



# 2024 MULTICULTURAL AND INCLUSIVE MARKETING EXCELLENCE AWARDS WINNERS



## Best in Show

Doritos, "DINA & MITA", *Goodby Silverstein & Partners*

	Grand Prize Winner	Category Winners	
<b>African American</b>	The Walt Disney Company "WE CAME TO PLAY" <i>Cashmere Agency</i>	Jack Daniel's Tennessee Honey "JACK DANIEL'S TENNESSEE HONEY ART, BEATS & LYRICS 'THE VERSE'" <i>IW Group</i>	PUMA North America "THE FABRIC OF HIP HOP" <i>Burrell Communication Group</i>
<b>Asian</b>	McDonald's "McDONALD'S SWEET CONNECTIONS AI" <i>IW Group</i>	Lexus "LEXUS ASIAN TX LAUNCH CAMPAIGN" <i>IW Group</i>	Toyota Motor North America "GRIP" <i>Intertrend Communications</i>
<b>Audio – Radio, Internet Radio, and Podcasts</b>	Argentine Heart Foundation (Fundación Cardiológica Argentina) "SING THE NEWS" <i>BeautifulBeast</i>	General Motors "CADILLAC CELEBRATES HIP-HOP 50" <i>Spotset Radio Network</i>	Spectrum "SPECTRUM 'THE ONE' AA MUSIC CAMPAIGN & CUSTOM SONG" <i>INFUSION by Castells</i>
<b>Cross-Cultural Campaigns</b>	Digital Public Library of America "BANNED BOOK CLUB" <i>FCB Chicago</i>	McDonald's "McDONALD'S SWEET CONNECTIONS AI" <i>IW Group</i>	National Football League "BORN TO PLAY" <i>72andSunny</i>
<b>Demonstrated Growth</b>	Toyota Motor North America "GRIP" <i>Intertrend Communications</i>	American Family Insurance "LIFE'S BETTER CAMPAIGN" <i>Elite Media</i>	Metro by T-Mobile "METRO'S NO BS APPROACH: CUTTING OUT THE YADA YADA, EARNING BACK SHARE" <i>BarkleyOKRP</i>
<b>Digital/Social/ Mobile</b>	Verizon "THE LEAK" <i>the community</i>	Digital Public Library of America "BANNED BOOK CLUB" <i>FCB Chicago</i>	McDonald's "McDONALD'S SWEET CONNECTIONS AI" <i>IW Group</i>
<b>Experiential Marketing</b>	McDonald's "McDONALD'S IMMERSIVE DINING EXPERIENCE" <i>We Are Social + Narrative</i>	BMO "RAINBOW DEPOSITS: PRIDE PLACEMENTS" <i>FCB Canada</i>	Jack Daniel's Tennessee Honey "JACK DANIEL'S TENNESSEE HONEY ART, BEATS & LYRICS - 'THE VERSE'" <i>IW Group</i>
<b>Hispanic</b>	Doritos "DINA & MITA" <i>Goodby Silverstein &amp; Partners</i>	Dove "#MYHAIRAMIMODO" <i>MediaMonks</i>	U.S. Bank "FOUND IN TRANSLATION: THE UNTOLD STORY OF CHILDREN WHO GIVE A VOICE TO GENERATIONS." <i>Casanova McCann and McCann Worldgroup</i>
<b>Holiday and Milestones</b>	AARP Office of Diversity, Equity & Inclusion "AARP EMBRACE YOUR INNER DRAGON" <i>IW Group</i>	The Coca-Cola Company "BALIKBAYAN MAGIC" <i>VML Canada</i>	Whataburger "PONLE TU EXTRA" <i>FPO Marketing</i>
<b>Influencer Marketing</b>	Dove "#MYHAIRAMIMODO" <i>MediaMonks</i>	BMO "RAINBOW DEPOSITS: PRIDE PLACEMENTS" <i>FCB Canada</i>	Kia Telluride - Canvas Worldwide "KIA PRESENTS - MOTIVATED" <i>NGLmitú</i>



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<b>LGBTQ+ (Lesbian, Gay, Bisexual &amp; Transgender)</b>	Egale Canada "PRIDE UNRAVELLED" <i>VML Canada</i>	BMO "RAINBOW DEPOSITS: PRIDE PLACEMENTS" <i>FCB Canada</i>	Max "HOUSE OF DRAG - HOUSE OF THE DRAGON SEASON 2 PREMIERE EVENT" <i>RQ Media Group</i>
<b>Marketing to the 55+ Consumer</b>	AARP Office of Diversity, Equity & Inclusion "AARP EMBRACE YOUR INNER DRAGON" <i>IW Group</i>	Ad Council and Alzheimer's Association "SOME THINGS COME WITH AGE. SOME OTHERS DON'T." <i>Lopez Negrete Communications</i>	MEO "IMPROBABLE HOUSEMATES" <i>Dentsu Creative Iberia</i>
<b>People with Disabilities</b>	Subaru of America "BEAUTIFUL SILENCE" <i>Carmichael Lynch</i>	ASDRA (Asociación Síndrome de Down de la República Argentina) "ABSURD PROMISES" <i>VML Argentina</i>	Easterseals Southern California "DISABILITY IS NOT A DIRTY WORD" <i>The House of Joy</i>
<b>Rising Multicultural Segments</b>	MetroInx - GO Transit "DISCOVER THE JOURNEY" <i>Ethnicity Matters</i>	Heineken USA "RED STRIPE 'IT'S MAAD'" <i>THIRD EAR</i>	Walmart "HEROES & HEADLINERS" <i>Momentum Worldwide</i>
<b>Small Budget</b>	McDonald's "SAUCES CAMPAIGN" <i>Admerasia</i>	American Heart Association "TODAY YOU WERE READY HANDS-ONLY CPR AWARENESS CAMPAIGN" <i>Admerasia</i>	Warner Bros. Pictures "HOW LATINE PRIDE TURNED FIRST LATINX-LED SUPERHERO FILM, 'BLUE BEETLE,' INTO THE #1 FILM AT THE BOX-OFFICE" <i>H+M Communications</i>
<b>Socially Responsible</b>	Courageous Conversation Global Foundation "DRIVING WHILE BLACK" <i>Goodby Silverstein &amp; Partners and Critical Mass</i>	BMO "RAINBOW DEPOSITS: PRIDE PLACEMENTS" <i>FCB Canada</i>	WISP "ANTI-CHOICE ADS" <i>72andSunny</i>
<b>Sports</b>	Mastercard "BRING IN THE SUBS" <i>McCann</i>	National Football League "NFL POR LA CULTURA CAMPAIGN 2023-24" <i>Chemistry Cultura</i>	Nike Diamond "DOIN DAMAGE" <i>Hyphenated</i>
<b>DEIB Excellence Awards</b>	Texas Children's Health Plan "CULTURAL COMPETENCY: ENHANCING THE LIVES OF HOUSTON'S UNDERSERVED MINORITIES" <i>DLG Research</i>	Cadillac "THE CADILLAC LOUNGE: BRINGING BIG DREAMS AND BOLD AMBITION TO ABFF" <i>Jack Morton Worldwide</i>	Kia America "THE MIC IS YOURS" <i>Inspire Agency</i>