### 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**
Vitesos 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/Lema
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**

**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

#### Best in Show
**Grand Prize Winner**
Mastercard, “RESTROOM FOR ALL”, McCann New York