



**FOR IMMEDIATE RELEASE**

**NAMIC ANNOUNCES WINNERS OF THE 2015 EXCELLENCE IN MULTICULTURAL MARKETING AWARDS**

**Eddie Huang To Deliver Keynote Address To Highlight A Special EMMA Winners Luncheon Held In Conjunction With The 29th Annual NAMIC Conference**

**NEW YORK, NY – September 23, 2015** -- **NAMIC (National Association for Multi-ethnicity in Communications)** today announced the winners of its **Excellence in Multicultural Marketing Awards (EMMA)**. Presented in conjunction with the Annual NAMIC Conference, the awards competition recognizes outstanding marketing efforts designed to attract and retain ethnically and culturally diverse audiences and customers including African American, Asian, Hispanic, LGBT and other market segments. Scheduled for September 29-30, 2015 at the New York Marriott Marquis, the NAMIC Conference is held as part of the television industry's *Diversity Week*.

On Wednesday, September 30, winners of the Excellence in Multicultural Marketing Awards will be recognized at a special luncheon featuring a keynote address delivered by **Eddie Huang**, the *New York Times* bestselling author of *Fresh Off the Boat*. With Huang on-board as a producer, ABC adapted his memoir into one of this season's most talked about original television series. The sitcom, *Fresh Off the Boat* is the first Asian American family centric TV series in nearly 20 years.

A writer, entrepreneur and chef, Huang is widely known as the owner of New York City's East Village restaurant, Baohaus. In his work as a TV personality, Huang hosts the Vice food show *Huang's World*, Cooking Channel's *Cheap Bites* and MTV's *Snack-Off*. Huang is a panelist on MTV2's *Jobs That Don't Suck* and has appeared on Anthony Bourdain's *The Layover*.

Recognizing the media and entertainment industry's commitment to implementing best practices, the EMMAs 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 Distributors, Networks/Industry Suppliers and Other.

For additional information regarding the **29<sup>th</sup> Annual NAMIC Conference**, contact Sandra Girado, senior director of Meetings and Events, NAMIC at 212-594-5985. Online registration for the Annual NAMIC Conference can be accessed by visiting <http://www.namic.com>. A complete list of EMMA winners follows.

(more)

## **2015 EMMA Winners**

### **Distributors**

#### **Case Studies / Campaigns**

##### **FIRST PLACE**

Villa Paraiso  
Company: Comcast  
Agency: Grupo Gallegos

##### **SECOND PLACE**

Today is History  
Company: Comcast  
Agency: Burrell Communications and Skai Blue Media

##### **THIRD PLACE**

Western Union Direct from Bollywood  
Company: Western Union  
Agency: Saavn

#### **Marketing Tactics**

##### ***All Other Media***

##### **FIRST PLACE**

Villa Paraiso  
Company: Comcast  
Agency: Grupo Gallegos

##### **SECOND PLACE**

Black Friday  
Company: Comcast  
Agency: Grupo Gallegos

##### ***Digital***

##### **FIRST PLACE**

Shaw CNY 2015 Digital Tactics  
Company: Shaw Communications Inc.  
Agency: Represent Communications Inc.

##### **SECOND PLACE**

XFINITY – Keeping Up With The Joneses  
Company: Comcast  
Agency: Burrell Communications

##### **THIRD PLACE**

XFINITY Online Video  
Company: Comcast  
Agency: Gravity

(more)

***Direct Mail***

**FIRST PLACE**

Nexos Latinos Winter 2015  
Company: Eclipse Marketing and Time Warner Cable  
Agency: Eclipse Marketing Services, Inc.

