



FOR IMMEDIATE RELEASE

NAMIC ANNOUNCES WINNERS OF THE 2014 EXCELLENCE IN MULTICULTURAL MARKETING AWARDS PRESENTED IN CONJUNCTION WITH THE 28TH ANNUAL NAMIC CONFERENCE

Expanded Awards Eligibility Yields Record Number Of Entries Increasing Recognition Of Ethnically And Culturally Diverse Marketing Achievements

NEW YORK, NY – August 21, 2014 -- 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 awards competition recognizes outstanding marketing efforts designed to attract and retain ethnically and culturally diverse audiences and customers including African American, Asian, Hispanic and LGBT market segments. Held as part of the cable industry's *Diversity Week*, the **28th Annual NAMIC Conference** is scheduled for September 16-17, 2014 at the New York Marriott Marquis. On Wednesday, September 17, the 2014 EMMA winners will be honored at the Annual NAMIC Conference during a special luncheon ceremony.

Recognizing the communications 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, provided guidance for the EMMA competition, which has two award categories: Case Studies/Campaigns and Marketing Tactics. Entries submitted in each category were judged within two divisions: Media Content Distributors and Networks/Industry Suppliers. Formerly categorized as "Cable Distributors," the Media Content Distributors division was expanded this year to allow award entries from a wider cross-section of marketing efforts created for all facets of media and entertainment. As a result of the expansion, a record number 110 entries were submitted for consideration.

"Expanding the awards eligibility was central to fully supporting the efforts that brands are making to build loyalty and remain competitive in a marketplace that is continually diversifying," said Susan Waldman, NAMIC's senior manager of Research and Publications. "NAMIC is pleased by this year's overwhelming response and to have the opportunity to bring increased recognition to the creative and innovative achievements of marketers that are effectively reaching multiethnic and culturally diverse consumers."

Comcast garnered a total of seven first place awards to lead all contestants in the Media Content Distributors division. Agencies contributing to the top awards earned by Comcast include **Burrell Communications** and **Grupo Gallegos** with wins in three categories each. Additionally, **Comcast** garnered a seventh first place win with agency **CMG Partners & M, LLC**.

Content distributors earning first place honors in a single category included **Eclipse Marketing** and **Time Warner Cable** in conjunction with the agency **Eclipse Marketing Services, Inc.**

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HBO led the Networks/Industry Suppliers division with four first place wins. Two of HBO's four awards were garnered in collaboration with the agencies **MGS Comm** and **HBO Internal Creative Services**. **International Media Distribution** earned first place honors in three categories including one entry in collaboration with **T.D. Wang Advertising Group, LLC**. Additionally, **BET Networks**, **ESPN Deportes** and **Univision Communications, Inc.**, were each awarded first place honors in two categories. BET Networks' winning entries were in collaboration with the agencies **Fabulous Events** and **Go GORILLA MEDIA**. ESPN Deportes' wins were in collaboration with the agencies **Flavio Alvarez** and **Handle Like Eggs**. Univision Communications' first place awards were earned with the agencies **Blanco-Lorenz Entertainment Branding, Inc.**, and **Ready Set Rocket**. **NBCUniversal Hispanic Enterprises & Content**, and **TV One** with **135th Street Agency** each earned a single first place award to round out the leading entries in the Networks/Suppliers division.

The Excellence in Multicultural Marketing Awards is presented in partnership with *CableFAX*. In addition to being honored at the 28th Annual NAMIC Conference, winners of the 2014 EMMA competition will be featured in the September edition of *CableFAX: The Magazine*.

For additional information regarding the 28th Annual NAMIC Conference, contact Sandra Girado, NAMIC's senior director of Meetings and Events at NAMIC National, 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.

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 2,200 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. For more information, please visit www.namic.com and stay connected to NAMIC on Facebook, LinkedIn, and Twitter.

