

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 - Public Affairs
Nomination Title: The Children of the Narco



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:
- May 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:
- A video of up to five (5) minutes
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.

<https://drive.google.com/drive/folders/16FA9tm--ZdUrmuncnW2Axdp7KcHnTjKs?usp=sharing>

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 176 words used.

Mexico faces a silent emergency: thousands of girls, boys, and adolescents are being recruited by organized crime and drug cartels. According to the 2012 Children’s and Youth Consultation conducted by the Instituto Federal Electoral (2013), over 500,000 minors aged 10 to 15 were involved, with at least 10% of those aged 13 to 15 having received invitations to join organized criminal groups. Although precise figures are unavailable, it is estimated that around 30,000 minors have been coerced or recruited into criminal organizations (Redim, 2019).

In response, Reinserta, a civil society organization dedicated to assisting minors experiencing violence, conducted an analysis based on more than 60 interviews with recruited minors to identify potential prevention and support measures. In 2024, during Mexico’s largest electoral process in history, a creative, disruptive, and profoundly humane communication strategy called “The Children of the Narco” was launched. This initiative aims to raise awareness about the issue, increase public consciousness, and, most importantly, encourage candidates for elected office to adopt public policies focused on prevention and care for this humanitarian crisis.

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 241 words used.

The development of the campaign began with strategic planning and goal setting, aiming to raise awareness about minors’ recruitment by organized crime, influence public policy, and mobilize political support. The creative and conceptual strategy was crafted using controversy to generate attention. The core idea involved producing “The Children of the Narco” podcast, featuring testimonies of minors through adult actors, to evoke emotional responses while respecting minors' rights. To mitigate legal and reputational risks, Reinserta’s team conducted an extensive risk analysis, adjusting the approach to ensure ethical storytelling.

The campaign was launched with teaser episodes released on May 6 and 7, highlighting stories of Orlando and Gabriela, which quickly garnered over 1,000 views daily. Promoted through media outlets and integrated into Reinserta’s forum on May 16-17, 2024, the initiative featured a press conference where actors revealed their true identities after portraying victims, emphasizing the importance of giving voice to real minors. Public figures and candidates were invited to sign a manifesto with six public policy actions aimed at prevention and care, supported by personalized outreach to over 296 candidates. Additionally, a press bulletin with data from the study and a call to support the manifesto was sent to media outlets. Informational sheets were created for local media across different states, containing regional data on the impact of violence and organized crime on minors. The campaign included informational materials to amplify its impact and foster action against child recruitment by organized crime.

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 228 words used.

In May 2024, the campaign launched the podcast episodes "The Children of the Narco," dramatized with adult actors portraying minors’ stories. These episodes garnered over 1,400 mentions on social media, reaching millions of users, particularly through TikTok posts by Saskia Niño de Rivera that significantly boosted online conversations using hashtags like #LasInfanciasDelNarco.

Concurrently, Reinserta conducted targeted outreach, sending personalized letters to over 296 candidates at federal and state levels, urging them to sign the manifesto "Not with the Children," which advocates for public policies to prevent child recruitment. This effort resulted in 38 signatories, including prominent politicians like presidential candidate Xóchitl Gálvez and Mariana Rodríguez Cantú, wife of the governor of Nuevo León and a social media influencer with over 4.4 million followers on Instagram and 53.5K followers on X.

Media coverage was extensive, with 211 articles across digital portals, newspapers, radio, and TV—primarily regional—highlighting key messages like "organized crime threatens 133,000 children." The campaign successfully stimulated debate, awareness, and action, positioning child protection as a national priority. Overall, the coverage was positive for the campaign, successfully positioning key messages such as: “Organized crime threatens 133,000 children.” The digital impact was substantial. Between May 6 and 24, 2024, there were 1,403 mentions on social media, totaling 2.3 million interactions and a potential reach of 64 million people.

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):

Total 31 words used.

"The Children of the Narco" is a powerful call for child justice, transforming invisible children into visible voices turning empathy into actionable change, bringing an urgent matter forefront of national debate.

Attachments/Videos/Links:

[The Children of the Narco](#)

[REDACTED FOR PUBLICATION]