



FOR IMMEDIATE RELEASE

NAMIC ANNOUNCES WINNERS OF THE 2013 EXCELLENCE IN MULTICULTURAL MARKETING AWARDS

New York, NY – September 16, 2013 -- 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 excellence in marketing efforts designed to attract and retain culturally diverse audiences and customers among African American, Asian, Hispanic and other market segments. Scheduled for October 8-9, 2013, the **27th Annual NAMIC Conference** will be held at the New York Marriott Marquis as part of the cable industry's *Diversity Week*.

The EMMA recognizes the cable industry's commitment to implementing best practices, while developing creative, strategic and innovative approaches to ethnic-targeted marketing. The NAMIC Multicultural Marketing Committee, a consortium of the industry's experts, provides guidance for the EMMA competition, which comprises two award categories: Marketing Tactics and Case Studies/Campaigns. Entries submitted within each category were judged within two divisions: Cable Distributors and Networks/Industry Suppliers. A judging panel of independent industry experts evaluated entries and selected all winners based on sound and innovative strategy, strength of execution against the strategy, evaluations 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.

Entries for NAMIC's 2013 Excellence in Multicultural Marketing Awards increased 18% over 2012 with **Comcast** garnering five first place wins to lead the Cable Distributors division. **Rogers Communications** and **Time Warner Cable** were also among the top winners in the division, earning three first place awards each. In the Networks/Industry Suppliers division, **BET Networks** led all winners earning first place honors in five categories. Additionally, **Telemundo Media, including mun2** garnered three first place wins, with **GMA Network, Inc.** and **International Media Distribution** earning two first place awards apiece. Networks/Industry Suppliers garnering first place wins in a single category include **HBO**, **Oprah Winfrey Network (OWN)** and **Univision**.

"This year's NAMIC conference theme, *Vision 2043: Inclusion. Inspiration. Imagination*, signifies the importance of reaching multicultural consumers as U.S. demographics shift over the next 30 years," said Susan Waldman, NAMIC's manager of Research and Publications. "Considering that 2043 is the year projected by the U.S. Census Bureau in which America's ethnic diversity will expand, the data clearly makes the case for multicultural marketing strategies being central to companies connecting with an increasingly diverse audience," added Waldman. "NAMIC is proud to support the communications industry's effort by recognizing outstanding achievements in multicultural marketing."

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Presented in partnership with *CableFAX*, winners of the 2013 Excellence in Multicultural Marketing Awards will be acknowledged during a general session of the 27th Annual NAMIC Conference scheduled for Wednesday, October 9th. Additionally, this year's EMMA winners will be featured in the October edition of *CableFAX: The Magazine*. For additional Information regarding the Excellence in Multicultural Marketing Awards log onto www.emmacompetition.com.

For additional information regarding the 27th 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.

2013 NAMIC EMMA WINNERS

Cable Distributor

Case Studies / Campaigns

FIRST PLACE TIE

Entry Title: XFINITY CelebrateBlackTV.com
Company: Comcast
Agency: Burrell

FIRST PLACE - TIE

Entry Title: Rogers Q4 TV Package Launch
Company: Rogers Communications
Agency: Dyversity Communications Inc.

FIRST PLACE - TIE

Entry Title: Xfinity Multicultural Microsites
Company: Comcast Corporation

SECOND PLACE

Entry Title: Xfinity Latino Entertainment Channel
Company: Comcast Corporation
Agency: H+M Communications

THIRD PLACE

Entry Title: Queens Chinese Immersion
Company: Time Warner Cable

Marketing Tactics

All Other Media

FIRST PLACE

Entry Title: Comcast - Hispanic Grassroots
Company: Comcast
Agency: Comcast

(more)

Digital

FIRST PLACE

Entry Title: Rogers Q2 'Face' Online
Company: Rogers Communications
Agency: Dyversity Communications Inc.

SECOND PLACE

Entry Title: Rogers Q4 TV Package Launch Online
Company: Rogers Communications
Agency: Dyversity Communications Inc.

THIRD PLACE

Entry Title: XFINITY CelebrateBlackTV.com
Company: Comcast
Agency: Burrell

Direct Mail

FIRST PLACE

Entry Title: Nexos Latinos 1Q13 Time Warner Cable NYC
Company: Time Warner Cable
Agency: Eclipse Marketing Services, Inc.

SECOND PLACE

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

THIRD PLACE

Entry Title: Rogers Q4 TV Package Launch DM
Company: Rogers Communications
Agency: Dyversity Communications Inc.

Grassroots

FIRST PLACE

Entry Title: Chinese New Year Couplet
Company: Time Warner Cable

SECOND PLACE

Entry Title: Hispanic Marketing Blitz
Company: Comcast Houston Region

THIRD PLACE

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

Print

FIRST PLACE

Entry Title: Rogers Q4 TV Package Launch Print
Company: Rogers Communications
Agency: Dyversity Communications Inc.

(more)

SECOND PLACE

Entry Title: Rogers Q2 'Face' Print
Company: Rogers Communications
Agency: Dyversity Communications Inc.

THIRD PLACE

Entry Title: XFINITY Me Times Three
Company: Comcast
Agency: Burrell Communications

Radio**FIRST PLACE - TIE**

Entry Title: XFINITY Me Times Three
Company: Comcast
Agency: Burrell Communications

FIRST PLACE - TIE

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

Television**FIRST PLACE**

Entry Title: 3 Kates
Company: Time Warner Cable
Agency: La Comunidad

SECOND PLACE

Entry Title: TWC 2012 Q3 Chinese "Cooking Show" TV Spot
Company: Time Warner Cable
Agency: ES Advertising, Inc.

