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La Comunidad Named One of the 10 Best Agencies in the U.S. on Advertising Age's Prestigious A-List

Progressive Cross-Cultural Agency Translates Name to The Community

MIAMI--(BUSINESS WIRE)-- [La comunidad](#) has been named to *Advertising Age's* 2015 Agency A-List, an honor awarded to top industry innovators doing the best and most interesting work and driving change in a transforming industry. This marks the agency's third appearance on the list in four years, following a Top 10 Agency rank in 2013 and an Agency to Watch mention in 2012.



The community's Joaquin Mollá, Luis Montero, and Jose Mollá. (Photo: Business Wire)

better reflect the reality of today's cultural landscape.

"Translating our name to 'the community' reinforces our emphasis on culture and not just language or ethnicity," said Joaquin Mollá, co-founder and Chief Creative Officer of the community. "'The community' is a more accurate reflection of the world we live in today, where cultural distinctions are much less rigid and identity is more fluid than ever."

"The A-List is a tremendous honor," said Gaston Legorburu, Chief Creative Officer of SapientNitro. "Jose, Joaquin and the team at the community have raised the creative bar at SapientNitro, and they have done it as we have - by seeing the whole consumer, not just a digital person, or a person of a particular ethnicity, but a person. The community and SapientNitro share an ethos that is enabling us to break boundaries together."

Since opening its doors in 2001, the community has realized its vision of becoming one of the most progressive cross-cultural agencies, operating at the intersection of culture, creativity and technology. It has used its deep understanding of communities and culture to deepen its value to brands, and since joining SapientNitro last January, further expanded into the digital and social media space, setting the stage for a new chapter in its evolution.

To further support its vision, the community made significant talent investments in 2014, including hiring Andrew Speyer, Executive Director of Strategic Planning; Jake Wheeler, Executive Creative Director and Nathaniel Perez, Global Director of Social Media.

Rounding out its upward trajectory, the community continued building its creative reputation by amassing a total of 31 awards and 18 shortlists in 2014.

Advertising Age recognized the agency for a groundbreaking 2014 that included significant client and talent growth, major expansion into the digital space and its acquisition by [SapientNitro](#), part of Sapient® (NASDAQ: SAPE). In 2014, the agency added Google, Sauza 901 (a joint collaboration between Beam Inc. and Justin Timberlake), Red Bull and Office Depot to its client roster, underlining its position as an innovator and creative force with unique cultural insights to help brands engage today's dynamic consumers.

"This recognition tops off a great year and is a truly defining moment for our agency," said Jose Mollá, co-founder and Chief Creative Officer of the community. "It validates our perspective that the best way to engage with today's U.S. consumer is with cultural relevancy."

The A-List also revealed that the agency is translating its name to "the community" to

The community also expanded its digital capabilities in Latin America, and with SapienNitro, built a digital studio in Buenos Aires, where it will continue to go to market as la comunidad.

"In the traditional sense, growth is viewed solely in numbers and by that measure we had a big year," said Luis Montero, Managing Director of the community. "But we also see growth as the product of something bigger - following a vision. For us, the results from 2014 suggest that we are on the right path of fulfilling our vision, and are thrilled that *Ad Age* has recognized this as well."

To read more about the community in *Advertising Age's* 2015 A-List, please click here: <http://adage.com/article/special-report-agency-alist-2015/la-comunidad-8-ad-age-s-2015-agency-a-list/296711/>

About the community

The community, part of SapienNitro, is an innovative cross-cultural agency that has produced award-winning, engaging campaigns that consistently break boundaries. Since it was founded in 2001, the community has effectively used culture as a compelling narrative to build brands and bring communities together. The agency was named a Top 10 Agency on Advertising Age's A-List in 2015 and 2013, and an Agency to Watch in 2012. It was also named Multicultural Agency of the Year by Adweek in 2006, and ranked the 13th most awarded agency in the world by Gunn Report. Headquartered in Miami, with an office in Buenos Aires, the community has created work for some of the world's most recognized brands including Google, Time Warner Cable, Sauza and Hornitos Tequilas, Apple, Converse, Corona Extra, Modelo Especial and Office Depot, among others. For more information, visit lacomunidad.com.

About SapienNitro

SapienNitroSM, part of Sapien® (NASDAQ: SAPE), is a new breed of agency redefining storytelling for an always-on world. We're changing the way our clients engage today's connected consumers by uniquely creating integrated, immersive stories across brand communications, digital engagement, and omni-channel commerce. We call it Storyscaping, where art and imagination meet the power and scale of systems thinking. SapienNitro's unique combination of creative, brand and technology expertise results in one global team collaborating across disciplines, perspectives and continents to create game-changing success for our Global 1000 clients, such as Chrysler, Citi, The Coca-Cola Company, Lufthansa, Target, and Vodafone, in 31 cities across The Americas, Europe and Asia-Pacific. For more information, visit www.sapiennitro.com.

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Photos/Multimedia Gallery Available: <http://www.businesswire.com/multimedia/home/20150126006012/en/>

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