2015 Multicultural Excellence Awards Winners

**African-American**
**Grand Prize Winner**
Union Bank “BLACK HISTORY MONTH: CONNECTING THE PAST TO THE PRESENT”, Carol H Williams Advertising

**Category Winners**
XFINITY (Comcast) “WEAPONS OF A MOVEMENT”, Burrell

**Asian**
**Grand Prize Winner**
Allstate Insurance Company "HAMARE HAATH, AAPKE SAATH", Leo Burnett

**Category Winner**
Chase “CHINESE DIGITAL ADOPTION MASTERY CAMPAIGN”, Interrend Communications
Verizon Wireless “#IAMCAMPAIGN”, TDW+Co

**Digital Media**
**Grand Prize Winner**
Toyota Motor Sales USA (Toyota brand) “MAS QUE UN AUTO (MORE THAN A CAR)”, Conill

**Category Winners**
Allstate Insurance Company “OUT HOLDING HANDS”, Leo Burnett
Toyota Camry “LA GRAN DECISION”, Conill

**Hispanic**
**Grand Prize Winner**
Toyota Motor Sales USA (Toyota brand) “MAS QUE UN AUTO (MORE THAN A CAR)”, Conill

**Category Winners**
Chrysler 200 “DE LO ORDINARIO A LO EXTRAORDINARIO” (FROM ORDINARY TO EXTRAORDINARY), Lopez Negrete Communications
Wells Fargo “WHY I WORK”, Acento Advertising

**LGBT**
**Grand Prize Winner**
Wells Fargo “LEARNING SIGN LANGUAGE”, BBDO SF

**Category Winners**
Allstate Insurance Company “OUT HOLDING HANDS”, Leo Burnett
MasterCard “PRICELESSSURPRISES”, RGA

**People with Disabilities**
**Grand Prize Winner**
Kleenex (Kimberly-Clark Corporation) “UNLIKELY BEST FRIENDS”, VSA Partners

**Category Winners**
XFINITY (Comcast) on the X1 Entertainment Operating System “EMILY'S OZ”, Goodby Silverstein & Partners
AARP & Ad Council “CAREGIVER CAMPAIGN”, Alma DDB

**Print**
**Grand Prize Winner**
The Black Rep / Pro-bono Theater “THE BLACK REP CAMPAIGN”, Rodgers Townsend DDB

**Category Winners**
AICPA Diversity & Inclusion “PRESENT AND ACCOUNTED FOR”, American Institute of Certified Public Accountants (AICPA)
XFINITY (Comcast) “XFINITY SEAMLESS”, Burrell Communications

**Radio**
**Grand Prize Winner**
Kimberly-Clark “CELEBRATE FAMILY UNITY (FUN)”, LatinWorks

**Category Winners**
Forest Lawn "PLAN AHEAD", Low and Joe
McDonald’s “INDECISIVE TIFF”, Moroch

**Significant Results**
**Grand Prize Winner**
Toyota Motor Sales USA (Toyota brand) “MAS QUE UN AUTO (MORE THAN A CAR)”, Conill

**Category Winners**
Chrysler 200 “DE LO ORDINARIO A LO EXTRAORDINARIO” (FROM ORDINARY TO EXTRAORDINARY), Lopez Negrete Communications
Wells Fargo “DIWALI 2014, SPREADING SMILES”, DAE Advertising

**Total Market**
**Grand Prize Winner**
Tylenol (McNeil Consumer Healthcare) “#HOWWEFAMILY”, J. Walter Thompson

**Category Winners**
AARP & Ad Council “CAREGIVER CAMPAIGN”, Alma DDB
Kleenex (Kimberly-Clark Corporation) “A MENTOR AND A FRIEND”, VSA Partners

**Best in Show**
**Grand Prize Winner**
Kleenex (Kimberly-Clark Corporation), “UNLIKELY BEST FRIENDS”, VSA Partners