



15.10.25 **NEWSLETTER**

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



PONENTE PATRICIA MUÑOZ BRAND PURPOSE & ADVOCACY MANAGER L'ORÉAL PARIS ESPAÑA Y PORTUGAL 	PONENTE LUCÍA ANGULO CEO MCCANN WORLDGROUP & MCCANN ESPAÑA 	MODERADORA EVA DE LERA PRODUCTORA EJECUTIVA Y JURADO DE FILM CRAFT EN CANNES LIONS 2025 
"Because I'm worth it," the story behind the slogan that changed advertising		
THE FINAL COPY OF ILON SPECHT LA HISTORIA DETRÁS DEL MITO "BECAUSE I'M WORTH IT" DE L'ORÉAL PARIS	THE FINAL COPY OF ILON SPECHT LA HISTORIA DETRÁS DEL MITO "BECAUSE I'M WORTH IT" DE L'ORÉAL PARIS	THE FINAL COPY OF ILON SPECHT LA HISTORIA DETRÁS DEL MITO "BECAUSE I'M WORTH IT" DE L'ORÉAL PARIS

APCP FESTIVAL

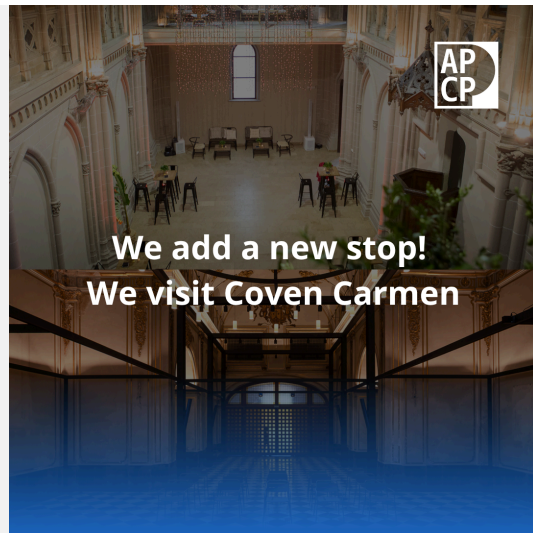
"Because I'm worth it," the story behind the slogan that changed advertising

APCP confirms this new presentation by L'Oréal Paris, which will discuss the mythical claim after the screening of the documentary The Final Copy of Ilon Specht. [Continue reading.](#)

APCP FESTIVAL

We add a new stop! We visit Coven Carmen

We continue adding stops to the scouting itinerary that Valencia Film Office has prepared for us. [Continue reading.](#)



We add a new stop!
We visit Coven Carmen



New institutional allies
boosting creativity and culture
at the APCP Conference

APCP FESTIVAL

New institutional allies boosting creativity and culture at the XIII Commercial Film Workshop

Institut Valencià de Cultura, ACT, AEA and SCOPEN join as collaborating institutions, strengthening the XIII APCP Festival's commitment to innovation, excellence and talent in Spanish audiovisual. [Continue reading.](#)

XIII JORNADAS DE PRODUCTORAS Y
POSTPRODUCTORAS DE CINE PUBLICITARIO

SIGAMOS
HACIENDO QUE PASE

VALENCIA
06 - 07 NOVIEMBRE



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Communication Department

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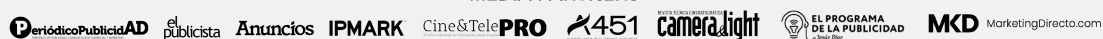
COLLABORATORS



INSTITUTIONAL PARTNERS



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ASOCIACIÓN DE PRODUCTORAS Y POSTPRODUCTORAS DE CINE PUBLICITARIO



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