

2010 Winners

African American Category

Grand Prize Winner - McDonald's US, Burrell Communications Group

Honorable Mentions

McDonald's US, McDonald's Mom's Engagement, Burrell Communications
MillerCoors, Miller Lite, commonground

Asian Category

Grand Prize Winner - Metropolitan Life Insurance Company, IW Group, Inc.

Honorable Mentions

San Francisco Hep B Free Campaign, Hepatitis B Awareness, DAE
McDonald's USA, McDonald's USA, IW Group, Inc.

Digital Media Category

Grand Prize Winner - McDonald's, Alma DDB

Honorable Mentions

Ford Motor Company, Ford Motor Company, Zubi Advertising
MillerCoors, Miller Lite, commonground

General Market Category

Grand Prize Winner - Procter & Gamble, Burrell Communications Group

Honorable Mentions

46664/Nelson Mandela Foundation, Mandela Day, Gotham
State Farm, Auto Growth, Draftfcb Chicago

Hispanic Category

Grand Prize Winner - McDonald's, McDonald's, Alma DDB

Honorable Mentions

Allstate Insurance Company, Allstate Insurance Company, Lapiz
The Ad Council, The Ad Council/Hispanic Scholarship Fund, Grupo Gallegos

Print Category

Grand Prize Winner - San Francisco Hepatitis B Free Campaign, DAE

Honorable Mentions

California Milk Processor Board, California Milk Processor Board- Mucho más que leche, Grupo Gallegos
McDonald's USA, McDonald's USA, IW Group, Inc.

Radio Category

Grand Prize Winner - Cine las Americas Film Festival, LatinWorks

Honorable Mentions

Coca Cola, Coca Cola Classic, Ogilvy Latina

MillerCoors, Miller Lite, commonground

Significant Results Category

Grand Prize Winner - Marine Corps Recruiting Command, United States Marine Corps, UniWorld Group, Inc.

Honorable Mentions

San Francisco Hep B Free Campaign, Hepatitis B Awareness, DAE

Procter & Gamble, My Black is Beautiful, Burrell Communications Group