# 2004 ANA MULTICULTURAL EXCELLENCE AWARDS WINNERS

## African American

**Grand Prize Winner:**
Cover Girl (P&G)  
Ericsson Fina & Grey Worldwide  
3 TV

**Honorees:**
- Heineken USA  
  Vigilante  
  2 TV, 1 Radio
- Pepsi Cola  
  Spike DDB  
  1 TV, 2 Print

## Asian

**Grand Prize Winner:**
New York Life Insurance Company  
(In-house)  
1 TV, 1 Print, 1 Internet

**Honorees:**
- New York Life Insurance Company  
  (In-house)  
  1 TV, 1 Print, 1 Internet

## Gay & Lesbian

**Grand Prize Winner:**
Volvo Cars of North America  
Witeck-Combs/Prime Access  
2 Print, 1 Internet

## General Market

**Grand Prize Winner:**
Office Depot  
BBDO  
2 TV, 1 Radio

**Honorees:**
- Verizon  
  McGarry Bowen  
  3 TV

## Hispanic

**Grand Prize Winner:**
Heineken USA  
Vidal Partnership  
2 TV, 1 Radio

**Honorees:**
- Bush Brothers – Bush’s Beans  
  Casanova Pendrill  
  1 TV, 1 Radio, 1 OOH
- Toyota Scion  
  Machado Garcia-Serra  
  2 TV, 1 Radio
- Volkswagen  
  Creative on Demand  
  3 TV

## Multicultural Campaign With Significant Results

**Grand Prize Winner:**
Lactaid (J&J - McNeil)  
La Agencia de Orci

**Honorees:**
- Cover Girl (P&G)  
  Ericsson Fina and Grey Worldwide
- Nissan Altima  
  True Agency