**SECOND PLACE**

Puravida May 2015  
Company: Comcast Florida Region  
Agency: Holton Sentivan + Gury

**THIRD PLACE**

XFINITY Direct Mail Acquisition  
Company: Comcast  
Agency: Gravity

***Experiential Marketing***

**FIRST PLACE**

#SignMyTweet/ #FirmaMiTweet  
Company: Comcast  
Agency: Grupo Gallegos

**SECOND PLACE**

Estadio FiOS  
Company: Verizon FiOS  
Agency: TDW+Co

***Print***

**FIRST PLACE**

XFINITY – Keeping Up With The Joneses  
Company: Comcast  
Agency: Burrell Communications

**SECOND PLACE**

MLK – Weapons of a Movement  
Company: Comcast  
Agency: Burrell Communications

**THIRD PLACE**

Bell Canada – South Asian  
Company: Bell Canada  
Agency: Maple Diversity Communications

***Radio***

**FIRST PLACE**

XFINITY – Keeping Up With The Joneses  
Company: Comcast  
Agency: Burrell Communications

(more)

## ***Social Media***

### **FIRST PLACE**

#SignMyTweet/ #FirmaMiTweet

Company: Comcast

Agency: Grupo Gallegos

### **SECOND PLACE**

Alimenta Tu Rivalida/Fuel Your Rivalry

Company: Comcast

Agency: Grupo Gallegos

## ***Television***

### **FIRST PLACE**

Here comes Lili Estefan

Company: Time Warner Cable

Agency: Pure Growth

### **SECOND PLACE**

Nestlé Quality Street - Diwali

Company: Nestlé Canada

Agency: Maple Diversity Communications

## **Network/Industry Supplier**

### **Case Studies / Campaigns**

### **FIRST PLACE TIE**

Walmart Holiday Hub remix ft. Chef Roble

Company: One Solution

Agency: MediaVest

### **FIRST PLACE TIE**

Dr. Pepper & Atrevede A

Company: NBCUniversal Hispanic Group

### **SECOND PLACE TIE**

World Cup TVE

Company: Univision Deportes

Agency: Blanco-Lorenz Entertainment Branding Inc.

### **SECOND PLACE TIE**

Bud Light & Buscando Mi Ritmo

Company: NBCUniversal Hispanic Group

### **THIRD PLACE TIE**

Marketing Campaign

Company: NBC Universo

### **THIRD PLACE TIE**

El Señor De Los Cielos 3

Company: NBCUniversal Telemundo

(more)

## **Marketing Tactics**

### ***All Other Media***

#### **FIRST PLACE**

IMD Sizzle Reel

Company: International Media Distribution

#### **SECOND PLACE**

Alex Esclamado Memorial Award

Company: GMA Network, Inc.

Agency: GMA International

#### **THIRD PLACE**

Home Away from Home Battad Episode

Company: GMA Network, Inc.

Agency: GMA International

### ***Digital***

#### **FIRST PLACE**

Almost Christmas Cash Out Watch and Win

Company: BET Networks

#### **SECOND PLACE**

TV JAPAN +

Company: NHK Cosmomedia America, Inc./TV JAPAN

#### **THIRD PLACE**

VOD Highlight Email Marketing

Company: International Media Distribution

### ***Direct Mail***

#### **FIRST PLACE**

TV JAPAN Audio Greeting Cards

Company: International Media Distribution

#### **SECOND PLACE TIE**

Eros Now On Demand & Filipino On Demand

Company: International Media Distribution

Agency: Eagle XM

#### **SECOND PLACE TIE**

Univision Deportes Network Client Mailer

Company: Univision Deportes

Agency: Blanco-Lorenz Entertainment Branding Inc.

