



29.08.25 **NEWSLETTER**

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

Let's roll, the sea is running out

What if we pretend we're crazy and it's August 1st?

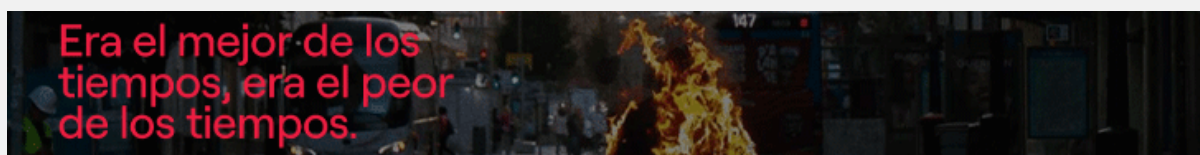




IN MEMORIAM

Goodbye, Verónica

It is with great sadness that we bid farewell to the tireless and fierce Verónica Echegui. At APCP, we share in the grief over her loss and extend our deepest condolences to her family, loved ones and colleagues. [Continue reading](#)



AI, ARTISANAL INTELLIGENCE

Let's roll, the sea is running out

We bid farewell to the summer holidays with a final review of our production companies' work this August.

[Continue reading](#)

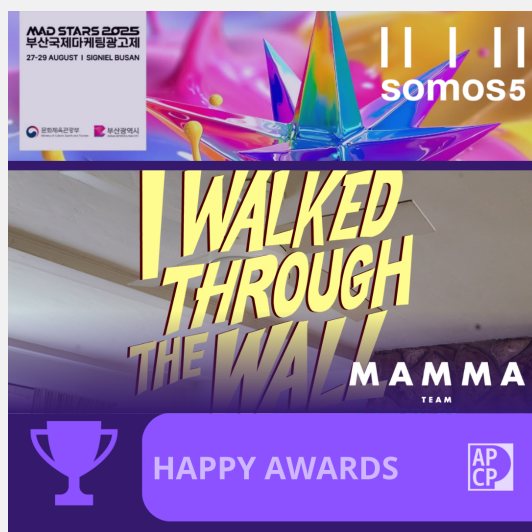
WE'RE NOT JUST ADVERTISING

Mamma Team participates in the production of Bàrbara Farré's film debut

The Catalan director, winner of the Gaudí Award, makes her feature film debut with a fantasy drama about adolescence, fear and belonging. [Continue reading](#).



VALENCIA
Film Office



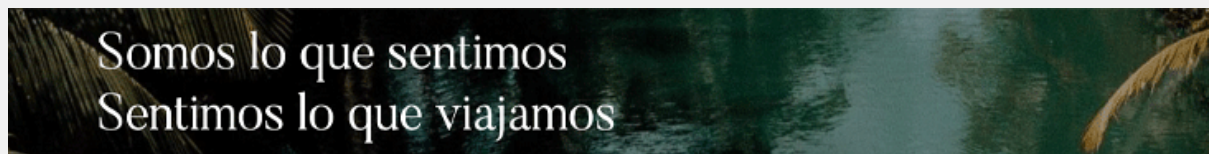
HAPPY AWARDS Spanish creativity shines at festivals

Somos5 is competing at MAD STARS 2025 in Korea, where it is in the running for Production Company of the Year, and Mamma Team is enjoying success with two of its recent short films. [Continue reading](#).

EVENTÉRATE

The 8th edition of the APCP Awards is underway with the jury's first vote

From the APCP Conference to the FIAP 2025 shortlists, the 10th anniversary of Branducers and the opening of the Golden Drum Competition. [Continue reading](#)



DID YOU KNOW

Creativity is not free, Fair Competitions calls for respect for ideas

The initiative denounces the misappropriation of proposals in competitions and demands clear rules to protect intellectual property in the creative sector. [Continue reading](#)

SPAIN AUDIOVISUAL HUB

Conecta DIGITAL 2025 returns with new opportunities for young talent and start-ups

The programme will hold its final edition in Madrid on 18 and 19 November, following an online phase in October. [Continue reading](#)



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

—
Departamento de Comunicación

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