



FOR IMMEDIATE RELEASE

NAMIC ANNOUNCES WINNERS OF THE 2017 EXCELLENCE IN MULTICULTURAL MARKETING AWARDS

NEW YORK – Aug. 31, 2017 – The **National Association for Multi-ethnicity in Communications (NAMIC)** today announced the winners of its **Excellence in Multicultural Marketing Awards (EMMA)**. The competition recognizes excellence in marketing efforts designed to attract and retain culturally diverse audiences and customers among African American, Asian, Latinx, LGBTQ, disabilities communities and other market segments. This year's EMMA winners will be celebrated during the **31st Annual NAMIC Conference “Diversity at the Speed of Change” on September 26-27, 2017** at the **New York Marriott Marquis**.

“EMMA serves the need to recognize the multicultural marketing and creative talent in our rapidly evolving industry,” stated **Pawan Mehra**, managing partner at Ameredia, Inc., EMMA judge and NAMIC Multicultural Marketing Committee member. “The culturally relevant connections agencies and companies establish with niche consumers are priceless and go a long way in building a brand’s equity in these markets.”

Recognizing the media and entertainment industry’s commitment to implementing best practices, the Excellence in Multicultural Marketing Awards highlight creative, strategic and innovative multicultural marketing approaches. The NAMIC Multicultural Marketing Committee, a consortium of industry experts, provides guidance for the EMMA competition, which has two award categories: Integrated Marketing Campaigns and Marketing Tactics. Entries in each category were judged within four divisions: Media Content Creators and Distributors, Networks and Communications Suppliers, Brands and All Other Media.

A judging panel of independent industry experts evaluated entries and selected 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 EMMA is presented in partnership with *Cablefax* and the winners will be featured in the September edition of *Cablefax: The Magazine*. A complete listing of the 2017 EMMA winners follows:

2017 EMMA WINNERS

MEDIA CONTENT CREATORS AND DISTRIBUTORS

Integrated Marketing Campaigns

FIRST PLACE

Beautifully Bilingual

Company: Comcast

Agency: Gallegos United

SECOND PLACE

Celebrating Women Behind the Scenes

Company: Comcast

Agency: Burrell Communications

THIRD PLACE (TIE)

Unplug & Connect

Company: Comcast

Agency: Burrell Communications

Speak Your Mind

Company: Comcast

Agency: Burrell Communications

Interruptions

Company: Comcast

Agency: Gallegos United

Marketing Tactics

Out of Home

FIRST PLACE

Celebrating Women Behind the Scenes

Company: Comcast

Agency: Burrell Communications

Print

FIRST PLACE

Beautifully Bilingual

Company: Comcast

Agency: Gallegos United

SECOND PLACE

Be King

Company: Comcast

Agency: Burrell Communications

THIRD PLACE

Celebrating Women Behind the Scenes

Company: Comcast

Agency: Burrell Communications

Radio

FIRST PLACE

Tune In

Company: Comcast

Agency: Burrell Communications

Social Media

FIRST PLACE

#ApplaudLGBT

Company: Comcast

Agency: Gallegos United

Television

FIRST PLACE

Celebrating Women Behind the Scenes

Company: Comcast

Agency: Burrell Communications

SECOND PLACE

Beautifully Bilingual

Company: Comcast

Agency: Gallegos United

THIRD PLACE (TIE)

Speak Your Mind

Company: Comcast

Agency: Burrell Communications

Language Choice 2.0

Company: Comcast

Agency: Gallegos United

One Man Band

Company: Comcast

Agency: Gallegos United

NETWORK AND COMMUNICATIONS SUPPLIERS

Integrated Marketing Campaigns

FIRST PLACE

JCPenney & Telemundo Sonido de Tu Estilo

Company: NBCUniversal Hispanic Group

Agency: OMD

SECOND PLACE

Chevy presents The Formula: Science of the Hustle

Company: One Solution

Agency: Carat, One X Studios, and The Story Lab

THIRD PLACE

Claws Season 1 Launch Campaign

Company: TNT

Marketing Tactics

All Other Media

FIRST PLACE

The New Edition Story

Company: BET Networks

Diversity Awareness

FIRST PLACE

Becoming Pinoy: Reggie Lee

Company: GMA Network, Inc.

