

Company: ZIMAT, Mexico City, Mexico.

Nomination Submitted by: Zimat

Company Description: Zimat is Mexico's leading communications consulting firm with four decades of experience helping Mexican and global companies, civil society organizations, and public institutions build and nurture their reputations. Our team consists of women and men with multidisciplinary experience in reputation and strategic communication.

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

Nomination Sub Category: Communications or PR Campaign of the Year - Arts & Entertainment

Nomination Title: Aztlán International Children's and Youth Book Fair

1. 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:

A video of up to five (5) minutes

2. 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.

<https://drive.google.com/drive/folders/1Ak0cOvzEFb0Bu3chkybHiDiOHZmnizfs?usp=sharing>

3. 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 232 words used.

The genesis of the Aztlán International Children's and Youth Book Fair (FILIAZ) stemmed from a strategic vision to address the declining reading habits among Mexican youth. Initiated by Aztlán Urban Park—a premier entertainment destination in Mexico City—FILIAZ was conceived to blend culture with fun, creating an innovative space where children and families could reconnect with reading in an engaging environment. The initiative was driven by alarming statistics from INEGI, indicating a 14% decrease in Mexico's reading population since 2015, and the fact that over half of those under 18 do not read during their free time. Recognizing the need to nurture a new generation of readers, organizers aimed to develop a memorable, interactive event that would inspire curiosity and love for books among young audiences.

The challenge was to redefine traditional book festivals by integrating them into a dynamic amusement park setting, making reading accessible, attractive, and enjoyable. The project also sought to position FILIAZ as a significant cultural event on the national calendar, promoting it as a destination that combines education, entertainment, and culture. To achieve these goals, a comprehensive communication strategy was implemented, emphasizing the event's distinctive character and ensuring it would resonate with diverse audiences—locally, nationally, and internationally. Ultimately, FILIAZ was created to bridge the gap between entertainment and literacy, fostering a lifelong love for reading while enhancing Aztlán Urban Park's image as a multifaceted cultural and entertainment hub.

4. 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 250 words used.

The development of the FILIAZ campaign was a strategic process designed to establish the event as a leading cultural and literacy initiative in Mexico. The planning involved clear goal-setting to position FILIAZ as a memorable and innovative event that promotes reading through a fun, engaging environment. The campaign aimed to create a unique experience that would solidify its status as a key reference for promoting literacy among children and youth, while also reinforcing Aztlán Urban Park's reputation as a premier entertainment destination.

The phased approach began with the October 2024 announcement in collaboration with CANIEM, Mexico's primary book publishing trade organization. A press conference generated 111 media mentions across traditional and digital platforms, raising awareness and anticipation. From January to February 2025, activities focused on building awareness through interviews, pre-event content, and a major press conference introducing the cultural program and Portugal as guest country, which resulted in an additional 42 media mentions.

During the event, held from March 14 to 23, 2025, extensive media engagement was maintained. Invitations to media and a dedicated press room enabled live coverage, interviews, and dissemination of key highlights such as author speeches and cultural activities. This effort led to over 72 articles in Tier 1 outlets, totaling 151 publications. Content about key moments was distributed via media and the official website, ensuring broad visibility. The campaign created a groundbreaking experience that captivated visitors from all over reinforcing Aztlán Park's appeal and positioning FILIAZ as a dynamic promoter of reading in an innovative environment.

5. 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 248 words used.

Aztlán Urban Park invested approximately 25 million pesos to organize and promote FILIAZ, implementing a wide range of activities that delivered significant results. The campaign featured three press conferences, 24 interviews, and numerous content pieces, resulting in 768 media publications across print, digital portals, radio, television, and social media, with a combined reach of over 552 million people and an ROI of \$35.6 million.

FILIAZ established itself as a barrier-free literary festival that seamlessly integrated culture and entertainment within an immersive urban park environment. Over 70,000 visitors attended, exploring 104 booths, enjoying mechanical rides, and engaging in skill games designed to foster a passion for reading among children and youth. The event brought together 60 exhibitors and over 300 publishers, hosting 7,000 schoolchildren from public and private institutions.

Throughout the event, more than 650 activities took place, including talks, workshops, book signings, storytelling, cultural performances, and tech-driven experiences. Renowned authors such as Dr. Julieta Fierro, Benito Taibo, and José Saramago participated, inspiring young audiences to discover the power of imagination through science, literature, and art. As the guest country, Portugal hosted an extensive cultural program showcasing its literature, history, and symbols, featuring activities led by prominent Portuguese authors, illustrators, and cultural representatives. The festival also emphasized early childhood literacy by creating a playful, educational space for young children and fostering networking among reading mediators. Overall, FILIAZ successfully combined education, entertainment, and culture, transforming reading into a multisensory and engaging experience for visitors of all ages.

6. 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):

7. 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:

March 2025

Attachments/Videos/Links:

[Aztlán International Children's and Youth Book Fair](#)

[REDACTED FOR PUBLICATION]



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