JUNE 5, 2016 | DISNEYLAND RESORT | ANAHEIM

AMERICAN ADVERTISING FEDERATION.
Creative Artists Agency is proud to sponsor the Mosaic Media Image Award and congratulates all of tonight’s nominees.
WELCOME TO THE MOSAIC AWARDS

Tonight, we recognize and celebrate the companies and industry leaders who have demonstrated their commitment to diversity and inclusion by way of cutting edge advertising campaigns, engaging media content and leading organizational initiatives.

This year, the Mosaic Center partnered with the Creative Artists Agency to debut a new category, the Mosaic Media Image Awards. We have all watched as diversity in media has become a bigger issue, with more and more consumers taking notice of a lack of multicultural representation in programming, award recognition and other media content. With the events surrounding the emergence of the #BlackLivesMatter movement, #OscarsSoWhite and #StarringJohnCho, the American Advertising Federation (AAF) is thrilled to have the opportunity to promote and honor content that has paved new paths and broken through barriers for diversity in advertising and media.

Creating an inclusive industry has been a focal point of the AAF for over 20 years. Each year, we commit a substantial portion of our resources to the implementation of a myriad of programs that promote and advance multiculturalism within the industry. The AAF believes in recruiting, cultivating and guiding diverse talent through our educational programs including AdCamps, Mosaic Career Fairs and the Most Promising Multicultural Students Program. These programs help to open doors for diverse, high-potential individuals who might not have been discovered otherwise.

None of our efforts would be possible without the generosity of our AAF members, sponsors and special guests. It is through their dedicated support and commitment that we are able to continue to build a more inclusive industry. And without you, tonight’s celebration would not be possible!

We hope you enjoy the program.
72andSunny is proud to support the AAF Mosaic Awards. Congratulations to tonight’s honorees.
MOSAIC AWARDS PROGRAM

WELCOME
Tiffany R. Warren, Chair, AAF Mosaic Council; SVP, Chief Diversity Officer, Omnicom Group; Founder, ADCOLOR
James Edmund Datri, President & CEO, American Advertising Federation

DIVERSITY & MULTICULTURAL CLUB ACHIEVEMENT WINNERS
presented by A.J. Busé, Chair, AAF Council of Governors

CIVILITY
Constance Cannon Frazier, Chief Operating Officer, American Advertising Federation

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MOSAIC WARDS
Let’s reshape opportunity.
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MOSAIC AWARDS JUDGES

“Honoring those who are working to create both campaigns and a workforce that best reflects the myriad of cultures in our country is essential to one day making it the norm.”

Brandon Rochon, Managing Chief Creative Officer at Kastner & Partners and 2016 Mosaic Awards judge.

Esther Franklin
EVP, Head of SMG Americas
Starcom MediaVest Group

Pam Frazier
Casting/Booking Director
The Walt Disney Company

Felicia Geiger
Diversity & Inclusion Expert

Ana Matta
Strategy Director
Lapiz

Mary Nittolo
COO/President
the STUDIO

Jennifer Palacios
Brand Marketing Executive
Creative Artists Agency

Brandon Rochon
Managing Chief Creative Officer
Kastner & Partners

Joanna Zeman Lane
VP, Talent Engagement & Inclusion, Interpublic Group
MOSAIC AWARD
WINNERS
WE ALL START OUT THE SAME.

AT GSD&M, WE CONTINUE TO LEAD THE EFFORT TO WORK WITH THE MOST GIFTED PEOPLE REGARDLESS OF GENDER, ETHNICITY OR SEXUAL ORIENTATION.
STUDENT MULTICULTURAL ADVERTISING CAMPAIGN
LINDENWOOD UNIVERSITY | SPOTIFY
“Hear the World From Your Spot”
Student Team: Kelsey Collie, Marina Bach, Kearstin Cantrell, Yumi Kanemitsu, Rasmus Asberg, Davon Thomas, Nick Marcus, Jaclyn Conley

Spotify is a website and application where users can stream unlimited music through their mobile phones, computers, iPods, iPads or tablets. Listeners can either subscribe or listen for free while creating their own playlists and sharing them with friends. Often recognized for having over 80% international content, Lindenwood University students realized that Spotify would be a perfect way to spread a multicultural message to all of their current subscribers.

Despite their wide international music catalog, many listeners are not aware of the global content feature. With other music application companies also providing access to global content, the team wanted to help Spotify become the first to expand on this market.

The campaign goal of “Hear the World From Your Spot” was to make listeners aware that they have access to music from all over the world. The mediums chosen to communicate this message were print, out-of-home advertising and email blasts. The creative that was implemented in this campaign fully demonstrates how music connects people within every culture. The campaign objectives included:

1. Connect listeners through music on a global level
2. Bring awareness to users of the international music content they currently possess
3. Give incentive to listen to international music
4. Incorporate multiculturalism within the campaign and also within the brand

Tested consumers said that they would choose Spotify over any other music app and that they appreciated the multicultural aspect of the campaign as a whole and noted that listening to music of other cultures connected them to their international peers. Immigrant listeners that were tested stated that Spotify offered them a little piece of home while living abroad.
Congratulations, Mosaic Award 2016 Winners!

May your success continue to inspire our industry to further embrace inclusion in our work and our workforce.

Viva la Difference!
Pizza Patrón needed to drive Q1 and Q2 year-over-year sales while also strengthening ties with their most loyal consumer segment—Latinos of Mexican descent. The key was to develop an engaging and buzz-generating campaign that could garner national media coverage (Fox News, NBC, CBS, NPR, Univision, Telemundo) to help support base media plans and drive sales.

