



2021 MULTICULTURAL EXCELLENCE AWARDS WINNERS



Best in Show Winner

Grand Prize Winner

Pfaff Harley-Davidson, "Tough Turban," Zulu Alpha Kilo

	Grand Prize Winner	Category Winners	
African-American	Ulta Beauty "MUSE" <i>McCann Worldgroup</i>	AT&T "AT&T DREAM IN BLACK HONORS BLACK FUTURE MAKERS" <i>The 360 Agency</i>	Instagram "WE CREATE" <i>Facebook and The Creative Collective NYC</i>
Asian	MCDONALD'S "FAMOUS ORDERS" <i>IW Group and Wieden + Kennedy</i>	California Tobacco Control Program "TELL YOUR STORY: A TRUE QUITTING SMOKING STORY FROM JAY" <i>APartnership</i>	Netflix "WELCOME TO OUR WORLD" <i>Anomaly</i>
Audio — Radio, Internet Radio, and Podcasts	JACK DANIELS "JACK DANIEL'S NEW CALLE" <i>Remezcla</i>	Unilever "COMMUNITEA" <i>MIKADO International</i>	Ford Motor Company "FORD F-150 MORE THAN TOUGH" <i>UniWorld Group, Inc.</i>
Cross-Cultural Campaigns	CALIFORNIA DEPARTMENT OF PUBLIC HEALTH "COVID HOLIDAY AWARENESS CAMPAIGN" <i>Gallegos United</i>	7-Eleven, Inc. "7-ELEVEN 'TAKE IT TO ELEVEN'" <i>360i</i>	P&G "WIDEN THE SCREEN" <i>Grey</i>
Demonstrated Growth	TIKTOK "#MYPRIDE" <i>PHD</i>	Can-Am On-Road "CAN-AM ON-ROAD WOMEN'S MENTORSHIP PROGRAM" <i>Anomaly</i>	HBO "HUMAN BY ORIENTATION PRIDE 2020" <i>Lupine Creative</i>
Digital/Social/Mobile	GOODBY SILVERSTEIN & PARTNERS "RESPOND2RACISM – FIRST-RESPONDER TWITTER BOT" <i>Goodby Silverstein & Partners</i>	City of Chicago "BLACK SHOP FRIDAY" <i>O'Keefe Reinhard & Paul</i>	Pine-Sol "PINE-SOL: EMPOWERING BLACK WOMEN" <i>FCB Chicago and Native Tongue Communications</i>
Experiential Marketing	CITY OF CHICAGO "BOARDS OF CHANGE" <i>FCB Chicago</i>	Tecate "EL PATIO TECATE" <i>Remezcla</i>	Brown-Forman "JACK DANIEL'S TENNESSEE FIRE PRESENTS DRAG QUEEN SUMMER GLAMP" <i>IW Group</i>
Hispanic	MCDONALD'S "DORADO" <i>alma DDB</i>	Frito-Lay/Cheetos "DEJA TU HUELLA — LEAVE YOUR MARK" <i>Dieste, Inc. and OMD</i>	Toyota Motor North America "TOYOTA 2020 HOLIDAY AD — 'THE JOURNEY'" <i>Conill</i>
LGBTQ+ (Lesbian, Gay, Bisexual & Transgender)	P&G "PANTENE FAMILY PRIDE" <i>Grey</i>	National Football League "FOOTBALL IS FOR EVERYONE" <i>72andSunny Los Angeles</i>	Jägermeister and The Lesbian Bar Project "JÄGERMEISTER #SAVETHENIGHT X THE LESBIAN BAR PROJECT" <i>Jägermeister and The Lesbian Bar Project</i>
People with Disabilities	TOYOTA "UPSTREAM" <i>Saatchi & Saatchi and Dentsu</i>	Facebook Portal "DEGREE INCLUSIVE" <i>TBWA\CHIAT\DAY NY</i>	Facebook Portal "SHARE SOMETHING REAL — 'SISTERS'" <i>TBWA\CHIAT\DAY NY</i>
Print	P&G "FACE THE STEM GAP" <i>Saatchi & Saatchi NY</i>	GMHC (Gay Men's Health Crisis) "BLOOD VESSELS" <i>FCB Health New York, An IPG Health Company</i>	Don Julio "DON JULIO CINCO DE MAYO" <i>Anomaly</i>
Rising Multicultural Segments	PFaff HARLEY-DAVIDSON "TOUGH TURBAN" <i>Zulu Alpha Kilo</i>	Unilever "COMMUNITEA" <i>MIKADO International</i>	Sephora Canada "WE BELONG HERE" <i>The Colony Project</i>
Small Budget	BIG FACTS, SMALL ACTS "COVER OUR COMMUNITY" <i>Chemistry</i>	National Football League "FOOTBALL IS FOR EVERYONE" <i>72andSunny Los Angeles</i>	Jack Daniels "JACK DANIEL'S NEW CALLE" <i>Remezcla</i>
Socially Responsible	WHEN WE ALL VOTE "VOTE LOUD" <i>Anomaly</i>	Goodby Silverstein & Partners "RESPOND2RACISM — FIRST-RESPONDER TWITTER BOT" <i>Goodby Silverstein & Partners</i>	P&G "WIDEN THE SCREEN" <i>Grey</i>