MEDIA CONTACT :

Charmaine Chapman
BTB Communications
310-882-5498 (office) / 310-902-8617 (cell)
char@btbcommunications.com

2014 NAMIC EMMA WINNERS

Media Content Distributor

Case Studies / Campaigns

FIRST PLACE

Entry Title: On a Mission
Company: Comcast
Agency: Grupo Gallegos

(more)

SECOND PLACE

Entry Title: Black History Month Campaign
Company: AARP
Agency: Carol H. Williams Advertising

THIRD PLACE TIE

Entry Title: Internet Essentials from Comcast
Company: Comcast
Agency: CMG Partners & M, LLC

THIRD PLACE TIE

Entry Title: Comcast Celebrates Black History Month
Company: Comcast
Agency: Burrell Communications

Marketing Tactics

Digital

FIRST PLACE

Entry Title: Xfinity LGBT
Company: Comcast
Agency: Grupo Gallegos

Direct Mail

FIRST PLACE

Entry Title: Fall 2013 TWC Nexos Latinos Magazine
Company: Eclipse Marketing and Time Warner Cable
Agency: Eclipse Marketing Services, Inc.

SECOND PLACE

Entry Title: Bring more Brazil home with XFINITY
Company: Comcast
Agency: MIKADO Marketing

THIRD PLACE

Entry Title: Xfinity

Company: Comcast
Agency: Grupo Gallegos

Grassroots

FIRST PLACE

Entry Title: Internet Essentials from Comcast
Company: Comcast
Agency: CMG Partners & M, LLC

(more)

SECOND PLACE

Entry Title: Bring more Brazil home with XFINITY
Company: Comcast
Agency: MIKADO Marketing

THIRD PLACE

Entry Title: Balikbayan/Repatriate Box Promotion
Company: Comcast
Agency: GMA Pinoy/Comcast

Print

FIRST PLACE

Entry Title: XFINITY - Unwrap the Magic Print
Company: Comcast
Agency: Burrell Communications

Radio

FIRST PLACE

Entry Title: XFINITY - Unwrap the Magic Radio
Company: Comcast
Agency: Burrell Communications

Social Media

FIRST PLACE

Entry Title: XFINITY CelebrateBlackTV Scandal Party
Company: Comcast
Agency: Burrell Communications

SECOND PLACE

Entry Title: XFINITY Latino Facebook
Company: Comcast

Agency: Grupo Gallegos

THIRD PLACE

Entry Title: Toyota Hispanic Influencer Campaign
Company: The Dream Team Agency

Television

FIRST PLACE

Entry Title: Because I Can
Company: Comcast
Agency: Grupo Gallegos

(more)

Networks & Industry Supplier

Case Studies / Campaigns

FIRST PLACE TIE

Entry Title: Allstate - Mala Suerte
Company: NBCUniversal Hispanic Enterprises & Content

FIRST PLACE TIE

Entry Title: Dream Job - El Reportero
Company: ESPN Deportes
Agency: Flavio Alvarez

SECOND PLACE

Entry Title: Target - #AsiFestejoYo
Company: NBCUniversal Hispanic Enterprises & Content

THIRD PLACE

Entry Title: Caribbean World Series
Company: ESPN Deportes
Agency: Flavio Alvarez, Minimo

Marketing Tactics

All Other Media

FIRST PLACE

Entry Title: HBO Game of Thrones Mixtape
Company: HBO

SECOND PLACE

Entry Title: Xfinity
Company: Comcast
Agency: Grupo Gallegos

THIRD PLACE

Entry Title: HBO Latino Santana Philanthropic Event
Company: HBO
Agency: EGAMI Consulting Group

Digital

FIRST PLACE TIE

Entry Title: Univision Contigo
Company: Univision Communications Inc.
Agency: Ready Set Rocket

(more)

FIRST PLACE TIE

Entry Title: HBO Latino Santana Digital Campaign
Company: HBO
Agency: MGS Comm and HBO Internal Creative Services

