



22.08.25 **NEWSLETTER**

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

## With every shot, creativity peeks through



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Somos lo que sentimos  
Sentimos lo que viajamos

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## APCP AWARDS

### The jury begins deliberations

Leading industry professionals start evaluating the entries for the eighth edition of the APCP

Awards. [Continue reading.](#)



## AI, ARTISANAL INTELLIGENCE

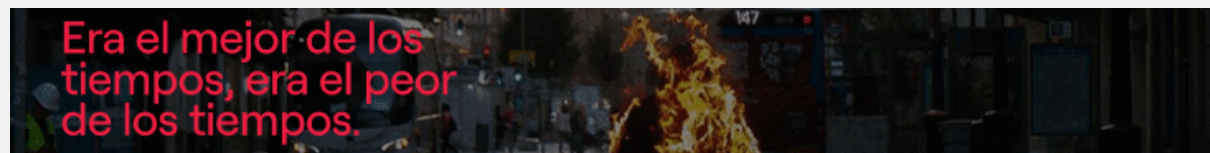
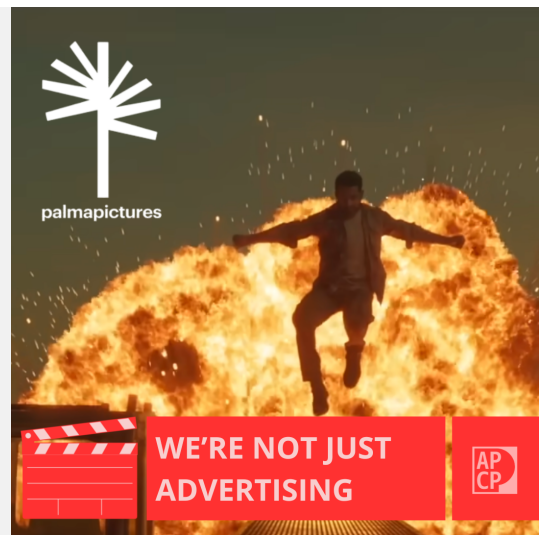
### With every shot, creativity peeks through

We discover the latest work carried out by some of our associated production companies this August. [Continue reading.](#)

## **WE'RE NOT JUST ADVERTISING**

### **Palma Pictures, the service company that turned Salamanca into the set for "War 2"**

The APCP associated production company transformed the city's historic center into an international action set. [Continue reading.](#)



## **EVENTÉRATE**

### **Key News and Calls from the Creative Landscape**

The main international festivals in the sector announce new developments. [Continue reading.](#)

## DID YOU KNOW

### La FEDE warns about the deterioration in public advertising tenders

Almost 73% of analyzed tenders fail to meet quality, transparency, and access criteria.

[Continue reading.](#)



### SPAIN AUDIOVISUAL HUB The 8th edition of the 'Lola Gaos' Valencian Audiovisual Awards is open

The competition aims to recognise and raise the profile of professionals in the sector in the Valencian Community. [Continue reading.](#)



No olvides que **puedes seguirnos en nuestras redes sociales** para estar al tanto de todas nuestras novedades día a día.

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