

Saatchi & Saatchi Worldwide's Pablo Del Campo to speak at El Sol Festival

The 30th edition of El Sol, the Spanish and Latin American Advertising Communication Festival will take place in Bilbao from 28 - 30 May 2015.

With over 20 countries participating, El Sol gathers the best creativity in Spanish and Portuguese and is the meeting place for all Spanish and Latin American advertising professionals. A record 239 agencies are participating in the 30th Anniversary edition of El Sol, an 11% increase since 2014, notably with an increase in Spanish agencies implying the success of the course of action that El Sol has taken, as well as a certain recovery of the sector.

This year, on the occasion of the 30th anniversary of the festival, the axis of El Sol's conferences will be "Brand Consistency". A large number of important presenters will explain their vision of brands and the Iberoamerican market during the Festival including Pablo Del Campo, Worldwide Creative Director of Saatchi & Saatchi. Del Campo will give a presentation about 25 years of Argentine advertising and its impact upon the global advertising industry, a subject upon which he is an expert as the founder of Del Campo Saatchi & Saatchi in Argentina, and Del Campo Saatchi & Saatchi in Spain.

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