



2014 Multicultural Excellence Awards Winners

African-American

Grand Prize Winner

NBA "DREAM BIG", *GlobalHue, The Marketing Arm & Culture8*

Category Winners

Honda Civic (American Honda Motor Company) "BEST YOURSELF",
Muse Communications, Quantasy

McDonald's Corporation "LATE NIGHT", *Burrell Communications*

Asian

Grand Prize Winner

Godiva Chocolatier "THE VICTORY HORSE", *IW Group, Inc.*

Grand Prize Winner

Verizon Wireless "LUNAR NEW YEAR PROSPEROUS",
AdAsia Communications, Inc.

Category Winner

Verizon FIOS "LUNAR NEW YEAR", *T.D. Wang Advertising Group*

Digital Media

Grand Prize Winner

Dallas Pets Alive "MUTTBOMBING", *Dieste*

Category Winners

Toyota Certified Used Vehicles (Toyota Motor Sales) "CHECKPOINTS",
Conill Advertising

Anti-Defamation League "IMAGINE A WORLD WITHOUT HATE",
Publicis Kaplan Thaler

Hispanic

Grand Prize Winner

Allstate Insurance Company "LUCK CHANGES", *Lapiz*

Category Winners

McDonald's Corporation "FIRST CUSTOMER", *Alma DDB*

Allstate Insurance Company "MALA SUERTE", *Lapiz*

LGBT

Grand Prize Winner

Honey Maid (Mondelez International)
"THIS IS WHOLESOME ANTHEM", *Droga5*

Category Winners

Allstate Insurance Company "SAFE IN MY HANDS", *Leo Burnett*

NFL Sponsorship (Visa, Inc.) "NFL SPONSORSHIP", *MRY*

People with Disabilities

Grand Prize Winner

Duracell (P&G) "TRUST YOUR POWER", *Saatchi and Saatchi*

Category Winners

Guinness (Diageo) "WHEELCHAIR BASKETBALL", *BBDO*

Walmart "WORK IS A BEAUTIFUL THING: MEET PATRICK",
Saatchi and Saatchi

Print

Grand Prize Winner

Special Olympics Texas "SWIMMING" AND "TRACK", *LatinWorks*

Category Winners

Pantene and COVERGIRL (P&G) "ROAD TO ESSENCE",
Saatchi and Saatchi

California Department of Public Health
"THE CALIFORNIA TOBACCO CONTROL PROGRAM",
Acento Advertising

Radio

Grand Prize Winner

Tecate (Heineken USA) "BREW MASTERS", *iNSPIRE!*

Category Winners

Dunkin' Brands, Inc. "FRIENDS" AND "BIG HEART", *Zubi Advertising*

Pepsi Beverages and FritoLay Snacks (PepsiCo.) "BBQ" AND "GAME",
LatinWorks

Significant Results

Grand Prize Winner

Dallas Pets Alive "MUTTBOMBING", *Dieste*

Category Winners

Duracell (P&G) "TRUST YOUR POWER", *Saatchi and Saatchi*

Pantene and COVERGIRL (P&G) "ROAD TO ESSENCE",
Saatchi and Saatchi

Total Market

Grand Prize Winner

Coca-Cola (The Coca-Cola Company) "IT'S BEAUTIFUL",
Wieden + Kennedy

Category Winners

Dallas Pets Alive "MUTTBOMBING", *Dieste*

State Farm "WORRY FREE", *Alma DDB*

Best in Show

Grand Prize Winner

Duracell (P&G) "TRUST YOUR POWER", *Saatchi and Saatchi*