

**Company:** LLYC, Madrid, Spain

**Company Description:** LLYC, Llorente y Cuenca is a global digital marketing, communications consulting and public affairs firm. It was founded in Madrid in 1995 by José Antonio Llorente. Today it has 610 consultants spread across 16 offices in the 13 countries in which it is present.

**Nomination Category:** Corporate Communications, Investor Relations, & Public Relations Categories

**Nomination Sub Category:** Communications or PR Campaign of the Year - Technology

**Nomination Title:** Free the Voices

1. If you are providing written answers to the questions for this category, you must answer this first question: Specify the date on which this campaign or program was launched:

June 19, 2024

2. Which will you submit for this nomination, a video of up to five (5) minutes in length about the nominated campaign or program, OR written answers to the questions for this category? CHOOSE ONE:

Written answers to the questions

3. If you are submitting a video of up to five (5) minutes in length, provide the URL of the nominated video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video.

4. If you are providing written answers to the questions for this category, you must answer this second question: Describe the genesis of the nominated campaign or program: the reasons it was initiated, the challenges it was created to address, the problems it was developed to solve, etc. (up to 250 words):

**Total 214 words used.**

Monoceros is a Spanish voice tech company specializing in neural text-to-speech solutions. By 2023, its platform, *Fonos*, had demonstrated robust technical performance but was still relatively unknown outside Spain. As part of its expansion strategy, the company sought to enter new markets, particularly in Latin America, territories with high digital consumption but also strong cultural and linguistic diversity.

At the same time, global voice technologies continued to replicate narrow, normative standards—primarily masculine or feminine, heteronormative, and Anglophone. This limited both user identification and the social potential of the technology. In countries like Mexico, where inclusion and representation are gaining traction but remain insufficient, the gap between technological innovation and cultural representation was particularly stark.

The challenge was twofold: to position Monoceros in a new region as an innovative tech player, and to do so with a campaign that demonstrated not only product capacity, but brand values. The opportunity lay in addressing an industry-wide problem: the lack of diverse, inclusive synthetic voices.

*Free The Voices* emerged as the answer, a campaign to create the first bank of LGBTIQ+ synthetic voices, generated using deep learning and acoustic modeling based on real voices donated by the community. The program aimed to make inclusion audible, turning a technical strength into a powerful positioning tool in the technology sector.

5. If you are providing written answers to the questions for this category, you must answer this third question: Describe the development of the campaign or program: the planning process, the goal setting, the creative and media development, the scheduling, etc. (up to 250 words):

**Total 236 words used.**

The development of *Free The Voices* began with a clear insight: synthetic voice technologies were reinforcing vocal stereotypes instead of expanding representation. Monoceros identified this gap as both a technical and cultural challenge—and an opportunity to lead in inclusive voice innovation.

The planning process started with the goal of building the first-ever bank of synthetic voices representing the LGBTIQ+ community, using Monoceros' deep learning engine. A multidisciplinary team defined two primary objectives: 1) raise awareness about bias in voice tech, and 2) demonstrate the potential of *Fonos* as a platform for socially responsible innovation.

Voice collection was launched across Latin America and Spain, focusing on recruiting volunteers from the LGBTIQ+ community willing to donate their voices. Each recording captured unique vocal attributes—tone, rhythm, cadence—which were then used to train acoustic models through supervised deep learning processes. The final output: five non-normative synthetic voices made available for public use and download.

Creatively, the campaign centered around a powerful idea: making diversity audible. The core piece was a launch film featuring real voice donors and a visual language that blended tech aesthetics with human storytelling. The campaign rolled out entirely through owned and earned media: a dedicated website, social media assets, direct outreach to press and partners, and activation during Pride month.

This lean and purpose-driven planning allowed Monoceros to position its platform not just as a product, but as a catalyst for a more inclusive tech future.

6. If you are providing written answers to the questions for this category, you must answer this fourth question: Outline the activities and concrete results of this campaign or program since the beginning of 2019. Even if your initiative started before 2023, limit your response to activities and results since the beginning of 2023 only (up to 250 words):

**Total 208 words used.**

Since early 2023, Monoceros has focused on bridging the gap between voice technology and inclusion. That mission materialized in *Free The Voices*, a campaign launched during Pride Month 2024 to create and distribute the first-ever bank of diverse synthetic voices based on LGBTIQ+ individuals.

The initiative began with an open call for voice donors, collecting more than 1,200 real voice recordings from LGBTIQ+ individuals across Latin America and Spain. These recordings became the foundation for five new synthetic voices, built using deep learning and acoustic modeling to preserve authenticity in tone, rhythm, and identity.

The campaign was activated through a multi-channel rollout: a launch video, downloadable voice samples on a dedicated microsite, and social amplification led by the donor community, podcasters, journalists, and tech advocates. No paid media was used, traction came from the power of the story and community engagement.

Since its launch, *Free The Voices* has achieved over 650 media mentions and 30,000 organic social media mentions, with 98% positive sentiment. More than 15,000 audio files were downloaded within two months of release, indicating high adoption and engagement.

The project also led to Monoceros being invited to present at the 2024 Pride Connection Summit (México), opening doors for deeper collaborations in inclusive technology

7. You have the option to reference here any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words):

## Attachments/Videos/Links:

[Free the Voices](#)



[REDACTED FOR PUBLICATION]

