



# 2019 MULTICULTURAL EXCELLENCE AWARDS WINNERS

## Best in Show

### Grand Prize Winner

Nike, "DREAM CRAZY", *Wieden + Kennedy*

## African-American

### Grand Prize Winner

Nike, "DREAM CRAZY", *Wieden + Kennedy*

### Category Winners

Black & Abroad, "GO BACK TO AFRICA", *FCB/SIX*  
Procter & Gamble, "THE LOOK", *Saturday Morning Group*

## Asian

### Grand Prize Winner

Comcast, "KIM JUNG GI", *GALLEGOS United*

### Category Winners

McDonald's, "MCDONALD'S RISE N' RAVE", *IW Group*  
State Farm, "SMART LIVING", *fluent360/Admerasia*

## Audio — Radio, Internet Radio, and Podcasts

### Grand Prize Winner

Walmart, "AMERICA'S BEST TOY SHOP",  
*Lopez Negrete Communications*

### Category Winners

Eastern Bank, "JOIN US FOR GOOD", *CTP Boston*  
Nissan North America, "360 MEDITATION BY  
NISSAN 360 SAFETY SHIELD", *fluent360*

## Digital, Social, and Mobile

### Grand Prize Winner

Black & Abroad, "GO BACK TO AFRICA", *FCB/SIX*

### Category Winners

Anheuser Busch, brand Estrella Jalisco, "SHARE FOR GOOD", *David*  
Procter & Gamble, "#REDEFINEBLACK: A CALL FOR CHANGE",  
*Egami Group, Burrell Communications, Carat, Saatchi & Saatchi*

## Experiential Marketing

### Grand Prize Winner

Procter & Gamble/BMW, "QUEER CITY  
(PRIDE & PROGRESS)", *Courageous Studios*

### Category Winners

LifeWTR, "THE MIAMI PROJECT", *Alma DDB*  
Procter & Gamble, "#BLACKGIRLSDO MY BLACK IS BEAUTIFUL  
AT ESSENCE FESTIVAL 2018", *Studio B Entertainment,*  
*Saatchi & Saatchi X, Burrell Communications, Egami Group*

## Hispanic

### Grand Prize Winner

Anheuser Busch, brand Estrella Jalisco,  
"SHARE FOR GOOD", *David*

### Category Winners

AT&T, "ALTUVE QUILTS", *Dieste, Inc.*  
Comcast, "WE LA GENTE", *GALLEGOS United*

## LGBTQ

### Grand Prize Winner

Procter & Gamble, "FIRST SHAVE", *Grey Canada and MMK*

### Category Winners

Big Brothers Big Sisters of Middle Tennessee,  
"THE EXTRAORDINARY EXAMPLE", *fluent360*  
Pantene, "DON'T HATE ME BECAUSE I AM  
LGBTQ+/WORLD PRIDE 2019", *Grey New York*

## People with Disabilities

### Grand Prize Winner

Wavio, "SEE SOUND", *Area 23,*  
*An FCB Health Network Company*

### Category Winners

Microsoft, "CHANGING THE GAME", *McCann New York*  
Procter & Gamble, "YOUR BEST NEVER COMES EASY",  
*Grey NY and MMK*

## Print

### Grand Prize Winner

Comcast, "KIM JUNG GI", *GALLEGOS United*

### Category Winners

Comcast, "LIFE REFLECTED", *Burrell Communications Group*  
MillerCoors, "ANIMALES MÍSTICOS", *Alma DDB*

## Significant Results

### Grand Prize Winner

Microsoft, "CHANGING THE GAME", *McCann New York*

### Category Winners

Procter & Gamble, "THE LOOK", *Saturday Morning Group*  
Procter & Gamble/BMW, "QUEER CITY  
(PRIDE & PROGRESS)", *Courageous Studios*

## Socially Responsible

### Grand Prize Winner

Monica Lewinsky, "#DEFYTHENAME", *BBDO New York,*  
*O Positive, Dini Von Mueffling Communications.*

### Category Winners

Black & Abroad, "GO BACK TO AFRICA", *FCB/SIX*  
Procter & Gamble, "THE LOOK", *Saturday Morning Group*

## Total Market

### Grand Prize Winner

Procter & Gamble, "THE LOOK", *Saturday Morning Group*

### Category Winners

California Milk Processor Board, "BEING A KID  
IS TOUGH", *GALLEGOS United*  
Comcast, "WE LA GENTE", *GALLEGOS United*