



2017 MULTICULTURAL EXCELLENCE AWARDS WINNERS

African-American

Grand Prize Winner

Ford Motor Company, "SHOPPING", *UWG (UniWorld Group)*

Category Winners

Colgate-Palmolive Company, "CODE FOR A BRIGHTER FUTURE",
UWG (UniWorld Group)

Comcast/Xfinity, "UNPLUG AND CONNECT", *Burrell Communications*

Asian

Grand Prize Winner

Xoom, "XOOMLOL COMEDY SERIES", *Keyframe, Inc.*

Category Winners

State Farm Insurance Company, "CRICKET YIN & YANG",
interTrend Communications

United States Marine Corps, "HOME FRONT VIDEO SERIES",
UWG (UniWorld Group)

Audio

Grand Prize Winner

Comcast/Xfinity, "LANGUAGE CHOICE 2.0", *GALLEGOS United*

Category Winners

Comcast/Xfinity, "UNPLUG AND CONNECT", *Burrell Communications*

Comcast/Xfinity, "ME TIME", *GALLEGOS United*

Business-to-Business

Grand Prize Winner

Prudential, "REAL TIME EVENT POLLING",
Prudential Advertising (in-house)

Category Winner

Viteos Fund Services, "WOMEN IN OPERATIONS",
Global Custodian Magazine

Digital, Social & Mobile

Grand Prize Winner

Netflix (Narcos), "SPANISH LESSONS", *ALMA DDB*

Category Winners

Avocados From Mexico, "#AVOSECRETS", *Richards/Lerma*

Square Enix, "HUMAN BY DESIGN",
Liquid Advertising & Courageous Studios

Experiential Marketing

Grand Prize Winner

Square Enix, "HUMAN BY DESIGN",
Liquid Advertising & Courageous Studios

Category Winners

Food and Drug Administration (FDA), "THE NEW WAVE",
Rescue | The Behavior Change Agency

Marriott International, "#LOVETRAVELS", *IMGLive*

Hispanic

Grand Prize Winner

Sprint, "GREATEST HITS", *ALMA DDB*

Category Winners

California Lottery, "GRACIAS MAESTROS",
IM Studio and Casanova McCann

RMCH/Hacer Scholarship Program, "HACER", *ALMA DDB*

LGBT

Grand Prize Winner

Mastercard, "RESTROOM FOR ALL", *McCann New York*

Category Winners

AT&T, "WE ARE BOLD", *The 360 Agency*

Food and Drug Administration (FDA), "FLAWLESS",
Rescue | The Behavior Change Agency

People with Disabilities

Grand Prize Winner

Jockey International, "SHOW 'EM WHAT'S UNDERNEATH,
SHOW 'EM YOUR JOCKEY", *Pure Growth*

Category Winners

Square Enix, "HUMAN BY DESIGN",
Liquid Advertising & Courageous Studios

Toyota Motor North America, "CHAMPIONSHIP GAME", *Saatchi & Saatchi*

Print

Grand Prize Winner

Comcast/NBC Universal, "PASSING THE TORCH",
Burrell Communications

Category Winners

BMW, "SPREAD", *AV Communications*

Comcast/Xfinity, "BEAUTIFULLY BILINGUAL", *GALLEGOS United*

Total Market

Grand Prize Winner

Johnson & Johnson (Motrin), "#WOMANINPROGRESS",
J. Walter Thompson

Category Winners

Diageo (Johnnie Walker), "KEEP WALKING AMERICA", *Anomaly*
YouTube, "YOUTUBE MUSIC. IT'S NOT JUST WHAT WE LISTEN TO.
IT'S WHO WE ARE.", *Anomaly*

Significant Results

Grand Prize Winner

Diageo (Buchanan's), "ES NUESTRO MOMENTO", *Anomaly*

Category Winners

Netflix (Narcos), "SPANISH LESSONS", *ALMA DDB*

Sprint, "GREATEST HITS", *ALMA DDB*

Best in Show

Grand Prize Winner

Mastercard, "RESTROOM FOR ALL", *McCann New York*