TELEVISION*

# 2025 GEMA AWARDS

TV/STREAMING LATIN AMERICA

## SPECIALTY VIDEOS



*DIVERSITY & INCLUSION AWARENESS*

**GOLD WINNER**

BLACK TALKS 2024  
PROMO TV GLOBO

**SILVER WINNER**

DIA DE LA MUJER  
TELEFE



*FUNNIEST*

**GOLD WINNER**

MTV BEIJA SAPO S2  
PARAMOUNT CREATIVE MTVE LATAM

**SILVER WINNER**

HISTORIC RIVALS | HOUSE OF THE DRAGON  
WARNER BROS DISCOVERY LATIN AMERICA



*I'M NOT CRYING, YOU ARE!*

**GOLD WINNER**

SONY CHANNEL - EMOCIONES: LÁGRIMAS  
SONY PICTURES - LATIN AMERICA

**SILVER WINNER**

JUSTICE: MISCONDUCT - VALUES  
GLOBOPLAY

 **2025 GEMA AWARDS**  
*TV/STREAMING LATIN AMERICA*

*SPECIALTY VIDEOS*

---



*PROMO NOT USING PROGRAMMING FOOTAGE*

**GOLD WINNER**

RUPAUL DRAG RACE MÉXICO S2

*WORLD OF WONDER / PARAMOUNT CREATIVE MTVE LATAM*

**SILVER WINNER**

THE GAME - VIDEOGAME

*GLOBOPLAY*

# 2025 GEMA AWARDS

## TV/STREAMING LATIN AMERICA

### VIDEO CAMPAIGNS



#### BRAND CAMPAIGN

##### GOLD WINNER

UNIVERSAL PLUS BRAZIL LAUNCH CAMPAIGN  
NBCUNIVERSAL INTERNATIONAL NETWORKS - DIRECT TO CONSUMER

##### SILVER WINNER

SONY CHANNEL - EMOCIONES CAMPAIGN  
SONY PICTURES - LATIN AMERICA



#### PROGRAM CAMPAIGN

##### GOLD WINNER

THE GAME  
GLOBOPLAY

##### SILVER WINNER

PEDRO EL ESCAMOSO 2  
CARACOL TV / DISNEY +



#### IN-HOUSE CAMPAIGN

##### GOLD WINNER

MASH UP  
NBCUNIVERSAL INTERNATIONAL NETWORKS DIRECT TO CONSUMER

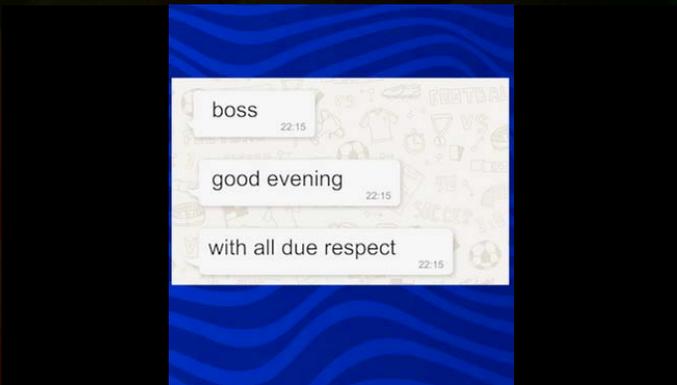
##### SILVER WINNER

SONY CHANNEL - EMOCIONES CAMPAIGN  
SONY PICTURES - LATIN AMERICA

# 2025 GEMA AWARDS

TV/STREAMING LATIN AMERICA

## VIDEO CRAFT



### COPYWRITING

#### GOLD WINNER

EURO & COPA AMERICA 2024  
GLOBOPLAY

#### SILVER WINNER

PLANET EARTH - THE CLOCK TIME.  
PROMO TV GLOBO



### EDITING

#### GOLD WINNER

GOLDEN MOVIES  
GLOBO

#### SILVER WINNER

JUSTICE: MISCONDUCT  
GLOBOPLAY



### SOUND DESIGN

#### GOLD WINNER

SENN  
NETFLIX CREATIVE STUDIO

#### SILVER WINNER

SPORTV SOUND ID  
GLOBO

# 2025 GEMA AWARDS

TV/STREAMING LATIN AMERICA

## VIDEO CRAFT



### USE OF MUSIC

#### GOLD WINNER

JUSTICE - HALLELUJAH  
GLOBOPLAY

#### SILVER WINNER

ROBERTO CARLOS - 50 YEARS OF EMOTIONS  
GLOBO



### USE OF SCORE OR MUSIC WITHOUT LYRICS

#### GOLD WINNER

GOLDEN MOVIES  
GLOBO

#### SILVER WINNER

BOM DIA, VERONICA S3 (GOOD MORNING, VERONICA)  
NETFLIX CREATIVE STUDIO



### USE OF MUSIC WITH ORIGINAL LYRICS

#### GOLD WINNER

WHERE THERE'S A SHOW, THERE'S MULTISHOW  
GLOBO / MULTISHOW

#### SILVER WINNER

ANIVERSARIO FRIENDS: 30 AÑOS  
WARNER BROS DISCOVERY LATIN AMERICA

# 2025 GEMA AWARDS

TV/STREAMING LATIN AMERICA

