

*FIFCO's in-house creative and digital advertising agency*

## **Joystick won 36 awards in 8 festivals throughout 2023**

- **Agency stands out in international festivals**
- **Its "star tool" is based on innovation for the interpretation and use of data**

**San José, Costa Rica, December 2023.** FIFCO's in-house creative and digital advertising agency, Joystick, won 36 awards in 8 international festivals during 2023. In turn, they climbed to CARICAM's top 5 in the FICE Global Ranking, which monitors the 50 most prestigious festivals in the world and where there is a relationship with the best agencies in the world.

Joystick completed its first year of operation in April 2023 and provides services to the different beverage and food brands in the FIFCO portfolio. This work model was established to provide an exclusive service to brands, contributing to a better understanding of the category and the business, as well as greater closeness between teams that drive creativity, generating a positive impact on the business. They work hand in hand with innovation and data interpretation.

"WINA was the first festival where the team won awards and ranked fourth in the world ranking. "This fueled all the people who work at Joystick, because not only did we start winning, but we also made it big," explained José Pablo Murillo, Connections manager at Joystick.

Joystick was also in "*Volcanes*", a Costa Rican Creativity Festival with 20 years of trajectory in which 21 agencies from Central America and the Caribbean participated with very high-level projects. The festival has always been characterized by a selection of world-class jurors and this edition was no exception. Joystick stood out among almost 400 entries with a demanding jury. It won: 1 *Gran Volcán*, 2 golds, 4 silvers, 1 bronze and an award for *Best Independent Agency* of the Festival.

"Each award is a validation of the work done and observing cases such as "The Finest Fans" - which worked for the Imperial brand, winning in practically all the festivals- drives us to continue working. Joystick is an innovative project in every sense. Not only for its in-house format but also for its consumer-centric vision and the articulation of creative thinking from a digital core. If multiple juries, in different festivals and geographies are recognizing our campaigns, it means that our methodology is working," added Murillo.

According to Murillo, the agency's consolidation is one of the fundamental plans for the year 2024: "Joystick is a young project, we have a solid team but we have been working together for less than a year, we want to strengthen it. On the other hand, we are already mapping an expansion in the number of people and strengthening our footprint in Guatemala."

The agency will also strengthen its creative part and will start a new cycle of festivals, aiming to compete in bigger festivals such as Cannes or Clio.



## PRIZE COUNT

- **Antigua Festival:** 1 silver, 3 bronzes
- **WINA:** 1 Grand Prix, 2 golds, 1 silver, 2 bronzes, 2 honorable mentions
- **FIAP:** 1 bronze, Country Award
- **FEPI:** 2 golds, 8 silvers
- **Luum Awards:** 1 silver
- **Mad Star:** 1 finalist
- **Ojo de Iberoamérica:** 1 finalist
- **Volcán Festival:** 1 *Gran Volcán*, 2 golds, 4 silvers, 1 bronze, Award to the best Independent Agency of the Festival.

**Total:** 36 awards in 8 festivals

## About FIFCO

FIFCO is a beverage and food company with 115 years of history, and operations in Costa Rica, Guatemala, Mexico, El Salvador and the United States, 7 manufacturing plants and 15 distribution centers. It has 3 business divisions that include "Florida Bebidas" (food and beverages), "Florida Hospitality" (real estate) and "Florida Retail" (retail sales). It exports to 18 countries around the world and has a portfolio of 1,500 products.