



# 2015 Multicultural Excellence Awards Winners

## African-American

### Grand Prize Winner

Union Bank "BLACK HISTORY MONTH: CONNECTING THE PAST TO THE PRESENT", *Carol H Williams Advertising*

### Category Winners

Verizon Wireless "2015 POTENTIAL OF US BLACK HISTORY MONTH", *Commonground/MGS*

XFINITY (Comcast) "WEAPONS OF A MOVEMENT", *Burrell*

## Asian

### Grand Prize Winner

Allstate Insurance Company "HAMARE HAATH, AAPKE SAATH", *Leo Burnett*

### Category Winner

Chase "CHINESE DIGITAL ADOPTION MASTERY CAMPAIGN", *Intertrend Communications*

Verizon Wireless "#IAMCAMPAIGN", *TDW+Co*

## Digital Media

### Grand Prize Winner

Toyota Motor Sales USA (Toyota brand) "MAS QUE UN AUTO (MORE THAN A CAR)", *Conill*

### Category Winners

Allstate Insurance Company "OUT HOLDING HANDS", *Leo Burnett*

Toyota Camry "LA GRAN DECISION", *Conill*

## Hispanic

### Grand Prize Winner

Toyota Motor Sales USA (Toyota brand) "MAS QUE UN AUTO (MORE THAN A CAR)", *Conill*

### Category Winners

Chrysler 200 "DE LO ORDINARIO A LO EXTRAORDINARIO" (FROM ORDINARY TO EXTRAORDINARY)", *Lopez Negrete Communications*

Wells Fargo "WHY I WORK", *Acento Advertising*

## LGBT

### Grand Prize Winner

Wells Fargo "LEARNING SIGN LANGUAGE", *BBDO SF*

### Category Winners

Allstate Insurance Company "OUT HOLDING HANDS", *Leo Burnett*

MasterCard "PRICELESSSURPRISES", *RGA*

## People with Disabilities

### Grand Prize Winner

Kleenex (Kimberly-Clark Corporation) "UNLIKELY BEST FRIENDS", *VSA Partners*

### Category Winners

XFINITY (Comcast) on the X1 Entertainment Operating System "EMILY'S OZ", *Goodby Silverstein & Partners*

AARP & Ad Council "CAREGIVER CAMPAIGN", *Alma DDB*

## Print

### Grand Prize Winner

The Black Rep / Pro-bono Theater "THE BLACK REP CAMPAIGN", *Rodgers Townsend DDB*

### Category Winners

AICPA Diversity & Inclusion "PRESENT AND ACCOUNTED FOR", *American Institute of Certified Public Accountants (AICPA)*

XFINITY (Comcast) "XFINITY SEAMLESS", *Burrell Communications*

## Radio

### Grand Prize Winner

Kimberly-Clark "CELEBRATE FAMILY UNITY (FUN)", *LatinWorks*

### Category Winners

Forest Lawn "PLAN AHEAD", *Low and Joe*

McDonald's "INDECISIVE TIFF", *Moroch*

## Significant Results

### Grand Prize Winner

Toyota Motor Sales USA (Toyota brand) "MAS QUE UN AUTO (MORE THAN A CAR)", *Conill*

### Category Winners

Chrysler 200 "DE LO ORDINARIO A LO EXTRAORDINARIO" (FROM ORDINARY TO EXTRAORDINARY)", *Lopez Negrete Communications*

Wells Fargo "DIWALI 2014, SPREADING SMILES", *DAE Advertising*

## Total Market

### Grand Prize Winner

Tylenol (McNeil Consumer Healthcare) "#HOWWEFAMILY", *J. Walter Thompson*

### Category Winners

AARP & Ad Council "CAREGIVER CAMPAIGN", *Alma DDB*

Kleenex (Kimberly-Clark Corporation) "A MENTOR AND A FRIEND", *VSA Partners*

*VSA Partners*

## Best in Show

### Grand Prize Winner

Kleenex (Kimberly-Clark Corporation), "UNLIKELY BEST FRIENDS", *VSA Partners*