

# BADILLO NAZCA SAATCHI & SAATCHI ARE CREATIVE NO. 1

SAN JUAN | Fri May 16 2008

[www.saatchi.com](http://www.saatchi.com)



Erasto Freytes and Juan Carlos Rodriguez, President and General Creative Director of Badillo Nazca Saatchi & Saatchi

Badillo Nazca Saatchi & Saatchi leads the ranking as Puerto Rico's most creative agency for the fourth consecutive year in Adlatina's CREMA annual register. Each year Adlatina, the news portal which specializes in Iberoamerican advertising matters, publishes a ranking of the most creative agencies in each market. This ranking is based on the agencies' performance at the major international advertising festivals and the local creative competition.

This achievement comes in the wake of Badillo's recent success at Cúspide, where it won a total of 12 awards, including a Grand Prix, plus winning a Bronze Sun at FIAP. It was also selected best agency in Puerto Rico for the sixth consecutive year at El Ojo de Iberoamérica.

Juan Carlos Rodriguez, Badillo Nazca Saatchi & Saatchi's general creative director, stated that, "Our team has been maintaining a high quality level in its ideas for many years and good ideas help sell products. Our objective in participating in creative competitions is to improve the quality of our work. We are proud of being consistently creative. It's the accomplishment of a great team. A group of people who love communication, who respect the intelligence

of the consumer and who love working for clients who value those ideas and make it possible for them to happen.”

To which Erasto Freytes, president of Badillo Nazca Saatchi & Saatchi added, “In moments of economic crisis such as we are now experiencing, it’s even more important to create ideas which don’t go unnoticed. People automatically reject boring advertising and they pay attention only to what entertains them and gives them back something in return for their time. Our team has shown again and again that they have a unique knack for originating and managing ideas that stand out above all others, and they are ideas that sell.”

**For further information, contact**

Erasto Freytes  
+1 787 622-1549  
[erastof@badillo-pr.com](mailto:erastof@badillo-pr.com)