

NAMIC Accepting Entries for the 2019 Excellence in Multicultural Marketing Awards (EMMA)

NAMIC, Inc. (National Association for Multi-Ethnicity in Communications) is accepting entries for the 2019 Excellence in Multicultural Marketing Awards (EMMA)

NEW YORK, NY, USA, May 14, 2019 /EINPresswire.com/ -- [NAMIC, Inc.](#) (National Association for Multi-Ethnicity in Communications) is now accepting entries for the 2019 Excellence in Multicultural Marketing Awards ([EMMA](#)). In partnership with Cablefax, these awards recognize innovative marketing efforts by companies and agencies targeting multicultural audiences. This year's competition features four divisions with participants competing in two categories: Integrated Marketing Campaigns and Marketing Tactics within the categories of Digital and Traditional. Two new Marketing Tactics have been added to the 2019 competition: Influencer Marketing and Social Issues. Winning entries will be featured on the EMMA website and profiled in Cablefax: The Magazine.



The Excellence in Multicultural Marketing Awards are designed to showcase the media and entertainment industry's best practices in developing and creating strategic and innovative multicultural marketing approaches. Entries submitted in each category are judged within four divisions: Media Content Creators and Distributors, Networks and Communications Suppliers, Brands and Other. Winning entries will be chosen based on creativity and results in reaching multicultural audiences, which includes African American, Asian, Hispanic, LGBTQ, disability communities and other market segments.

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Through the EMMA competition, NAMIC recognizes companies whose bold, brand-building marketing strategies resonate with ethnically and culturally diverse communities.”

*A. Shuanise Washington,
president and CEO, NAMIC*

“As multicultural consumers are driving the nation's population and economic growth, it takes innovation and creativity to reach these influential markets,” said A.

Shuanise Washington, president and CEO, NAMIC.
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NAMIC also salutes the members of the 2019 "EMMA Wall of Distinction," a recognition for the top five companies who have proven their commitment to excellence in multicultural marketing by winning the most Emmas year-after-year since 2014. The companies named to the Wall of Distinction in alphabetical order are Comcast | NBCUniversal, GMA Pinoy TV, HBO, IMD International Media Distribution and Maple Diversity Communications.

The deadline for submissions is June 14, 2019 11:59 PM PST with a \$375 non-refundable fee for each entry. This year, NAMIC will be offering an early bird discount, giving entrants the chance to save \$25 if submitted by May 31, 2019. Marketing efforts that were first used, published or aired between June 1, 2018 and May 31, 2019 are eligible for submission. For complete rules and to enter online visit www.emmacompetition.com. For highlights of the 2018 winners, visit the <http://bit.ly/emmawinners>.



President and CEO of NAMIC

ABOUT Annual NAMIC Conference

The [33rd Annual NAMIC Conference](#), "Breaking Barriers: The Multicultural Media Agenda" features more than 500 attendees and 50 speakers. For the latest conference news, follow @NAMICNational on Twitter and #NAMIC33.□

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 4,000 professionals belong to a network of 18 chapters nationwide. Through initiatives that target leadership development, advocacy and empowerment, NAMIC collaborates with industry partners to expand and nurture a workforce that reflects the cultural richness of the populations served. Please visit www.namic.com or follow @NAMICNational on Twitter for more information about NAMIC and its many opportunities.

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