

# 2003 ANA MULTICULTURAL EXCELLENCE AWARDS WINNERS

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## African American

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### *Grand Prize Winner:*

|                  |                   |                     |
|------------------|-------------------|---------------------|
| Pepsi Cola       | UniWorld          | 2 TV, 1 Radio       |
| <i>Honorees:</i> |                   |                     |
| Coors            | Carol H. Williams | 2 TV, 1 Radio       |
| Nissan           | True Agency       | 1 TV, 2 Magazine    |
| Toyota           | Burrell           | TV, Radio, Magazine |

## Asian

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### *Grand Prize Winner:*

|                     |               |                   |
|---------------------|---------------|-------------------|
| U.S. Postal Service | A Partnership | 1 TV, 2 Newspaper |
|---------------------|---------------|-------------------|

### *Honorees:*

|                                 |            |                      |
|---------------------------------|------------|----------------------|
| Foxwoods Resort & Casino        | Admerasia  | TV, Radio, Newspaper |
| New York Life Insurance Company | (In-house) | All TV               |

## General Market

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### *Grand Prize Winner:*

|                 |                |                  |
|-----------------|----------------|------------------|
| Starburst Sours | Grey Worldwide | 2 TV, 1 Magazine |
|-----------------|----------------|------------------|

### *Honorees:*

|                                 |             |                         |
|---------------------------------|-------------|-------------------------|
| Mitsubishi Motors North America | Deutsch LA  | TV, Magazine, Newspaper |
| State Farm Insurance Companies  | DDB Chicago | 2 TV, 1 Print           |

## Hispanic

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### *Grand Prize Winner:*

|          |                          |        |
|----------|--------------------------|--------|
| Pepsi Si | Dieste Harmel & Partners | All TV |
|----------|--------------------------|--------|

### *Honorees:*

|                        |                          |                     |
|------------------------|--------------------------|---------------------|
| American Airlines      | Zubi Advertising         | TV, Radio, Magazine |
| California Lottery     | Casanova Pendrill        | All TV              |
| Crest with Scope (P&G) | Bromley Communications   | All TV              |
| Glad (Clorox Co.)      | Dieste Harmel & Partners | All TV              |

## Multicultural Campaign With Significant Results

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### *Grand Prize Winner:*

|                            |                      |
|----------------------------|----------------------|
| Combivir (GlaxoSmithKline) | Palio Communications |
|----------------------------|----------------------|

### *Honorees:*

|                        |                        |
|------------------------|------------------------|
| Payless ShoeSource     | Bromley Communications |
| Verizon Communications | Burrell Communications |