



FOR IMMEDIATE RELEASE

NAMIC ANNOUNCES WINNERS OF THE 2016 EXCELLENCE IN MULTICULTURAL MARKETING AWARDS

New York, NY - September 7, 2016 -- The National Association for Multi-ethnicity in Communications (NAMIC) today announced the winners of its **Excellence in Multicultural Marketing Awards (EMMA)**. Presented in conjunction with the Annual NAMIC Conference, the competition recognizes excellence in marketing efforts designed to attract and retain culturally diverse audiences and customers among African American, Asian, Hispanic, LGBTQ and other market segments. Held as part of the cable industry's *Diversity Week*, the **30th Annual NAMIC Conference** will be held September 20-21, 2016 at the New York Marriott Marquis in Manhattan. Winners of the 2016 EMMA will be honored during a special luncheon ceremony scheduled for Wednesday, September 21 from 11:45 a.m. to 1:00 p.m. ET.

Recognizing the media and entertainment industry's commitment to implementing best practices, the EMMA's highlight creative, strategic and innovative multicultural marketing approaches. The NAMIC Multicultural Marketing Committee, a consortium of the industry's experts, provides guidance for the EMMA competition, which has two award categories: Case Studies/Campaigns and Marketing Tactics. Entries submitted in each category were judged within three divisions: Media Content Creators and Distributors, Networks and Communications Suppliers and Other. A record number 137 entries were received for this year's competition, yielding a 17% increase over 2015.

"As demographics shift, multicultural consumers are driving the nation's population and economic growth and a new mainstream is emerging," said **Susan Waldman**, NAMIC's senior manager, Membership and Publications. "Through the EMMA competition, NAMIC is committed to recognizing those companies that are developing and executing brand-building strategies that reach consumers in diverse communities."

A judging panel of independent industry experts evaluated entries and selected all winners based on an assessment of strategy, implementation and results. Deviating from the traditional "best of" competition method, each entry was judged against a standard of excellence and not against other entrants, resulting in the potential for zero to multiple winners in each category. The Excellence in Multicultural Marketing Awards is presented in partnership with *Cablefax*. Winners of the 2016 EMMA competition will be featured in the September edition of *Cablefax: The Magazine*.

(more)

For more information regarding the 30th Annual NAMIC Conference, contact Sandra Girado, NAMIC's vice president, Events and Partner Relations at 212-594-5985. Online registration for the Annual NAMIC Conference can be accessed by visiting <http://www.namic.com>. A complete listing of the 2016 EMMA winners follows.

2016 EMMA WINNERS

MEDIA CONTENT CREATORS AND DISTRIBUTORS

Case Studies / Campaigns

FIRST PLACE

Language Choice

Company: Comcast/XFINITY

Agency: Grupo Gallegos

SECOND PLACE

The Wonderful World of XFINITY

Company: Comcast

Agency: Burrell Communications

THIRD PLACE

XFINITY Multicultural Campaign

Company: Comcast

Agency: Gravity

Marketing Tactics

Digital

FIRST PLACE

XFINITY Like-Minded

Company: Comcast

Agency: Burrell Communications

SECOND PLACE

Language Choice

Company: Comcast/XFINITY

Agency: Grupo Gallegos

Direct Mail

FIRST PLACE

Uncover the Truth: Boxing Direct Mail

Company: Mediacom Communications

Agency: PK Network

(more)

SECOND PLACE

XFINITY Multicultural Direct Mail
Company: Comcast
Agency: Gravity

THIRD PLACE

Language Choice
Company: Comcast/XFINITY
Agency: Grupo Gallegos

Experiential Marketing

FIRST PLACE

ILD Experiential Campaign
Company: Comcast
Agency: Gravity

Out of Home

FIRST PLACE

Black History Month - Greatest
Company: Comcast
Agency: Burrell Communications

Print

FIRST PLACE

Comcast/M Love K Print
Company: Comcast
Agency: Burrell Communications

SECOND PLACE

Language Choice
Company: Comcast/XFINITY
Agency: Grupo Gallegos

THIRD PLACE

XFINITY Seamless
Company: Comcast
Agency: Burrell Communications

Radio

FIRST PLACE (TIE)

