

2009 Winners

African American Category

Grand Prize Winner - McDonald's Mom's Trust, Burrell

Honorable Mention

Procter & Gamble's My Black is Beautiful, Burrell Communications Group
State Farm Insurance, Sanders/Wingo

Hispanic

Grand Prize Winner - Comcast, Grupo Gallegos

Honorable Mention

Allstate Insurance, Lapiz
UNICEF's Tap Project, Casanova Pendrill

Asian Category

Grand Prize Winner - California Department of Public Health, APARTNERSHIP, INC,

Honorable Mention

Allstate Insurance, Kang & Lee Advertising
JCPenney, interTrend Communications

Digital Media

Grand Prize Winner - Allstate Insurance, Lapiz

Honorable Mention

JCPenney, interTrend Communications
U.S. Army, Sensis

Radio

Grand Prize Winner - Comcast, Grupo Gallegos

Honorable Mention

McDonald's McCafe, Burrell
Walmart, Lopez Negrete Communications

General Market Category

Grand Prize Winner - The Ad Council & Office of Women's Health, Muse Communications

Honorable Mention

Microsoft, Crispin Porter & Bogusky
MillerCoors - Miller High Life, Saatchi & Saatchi

Campaign with Significant Results

Grand Prize Winner - McDonald's, Burrell

Honorable Mention

Chivas Regal 18, Santiago ROI
Johnson & Johnson - AMBI, Spike DDB