SECOND PLACE TIE

Entry Title: Live Like A Star Sweepstakes
Company: NUVOTV

SECOND PLACE TIE

Entry Title: DW (Amerika) VERIZON FIOS GWP CAMPAIGN
Company: International Media Distribution

THIRD PLACE TIE

Entry Title: Antenna Online Marketing, December 2013
Company: International Media Distribution

THIRD PLACE TIE

Entry Title: Myx TV I'm Asian American And...
Company: International Media Distribution

Direct Mail

FIRST PLACE

Entry Title: Diwali Super Jumbo Mailer
Company: International Media Distribution
Agency: T.D. WANG Advertising Group, LLC

Diversity Awareness

FIRST PLACE

Entry Title: HBO Boardwalk Empire Event Activation
Company: HBO

SECOND PLACE

Entry Title: HBO Latino Carlos Santana Documentary
Company: HBO
Agency: MGS Comm and HBO Internal Creative Services

THIRD PLACE

Entry Title: Comcast APA Diwali Event
Company: International Media Distribution

Experimental Marketing

FIRST PLACE

Entry Title: BET Brand Pavilion BET Experience
Company: BET Networks
Agency: Fabulous Events

(more)

SECOND PLACE

Entry Title: Myx Fusions Moscato Product Launch
Company: MYX Fusions, LLC
Agency: 135th Street Agency

THIRD PLACE

Entry Title: Verizon FiOS Lunar New Year 2013
Company: Verizon FiOS
Agency: T.D. Wang Advertising Group

Grassroots

FIRST PLACE

Entry Title: TV One - "Love That Girl"
Company: TV One
Agency: 135th Street Agency

SECOND PLACE

Entry Title: El Señor de los Cielos Consumer Tour
Company: Telemundo Network

THIRD PLACE

Entry Title: Comcast Russian Grassroots Marketing
Company: International Media Distribution

Agency: CMS Studios (Execution only)

Out of Home

FIRST PLACE

Entry Title: BET HHA Lyrically OOH Projections
Company: BET Networks
Agency: Go GORILLA MEDIA

SECOND PLACE

Entry Title: TV JAPAN AT&T U-verse billboard
Company: International Media Distribution

THIRD PLACE

Entry Title: 45th NAACP Image Awards
Company: TV One

Premium

FIRST PLACE

Entry Title: TV JAPAN Custom Origami Paper
Company: International Media Distribution

(more)

SECOND PLACE

Entry Title: IMD 2014 Calendar "Culture in Motion"
Company: International Media Distribution
Agency: DesignRACY

THIRD PLACE

Entry Title: Larrymania S3 Premiums Package
Company: mun2

Print

FIRST PLACE

Entry Title: Univision Portfolio Book
Company: Univision Communications Inc.
Agency: Blanco-Lorenz Entertainment Branding Inc.

SECOND PLACE

Entry Title: Manny Pacquiao Shirt Gift-with-Purchase
Company: GMA Network, Inc.
Agency: GMA International

THIRD PLACE

Entry Title: TFC Free Preview on XFINITY

Company: International Media Distribution

Social Media**FIRST PLACE TIE**

Entry Title: Diwaligram.com

Company: International Media Distribution

FIRST PLACE TIE

Entry Title: HBO Latino Santana Social Media Campaign

Company: HBO

Agency: MGS Comm

SECOND PLACE

Entry Title: Celebrity Shout Out Promo

Company: GMA Network, Inc.

Agency: GMA International

THIRD PLACE

Entry Title: Let's Stay Together Love Confessionals

Company: BET Networks

(more)

Television**FIRST PLACE**

Entry Title: ESPN Deportes Digital Everywhere Campaign

Company: ESPN Deportes

Agency: Handle Like Eggs

SECOND PLACE

Entry Title: UVideos Partner Spots

Company: Univision Communications Inc.

Agency: Blanco-Lorenz Entertainment Branding Inc.

THIRD PLACE

Entry Title: Univision Esto Es UVideos Video

Company: Univision Communications Inc.

Agency: Blanco-Lorenz Entertainment Branding Inc.

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