

2004 ANA MULTICULTURAL EXCELLENCE AWARDS WINNERS

African American

Grand Prize Winner:

Cover Girl (P&G)	Ericsson Fina & Grey Worldwide	3 TV
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Honorees:

Heineken USA	Vigilante	2 TV, 1 Radio
Pepsi Cola	Spike DDB	1 TV, 2 Print

Asian

Grand Prize Winner:

New York Life Insurance Company	(In-house)	1 TV, 1 Print, 1 Internet
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Honorees:

New York Life Insurance Company	(In-house)	1 TV, 1 Print, 1 Internet
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Gay & Lesbian

Grand Prize Winner:

Volvo Cars of North America	Witeck-Combs/Prime Access	2 Print, 1 Internet
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General Market

Grand Prize Winner:

Office Depot	BBDO	2 TV, 1 Radio
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Honorees:

Verizon	McGarry Bowen	3 TV
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Hispanic

Grand Prize Winner:

Heineken USA	Vidal Partnership	2 TV, 1 Radio
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Honorees:

Bush Brothers – Bush's Beans	Casanova Pendrill	1 TV, 1 Radio, 1 OOH
Toyota Scion	Machado Garcia-Serra	2 TV, 1 Radio
Volkswagen	Creative on Demand	3 TV

Multicultural Campaign With Significant Results

Grand Prize Winner:

Lactaid (J&J - McNeil)	La Agencia de Orci
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Honorees:

Cover Girl (P&G)	Ericsson Fina and Grey Worldwide
Nissan Altima	True Agency