XFINITY Seamless
Company: Comcast
Agency: Burrell Communications

(more)

FIRST PLACE (TIE)

Comcast/M Love K/Strength to Love Radio

Company: Comcast

Agency: Burrell Communications

Social Media**FIRST PLACE**

Language Choice

Company: Comcast/XFINITY

Agency: Grupo Gallegos

SECOND PLACE

The Wonderful World of XFINITY - Social

Company: Comcast

Agency: Burrell Communications

Television**FIRST PLACE**

Language Choice

Company: Comcast/XFINITY

Agency: Grupo Gallegos

SECOND PLACE

Perfect for Me

Company: Comcast/XFINITY

Agency: Grupo Gallegos

THIRD PLACE

The Wonderful World of XFINITY - TV

Company: Comcast

Agency: Burrell Communications

NETWORKS AND COMMUNICATIONS SUPPLIERS**Case Studies / Campaigns****FIRST PLACE (TIE)**

The Black Panthers, Independent Lens PBS

Company: ITVS

Agency: Media Hub, Troika, Gloop Marketing

FIRST PLACE (TIE)

CoverGirl & Latin American Music Awards

Company: NBCUniversal Hispanic Group

Agency: Starcom Mediavest Group, Liquid Thread

(more)

SECOND PLACE (TIE)

2015 Pan American Games
Company: ESPN Deportes
Agency: Handle Like Eggs & Liselot

SECOND PLACE (TIE)

Super Bowl 50
Company: ESPN Deportes
Agency: NFL Films, ESPN Creative Services & Artek

THIRD PLACE

Univision NOW
Company: Univision
Agency: Blanco-Lorenz

Marketing Tactics

All Other Media

FIRST PLACE

RuPaul's Drag Race S8
Company: Logo
Agency: Voss Events

SECOND PLACE

UCI Corporate Sizzle Reel (Satisfy Me)
Company: Univision
Agency: Blanco-Lorenz

THIRD PLACE

Charter Lifestyle Launch Party Event
Company: ABS-CBN International

Digital

FIRST PLACE

Eros Now Priyanka Showcase
Company: International Media Distribution

SECOND PLACE

ZoeEverAfter Beauty Bar YouTube Channel
Company: BET Networks

THIRD PLACE (TIE)

BET Celebration of Hollywood Meme Activation
Company: BET Networks

THIRD PLACE (TIE)

Dating Naked S2
Company: VH1

(more)

Direct Mail

FIRST PLACE

Latin GRAMMY Vinyl Mailer
Company: The Latin Recording Academy
Agency: Blanco-Lorenz

Diversity Awareness

FIRST PLACE

StoryCorps Partnership
Company: HBO
Agency: BraveDog

SECOND PLACE (TIE)

Black History Month 2016
Company: VH1
Agency: Bodega

SECOND PLACE (TIE)

Crash The Parties
Company: Fuse Media

THIRD PLACE

A Ballerina's Tale, Independent Lens PBS
Company: ITVS

Experiential Marketing

FIRST PLACE

Mapplethorpe Exhibit
Company: HBO

SECOND PLACE (TIE)

BET Studios - BET Experience
Company: BET Networks
Agency: TH Productions

SECOND PLACE (TIE)

BET Thanks You - BET
Company: BET Networks
Agency: 135th Street Agency

THIRD PLACE

The Breaks
Company: VH1

(more)

Grassroots

FIRST PLACE

#BETTHANKSYOU Shoestring Budget Campaign
Company: BET Networks
Agency: 135th Street Agency

SECOND PLACE

GetSuited
Company: HBO
Agency: BraveDog

THIRD PLACE

#BETTHANKSYOU Brand Image Campaign
Company: BET Networks

Out of Home

FIRST PLACE

Hip Hop Awards - Marketing Series
Company: BET Networks

SECOND PLACE

GPTV Van Wrap in Manitoba Canada
Company: GMA Network, Inc.
Agency: GMA International

THIRD PLACE

Hit The Floor S3
Company: VH1

Premium

FIRST PLACE

Zoe Ever After Private Line Cosmetics
Company: BET Networks

SECOND PLACE

BET Hip Hop Awards 2015 Hoodie Buddie
Company: BET Networks

THIRD PLACE

The Game Custom Jerseys (BET Studios)
Company: BET Networks

Print

FIRST PLACE

Mediaset "La Dolce Vita" Print Ad
Company: International Media Distribution

(more)

