

## 2005 ANA Multicultural Excellence Awards Honorees

| Honoree or Winner | Company | Product/Brand | Media Type/Caption | Agency |
|-------------------|---------|---------------|--------------------|--------|
|-------------------|---------|---------------|--------------------|--------|

### African American

|                     |                                     |                            |                                                                                                                                                                                   |                        |
|---------------------|-------------------------------------|----------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------|
| Winner:             | <b>Procter &amp; Gamble Company</b> | Tide with a Touch of Downy | <b>1 TV:</b> "New Tide with a Touch of Downy brings soft, fresh moments to your life"<br><b>1 Print:</b> "New Tide with a Touch of Downy brings soft, fresh moments to your life" | Burrell Communications |
|                     |                                     |                            |                                                                                                                                                                                   |                        |
| Honorable Mentions: | <b>McDonald's Corporation</b>       | Fruit 'N Walnut Salad      | <b>1 TV:</b> "Patio"<br><b>1 Radio:</b> "What's the Buzz"                                                                                                                         | Burrell Communications |
|                     |                                     |                            |                                                                                                                                                                                   |                        |
|                     | <b>McDonald's Corporation</b>       | McDonald's Corporate       | <b>1 TV:</b> "Baobab"<br><b>1 Radio:</b> "Baobab"                                                                                                                                 | Burrell Communications |

### Hispanic

|                     |                                  |                     |                                                                   |                        |
|---------------------|----------------------------------|---------------------|-------------------------------------------------------------------|------------------------|
| Winner:             | <b>Burger King Corporation</b>   | Burger King         | <b>1 TV:</b> "Lyric Les Dinero"<br><b>1 TV:</b> "Drive Thru"      | Bromley Communications |
|                     |                                  |                     |                                                                   |                        |
| Honorable Mentions: | <b>Circuit City Stores, Inc.</b> | Circuit City Stores | <b>1 TV:</b> "Papá / Dad"<br><b>1 TV:</b> "Matrimonio / Marriage" | Bromley Communications |
|                     |                                  |                     |                                                                   |                        |
|                     | <b>American Airlines</b>         | American Airlines   | <b>1 Print:</b> "Beach"<br><br><b>1 TV:</b> "Ready to Leave"      | Zubi Advertising       |
|                     |                                  |                     |                                                                   |                        |
|                     | <b>Hertz Corporation</b>         | Hertz Car Rental    | <b>1 TV:</b> "Botanica"<br><b>1 TV:</b> "1-800"                   | The Bravo Group        |
|                     |                                  |                     |                                                                   |                        |
|                     | <b>Heineken USA</b>              | Heineken Beer       | <b>1 TV:</b> "No Kiss For You"<br><b>1 TV:</b> "Vuelo / Flight"   | The Vidal Partnership  |

### Asian

|                     |                                                 |                                          |                                                                                           |                      |
|---------------------|-------------------------------------------------|------------------------------------------|-------------------------------------------------------------------------------------------|----------------------|
| Winner:             | <b>General Motors Corporation</b>               | Chevrolet Malibu Maxx                    | <b>1 TV:</b> "Dream"<br><b>1 Print:</b> "18 Moves"                                        | A Partnership        |
|                     |                                                 |                                          |                                                                                           |                      |
| Honorable Mentions: | <b>California Department of Health Services</b> | California Department of Health Services | <b>1 TV:</b> "Inverse"<br><b>1 TV:</b> "I See"                                            | IW Group             |
|                     |                                                 |                                          |                                                                                           |                      |
|                     | <b>SBC Communications</b>                       | SBC DSL Yahoo!                           | <b>1 TV:</b> "Find yourself in many worlds"<br><b>1 Print:</b> "For just \$26.95 a month" | PanCom International |

### Gay and Lesbian

|                    |                                                     |                      |                                                                                     |                       |
|--------------------|-----------------------------------------------------|----------------------|-------------------------------------------------------------------------------------|-----------------------|
| Winner:            | <b>Greater Philadelphia Tourism Marketing Corp.</b> | Philadelphia Tourism | <b>1 TV:</b> "Pen Pals"<br><b>1 Print:</b> "Pen Pals"                               | InHouse               |
| Honorable Mention: | <b>Cendant Corporation</b>                          | Avis Rent-A-Car      | <b>1 Print:</b> "Out, out Traveler and Advocate Ad"<br><b>1 Print:</b> "The A-Card" | Impax Marketing Group |

### Significant Results

|                     |                                     |                            |                                                                                                                                                                                   |                        |
|---------------------|-------------------------------------|----------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------|
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| Honorable Mentions: | <b>GlaxoSmithKline</b>              | Sensodyne                  | <b>1 TV:</b> "Gritones"<br><b>1 Radio:</b> "Manifestacion"                                                                                                                        | InHouse                |
|                     | <b>SBC Communications</b>           | SBC Yahoo! DSL - Kids Show | <b>TV and Print</b> "Get SBC Yahoo! DSL \$14.95 with free music download"                                                                                                         | PanCom International   |

### General Market

|                     |                                |                            |                                                                |                     |
|---------------------|--------------------------------|----------------------------|----------------------------------------------------------------|---------------------|
| Winner:             | <b>United Church of Christ</b> | Tide with a Touch of Downy | <b>1 TV:</b> "Night Club"<br><b>1 TV:</b> "Affirmative"        | Gotham Incorporated |
| Honorable Mentions: | <b>Microsoft</b>               | Sensodyne                  | <b>1 TV:</b> "Start Something Launch"<br><b>1 TV:</b> "Cosmic" | McCann Worldgroup   |
|                     | <b>MasterCard</b>              | MasterCard                 | <b>1 TV:</b> "Cashier"                                         | McCann Erickson     |