



Qustodio Wins Two International Children's Communication Festival 2019 Chupete Awards for its #TenemosQueHablar TV Ad and Digital Campaign

- This year's edition focused on "Digital Kids", a total of 40 advertisements were awarded from the 400 submissions.
- The leading platform in cyber safety and digital wellbeing for families won the Chupete in the Cinema / TV and Digital categories.
- The #TenemosQueHablar (#WeHaveToTalk) campaign encourages dialogue between parents and children about the risks of the internet.
- These two awards add to the companies recent awards - the El Mundo 'Zen' Adecco award for 2nd Best Entrepreneur Project 2019, and the Product Hackers award for Best B2C Digital Product 2018.

Madrid, December 5, 2019–The Qustodio #TenemosQueHablار (#WeHaveToTalk) television and digital campaign has won two awards at the XV edition of the International Children's Communication Festival, El Chupete, for promoting cyber safety and digital wellbeing in families and dialogue between parents and children about the risks on the internet. Specifically, Qustodio won the "Media, Publications and School Supplies" Chupete prize in the Cinema / TV category and the "Mobile Devices Campaign" Chupete prize in the Digital category.



Brands such as Orange, Burger King, Famosa, McDonald's and Lego were also awarded for their ads focused on "Digital Kids". In total, 40 advertisements took home "Chupetes" from more than 400 projects. All were evaluated by a jury of experts including: Alicia Ortega, Marketing Director of CHICCO; Franco Martino, director of Marketing of Ferrero; the actress and TV presenter Mónica Aragón; Juan Carlos Díaz – Martínez, Marketing Director of LaLiga; and Carlos Jean, musician and Head of Music at OgilvyES, among others.

The aim of the awards, held yesterday at the Circle of Fine Arts in Madrid, was to recognize the best children's communication across 19 categories. It

was also a day of reflection on society and its relation to technology and an opportunity for teamwork and education for everyone in the sector.

The #TenemosQueHablar campaign, carried out by the creative agency, **Full Circle Karma** was included in the study “**Hyperconnected families: the new landscape of apprentices and digital natives**”, in which Qustodio revealed that Spanish children between 12 and 17 years spend more hours per year connected to the Internet than at school.

“We are very proud of this award as it recognizes the effort we have made with this campaign as it perfectly highlights our goal, raising families' awareness about the importance of talking about the internet and improving the safety and wellbeing of minors in digital environments,” says **Manuel Bruscas**, vice president of Product at Qustodio.

These awards add to the IV edition of the El Mundo 'Zen' Adecco award for the Best Entrepreneur Project 2019, for Qustodio's support of responsible use of the internet and screen time by children, and to the Product Hackers award received a year ago for Best B2C Digital Product for Qustodio's intuitive design and for providing guidance to families in a digital world.

Watch the the #TenemosQueHalbar TV spot [here](#).

About Qustodio

Qustodio leads the world in digital safety and wellbeing. Founded in 2012, with a team of over 80 employees, we help 2 million families in 195 countries take care of their lives online so they can be more secure and find screen-time balance in an increasingly digital world. Qustodio is available for Windows, Mac OS X, Android, iOS, and Kindle and provides seamless experiences across multiple devices in eight languages. For more information, visit <https://www.qustodio.com>.

Contact

press@qustodio.com