ANA 20TH ANNUAL
MULTICULTURAL EXCELLENCE AWARDS
ENTRY KIT
SHOWCASE YOUR BEST WORK.

Reaching audiences and driving growth — that’s the endgame we all are working toward. The ANA Multicultural Excellence Awards offer the ultimate opportunity to showcase work that makes a difference and celebrate the teams that are raising the bar for our industry.

With the multicultural population in the U.S. rapidly growing, it is crucial for brands to be culturally relevant to all consumers — regardless of gender, race, ethnicity, sexual or gender identity, or ability. Multicultural Excellence Award winners showcase insight and learning from the brands taking the strategic steps to ensure their engagement with multicultural consumer segments is relevant, creative, and compelling.

The ANA Multicultural Excellence Awards program is judged by a jury of industry leaders to select the entries that represent best-in-class examples of multicultural marketing — work that features powerful cultural insights that ultimately helps brands to effectively connect with diverse consumers.

Have award-worthy work? Enter today and help us all to raise the bar!
Why the Multicultural Excellence Awards?

A true reflection of multicultural marketing.
The Multicultural Excellence Awards are thoughtfully crafted to reflect today's wide-ranging examples of multicultural marketing practices. The award categories are inclusive and recognize excellence in campaigns of all sizes, budgets, and scopes, providing exposure for the outstanding work being done in the areas of African American, Asian, Hispanic, LGBTQ+, people with disabilities, and total market advertising.

Powered by the ANA.
ANA members are among the most powerful and influential marketers in the world. Enhance your reputation and raise your profile in front of these decision makers at more than 1,000 client-side marketer member companies. Winning case studies will be shared with our network through ANA.net resources and select winners will also be invited to share their insight and expertise at exclusive ANA events and be featured on ANA channels throughout the year.

Separate yourself from your competition.
Be a leader and demonstrate your level of expertise by having your work singled out by the ANA's community of marketing executives as the new bar of achievement in multicultural marketing for the industry.
Multicultural Excellence Award Categories.

**African American**
Represents all types of creative engagement that directly targets the African American demographic.

**Asian**
Represents all types of creative engagement that directly targets the Asian demographic.

**Audio**
Entries in this category include all types of audio spots, including commercial radio, streaming radio, and downloadable audio (podcasts), that directly target a multicultural consumer segment.

**Digital/Social/Mobile**
This category is for any creative executions that leverage digital platforms that directly target a multicultural consumer segment. This includes programs involving mobile sites, apps, geo-location strategies, email campaigns, web-based campaigns, etc. This category also rewards the best use of social media tools (Facebook, Instagram, LinkedIn, Pinterest, Tumblr, Twitter, etc.) targeted to consumers as the primary communication tactic/strategy to reach your objective.

**Experiential Marketing**
Entries in this category include campaigns that allow consumers to become active participants in online or offline immersive experiences that directly target a multicultural consumer segment.

**Hispanic**
Represents all types of creative engagement that directly targets the Hispanic demographic.

**LBGTQ+**
Represents all types of creative engagement that directly targets the LBGTQ+ demographic.

**People with Disabilities**
Entries in this category include all types of creative that directly target or resonate with People with Disabilities. Although marketing content may not target this group specifically, it is important that the creative incorporates this consumer segment as a key pillar of the campaign.
Multicultural Excellence Award Categories.

Print
Entries in this category include print creative that directly targets the multicultural consumer segment(s).

Small Budget
This category recognizes campaigns that directly target a multicultural consumer segment(s), executed on a budget that did not exceed $400K USD. The investment in the campaign is inclusive of media expenditures and production/activation costs. Local, regional, national efforts that directly target a multicultural consumer segment are all eligible.

Socially Responsible
Entries in this category include all types of creative that directly address current social issues.

Total Market
Entries in this category include creative that integrates diverse segment considerations from inception through the entire strategic process and execution, with the goal of enhancing value and growth effectiveness. In marketing communications, this could lead to either one fully integrated cross-cultural approach, individual segment approaches, or both in many cases, but always aligned under one overarching strategy.

Significant Results (optional)
This is an optional category in which entries must demonstrate the success of your marketing campaign. Using facts and figures about your campaign, your submission should explain why the brand’s efforts were successful, based on the effectiveness of the advertising and its measurable objectives. Special Eligibility Requirement: To be eligible for this category, your work must be entered in one of the main categories and be among the top scoring entries based on the final results of the round one judging process. Only the top scoring works will be judged and considered for awards in this category by the final-round jury.
Key entry details.

