



05.03.25 **NEWSLETTER**

ASOCIACIÓN DE PRODUCTORAS Y POSTPRODUCTORAS DE CINE PUBLICITARIO
SPANISH ASSOCIATION OF ADVERTISING PRODUCERS AND POST-PRODUCERS



ORGANIZADORES



28



FESTIVAL DE
MALAGA



Málaga
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PRODUCTION ACTIVITIES

The APCP boosts the Malaga industry

The Association's activities at the Malaga Festival are once again boosting the industry in the Andalusian city.

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FUTURE IS NOW / METROPOLITANA

How AI has transformed post-production processes

Ramón Arteman, director of Metropolitana, will reflect on the influence of new technologies in the sector. [Continue reading](#)



CASE STUDY IN ADVERTISING / SOMOS 5

Health, technology and creativity: the formula that conquered Cannes

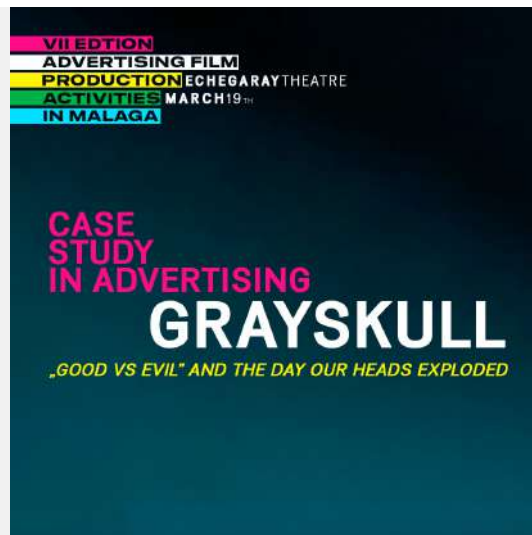
Under the premise of 'When ideas improve people's lives', the production company presents two successful projects that won at Cannes Lions. [Continue reading](#)



CASE STUDY IN ADVERTISING / GRAYSKULL

“Good vs Evil” and the day our heads exploded

The producer looks at two successful campaigns and shares one that inspired her career. [Continue reading](#)



WE'RE NOT JUST ADVERTISING / PALMA PICTURES REWRITING THE SCRIPT

The production company specialising in service will talk about their experience and how they made the leap to fiction.

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ROUND TABLE LET'S TALK ABOUT FICTION AND ADVERTISING

Luna Esquerdo, Cristóbal Garrido and Diego Núñez Irigoyen will talk about the creative processes of an audiovisual project.

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See you Friday!

Communication Department

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