



2023 MULTICULTURAL EXCELLENCE AWARDS WINNERS



Best in Show

Dove, “COST OF BEAUTY,” *Edelman with Ogilvy, Mindshare, and Collectively*

	Grand Prize Winner	Category Winners	
African American	Ancestry “A DREAM DELIVERED: THE LOST LETTERS OF HAWKINS WILSON” <i>Weber Shandwick</i>	Dove “#BLACKHAIRISPROFESSIONAL: DOVE & LINKEDIN” <i>Edelman</i>	ESPN “ESPN CHAMPION BLACK BUSINESSES” <i>Seven Elements Group</i>
Asian	McDonald’s “MCDONALD’S LUNARVERSE” <i>IW Group</i>	Toyota Motor North America “DAY ONE” <i>Intertrend Communications</i>	Lexus USA “LEXUS ASIAN RX LAUNCH” <i>IW Group</i>
Audio – Radio, Internet Radio, and Podcasts	General Mills “LA JUGADA MUNDIAL (WORLD-CLASS PLAY)” <i>Macias Creative</i>	Dignity Health “MY WIFE” <i>Conill Advertising</i>	McDonald’s “CHANGE LEADERS LIVE PODCAST ACTIVATION” <i>Burrell Communications and Pod Digital Media</i>
Cross-Cultural Campaigns	Ajinomoto Co. Inc. “DINNER WITH GOOP” <i>Edelman</i>	Delta Air Lines “FACES OF TRAVEL” <i>Kin</i>	Lexus USA “LEXUS ASIAN RX LAUNCH” <i>IW Group</i>
Demonstrated Growth	Ancestry “A DREAM DELIVERED: THE LOST LETTERS OF HAWKINS WILSON” <i>Weber Shandwick</i>	Permian Strategic Partnership “VACCINES FOR ANTI-VAX LAND” <i>Edelman</i>	Riviana “UNFOLLOW LA RECETA” <i>alma DDB</i>
Digital/Social/ Mobile	Denny’s “DENNY’S SOCIAL STARS INFLUENCED MENU” <i>Anomaly</i>	McDonald’s “CELEBRATING WORLD CUP ‘LATINISMS’ WITH MARCELLO HERNÁNDEZ” <i>BODEN Agency and Loud and Live</i>	McDonald’s “THE MCDONALD’S BLACK AND POSITIVELY GOLDEN (B&PG) FUTURE 22 CHANGE LEADERS CAMPAIGN” <i>Burrell Communications and Pod Digital Media</i>
Experiential Marketing	Sprite Zero Sugar “INFINITE POTENTIAL. ZERO LIMITS.” <i>Momentum Worldwide</i>	McDonald’s “MCDONALD’S LUNARVERSE” <i>IW Group</i>	Tecate “ALTA SINFÓNICA” <i>REMEZCLA</i>
Hispanic	Intuit QuickBooks “THINK OTE” <i>alma DDB</i>	Target Corporation “REMEZCLA + TARGET” <i>REMEZCLA</i>	Expedia “MADE TO TRAVEL” <i>Anomaly</i>
Holiday and Milestones	Ancestry “A DREAM DELIVERED: THE LOST LETTERS OF HAWKINS WILSON” <i>Weber Shandwick</i>	McDonald’s “MCDONALD’S LUNARVERSE” <i>IW Group</i>	Home Depot “HISPANIC HERITAGE CELEBRATIONS” <i>LERMA/</i>
LGBTQ+ (Lesbian, Gay, Bisexual & Transgender)	The Procter & Gamble Company “MUXES: TRENZAS DE ORGULLO” <i>Grey NY</i>	Taimi “TAIMI ‘AMERICA THE BEAUTIFUL’” <i>Known</i>	OnStar “LOVE PROUDLY” <i>Campbell Ewald</i>
Marketing to the 55+ Consumer	AARP “THAT LUNAR CHEER” <i>IW Group</i>	Banner Health “HABLANDO” <i>Acento</i>	On Lok “ON LOK LUNAR NEW YEAR CAMPAIGN” <i>IW Group</i>
People with Disabilities	Eurofarma “SCROLLING THERAPY” <i>Dentsu Creative</i>	Amazon Studios “AS WE SEE IT’ SOCIAL CAMPAIGN” <i>Cynosure Creative Agency</i>	Reckitt “ME, MY AUTISM & I” <i>Havas London</i>
Rising Multicultural Segments	The Procter & Gamble Company “LONG LINE OF LADIES” <i>Junk Drawer LLC</i>	McDonald’s “DIWALI DAZZLER” <i>IW Group</i>	TD Canada “TD – Pan Asian Promotion” <i>Ethnicity Matters</i>
Small Budget	PepsiCo “PEPSI DIG IN DAY” <i>Walton Isaacson</i>	Burger King Mexico “THE WHOPPER STICKER” <i>We Believers</i>	The Procter & Gamble Company “MUXES: TRENZAS DE ORGULLO” <i>Grey NY</i>
Socially Responsible	Dove “COST OF BEAUTY” <i>Edelman with Ogilvy, Mindshare, and Collectively</i>	Colon Cancer Coalition “FOREIGN VOICEOVER” <i>BeautifulBeast</i>	Federal Emergency Management Agency (FEMA) “PREPARE TO PROTECT” <i>Lopez Negrete Communications</i>
Sports	AB INBEV “900 MINUTES FOR EQUALITY” <i>We Believers</i>	National Football League “RUN WITH IT” <i>72andSunny</i>	National Football League “NFL ‘POR LA CULTURA’ 2022–23” <i>Chemistry Cultura</i>