Who is eligible?
Anyone who created/executed multicultural marketing is welcome to enter. This includes, but is not limited to, client-side marketers, any type of marketing, advertising, and promotion agencies, retailers, media companies, and service providers.

What is eligible?
Campaigns must have run between June 2019 and July 2020 within the U.S. for a minimum period of two weeks. Non-consecutive weeks are acceptable. (The Experiential Marketing category does not have to run for a two week period.)

Can I enter the same work into multiple categories?
Yes, you can enter as many campaigns in as many categories as you wish. Teams often enter the same piece of work into multiple categories. Just be sure to review the category descriptions closely as you may need to slightly modify your case story for each category you enter to ensure it's a match. Please note: Each additional submission will require completing a new entry form, and entry fees apply.

My work won last year — can I enter it again?
Yes, as long as the work ran during the eligibility timeframe, and provides the insight, creative, and media plan relative to the eligibility period.

Entry deadlines
• Early-Bird Deadline: July 6, 2020
• Standard Deadline: August 21, 2020
• Final Deadline: September 14, 2020

Entry Fees
• Up to Early-Bird Deadline: $525
• After Early-Bird and up to Standard Deadline: $650
• After Standard and up to Final Deadline: $695
Case study questions.

**Demographic Target Audience(s)**
Describe the audience you were targeting during the campaign.

**Primary Objectives**
What were the client’s primary objectives for this marketing effort?

**Key Insights**
Share the key insights that were realized and how they were optimized.

**Media Activation**
Share the media plan created for the campaign, including details/calendars outlining campaign dates and media runtimes.

**Creative Elements**
Submissions will be expected to include up to two creative uploads — one of which may be a sizzle reel showcasing the creative executions. For those entering the Audio or Print categories, the entry must consist of two audio (radio, internet radio, podcasts) spots or print ads (no sizzle reels). For work not in English and does not have subtitles, a full translation of the work’s content will need to be provided.

Please note: Certain categories have unique requirements regarding creative elements. Please visit our website [ANAMulticulturalAwards.org](http://ANAMulticulturalAwards.org) and review the Categories page to learn the specific requirements pertaining to the categories you plan to enter.

Note: You will be asked additional data points regarding duration of campaign, media/engagement channels, budget range, industry sector, and audience profile.

A **sample entry form** listing ALL the essentials, including the file specifications for the creative/content elements, is available either as an editable [Word Document (.docx)]() or a [PDF](#).
How your work will be judged.

Over the course of three rounds of judging, agency and client-side executives evaluate the submissions on two key factors:

• Creativity
• Relevance

Round One
The first round will include all submissions and will be judged based on creative excellence and relevancy to the multicultural category for which they are submitted. The ANA Multicultural Marketing & Diversity Committee and other invited executives will judge this round.

Round Two
The second round will include the top 5 submissions in each category based on the final results of round one. These submissions will be judged on the same criteria of relevancy and creativity. (The Significant Results category has unique requirements.) From this round, the top three winners in each category will be determined, including the Grand Prize winner and the category winners (second- and third-place prizes). This round will be judged by a select panel of judges.

Best In Show
The final round of judging will determine the Best in Show. A select panel of judges will review the Grand Prize winners in each category to determine the Best in Show.

Companies represented on last year’s jury include:

COMCAST
NBCUNIVERSAL
Kellogg’s
American Express
WELLS FARGO
Ford
NASCAR
Kaiser Permanente
thrive
ESPN

Enter at ANAMulticulturalAwards.org
The party.

2020 Multicultural Excellence Awards Gala

November 15, 2020 | Orlando, Fla.

The Multicultural Excellence Awards Gala will take place November 15, 2020, the first evening of the ANA Multicultural Marketing & Diversity Conference, presented by Pandora. The ANA will reveal and celebrate all the winners of the 2020 Multicultural Excellence Awards.

Awards will be presented to top agencies and brands for the best multicultural marketing campaigns of the past year, across 13 different categories. The event culminates with the Best in Show announcement, honoring the overall best campaign chosen from the Grand Prize category winners.

The Multicultural Excellence Awards Gala is an inspiring gathering where individuals and organizations celebrate achievement in multicultural marketing.

To purchase tickets/table for the 2020 Multicultural Excellence Awards Gala or a ticket to the ANA Multicultural Marketing & Diversity Conference (Gala ticket included), please click here.
Showcase of Recent Winners.

View the winners at ANA Multicultural Excellence Awards.

Enter at ANAMulticulturalAwards.org
Additional details:

Resource for all things ANA Multicultural Excellence Awards:
www.anamulticulturalawards.org

Resource for all things ANA:
www.ana.net

For more information, please email us at:
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