

2012 Multicultural Excellence Award Winners

African American Category

Grand Prize Winner

Ford Motor Company & UniWorld Group

Category Winners

AT&T & One Solution, an initiative of Radio One, Inc and TV One LLC
Chrysler Group LLC. & GlobalHue

Asian Category

Grand Prize Winner

Western Union & New A

Category Winners

Toyota Motor Sales & interTrend Communications
Verizon Wireless & AdAsia Communications, Inc.

Digital Media Category

Grand Prize Winner

Heineken & The Vidal Partnership

Category Winners

AT&T Mobility & interTrend Communications
Allstate Insurance Company & Leo Burnett

General Marketing Category

Grand Prize Winner

General Motors & LatinWorks

Category Winners

Muse Communications
Staples & McCann New York

Hispanic Category

Grand Prize Winner

XOOM & Dieste

Category Winners

Kraft Foods North America & mcgarrybowen
General Motors & LatinWorks

LGBT Category

Grand Prize Winner

Allstate Insurance Company & Leo Burnett

Category Winners

K-Y Brand & Target 10

Pernod Ricard USA & SPI Marketing

Print Category

Grand Prize Winner

Marine Corps Recruiting Command & UniWorld Group

Category Winners

The Clorox Company & Alma DDB

Time Warner Cable & Castells & Asociados

Radio Category

Grand Prize Winner

McDonald's Corp. & Alma DDB

Category Winner

Verizon Wireless & GlobalHue

Significant Results Category

Grand Prize Winner

Rosetta Stone & Alma DDB

Category Winners

L'Oreal U.S.A. & McCann New York

State Farm & Alma DDB