

## 2002 ANA Multicultural Excellence Awards Honorees

### Hispanic Category

	Company/Brand	Executions	Agency
<b>Winner:</b>	<b>Heineken USA, Inc.</b>	<b>TV "Macarena"</b> <b>TV "Mexican Lies"</b> <b>Radio "Bar"(Mexican)</b>	<b>The Vidal Partnership</b>
<b>Honorable Mentions:</b>	McDonald's Corporation	TV "Man to Man" TV "Kick" Print "World Cup Kick"	Del Rivero Messianu DDB
	Frito-Lay/Doritos	TV "Sassy Guy" TV "Dance" TV "Prizes"	Dieste Harmel & Partners
	California Lottery	TV "Cheesy" TV "Kissing" Radio "Caribe"	Casanova Pendrill
	Hyundai Motor America	TV "Car Wash" TV "Hair" TV "Doctor"	Dieste Harmel & Partners

### African-American Category

	Company/Brand	Executions	Agency
<b>Winner:</b>	<b>Pepsi-Cola</b>	<b>TV "Brazil"</b> <b>TV "Studio"</b> <b>Radio "Thanks for the Joy"</b> <b>- All featuring Wyclef Jean</b>	<b>UniWorld Group, Inc.</b>
<b>Honorable Mentions:</b>	Sears, Roebuck and Co.	TV: "Dishing It Out" TV: "Family Harmony" TV "Getting Great Fall Look"	Burrell
	Mountain Dew	TV "Mad Dew" Radio "Mad Dew" OHM (not on the reel)	UniWorld Group, Inc.
	Coors Light	TV "Fallen" TV "Expect the Unexpected-Dr. Dre" Radio "Can't Stop the Flow-Hip Hop"	Carol H. Williams

### Asian Category

	Company/Brand	Executions	Agency
<b>Winner:</b>	<b>Sears, Roebuck and Co.</b>	<b>TV "Eat Drink Man Woman"</b> <b>TV "Going in Style"</b> <b>TV "An Ongoing Challenge"</b>	<b>Kang &amp; Lee</b>
<b>Honorable Mentions:</b>	AT&T International Consumer Long Distance	TV "Tiger" TV "Mouse" Newspaper "Mouse"	Kang & Lee
	Mercedes Benz USA	Newspaper: "Authenticity" Newspaper "Inspiration"	Admerasia, Inc.

### General Market Category

	Company/Brand	Executions	Agency
<b>Winner:</b>	<b>General Electric</b>	<b>TV "Then and Now"</b>	<b>BBDO New York</b>

	<b>Company</b>	<b>TV "Journey"</b> <b>TV "Ideas Quickly"</b>	
<b>Honorable Mention:</b>	Johnson & Johnson/ Band-Aid	TV "Pain and Itch Relief" TV "WaterBlock FingerWrap" TV "Hurt-Free Wash"	McCann-Erickson North America