**2018 MULTICULTURAL EXCELLENCE AWARDS WINNERS**

**Best in Show**
Grand Prize Winner
Procter & Gamble, “LOVE OVER BIAS”, Wieden + Kennedy

**African-American**
Grand Prize Winner
Procter & Gamble, “MY BLACK IS BEAUTIFUL”, EGAMI Group

Category Winners
Comcast, “COMCAST VISIONS OF KING”, Burrell Communications
Unilever North America (Dove Brand Masterbrand), “#BEAUTYLOOKSLIKE”, JOY Collective

**Asian**
Grand Prize Winner
JP Morgan Chase, “CHINESE YOUR WAY”, interTrend Communications, Inc.

Category Winners
Warner Bros, “CRAZY RICH ASIANS”, IW Group
JP Morgan Chase, “CHINESE YOUR GOALS”, interTrend Communications, Inc.

**LGBT**
Grand Prize Winner
Verizon, “CONNECTED BY PRIDE”, McCann

Category Winners
NewFest, “TYPE WITH PRIDE”, Ogilvy
Verizon, “VERIZON VIRTUAL SOCIAL PRIDE PARADE”, R/GA

**People with Disabilities**
Grand Prize Winner
JP Morgan Chase, “CHINESE YOUR GOALS”, interTrend Communications, Inc.

Category Winners
Procter & Gamble, “LOVE OVER BIAS”, Wieden + Kennedy

**Audio — Radio, Internet Radio, and Podcasts**
Grand Prize Winner
Coca-Cola, “A SONG FOR EVERY NAME”, Casanova//McCann

Category Winners
Comcast, “XFINITY CULTURAL CONDUIT — FEATURING BLACK THOUGHT”, Burrell Communications
Walmart, “TONGUE TIED”, Lopez Negrete Communications

**Digital, Social, and Mobile**
Grand Prize Winner
PFLAG Canada, “DESTINATION PRIDE”, FCB/SIX

Category Winners
Puerto Rico Tourism Company, “PUERTO RICO FROM A TO Z”, KOI IXS
beIN SPORTS, “THE BEIN BED CAMPAIGN”, Y&R Miami

**Experiential Marketing**
Grand Prize Winner
Comcast, “COMCAST VISIONS OF KING”, Burrell Communications

Category Winners
Comcast, “XFINITY CULTURAL CONDUIT — ROOTS PICNIC LIVESTREAM EXPERIENCE”, Burrell Communications
Procter & Gamble, “LOVE OVER BIAS”, Wieden + Kennedy

**Socially Responsible**
Grand Prize Winner
HP Inc., “REINVENT MINDSETS BY HP”, FF Creative Community

Category Winners
Procter & Gamble, “MY BLACK IS BEAUTIFUL”, EGAMI Group
PFLAG Canada, “DESTINATION PRIDE”, FCB/SIX

**Total Market**
Grand Prize Winner
Procter & Gamble, “LOVE OVER BIAS”, Wieden + Kennedy

Category Winners
Procter & Gamble, “MY BLACK IS BEAUTIFUL”, EGAMI Group
Levi Strauss & Co., “CIRCLES”, FCB West

**Hispanic**
Grand Prize Winner

Category Winners
Comcast, “XFINITY UNEXPECTED EXPERTS”, Gallegos United
Toyota Motor North America, “TUNDRA POWER”, Conill Advertising

**Significant Results**
Grand Prize Winner
Lexus, “LEXUS AND MARVEL’S BLACK PANTHER LONG LIVE THE KING”, Walton Isaacson

Category Winners
Canadian Down Syndrome Society, “ANYTHING BUT SORRY”, FCB Canada
PFLAG Canada, “DESTINATION PRIDE”, FCB/SIX