Agency: GMA International

Experiential Marketing

FIRST PLACE

The Quad HBCU Campaign

Company: BET Networks

Agency: Grassroots Promotions

SECOND PLACE

OWN - "Queen Sugar"

Company: OWN

Agency: 135th Street Agency

THIRD PLACE

Martha & Snoop's Potluck Dinner Party

Company: VH1

Guerilla Marketing

FIRST PLACE

Trap Karaoke Powered By BET Awards 2016

Company: BET Networks

Agency: Jason Mowatt/Trap Karaoke

Premium

FIRST PLACE

IMD Calendar Multicultural Myths & Tales

Company: International Media Distribution

Social Media

FIRST PLACE

Social Media Take-Over Alden Richards

Company: GMA Network, Inc.

Agency: GMA International

SECOND PLACE (TIE)

Meet the Patels, Independent Lens PBS

Company: ITVS

What Was Ours, Independent Lens PBS

Company: ITVS

Television

FIRST PLACE

Becoming Pinoy: Sameera Aguilar

Company: GMA Network, Inc.

Agency: GMA International

SECOND PLACE

Meet the Patels, Independent Lens PBS

Company: ITVS

BRANDS

Integrated Marketing Campaigns

FIRST PLACE

CA Lottery MAM - Gracias Maestros

Company: IM Studio+

SECOND PLACE (TIE)

¡Vida SI, Diabetes NO!

Company: Latin2Latin Marketing + Communications

Allstate Speak Human To Me

Company: Allstate

Agency: Barrett and Welsh

THIRD PLACE

TD Ready-for-Desis Mortgages

Company: TD

Agency: Barrett and Welsh

Marketing Tactics

Digital

FIRST PLACE

The Beauty Channel

Company: Elizabeth Arden

Agency: AV Communications

Experiential Marketing

FIRST PLACE

The Beauty Channel

Company: Elizabeth Arden

Agency: AV Communications

SECOND PLACE

Bell Canada Experiential

Company: Bell Canada

Agency: Maple Diversity Communications

THIRD PLACE

Royale® Tiger Towel® - CNY Experiential

Company: Royale® Tiger Towel®

Agency: Maple Diversity Communications

Television

FIRST PLACE

Allstate Speak Human To Me–Two to Tango

Company: Allstate

Agency: Barrett and Welsh

ALL OTHER MEDIA

Integrated Marketing Campaigns

FIRST PLACE

Emery's 9-1-1 All Stars

Company: King County E-911 Program Office

Agency: C+C

Marketing Tactics

Digital

FIRST PLACE

Come in for a Quickie

Company: Harris County Public Health

Diversity Awareness

FIRST PLACE

MMAC Identity

Company: Multicultural Marketing Alliance of Canada (MMAC)

Agency: Barrett and Welsh

Social Media

FIRST PLACE

Not Your Average Holi Day Greeting

Company: Barrett and Welsh

As a Diversity Week anchor event, the 31st Annual NAMIC Conference, “Diversity at the Speed of Change,” Sept. 26-27, at the New York Marriott Marquis is focusing on the rapidly revolutionary and evolutionary communications industry and offering attendees the opportunity to explore diversity and inclusion in this new business landscape.

Presenting sponsor for the 31st Annual NAMIC Conference is Comcast NBCUniversal. Conference sponsors include AMC Networks, ARRIS, BuzzFeed, Cox Communications, Charter Communications, NCTA, REVOLT, Scripps Networks Interactive, Turner, TV One, Univision Communications Inc. and The Walter Kaitz Foundation.

Registration for the 31st Annual NAMIC Conference is available by visiting namic.com/events or by contacting NAMIC at 212-594-5985. Group registration discounts are also available for multiple attendees from the same company.

For sponsorship inquiries contact Sandra Girado, vice president, events and partner relations at sandra.girado@namic.com.

For more information on NAMIC and the 31st Annual NAMIC Conference, please visit www.namic.com. To stay connected, join the conversation on [LinkedIn](#) and follow us @NAMICNational using #NAMICNow17 on [Facebook](#), [Twitter](#), [Instagram](#) and [YouTube](#).

ABOUT NAMIC

NAMIC (National Association for Multi-ethnicity in Communications) is the premier organization focusing on cultural diversity, equity and inclusion in the communications industry. More than 3,500 professionals belong to a network of 18 chapters nationwide. Through initiatives that target leadership development, advocacy and empowerment, NAMIC collaborates with industry partners to grow and nurture a workforce that reflects the cultural richness of the populations served. Please visit www.namic.com for more information about NAMIC and its many opportunities.

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To apply for media credentials for the 31st Annual NAMIC Conference please visit <http://bit.ly/NAMICmedia>.