

Joystick is awarded at prestigious advertising industry festival in Central America and the Caribbean

- *Awarded Agency of the Year at the Antigua Festival 2025*
- *Has won over 100 awards at national, regional, and global festivals*
- *Has been recognized as the best agency on more than 9 occasions*

Just three years after its creation, **Joystick**, FIFCO's in-house advertising agency, has positioned itself as a key player in the regional advertising industry. It works under a collaborative model where all areas are aligned to drive ideas that truly make an impact.

At the 2025 Antigua Festival, one of the most important in the industry due to its track record, the quality of its cases and its influence in the region, it was named Agency of the Year.

During this edition of the festival, *De Vuelta a Casa* (Back Home) —an Imperial campaign that protects Costa Rican marine ecosystems through artificial intelligence, classifying seashells confiscated at airports to return them to their place of origin— won five awards, including gold in PR and silver in innovation. For its part, Casa Ducal— a gastronomic proposal that celebrated the brand's 55th anniversary by turning beans into the stars of gourmet dishes in a pop-up restaurant—was recognized in the brand experience category. These awards consolidate Joystick as an agency that creates campaigns and creative solutions with purpose, relevance, and measurable results.

“We believe in ideas that transcend advertising and generate real change. These awards validate our aspiration to create with purpose and expansive impact,” concluded Fernando Hidalgo, Joystick's creative director.

FIFCO's recognition as Advertiser of the Year at the 2025 Antigua Festival reflects the willingness of its brands to invest in innovative, meaningful, and far-reaching ideas. Thanks to the close collaboration with Joystick, this synergy has given life to proposals that not only connect with people but also generate conversation and transformation in society.

Joystick has accumulated more than 100 awards at national, regional, and global festivals, standing out as the best agency in Costa Rica, Central America, and the Caribbean at 9 festivals.

About FIFCO

FIFCO is a beverage and food company with 117 years of history, with operations in Costa Rica, Central America, Dominican Republic, Mexico, and the United States, 5 manufacturing plants and 13 distribution centers. It has 3 business divisions that include Florida Bebidas (food and beverages), FIFCO Hospitality (real estate sector) and FIFCO Retail (retail sales). It exports to over 10 countries around the world and has a portfolio of more than 2,000 products.