

SHOWHEROES

Initiative and Carozzi Launch the First ShowHeroes' GoodHero Ads in Latin America to link advertising with charity

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ShowHeroes Group, a global leader in digital video, offering content, tech, and advertising solutions, in collaboration with Initiative and Carozzi's Ambrosoli brand, launched its first GoodHero campaign in Latin America, enabling Ambrosoli's users to donate to charity by simply watching ads.

ShowHeroes Group's GoodHero is an advertising format that provides a donation every time a user watches a video ad all the way through. Ambrosoli became the first company in Latin America to test this format and did so in aid of Coaniquem, a charity assisting child burn victims.

Jorge Ignacio Ortega, Brand Manager of Caramelos Ambrosoli, commented: "We have been committed to Coaniquem for more than 17 years and we found ShowHeroes to be an excellent partner to complement our support, as GoodHero also allowed us to include and involve users in this beautiful mission."

María Inés Torres, Account Director at Initiative Chile, says: "As an agency, we play an active role in supporting pro bono foundations. Coaniquem, together with Carozzi, allowed us to explore this innovative format, which turned out to be a great success. We are proud of the great contribution this meant for Coaniquem, but it also motivates us strongly, because it opens a window for other clients to support different foundations in the same way".

Margarita León, Sales Director of ShowHeroes Chile, says: "Sustainability has become an important issue for us. We put daily effort into becoming a more committed and responsible company. When a brand partners with a cause, it not only generates a sense of purpose beyond simply making a profit, but also actively contributes to building a better world by using influence and resources to address social, environmental, or health issues. These actions demonstrate a real commitment to the community and can make a tangible difference in people's lives".