

2006 ANA Multicultural Excellence Awards Honorees

Asian Category

Client	Product	Agency
Metlife	MetLife	IW Group, Inc.
State Farm Insurance	Life Insurance	interTrend
Wells Fargo	"Someday/Today" Campaign	DAE Advertising

African American Category

Client	Product	Agency
Tyson Foods, Inc.	"Powered by Tyson" Campaign	E.Morris Communications
Life Scan, Inc.	One Touch Ultra	Anderson DDB
McDonald's Corporation	Spicy Chicken	Burrell Communications

General Market Category

Client	Product	Agency
Lowe's Companies	Lowe's Companies	BBDO New York
Bermuda Dept. of Tourism	Bermuda Dept. of Tourism	Global Gue

GLBT Category

Client	Product	Agency
Pernod Ricard USA	Stolichnaya Vodka	Double Platinum

Hispanic Category

Client	Product	Agency
Procter & Gamble	Tide	Conill Saatchi & Saatchi
PepsiCo.	Sierra Mist	Dieste Harmel & Partners
Georgia Pacific	Angel Soft	La Agencia de Orci
Cablevision	Digital Cable Service	GlobalWorks

Significant Results Category

Client	Product	Agency
Verizon Communications	Verizon	Burrell Communications
Washington Mutual	Washington Mutual	IW Group, Inc.
Illinois Lottery	Illinois Lottery	R.J. Dale Advertisng