

# 2013 Multicultural Excellence Awards Winners

## African- American Category

### Grand Prize Winner

Walmart,  
*Liquid Soul*

### Category Winners

Chrysler 300 (Chrysler, LLC), *GlobalHue*  
Miller Lite (MillerCoors), *commonground*

## Digital Media Category

### Grand Prize Winner

Lucky Charms (General Mills), Inc.,  
*McCann New York*

### Category Winners

Marine Corps Recruiting Command,  
*Uniworld Group*  
Tide (Procter & Gamble),  
*Burrell Communications Group*

## Hispanic Category

### Grand Prize Winner

PAMPERS (Procter & Gamble),  
*Conill Advertising*

### Category Winners

Got Milk (California Milk Processor Board),  
*Grupo Gallegos*  
Got Milk (California Milk Processor Board),  
*Grupo Gallegos*

## Print Category

### Grand Prize Winner

City Year, Inc., *Allen & Gerritsen*

### Category Winners

Indio Beer (Heineken USA), *iNSPIRE!*  
U.S. Bank, *Globalworks*

## Asian Category

### Grand Prize Winner

Marine Corps Recruiting Command,  
*Uniworld Group*

### Category Winners

AT&T Mobility, *interTrend Communication*  
Wells Fargo, *DAE Advertising*

## General Market Category

### Grand Prize Winner

Wells Fargo,  
*Acento Advertising, Muse, UM/MRM, DDB*

### Category Winners

Jeep OSR (Chrysler, LLC),  
*GlobalHue*  
Cheerios (General Mills), Inc.,  
*Saatchi & Saatchi*

## LGBT Category

### Grand Prize Winner

Lucky Charms (General Mills), Inc.,  
*McCann New York*

### Category Winners

Allstate Insurance Company,  
*Leo Burnett*  
American Express Company, *Grand Central Marketing*

## Radio Category

### Grand Prize Winner

Tecate (Heineken USA), *iNSPIRE!*

### Category Winners

Obama for America, *DOVE Marketing*

## Significant Results Category

### Grand Prize Winner

Miller Lite (MillerCoors), *commonground*

### Category Winners

Lucky Charms (General Mills), Inc., *McCann New York*  
Toyota Avalon (Toyota), *Burrell Communications*