SECOND PLACE

A Ballerina's Tale, Independent Lens PBS
Company: ITVS

THIRD PLACE

Print Ads in Rogers Canada
Company: GMA Network, Inc.
Agency: GMA International

Radio**FIRST PLACE**

Fluffy Breaks Even Radio Spot
Company: Fuse Media

Social Media**FIRST PLACE**

Candidly Nicole S2
Company: VH1

SECOND PLACE

Aspen Gay Ski Week
Company: Logo

THIRD PLACE (TIE)

Christmas Station ID Sing-Along Campaign
Company: GMA Network, Inc.
Agency: GMA International

THIRD PLACE (TIE)

Alejandro Sanz
Company: HBO

Television**FIRST PLACE**

Univision NOW
Company: Univision
Agency: Blanco-Lorenz

SECOND PLACE

Netflix Spots
Company: Univision
Agency: Blanco-Lorenz

(more)

THIRD PLACE (TIE)

Big Freedia Promo
Company: Fuse Media

THIRD PLACE (TIE)

GMA Pinoy TV 2015 Station ID
Company: GMA Network, Inc.
Agency: GMA International

ALL OTHER MEDIA

Case Studies / Campaigns

FIRST PLACE

Gift of Hope "Lasting Legacy"
Company: PACO Collective

SECOND PLACE

Solar Spotlight
Company: ComEd
Agency: Carol H. Williams Advertising

THIRD PLACE

Pinoy Para Sa Pinoy
Company: World Vision Canada
Agency: AV Communications

Marketing Tactics

All Other Media

FIRST PLACE

Chalo! Branding
Company: Sobeys
Agency: Barrett and Welsh

Digital

FIRST PLACE

State of Black America
Company: National Urban League

SECOND PLACE

Pinoy Para Sa Pinoy
Company: World Vision Canada
Agency: AV Communications

(more)

Experiential Marketing

FIRST PLACE

Monkey King
Company: Western Union Canada
Agency: AV Communications

SECOND PLACE

Royale® Tiger Towel® – Experiential
Company: Royale Tiger Towel
Agency: Maple Diversity Communications

Out of Home

FIRST PLACE

Chalo! Variety. Value. Vah!
Company: Sobeys
Agency: Barrett and Welsh

SECOND PLACE

Edward Jones - South Asian OOH
Company: Edward Jones
Agency: Maple Diversity Communications

Premium

FIRST PLACE

Barrett and Welsh "USB(eer) Key"
Company: Barrett and Welsh

Print

FIRST PLACE

Higher
Company: BMW
Agency: AV Communications

SECOND PLACE

Allstate Canada "Speak Human To Me"
Company: Allstate Canada
Agency: Barrett and Welsh

THIRD PLACE

Chalo! Variety. Value. Vah!
Company: Sobeys
Agency: Barrett and Welsh

(more)

Radio

FIRST PLACE

Chalo Chalo!

Company: Sobeys

Agency: Barrett and Welsh

Television

FIRST PLACE

Royale® Tiger Towel® - CNY TVC

Company: Royale Tiger Towel

Agency: Maple Diversity Communications

SECOND PLACE

Allstate Canada "Speak Human To Me"

Company: Allstate Canada

Agency: Barrett and Welsh

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ABOUT NAMIC

NAMIC (National Association for Multi-ethnicity in Communications) is the premier organization focusing on multi-ethnic diversity in the communications industry. Founded in 1980 as a non-profit trade association, today NAMIC comprises 2,800 professionals belonging to a network of 16 chapters nationwide. Through initiatives that focus on education, advocacy and empowerment, NAMIC champions equity and inclusion in the workforce, with special attention given to ensuring that the leadership cadres of our nation's communications industry giants reflect the multi-ethnic richness of the populations they serve. Comcast | NBCUniversal, Time Warner Cable and Turner Broadcasting System, Inc. are NAMIC's Platinum Annual Corporate Sponsors. For more information, please visit www.namic.com and stay connected to NAMIC on Facebook, LinkedIn, Twitter, Instagram, and YouTube.

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