

Carlos Ameglio

Salado Ltda. (Salado Media)



“ I saw an opportunity to turn Uruguay into a 21st century advertising hub. ”

COUNTRY	Uruguay
INDUSTRY	Consumer
EMPLOYEES	43
YEAR SELECTED	2011
PARTNER	Andrés Ameglio
WEBSITE	www.saladomedia.com

COMPANY SNAPSHOT

The hit drama series *Mad Men* explores the creative campaigns and legends that turned New York's Madison Avenue into the center of global advertising in the 1960s. Just as leaders like Ogilvy and Bernbach turned New York into America's advertising center, so are the Ameglio brothers planning to turn Uruguay into a 21st century creative hub. Producing commercials for a global audience for such clients as Toyota, Coca-Cola and Comcast, brothers Carlos and Andrés Ameglio are building a dynamic AV production ecosystem that spans all of Latin America. Founded in 1996, Salado Media has been recognized for excellence by the likes of the Cannes and the New York Film Festival. With offices in five countries, 12 full-time directors on staff and a host of accolades from around the world, Salado Media is turning passion into profit.