# Multicultural Excellence Awards Winners 2016

## African-American
### Grand Prize Winner
McDonald’s “ALL NIGHTER & SLANG”, Lime Green Moroch

### Category Winners
- Dark and Lovely (L’Oreal) “LOVE MY COLOR”, TAG Creative
- Wells Fargo “WELLS FARGO BRAND LAUNCH”, Muse

## Asian
### Grand Prize Winner
McDonald’s “DID YOU EAT YET?”, IW Group

### Category Winner
Chase Digital Banking Services “CHINESE ADVICE CAMPAIGN”, Intertrend Communications
- City of Hope “ABOVE AND BEYOND”, IW Group

## Audio
### Grand Prize Winner
USDA Animal and Plant Health Inspection Service “CAN I BRING IT”, Sensis

### Category Winners
- McDonald’s “SUPER MOM & QUALIFIED”, Lime Green Moroch
- Mind Fuel School “INTERESTING PEOPLE”, Alma DDB

## Business-to-Business
### Grand Prize Winner
Univision Communications “THE RISE OF FUTBOL IN AMERICA”, Blanco Lorenz

### Category Winners
- Prudential “A TOTAL MARKET APPROACH”, Prudential Advertising (in-house)
- Univision Communications “JORGE RAMOS-50 GREATEST LEADERS IN THE WORLD”, Blanco Lorenz

## Digital, Social & Mobile
### Grand Prize Winner
Toyota Tacoma “SAL A JUGAR- HIJACKED BANNER”, Conill

### Category Winners
- Denny's “CAMELS VS. REINDEERS”, Casanova McCann
- Verizon Wireless “LA BANDA”, Zenith (Publicis Media)

## Experiential Marketing
### Grand Prize Winner
NESCAFÉ Clásico (Nestlé USA) “MAKE THE MOMENT HAPPEN - COFFEEBREAKS SOCIAL EXPERIMENT”, Casanova McCann

### Category Winners
- Sprite (The Coca-Cola Company) “THE SPRITE CORNER”, Wieden+Kennedy New York
- Coca-Cola “CIELITO LINDO”, Elemento L2

## Hispanic
### Grand Prize Winner
Coca-Cola “TATTOO CAN”, DAVID The Agency

### Category Winners
- Tide (Procter & Gamble) “WASH AWAY LABELS”, Conill
- CHIRLA Action Fund “TURN IGNORANCE AROUND”, Walton Isaacson

## LGBT
### Grand Prize Winner
This Free Life (Food and Drug Administration) “OUR STORY”, Rescue

### Category Winners
- Mass Mutual “VOW TO PROTECT”, Mullenslowe US
- Necco “JACK & GEORGE: THE 55TH VALENTINE”, Hill Holiday

## People with Disabilities
### Grand Prize Winner
Duracell (Berkshire Hathaway) “STAY CONNECTED”, Anomaly

### Category Winners
- Walt Disney World “UNFORGETTABLE HAPPENS HERE — THE MANSFIELD FAMILY”, Disney’s Yellow Shoes (in-house)
- Autism Speaks “THE WORLD OF AUTISM”, BBDO New York

## Print
### Grand Prize Winner

### Category Winners
- AARP “MEMBER STORIES THAT INSPIRE”, DAE Advertising
- XFINITY (Comcast) “LANGUAGE CHOICE POSTERS”, Grupo Gallegos

## Total Market
### Grand Prize Winner
Kleenex (Kimberly-Clark Corporation) “KLEENEX TIMELY CARE 2.0”, J. Walter Thompson

### Category Winners
- Tylenol (Johnson & Johnson) “#HOWWEFAMILYHOLIDAY”, J. Walter Thompson
- Honda Civic “NEXT MILESTONE”, Quantasy / Muse

## Significant Results
### Grand Prize Winner
American Girl (Mattel) “DIABETES CARE KIT — HEALTHY INSPIRATIONS FOR EVERY GIRL”, Mattel (in-house)

### Category Winners
- Tide (Procter & Gamble) “WASH AWAY LABELS”, Conill
- Ram (Fiat Chrysler Automobiles) “SALT OF THE EARTH”, Lopez Negrete Communications

## Best in Show
### Grand Prize Winner
Duracell (Berkshire Hathaway) “STAY CONNECTED”, Anomaly