



2020 MULTICULTURAL EXCELLENCE AWARDS WINNERS



Best in Show

Grand Prize Winner

Verizon, "LOVE CALLS BACK", *McCann Worldgroup*

| | Grand Prize Winner | Category Winners | |
|--|---|--|---|
| African-American | American Family Insurance "TIME'S THE MARCH, MADE POSSIBLE BY AMERICAN FAMILY INSURANCE" <i>Elite Media</i> | National Park Foundation "STAND WHERE HEROES STOOD" <i>Burrell Communications</i> | The New York Times "THE 1619 PROJECT" <i>Droga5</i> |
| Asian | IW GROUP "#WASHTHEHATE" <i>IW Group</i> | U.S. Census Bureau "2020 CENSUS ASIAN COMMUNICATIONS AND OUTREACH CAMPAIGN" <i>TDW+Co</i> | AT&T Entertainment Group "HOME" <i>AAAZA, Inc.</i> |
| Audio — Radio, Internet Radio, and Podcasts | Tecate "LOS ÁNGELES LINDO Y QUERIDO" <i>Remezcla</i> | Procter & Gamble "OLAY ELEVATES VOICES FOR RACIAL JUSTICE" <i>Badger & Winters</i> | Procter & Gamble "OLD SPICE MEN HAVE SKIN TOO REMIX BY CHAZ SMITH" <i>Citizen Relations</i> |
| Digital, Social, and Mobile | Verizon "LOVE CALLS BACK" <i>McCann Worldgroup</i> | O'Keefe Reinhard & Paul "CELEBRATING CHICAGO'S BLACK MUSIC HISTORY: BLACK HISTORY MONTH 2020" <i>O'Keefe Reinhard & Paul</i> | Tecate "LOS ÁNGELES LINDO Y QUERIDO" <i>Remezcla</i> |
| Experiential Marketing | Mastercard "MASTERCARD TRUE NAME" <i>McCann Worldgroup</i> | Dove "THE CROWN ACT AND NATIONAL CROWN DAY" <i>JOY Collective</i> | American Family Insurance "TIME'S THE MARCH, MADE POSSIBLE BY AMERICAN FAMILY INSURANCE" <i>Elite Media</i> |
| Hispanic | Tecate "LOS ÁNGELES LINDO Y QUERIDO" <i>Remezcla</i> | OREO "HOME SWEET HOME" <i>The Martin Agency</i> | Toyota Motor North America "UNBELIEVABLE" <i>Conill</i> |
| LGBTQ | Mastercard "MASTERCARD TRUE NAME" <i>McCann Worldgroup</i> | Verizon "LOVE CALLS BACK" <i>McCann Worldgroup</i> | Pantene "PANTENE HOME FOR THE HOLIDAYS" <i>Grey Group</i> |
| People with Disabilities | Canadian Down Syndrome Society "PROJECT UNDERSTOOD" <i>FCB Canada</i> | Alzheimer's Foundation of America "BEAUTIFUL MINDS" <i>Kastner Los Angeles</i> | Procter & Gamble "CAREGIVERS" <i>Grey NY</i> |
| Print | Procter & Gamble "CAREGIVERS" <i>Grey NY</i> | Sol "SOL 2020 CINCO DE MAYO PACKING DESIGN" <i>Alma DDB</i> | Big Brother Big Sister of Middle Tennessee "YOU ARE THE EXCELLENCE" <i>Ofluent360</i> |
| Significant Results | Procter & Gamble "CAN'T CANCEL PRIDE" <i>Mediacom, iHeart</i> | Procter & Gamble "LET'S #TALKABOUTBIAS" <i>Friends at Workshop</i> | Dove "THE CROWN ACT AND NATIONAL CROWN DAY" <i>JOY Collective</i> |
| Small Budget | Courageous Conversation Global Foundation "NOT A GUN/NOT A CRIME" <i>Goodby Silverstein & Partners</i> | HBO "#LIBERTY2ME" <i>Allied Global Marketing</i> | Los Angeles LGBT Center "WHAT'S LOVE" <i>RPA Advertising</i> |
| Socially Responsible | Verizon "LOVE CALLS BACK" <i>McCann Worldgroup</i> | Procter & Gamble "LET'S #TALKABOUTBIAS" <i>Friends at Workshop</i> | Courageous Conversation Global Foundation "NOT A GUN/NOT A CRIME" <i>Goodby Silverstein & Partners</i> |
| Total Market | Crayola "CRAYOLA COLORS OF THE WORLD" <i>McGarry Bowen, Golin</i> | American Family Insurance "AMERICAN FAMILY INSURANCE 'KEEP PEOPLE FEARLESS' CAMPAIGN" <i>Elite Media</i> | Procter & Gamble "THE CHOICE" <i>Grey, Townhouse</i> |