## 2020 MULTICULTURAL EXCELLENCE AWARDS WINNERS

### Best in Show

**Grand Prize Winner**

Verizon, “LOVE CALLS BACK”, McCann Worldgroup

<table>
<thead>
<tr>
<th>African-American</th>
<th>Grand Prize Winner</th>
<th>Category Winners</th>
</tr>
</thead>
</table>
| American Family Insurance  
“TIME’S THE MARCH, MADE POSSIBLE BY AMERICAN FAMILY INSURANCE”  
Elite Media | National Park Foundation  
“STAND WHERE HEROES STOOD”  
Burrell Communications | The New York Times  
“The 1619 Project”  
Droga5 |

| Asian | IW GROUP  
“#WASHTHEHATE”  
IW Group | U.S. Census Bureau  
“2020 CENSUS ASIAN COMMUNICATIONS AND OUTREACH CAMPAIGN”  
TDW+Co | AT&T Entertainment Group  
“HOME”  
AAAZA, Inc. |

<table>
<thead>
<tr>
<th>Audio — Radio, Internet Radio, and Podcasts</th>
<th>Category Winners</th>
</tr>
</thead>
</table>
| Tecate  
“LOS ÁNGELES LINDO Y QUERIDO”  
Remezcla | Procter & Gamble  
“OLAY ELEVATES VOICES FOR RACIAL JUSTICE”  
Badger & Winters | Procter & Gamble  
“OLD SPICE MEN HAVE SKIN TOO REMIX BY CHAZ SMITH”  
Citizen Relations |

<table>
<thead>
<tr>
<th>Digital, Social, and Mobile</th>
<th>Category Winners</th>
</tr>
</thead>
</table>
| Verizon  
“LOVE CALLS BACK”  
McCann Worldgroup | O’Keefe Reinhard & Paul  
“CELEBRATING CHICAGO’S BLACK MUSIC HISTORY: BLACK HISTORY MONTH 2020”  
O’Keefe Reinhard & Paul | Tecate  
“LOS ÁNGELES LINDO Y QUERIDO”  
Remezcla |

<table>
<thead>
<tr>
<th>Experiential Marketing</th>
<th>Category Winners</th>
</tr>
</thead>
</table>
| Mastercard  
“MASTERCARD TRUE NAME”  
McCann Worldgroup | Dove  
“THE CROWN ACT AND NATIONAL CROWN DAY”  
JOY Collective | American Family Insurance  
“TIME’S THE MARCH, MADE POSSIBLE BY AMERICAN FAMILY INSURANCE”  
Elite Media |

<table>
<thead>
<tr>
<th>Hispanic</th>
<th>Category Winners</th>
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</thead>
</table>
| Tecate  
“LOS ÁNGELES LINDO Y QUERIDO”  
Remezcla | OREO  
“HOME SWEET HOME”  
The Martin Agency | Toyota Motor North America  
“UNBELIEVABLE”  
Corill |

<table>
<thead>
<tr>
<th>LGBTQ</th>
<th>Category Winners</th>
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</thead>
</table>
| Mastercard  
“MASTERCARD TRUE NAME”  
McCann Worldgroup | Verizon  
“LOVE CALLS BACK”  
McCann Worldgroup | Pantene  
“PANTENE HOME FOR THE HOLIDAYS”  
Grey Group |

<table>
<thead>
<tr>
<th>People with Disabilities</th>
<th>Category Winners</th>
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</thead>
</table>
| Canadian Down Syndrome Society  
“PROJECT UNDERSTOOD”  
FCB Canada | Alzheimer’s Foundation of America  
“BEAUTIFUL MINDS”  
Kastner Los Angeles | Procter & Gamble  
“CAREGIVERS”  
Grey NY |

<table>
<thead>
<tr>
<th>Print</th>
<th>Category Winners</th>
</tr>
</thead>
</table>
| Procter & Gamble  
“CAREGIVERS”  
Grey NY | Sol  
“SOL 2020 CINCO DE MAYO PACKING DESIGN”  
Alma DDB | Big Brother Big Sister of Middle Tennessee  
“YOU ARE THE EXCELLENCE”  
Ofluent360 |

<table>
<thead>
<tr>
<th>Significant Results</th>
<th>Category Winners</th>
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</thead>
</table>
| Procter & Gamble  
“CAN’T CANCEL PRIDE”  
Mediacom, iHeart | Procter & Gamble  
“LET’S #TALKABOUTBIAS”  
Friends at Workshop | Dove  
“THE CROWN ACT AND NATIONAL CROWN DAY”  
JOY Collective |

<table>
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<tr>
<th>Small Budget</th>
<th>Category Winners</th>
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</thead>
</table>
| Courageous Conversation Global Foundation  
“NOT A GUN/NOT A CRIME”  
Goodby Silverstein & Partners | HBO  
“#LIBERTY2ME”  
Allied Global Marketing | Los Angeles LGBT Center  
“WHAT’S LOVE”  
RPA Advertising |

<table>
<thead>
<tr>
<th>Socially Responsible</th>
<th>Category Winners</th>
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</table>
| Verizon  
“LOVE CALLS BACK”  
McCann Worldgroup | Procter & Gamble  
“LET’S #TALKABOUTBIAS”  
Friends at Workshop | Courageous Conversation Global Foundation  
“NOT A GUN/NOT A CRIME”  
Goodby Silverstein & Partners |

<table>
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<tr>
<th>Total Market</th>
<th>Category Winners</th>
</tr>
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</table>
| Crayola  
“CRAYOLA COLORS OF THE WORLD”  
McGarry Bowen, Golin | American Family Insurance  
“AMERICAN FAMILY INSURANCE KEEP PEOPLE FEARLESS CAMPAIGN”  
Elite Media | Procter & Gamble  
“The Choice”  
Grey, Townhouse |