(more)

## ***Diversity Awareness***

**FIRST PLACE**

East of Main Street

Company: HBO

**SECOND PLACE**

I IDENTIFY, Independent Lens

Company: ITVS

**THIRD PLACE**

Harlem Red Carpet Party at Cecil's

Company: HBO

***Experiential Marketing*****FIRST PLACE**

Harlem Red Carpet Party at Cecil's

Company: HBO

**SECOND PLACE**

Drumline: A New Beat Experiential Mktg

Company: VH1

Agency: Liquid Soul

**THIRD PLACE**

El Señor de los Cielos 3 – La Experiencia

Company: Telemundo Network

Agency: CineTransformer, 3456 Group

***Grassroots*****FIRST PLACE**

Drumline: A New Beat - #PassTheBaton

Company: VH1

Agency: Liquid Soul

**SECOND PLACE**

Bessie 81 Theater Tour

Company: HBO

**THIRD PLACE**

East of Main Street

Company: HBO

***Out of Home*****FIRST PLACE**

Centric Martha's Vineyard Takeover

Company: BET Networks

Agency: Events by Fabulous

**SECOND PLACE**

Big Freedia Queen of Bounce S3

Company: FUSE

(more)

**THIRD PLACE**

Atlanta Exes – Bus Shelter  
Company: VH1

**Premium****FIRST PLACE**

Nellyville Cuddle Nelly Body Pillow  
Company: BET Networks – 360 Marketing

**SECOND PLACE**

GMA Pinoy TV LoudBasstard Bamboo Speaker  
Company: GMA Network, Inc.  
Agency: GMA International

**THIRD PLACE**

IMD 2015 Calendar & Digital App  
Company: International Media Distribution

**Print****FIRST PLACE**

More to Love Print Ad for Telus  
Company: GMA Network, Inc.  
Agency: GMA International

**SECOND PLACE TIE**

Yandel “Legacy: De Lider a Leyenda” Tour  
Company: HBO

**SECOND PLACE TIE**

Drumline: A New Beat - Print  
Company: VH1

**Radio****FIRST PLACE**

BET Awards 14 Radio Broadcast Center  
Company: BET Networks

**SECOND PLACE**

Suave Says - Radio  
Company: VH1

**Social Media****FIRST PLACE**

Premios Billboard 2015  
Company: NBCUniversal Hispanic Group

**SECOND PLACE**

Drumline: A New Beat – Social Media  
Company: VH1  
Agency: Liquid Soul

(more)

### **THIRD PLACE**

Ilustrado World Premiere Tweet Up Promo  
Company: GMA Network, Inc.  
Agency: GMA International

### ***Television***

#### **FIRST PLACE**

Advertising Campaign for a Network  
Company: NBC Universo

#### **SECOND PLACE**

Through A Lens Darkly, Independent Lens  
Company: ITVS

#### **THIRD PLACE**

HBO Latino "Fall Image"  
Company: HBO

### **Other**

#### **Case Studies / Campaigns**

##### **FIRST PLACE**

McCormick Online Cook Off  
Company: McCormick Canada  
Agency: AV Communications

##### **SECOND PLACE**

TRESemme Hispanic PR  
Company: TRESemme  
Agency: The Dream Team Agency

#### **Marketing Tactics**

##### **Digital**

##### **FIRST PLACE**

Johnson & Johnson - Aveeno  
Company: Johnson & Johnson Inc. Canada  
Agency: Maple Diversity Communications

#### **Experiential Marketing**

##### **FIRST PLACE**

McCormick Online Cook Off  
Company: McCormick Canada  
Agency: AV Communications

##### **SECOND PLACE**

Sony CNY  
Company: Sony Canada  
Agency: Maple Diversity Communications

(more)



**THIRD PLACE**

Johnson & Johnson - Aveeno  
Company: Johnson & Johnson Inc. Canada  
Agency: Maple Diversity Communications

**Out of Home**

**FIRST PLACE**

Nestlé Quality Street  
Company: Nestlé Canada  
Agency: Maple Diversity Communications

**Print**

**FIRST PLACE**

Kit Kat CNY  
Company: Nestlé Canada  
Agency: Maple Diversity Communications

**Social Media**

**FIRST PLACE**

Carol's Daughter  
Company: Carol's Daughter  
Agency: 135<sup>th</sup> Street Agency

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