



2018 MULTICULTURAL EXCELLENCE AWARDS WINNERS

Best in Show

Grand Prize Winner

Procter & Gamble, "LOVE OVER BIAS", *Wieden + Kennedy*

African-American

Grand Prize Winner

Procter & Gamble, "MY BLACK IS BEAUTIFUL", *EGAMI Group*

Category Winners

Comcast, "COMCAST VISIONS OF KING", *Burrell Communications*
Unilever North America (Dove Brand Masterbrand),
"#BEAUTYLOOKSLIKE", *JOY Collective*

Asian

Grand Prize Winner

JP Morgan Chase, "CHINESE YOUR WAY",
interTrend Communications, Inc.

Category Winners

Warner Bros, "CRAZY RICH ASIANS", *IW Group*
JP Morgan Chase, "CHINESE YOUR GOALS",
interTrend Communications, Inc.

Audio — Radio, Internet Radio, and Podcasts

Grand Prize Winner

Coca-Cola, "A SONG FOR EVERY NAME", *Casanova/McCann*

Category Winners

Comcast, "XFINITY CULTURAL CONDUIT —
FEATURING BLACK THOUGHT", *Burrell Communications*
Walmart, "TONGUE TIED", *Lopez Negrete Communications*

Digital, Social, and Mobile

Grand Prize Winner

PFLAG Canada, "DESTINATION PRIDE", *FCB/SIX*

Category Winners

Puerto Rico Tourism Company, "PUERTO RICO FROM A TO Z", *KOI IXS*
beIN SPORTS, "THE BEIN BED CAMPAIGN", *Y&R Miami*

Experiential Marketing

Grand Prize Winner

Comcast, "COMCAST VISIONS OF KING", *Burrell Communications*

Category Winners

Comcast, "XFINITY CULTURAL CONDUIT —
ROOTS PICNIC LIVESTREAM EXPERIENCE", *Burrell Communications*
Procter & Gamble, "LOVE OVER BIAS", *Wieden + Kennedy*

Hispanic

Grand Prize Winner

Goya Foods, Inc., "GROWING UP WITH MORE THAN
ONE FLAVOR", *Dieste, Inc.*

Category Winners

Comcast, "XFINITY UNEXPECTED EXPERTS", *Gallegos United*
Toyota Motor North America, "TUNDRA POWER", *Conill Advertising*

LGBT

Grand Prize Winner

Verizon, "CONNECTED BY PRIDE", *McCann*

Category Winners

NewFest, "TYPE WITH PRIDE", *Ogilvy*
Verizon, "VERIZON VIRTUAL SOCIAL PRIDE PARADE", *R/GA*

People with Disabilities

Grand Prize Winner

Canadian Down Syndrome Society,
"ANYTHING BUT SORRY", *FCB Canada*

Category Winners

Toyota Motor North America, Inc., "START YOUR IMPOSSIBLE",
Saatchi & Saatchi/Dentsu
Procter & Gamble, "LOVE OVER BIAS", *Wieden + Kennedy*

Print

Grand Prize Winner

Comcast, "COMCAST VISIONS OF KING", *Burrell Communications*

Category Winners

Comcast, "XFINITY BEHIND THE MASK", *Burrell Communications*
fluent360, "HONORING CULTURAL TRADITIONS", *fluent360*

Socially Responsible

Grand Prize Winner

HP Inc., "REINVENT MINDSETS BY HP", *FF Creative Community*

Category Winners

Procter & Gamble, "MY BLACK IS BEAUTIFUL", *EGAMI Group*
PFLAG Canada, "DESTINATION PRIDE", *FCB/SIX*

Total Market

Grand Prize Winner

Procter & Gamble, "LOVE OVER BIAS", *Wieden + Kennedy*

Category Winners

Procter & Gamble, "MY BLACK IS BEAUTIFUL", *EGAMI Group*
Levi Strauss & Co., "CIRCLES", *FCB West*

Significant Results

Grand Prize Winner

Lexus, "LEXUS AND MARVEL'S BLACK PANTHER
LONG LIVE THE KING", *Walton Isaacson*

Category Winners

Canadian Down Syndrome Society,
"ANYTHING BUT SORRY", *FCB Canada*
PFLAG Canada, "DESTINATION PRIDE", *FCB/SIX*