

Tec Review, the Tec's magazine, wins 3 CASE Platinum Awards



[Tec Review](#), the magazine from [Tec de Monterrey](#), has been awarded 3 2020 CASE Latin America Platinum Awards.

The [Council for the Advancement and Support of Education \(CASE\)](#) is a global non-profit association dedicated to supporting educational advancement, which **recognized the following work:**

- "[El Síndrome de los Feos](#)" (Ugly Syndrome), written by Laura G. De Rivera, for **Best Article**
- "[Los seres que no vemos](#)" (Creatures We Overlook), by [Javier Rupérez](#), for **Excellence in Photography**
- "Marketing Automation", the personalized strategy of Tec Review's newsletter, for **Best Practices in Digital Communication**



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The winners **will now go on to a global competition along with other regions.**

Jesús Martín, Director of **Institutional Marketing and Storytelling** at Tec de Monterrey, said that **Tec Review** has become the benchmark publication for **research, innovation and entrepreneurship** in Mexico.

*“These global achievements oblige us to responsibly take our voices to other markets, to be **connected to the rest of the world**, to be a **source of inspiration** and to **remove borders from education**,”* he adds.

The magazine is a partnership between **Grupo Expansión** and **Tecnológico de Monterrey**.

Iván Carrillo, **General Editor** of the magazine, says that these 3 **CASE** awards recognize the teamwork and consistency of a project.

*“(Tec Review) has always believed in content quality as a spearhead to success with audiences. It’s challenging to generate high quality content, but **Tec Review is doing it**. Congratulations to the team, I say **let’s go for more**.”*



Mosca verde.



Escarabajo *Staphylinorhina gutata* (detalle).

<https://quansum2.wikis.com/macro> @quansum

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Amineth Sánchez, Content Editor, says that it is very fulfilling to see how **Tec Review** has established itself and that they will continue to strive for high-quality content to understand and contribute to a better Mexico.

“These awards strengthen the foundations on which we continue to build a journalistic platform that always seeks to provide the best content for our verticals in science, technology, entrepreneurship and leadership.”

Lizbeth Siller, who’s responsible for Print at Tec Review on behalf of the Tec, adds that this achievement is a great recognition for all who make this publication.

*“It’s the first time that Tec Review has competed (in CASE) and we won. Without doubt, **we put our hearts into everything we do**. It will be an honor to represent Latin America in the next round,”* she said.

Ana Cristina Ochoa, who’s responsible for Web on behalf of the Tec, says that the key was having the right tools and a good strategy with “Marketing Automation”.

*“(With this) you can have **incredible results** just like the ones we achieved. **Teamwork** was also an essential part,”* she said.



Mosca de la fruta.



Picudo rojo de las palmeras.



Araña saltarina.

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Tec Review is a Tec de Monterrey publication which specializes in innovation, research and entrepreneurship. **Part of TEC MEDIA (like CONECTA)** it is a Tec effort coordinated by **Ana Torres Moya**, the institution's Content and National Publications Manager.

This publication also **won** Gold, Silver and Bronze in Latin America in 2018 and 2019 from the **Society for News Design (SND)**, the most important editorial design organization in the world.

With information from Tec Review and José Longino Torres

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<https://tec.mx/en/news/national/institution/conecta-official-news-site-tec-de-monterrey>