



2022 MULTICULTURAL EXCELLENCE AWARDS WINNERS



Best in Show

Human Rights Foundation, “UNCOMFORTABLE TRUTH,” TAXI (a VMLY&R company)

	Grand Prize Winner	Category Winners	
African-American	Vaseline “SEE MY SKIN” Edelman	Procter & Gamble, Tribeca Studios “8:46 FILMS” SATURDAY MORNING	Ad Council “SOUND IT OUT” McCann New York, Casanova/McCann
Asian	McDonald’s “McDONALD’S HALL OF ZODIACS” IW Group	Ford Canada “NO ESCAPE LIKE HOME” Ethnicity Matters	Procter & Gamble “THE NAME” R/GA
Audio – Radio, Internet Radio, and Podcasts	Ad Council “SOUND IT OUT” McCann New York, Casanova/McCann	AB InBev “CORONA NATIVE SPORTSCASTERS” We Believers	Mastercard “TOUCH CARD” McCann New York
Cross-Cultural Campaigns	Google “REAL TONE — PRODUCT INNOVATION & GLOBAL CAMPAIGN” Google Devices and Services Creative Team	Google “GOOGLE PIXEL x PICTURE PROGRESS” Essence, T Brand, the content studio of New York Times	Black Business and Professional Association, Toronto Metropolitan University’s Diversity Institute, Canadian Congress on inclusive diversity and workplace equity, Pride at Work Canada “THE MICROPELIDIA OF MICROAGRESSIONS” Zulu Alpha Kilo
Demonstrated Growth	QuickBooks “ADIOS CUADERNITO” alma DDB	DishLATINO “ICONOS” MARCA Miami	Champion “REVERSE RENEGADE,” Energy BBDO
Digital/Social/Mobile	Vaseline “SEE MY SKIN” Edelman	Black & Abroad “THE BLACK ELEVATION MAP” Performance Art	Procter & Gamble “THE NAME” R/GA
Experiential Marketing	AB InBev “PLASTIC FISHING TOURNAMENT” We Believers	BET Networks “BET AWARDS TAKEOVER OF ICONIC HOLLYWOOD SIGN” BET Networks	McDonald’s “McDONALD’S HALL OF ZODIACS” IW Group
Hispanic	DoorDash Inc. “DOORDASH LAUNCHES ‘ANTOJO,’ ITS FIRST-EVER HISPANIC MARKETING CAMPAIGN” Gallegos United, Wavemaker	Google “PARA TODO LO QUE ERES” alma DDB	Ad Council “SOUND IT OUT” McCann New York, Casanova/McCann
LGBTQ+ (Lesbian, Gay, Bisexual & Transgender)	Ponysaurus Brewing “FUND FOR THE FABULOUS” Baldwin&	Procter & Gamble “PANTENE I ISA’S QUINCEAÑERA AND THE POWER OF VISIBILITY” Grey	Human Rights Campaign “THE REALITY FLAG” VMLY&R
Marketing to the 55+ Consumer	AltaMed “AT YOUR OWN PACE” Sensis	AARP “AARP VIRTUAL CONCERT SERIES” MAX (Music Audience Exchange)	AARP “WE THRIVE TOGETHER” fluent360
People with Disabilities	Degree “DEAR FITNESS INDUSTRY” Edelman	Toyota Motor North America “BROTHERS” Saatchi & Saatchi	MasterCard “TOUCH CARD” McCann NY
Print	Burger King “NON ARTIFICIAL MEXICO” We Believers	Sedano’s Supermarkets “NUESTRA SAZÓN, PRIMAVERA 2022” Republica Havas	Sports Illustrated Swimsuit “PAY WITH CHANGE” Edelman
Rising Multicultural Segments	Ford Canada “THERE IS NO ESCAPE LIKE HOME” Ethnicity Matters	McDonald’s “SAWEETIE MEAL” Admerasia	U.S. Department of Health & Human Services — Office of the Assistant Secretary of Public Affairs “WE CAN DO THIS’ COVID 19 PUBLIC EDUCATION CAMPAIGN 2021–2022” TDW+Co, Fors Marsh Group
Small Budget	Black & Abroad “THE BLACK ELEVATION MAP” Performance Art	Procter & Gamble “PANTENE I ISA’S QUINCEAÑERA AND THE POWER OF VISIBILITY” Grey	Ford Canada “THERE IS NO ESCAPE LIKE HOME” Ethnicity Matters
Socially Responsible	Human Rights Foundation “UNCOMFORTABLE TRUTH” TAXI (a VMLY&R company)	Google “REAL TONE — PRODUCT INNOVATION & GLOBAL CAMPAIGN” Google Devices and Services Creative Team	Procter & Gamble “THE NAME” R/GA