

**MULTICULTURAL EXCELLENCE AWARDS WINNERS**

**African-American**

**Grand Prize Winner**

McDonald's "ALL NIGHTER & SLANG", *Lime Green Moroch*

**Category Winners**

Dark and Lovely (L'Oreal) "LOVE MY COLOR", *TAG Creative*  
Wells Fargo "WELLS FARGO BRAND LAUNCH", *Muse*

**Asian**

**Grand Prize Winner**

McDonald's "DID YOU EAT YET?", *IW Group*

**Category Winner**

Chase Digital Banking Services "CHINESE ADVICE CAMPAIGN",  
*Intertrend Communications*  
City of Hope "ABOVE AND BEYOND", *IW Group*

**Audio**

**Grand Prize Winner**

USDA Animal and Plant Health Inspection Service  
"CAN I BRING IT", *Sensis*

**Category Winners**

McDonald's "SUPER MOM & QUALIFIED", *Lime Green Moroch*  
Mind Fuel School "INTERESTING PEOPLE", *Alma DDB*

**Business-to-Business**

**Grand Prize Winner**

Univision Communications  
"THE RISE OF FUTBOL IN AMERICA", *Blanco Lorenz*

**Category Winners**

Prudential "A TOTAL MARKET APPROACH",  
*Prudential Advertising (in-house)*  
Univision Communications "JORGE RAMOS-50 GREATEST LEADERS  
IN THE WORLD", *Blanco Lorenz*

**Digital, Social & Mobile**

**Grand Prize Winner**

Toyota Tacoma "SAL A JUGAR- HIJACKED BANNER", *Conill*

**Category Winners**

Denny's "CAMELS VS. REINDEERS", *Casanova McCann*  
Verizon Wireless "LA BANDA", *Zenith (Publicis Media)*

**Experiential Marketing**

**Grand Prize Winner**

NESCAFÉ Clásico (Nestlé USA) "MAKE THE MOMENT HAPPEN -  
COFFEEBREAKS SOCIAL EXPERIMENT", *Casanova McCann*

**Category Winners**

Sprite (The Coca-Cola Company) "THE SPRITE CORNER",  
*Wieden+Kennedy New York*  
Coca-Cola "CIELITO LINDO", *Elemento L2*

**Hispanic**

**Grand Prize Winner**

Coca-Cola "TATTOO CAN", *DAVID The Agency*

**Category Winners**

Tide (Procter & Gamble) "WASH AWAY LABELS", *Conill*  
CHIRLA Action Fund "TURN IGNORANCE AROUND", *Walton Isaacson*

**LGBT**

**Grand Prize Winner**

This Free Life (Food and Drug Administration)  
"OUR STORY", *Rescue*

**Category Winners**

Mass Mutual "VOW TO PROTECT", *MullenLowe US*  
Necco "JACK & GEORGE: THE 55TH VALENTINE", *Hill Holiday*

**People with Disabilities**

**Grand Prize Winner**

Duracell (Berkshire Hathaway) "STAY CONNECTED", *Anomaly*

**Category Winners**

Walt Disney World "UNFORGETTABLE HAPPENS HERE —  
THE MANSFIELD FAMILY", *Disney's Yellow Shoes (in-house)*  
Autism Speaks "THE WORLD OF AUTISM", *BBDO New York*

**Print**

**Grand Prize Winner**

XFINITY (Comcast) "BLACK HISTORY MONTH — THE NEXT  
G.O.A.T. (GREATEST OF ALL TIME)", *Burrell Communications*

**Category Winners**

AARP "MEMBER STORIES THAT INSPIRE", *DAE Advertising*  
XFINITY (Comcast) "LANGUAGE CHOICE POSTERS", *Grupo Gallegos*

**Total Market**

**Grand Prize Winner**

Kleenex (Kimberly-Clark Corporation)  
"KLEENEX TIMELY CARE 2.0", *J. Walter Thompson*

**Category Winners**

Tylenol (Johnson & Johnson) "#HOWWEFAMILYHOLIDAY",  
*J. Walter Thompson*  
Honda Civic "NEXT MILESTONE", *Quantasy / Muse*

**Significant Results**

**Grand Prize Winner**

American Girl (Mattel) "DIABETES CARE KIT — HEALTHY  
INSPIRATIONS FOR EVERY GIRL", *Mattel (in-house)*

**Category Winners**

Tide (Procter & Gamble) "WASH AWAY LABELS", *Conill*  
Ram (Fiat Chrysler Automobiles) "SALT OF THE EARTH",  
*Lopez Negrete Communications*

**Best in Show**

**Grand Prize Winner**

Duracell (Berkshire Hathaway) "STAY CONNECTED", *Anomaly*