THIRD PLACE

Entry Title: Winback/Testimonial
Company: Time Warner Cable
Agency: La Comunidad

Network/Industry Supplier**Case Studies / Campaigns****FIRST PLACE**

Entry Title: Mia Mundo
Company: Telemundo Media
Agency: Carat (GM) & Zenith (Verizon)

SECOND PLACE

Entry Title: Single Ladies
Company: VH1

(more)

THIRD PLACE - TIE

Entry Title: APOLLO LIVE LOUNGE TOUR

Company: BET Networks

Agency: Haley Miranda Group

THIRD PLACE - TIE

Entry Title: Centric Happy Hour Tour

Company: Centric

Agency: Events By Fabulous

Marketing Tactics***All Other Media*****FIRST PLACE**

Entry Title: Univision NCTA Reel

Company: Univision

Agency: Blanco-Lorenz Entertainment Branding Inc.

SECOND PLACE

Entry Title: GMA News TV International Infokit

Company: GMA Network, Inc.

Agency: GMA International

THIRD PLACE

Entry Title: Univision Transformation Reel

Company: Univision

Agency: Blanco Lorenz Entertainment Branding Inc.

Digital**FIRST PLACE**

Entry Title: The Game Superfan Nomination

Company: BET Networks

Agency: 135th St Agency

SECOND PLACE

Entry Title: HBO Latino Habla Women Digital Marketing

Company: HBO

Agency: MGS COMM

THIRD PLACE

Entry Title: HBO Latino Prófugos Digital Campaign

Company: HBO

Agency: MGS COMM

Direct Mail**FIRST PLACE**

Entry Title: TV JAPAN Spring Origami Mailer

Company: International Media Distribution

Agency: Améredia

(more)

Diversity Awareness

FIRST PLACE

Entry Title: East of Main Street: Milestones
Company: HBO

SECOND PLACE

Entry Title: BAYANI TOUR 2013 (Heroes Tour 2013)
Company: GMA Network, Inc.
Agency: GMA International

THIRD PLACE

Entry Title: Habla Women
Company: HBO

Experiential Marketing

FIRST PLACE

Entry Title: Soul Train Flash Mobs
Company: BET Networks & Centric
Agency: Mad Crush

SECOND PLACE

Entry Title: APOLLO LIVE LOUNGE TOUR
Company: BET Networks
Agency: Haley Miranda Group

THIRD PLACE

Entry Title: La Voz Kids Chair Tour
Company: Telemundo Network
Agency: Terry Hines

Grassroots

FIRST PLACE

Entry Title: Meet & Greet the Pepito Manaloto cast
Company: GMA Network, Inc.
Agency: GMA International

Out of Home

FIRST PLACE

Entry Title: Telemundo Network Rebrand
Company: Telemundo Network
Agency: Telemundo Network

SECOND PLACE

Entry Title: Real Husbands of Hollywood OOH
Company: BET Networks

THIRD PLACE

Entry Title: BET Awards 12 OOH
Company: BET Networks

(more)

Premium

FIRST PLACE - TIE

Entry Title: IMD 2013 calendar and CD
Company: International Media Distribution

FIRST PLACE - TIE

Entry Title: Larrymania Bobblehead
Company: mun2

SECOND PLACE

Entry Title: Real Husbands of Hollywood T-Shirt
Company: BET Networks

THIRD PLACE

Entry Title: GMA International's "Milestones" Shirt
Company: GMA Network, Inc.
Agency: GMA International

Print

FIRST PLACE

Entry Title: Oprah Winfrey Network Influencer Campaign
Company: Oprah Winfrey Network (OWN)
Agency: 135th Street Agency

SECOND PLACE - TIE

Entry Title: Reventon Fold Out Poster
Company: mun2

SECOND PLACE - TIE

Entry Title: TFC/FOD Comcast Q3 2012 GWP Campaign
Company: TFC
Agency: TD Wang (execution only)

THIRD PLACE

Entry Title: GMA Pinoy TV's 7th Yr Anniv. Print Ad
Company: GMA Network, Inc.
Agency: GMA International

Radio

FIRST PLACE

Entry Title: 2012 BET Awards Radio
Company: BET Networks

Social Media

FIRST PLACE

Entry Title: BAYANI TOUR 2013 (Heroes Tour 2013)
Company: GMA Network, Inc.
Agency: GMA International

(more)

SECOND PLACE

Entry Title: HBO Latino, Romeo Santos: The King Stays King Second Screen & FB Tab
Company: HBO
Agency: Warner Bros. ADS

Television**FIRST PLACE**

Entry Title: Real Husbands of Hollywood Television
Company: BET Networks
Agency: Harmelin Media

SECOND PLACE - TIE

Entry Title: Lupang Hinirang-GMA's Phil.Nat'l Anthem
Company: GMA Network, Inc.
Agency: GMA Network, Inc.

SECOND PLACE - TIE

Entry Title: East of Main Street: Milestones
Company: HBO

THIRD PLACE - TIE

Entry Title: Proud to be Pinoy 2012 TV Special
Company: GMA Network, Inc.
Agency: GMA International

THIRD PLACE - TIE

Entry Title: HBO Black History Month Media Spot
Company: HBO

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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)
char@btbcommunications.com