

2011 Winners

African American Category

Grand Prize Winner - Ford Motor Company, UniWorld Group

Honorable Mentions

General Motors, Spike DDB
Toyota Motor Sales, USA, INC, Burrell Communications Group

Asian Category

Grand Prize Winner - California Department of Public Health, APartnership, Inc.

Honorable Mentions

McDonald's USA, McDonald's USA, IW Group, Inc.
Verizon Wireless, AdAsia Communications, Inc.

Digital Media Category

Grand Prize Winner – Toyota Motor Sales, InterTrend Communications

Honorable Mentions

Metropolitan Life Insurance Company, IW Group, Inc.
PepsiCo, Mekanism

General Market Category

Grand Prize Winner - North Carolina Health and Wellness Trust Fund, Capstrat

Honorable Mentions

General Motors, Spike DDB
MillerCoors, Commonground

Hispanic Category

Grand Prize Winner - Scotts Miracle-Gro Company, Grupo Gallegos

Honorable Mentions

National Basketball Association, Bromley Communications
American Airlines, Zubi Advertising Services, Inc.

LGBT Category

Grand Prize Winner – Allstate Insurance Company, Leo Burnett

Honorable Mentions

American Airlines, TM Advertising
ABSOLUT VODKA, SPI Marketing

Print Category

Grand Prize Winner - United States Marine Corp., UniWorld Group

Honorable Mentions

American Airlines, Burrell Communications

Capital One Bank, Capital One Brand Creative

Radio Category

Grand Prize Winner - Target, Grupo Gallegos

Honorable Mentions

Latino Cultural Center, Dieste
Procter & Gamble, Lapiz

Significant Results Category

Grand Prize Winner - Visit Florida, Alma DDB

Honorable Mentions

Kraft Singles, Lopez Negrete Communications
PepsiCo, Mekanism