

2001 ANA Multicultural Excellence Awards Honorees

Hispanic

	Company/Brand	Campaign Elements	Campaign Description	Agency
Winner:	PepsiCo., Inc. (Pepsi and Doritos)	2 TV, 1 Radio	“Street Party” Tag: Food for the Fun of It.	Dieste & Partners
Hon. Mentions:	Cheerios	TV, Radio, Print	TV: “Sophia”; Radio: “Lullabye”; Print: “Mom/Tot”	Casanova Pendrill
	Heineken	3 TV	“Chela”, “Vestida de Novia”, “Arroz Con Pollo”	The Vidal Partnership
	Miller Genuine Draft	3 TV	“Idol”; “Green”; “Legend”	LatinWorks

African-American

	Company/Brand	Campaign Elements	Campaign Description	Agency
Winner:	AT&T Corp. (1-800-CALL ATT)	3 TV	“Home Theater”: “I’m In the News”; “Big Bad” A man of many disguises.	Uniworld Group, Inc.
Hon. Mentions:	Coors Brewing Co.	2 TV 1 Radio	TV: “Jamie’s Premiere”; TV: “Grilled Cheese”; radio: “Dime Song”	Carol H. Williams
	PepsiCo. (Mountain Dew)	2 TV 1 Radio	“Dewmolition”, “Crowd Control”	UniWorld Group, Inc.
	Verizon Communications	2 TV and 1 Newspaper	TV: “Lesson Plan”, TV: “Future Plan”; News: “Island Wedding”	Burrell Communications Group

Asian

	Company/Brand	Campaign Elements	Campaign Description	Agency
Winner:	State Farm Insurance Companies	TV, Radio, Print	“Neighbors” (Cantonese); “Birthday Party (Mandarin); Tag: “With a Good Neighbor You Will Be Reassured Every Day.”	Intertrend Communications
Hon. Mentions:	Bank of America	2 Print 1 Outdoor	“Teacher” (Vietnamese); “Golden Years” (Korean); “Farmer” (Chinese)	Kang & Lee
	Met Life Financial Services	3 TV	“Father’s Dream”; “Coming to America”; “Ideal Son”	Admerasia
	General Motors (Cadillac Escalade)	TV, Radio, Print	“Living Dragon” (Chinese and Korean)	Innovasia Communications

General Market

	Company/Brand	Campaign Elements	Campaign Description	Agency
Winner:	Verizon Communications	3 TV	“Wish List”; Newspaper”; “Convertible” Tag: Verizon. How to Get Life Done	Burrell Communications Group
Hon. Mentions:	First Union	3 TV	Theme: “What kind of company are we?” Ads: “Flagship”; “What we do”; “What if”	Hal Riney
	Kraft Foods (Maxwell House)	3 TV	“Kindness”; “Graduation”; “Chat Room”	Ogilvy & Mather NY