

2008 Winners

List:

African American Category

Grand Prize Winner – The Partnership for a Drug Free America

Honorable Mention:

The Black Rep

Asian Category

Grand Prize Winner – State Farm Insurance

Honorable Mention:

Toyota Motor Sales

Allstate Insurance

Hispanic Category

Grand Prize Winner – Blue Shield of California

Honorable Mention:

MTV Tr3's

McDonald's

Digital Category

Grand Prize Winner – Cadbury Dentyne

Honorable Mention:

Miller Lite

M&M Mars

General Market Category

Grand Prize Winner – McDonald's

Honorable Mention:

State Farm Insurance

Merrill Lynch

Campaign with Significant Results

Grand Prize Winner – Energizer

Honorable Mention:

Allstate Insurance

Blue Shield of California