

NAMIC Announces Winners of the 2019 Excellence in Multicultural Marketing Awards (EMMA)

NEW YORK CITY, NY, US, September 16, 2019 /EINPresswire.com/ -- 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.

"It takes engagement, understanding and an appreciation for the differences that make all communities unique, as well as a commitment to tell and include those stories", said Shuanise Washington, president & CEO, NAMIC. "This year's entries showed a variety of voices and opinions being represented with an understanding of individual cultural and ethnic backgrounds."



Recognizing the media and entertainment industry's commitment to implementing best practices, the EMMA 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.

"It is important to recognize the brands and content providers that are making strategic and thoughtful efforts to serve all of their consumers, while embracing the nuances that come with their differences," said Denise Bennett, director of entertainment content partnerships at WarnerMedia, EMMA judge and NAMIC Multicultural Marketing Committee member. "As demographics continue to shift and evolve, it's imperative for brands to stay relevant in the

minds of their customers.”

The Emmas is presented in partnership with Cablefax and the winners will be featured in the September 2019 edition of Cablefax: The Magazine. A complete listing of winners follows:

2019 EMMA WINNERS:

MEDIA CONTENT CREATORS AND DISTRIBUTORS

Integrated Marketing Campaigns

Unexpected Experts

Company: Comcast

Agency: GALLEGOS United

Marketing Tactics

Film/Video

We La Gente

Company: Comcast

Agency: GALLEGOS United

Direct Marketing

Choice 'OTT Streaming' DM

Company: Charter Communications

Agency: Infusion by castells

Diversity Awareness

#WELAGENTE

Company: Comcast

Agency: GALLEGOS United

Experiential Marketing

Kim Jung Gi

Company: Comcast

Agency: GALLEGOS United

Print

Kim Jung Gi

Company: Comcast

Agency: GALLEGOS United

Radio

Cultural Conduit

Company: Comcast

Agency: Burrell Communications Group

Social Issues

#WELAGENTE

Company: Comcast

Agency: GALLEGOS United

Television

The New Renaissance

Company: Comcast

Agency: Burrell Communications Group

NETWORK AND COMMUNICATIONS SUPPLIERS

Integrated Marketing Campaigns

TBS The Last O.G. Integrated Campaign

Company: TBS

Agency: Civic/Robot Eye/Cashmere

Marketing Tactics

Content Marketing

Telemundo Deportes & Sprint Fútbol Mode

Company: NBCUniversal Hispanic Group & Sprint

Agency: Horizon Media, ALMA DDB, M8

Film/Video

LIVING SINGLE: 25TH ANNIVERSARY REUNION

Company: TV One

OTT/Streaming Services

Showtime_ Desus & Mero

Company: Showtime

Social Media

TBS The Bigger Picture Instagram Live

Company: TBS

Agency: Cashmere Agency

All Other Media

What's My Name | Muhammad Ali

Company: HBO

Agency: The Robot Company

Direct Marketing

Mediaset Italia X1 Launch Mailing

Company: International Media Distribution

Diversity Awareness

Out of State, Independent Lens PBS

Company: ITVS

Experiential Marketing

TBS The Last O.G. Garden Party for Good

Company: TBS

Agency: Civic

Out of Home

Claws S2: Out of Home

Company: TNT

Agency: Elastic

Premium

TBS The Last O.G. Cookbook

Company: TBS

Agency: Houghton Mifflin Harcourt Publishing

Print

TBS The Last O.G. S2 Key Art Print

Company: TBS

Agency: Robot Eye

Social Issues

The O.G. Experience

Company: HBO

Agency: The Soze Agency and High 10 Media

Television

Claws S2: Girl Gang

Company: TNT

Agency: Spencer Condon, Revolve

BRANDS

Integrated Marketing Campaigns

Don't Let ATM Fees Take a Bite

Company: TD

Agency: Barrett and Welsh

Marketing Tactics

Online Ads

Drop Into Your Next Home

Company: TD

Agency: Barrett and Welsh

Radio

It's Called What?

Company: TD
Agency: Barrett and Welsh

Television

Western Union Spanish Language App
Company: Western Union
Agency: Mediahub & Univision

ALL OTHER MEDIA

Marketing Tactics

Film/Video

A Bright Idea for Diwali
Company: Barrett and Welsh

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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