## ART DIRECTION & DESIGN: VIDEO



*BRAND DESIGN PROMOTION*

**GOLD WINNER**

PARAMOUNT PINBALL -  
"RELAX, IT'S PARAMOUNT NETWORK"  
PARAMOUNT CREATIVE MTVE LATAM



*DESIGN PROMOTION CAMPAIGN*

**GOLD WINNER**

5 REFRESH PROMOS  
TELEVISA UNIVISIÓN / MADRAZO STUDIO



*TOTAL DESIGN PACKAGE*

**GOLD WINNER**

BIT ME  
TELEVISA UNIVISION

**SILVER WINNER**

CHILEVISION BRAND  
CHILEVISION

 **2025 GEMA AWARDS**  
TV/STREAMING LATIN AMERICA

*ART DIRECTION & DESIGN: VIDEO*

---



*BRAND ID's*  
**GOLD WINNER**  
URBAN ART  
*TV CULTURA*

**SILVER WINNER**  
DAY OF THE DEAD  
*PARAMOUNT*



*OPENING TITLE / CREDITS*  
**GOLD WINNER**  
JUSTIÇA 2 (JUSTICE 2)  
*GLOBOPLAY*

**SILVER WINNER**  
COSME E DAMIÃO (COSME AND DAMIÃO)  
*GLOBOPLAY*

# 2025 GEMA AWARDS

TV/STREAMING LATIN AMERICA

## ART DIRECTION & DESIGN: VIDEO CRAFT



*ANIMATION*

**GOLD WINNER**

DAY OF THE DEAD  
PARAMOUNT

**SILVER WINNER**

MARRY: EVERY GIFT MATTERS  
RPC



*MOTION GRAPHICS*

**GOLD WINNER**

THE GAME - VIDEOGAME  
GLOBOPLAY

**SILVER WINNER**

BANDIDOS  
NETFLIX CREATIVE STUDIO



*VISUAL EFFECTS*

**GOLD WINNER**

OLYMPIC CHRIST  
GLOBOPLAY

**SILVER WINNER**

ENCUÉNTRAME AL FINAL DEL CAMINO  
TV AZTECA

# 2025 GEMA AWARDS

TV/STREAMING LATIN AMERICA

## 360 CAMPAIGN

---



### **360 CAMPAIGN**

#### **GOLD WINNER**

MADE IN THE CITY OF GOD

*WARNER BROS DISCOVERY LATIN AMERICA*

#### **SILVER WINNER**

TED S1 LAUNCH

*NBCUNIVERSAL INTERNATIONAL NETWORKS DIRECT TO CONSUMER*

# 2025 GEMA AWARDS

TV/STREAMING LATIN AMERICA

## SPECIAL



*MARKETING VIDEO/SIZZLE REEL/PRESENTATION  
(INTERNAL OR EXTERNAL)*

**GOLD WINNER**

GLOBOPLAY'S WHAT IF  
*GLOBOPLAY*

**SILVER WINNER**

COMING SOON TO GLOBO - ALFREDO HONÓRIO SHOW  
*PROMO TV GLOBO*



*BEST USE OF TECHNOLOGY/INNOVATION*

**GOLD WINNER**

TELETON - DON FRANCISCO AI  
*FEELS.TV*

**SILVER WINNER**

OLYMPICS - VIRTUAL PRODUCTION  
*GLOBO*



*BEST WORK NEVER SEEN*

**GOLD WINNER**

THE GAME - CHAMPIONS  
*GLOBOPLAY*

**SILVER WINNER**

SUCCESSION FAMILYS  
*WBD*

# 2025 GEMA AWARDS

TV/STREAMING LATIN AMERICA

## VIDEO SPOTS



*BEST NEW TALENT*

**GOLD WINNER**

ALLYSSON FREIRE

*RPC*

**SILVER WINNER**

BRUNA COLMANN

*RPC*

# 2025 GEMA AWARDS

TV/STREAMING LATIN AMERICA

## DIGITAL & SOCIAL



### *SOCIAL MEDIA VIDEO*

#### **GOLD WINNER**

Y LLEGARON DE NOCHE - BILINGUE  
VIX - TELEVISA UNIVISION

#### **SILVER WINNER**

OLYMPIC CHRIST  
GLOBOPLAY



### *SOCIAL MEDIA CAMPAIGN*

#### **GOLD WINNER**

CONSUELO  
VIX - TELEVISA UNIVISION

#### **SILVER WINNER**

Y LLEGARON DE NOCHE  
VIX - TELEVISA UNIVISION



### *TALENT/INFLUENCER INTEGRATION USING SOCIAL MEDIA*

#### **GOLD WINNER**

LA CAMPAÑA DE MARCOS PARRA (SIERRA MADRE)  
WARNER BROS DISCOVERY LATIN AMERICA

#### **SILVER WINNER**

CASADOS CON HIJOS INFLUENCER CAMPAIGN  
SONY PICTURES ENTERTAINMENT

# 2025 GEMA AWARDS

TV/STREAMING LATIN AMERICA

## DIGITAL & SOCIAL



### *SOCIAL MEDIA ORIGINAL CONTENT*

#### **GOLD WINNER**

CONSUELO - COCINAR TRAE SATISFACCIÓN  
*VIX - TELEVISA UNIVISION*

#### **SILVER WINNER**

Y LLEGARON DE NOCHE - CONFESIONES DE ATAÚD  
*VIX - TELEVISA UNIVISION*



### *VERTICAL VIDEO*

#### **GOLD WINNER**

QUIEN LO MATO: SAND  
*AMAZON PRIME + GYB CREATIVE AGENCY*

#### **SILVER WINNER**

Y LLEGARON DE NOCHE (FOOH)  
*VIX*

# 2025 GEMA AWARDS

## TV/STREAMING LATIN AMERICA

### KEY ART



POSTER

**GOLD WINNER**

PEDRO PARAMO  
NETFLIX CREATIVE STUDIO

**SILVER WINNER**

CADA MINUTO CUENTA KEY ART  
RHUBARB + PRIME VIDEO MEXICO



CAST/CHARACTER POSTER

**GOLD WINNER**

CC PRESENTA: KARIME PINDTER DE LA MANO DEL SEÑOR  
PARAMOUNT CREATIVE MTVE LATAM

**SILVER WINNER**

OJITOS DE HEUVO KEY ART  
RHUBARB + NETFLIX



POSTER CAMPAIGN

**GOLD WINNER**

CIEEN AÑOS DE SOLEDAD (100 YEARS OF SOLITUDE)  
NETFLIX CREATIVE STUDIO

**SILVER WINNER**

CADA MINUTO CUENTA CAMPAIGN  
RHUBARB + PRIME VIDEO MEXICO

 **2025 GEMA AWARDS**  
*TV/STREAMING LATIN AMERICA*

*OUT-OF-HOME*

---



*OUT-OF-HOME AD*

**GOLD WINNER**

MUCHO MÁS QUE VER

*WARNER BROS DISCOVERY LATIN AMERICA*

**SILVER WINNER**

IT'S NOT OOH. IT'S OUR OWN HEROES.

*GLOBOPLAY*

 **2025 GEMA AWARDS**  
TV/STREAMING LATIN AMERICA

*EXPERIENTIAL | EVENTS | ACTIVATION*

---



*EXPERIENTIAL ACTIVATION*

**GOLD WINNER**

LA CAMA DE FUEGO DE TITA Y PEDRO  
WBD

**SILVER WINNER**

HUGO EN PARÍS FASHION WEEK  
RCN ESTUDIOS

# 2025 GEMA AWARDS

TV/STREAMING LATIN AMERICA

## BRANDED PARTNERSHIPS

---



*PARTNERSHIP / CO-CREATION*

**GOLD WINNER**

LA CASA DE BETTY EN AIRBNB  
*RCN ESTUDIOS*

**SILVER WINNER**

HUELLAS  
*A+E NETWORKS LATIN AMERICA*

 2025 **GEMA AWARDS**  
*TV/STREAMING LATIN AMERICA*

---

*THANK YOU to...*

OUR OFFICIAL MEDIA PARTNER

**VARIETY**

OUR OFFICIAL MUSIC PARTNER

**MEGA—  
—TRAX**

 **2025 GEMA AWARDS**  
*TV/STREAMING LATIN AMERICA*

---

*THANK YOU to...*

THE OFFICIAL VOICE OF THE 2025 GEMA AWARDS

*Vanessa James*  
M E D I A

OUR PRINTING PARTNER

**CLEARIMAGE  
PRINTING CO**

 2025 **GEMA AWARDS**  
*TV/STREAMING LATIN AMERICA*

---

*THANK YOU to...*

OUR AWARDS OPEN DESIGN PARTNER

**WUCIDO**

THE OFFICIAL GEMA AWARDS PRODUCTION PARTNER

**DotDotDot**



THE GLOBAL ENTERTAINMENT  
MARKETING ACADEMY OF  
ARTS & SCIENCES