The Dallas-based pizza chain has spent years growing its Latino base. The development of a jalapeño-centric pizza was not a unique territory for the category, however, Pizza Patrón had the brand equity to release the spiciest iteration of this pizza and truly own it. As such, Richards/Lerma knew it had to develop a campaign that spoke in a tone and manner that was authentic to the brand and its customer base.

Pizza Patrón has never shied away from controversy as a means to garner attention and drive sales. That is why the pizza was called “The Badass Pizza” or “La Chingona”. It was indeed a risky move, but both the client and agency knew this campaign would garner media attention at the national level.

The two-month campaign generated over 1,000 retweets and mentions, increased Facebook “likes” by 125% and more importantly, helped “La Chingona” become the pizza chain’s most successful product launch in its history. Upon launch, the pizza represented more than 4% of Pizza Patron’s product mix, more than doubling peak historical averages.
The People Powered Big Data Company

Using Big Data to fuel relevant digital advertising. Join us as we create a more personalized digital world.
The landscape for financial services has evolved dramatically since the turn of the millennium. Thanks to the spread of global digital communications and the near-universal adoption of smart phones, hundreds of millions of citizens around the world have direct and affordable access to tools and services from companies that either didn’t exist in the 20th century or were barely out of beta. As barriers to competition, markets and consumers have fallen, Western Union struggled to maintain an image as a modern brand capable of meeting the needs of modern consumers. In 2015, the key to campaign success was informing consumers that Western Union has all the tools people need to manage their finances easily and move money across national borders.

The goals of the multi-platform campaign were to increase Western Union’s market share in the $50 billion non-Hispanic United States Outbound (“USOB”) market; increase both transactions and revenue in ten key international markets differentiated by unique and complex social and cultural identities; build brand relevance and engagement; and educate consumers about Western Union’s omnichannel (mobile, online and agent locations) services.

The advertising campaign exceeded expectations, driving transactions 5% higher and growing revenue 4%. Year over year results from the Pakistani Eid promotion saw revenue grow 24%, transactions jump 19% and principal ladder up 12%.

The South Asian August 2015 email campaign achieved a 31.87% open rate (the highest in all corridors) while the Filipino August 2015 email campaign achieved a 17% engagement rate (the highest in all corridors).
We thrive on diversity. As one of the world’s leading marketing and communications companies, we employ 49,000 talented people from different cultures, backgrounds and beliefs. These differences are what make us the creative, innovative company we are today. For more information on us and the industry, please visit www.interpublic.com.
MULTICULTURAL DIGITAL CAMPAIGN
THE QUIRK CREATIVE | WESTERN UNION
“American Dream Sweepstakes”

The westernunion.com American Dream Sweepstakes campaign allowed some of its hard-working customers and other entrants to win the American Dream. Over 11 months (February–December 2015), 48 relevant prizes were used to entice customers to enter the Sweepstakes. Prizes were a direct reflection of real goals our customers have around the American Dream, including: $65,000 for a down payment on a new home, $35,000 for a year of tuition, $30,000 for a car and various cash prizes to pay for groceries, rent and bills. The campaign strategically positioned Western Union at the forefront of American optimism and the celebration of diversity, all the while helping to drive digital awareness and conversions.

The American Dream campaign not only celebrated diversity, but also put it directly at forefront of the campaign line. Western Union wanted their customers to see themselves reflected in the campaign. This diversity-first initiative resulted in one of Western Union Digital’s most successful campaigns to date: 2 billion total impressions, 2 million video views and nearly 100,000 people buzzing about the westernunion.com American Dream Sweepstakes. The campaign was a hit.
mcgarrybowen is proud to be a sponsor of the Mosaic Awards. Congratulations to tonight’s award recipients!

mcgarrybowen
MULTICULTURAL TRADITIONAL MEDIA USAGE

SANDERS\WINGO | AT&T

“Seeing Stars”

African-Americans and diverse groups in general, are woefully underrepresented in the science, technology, engineering and mathematics sectors (STEM). AT&T recognized this and wanted to highlight the innovative work this group is doing in AT&T’s labs as well as the diverse makeup of their workforce.

“Seeing Stars” focused on showing African-Americans as being a recognized and successful group in the tech industry. The spot features African-American tech professionals being treated as “stars,” in the vein of celebrity culture.

The overall goal of the spot was to position AT&T among African-Americans as an innovative telecommunications provider and as a provider of choice as both consumers and as a potential employer.

The spot ran during episodes of Empire and other television programs with a large African-American following and garnered a write-up in the Washington Post commending AT&T for recognizing diversity in the tech sector.
A fish out of water is a beautiful thing.

We raise a fin to the Mosaic Award Winners.
Sports reveal truths that go well beyond the white lines of the playing field. And that’s the area where this brand lives.

A symbolic bike ride from the south side of Chicago to the United Center reflects the rise of Derrick Rose, from a young kid growing up in one of Chicago’s toughest neighborhoods, to becoming one of the NBA’s best players.

The spot, led by a multicultural creative team on the agency side, features the first-time-ever commercial narration from rapper, writer and actor Tupac Shakur, as he reflects on the thinking behind his poem “The Rose that Grew from Concrete,” a piece that celebrates those who achieve success through difficult circumstances. By combining Tupac’s words with Derrick Rose’s story, this film aimed to transcend sport and become social commentary, delivering a message of determination and hope to inspire a new generation of athletes from the inner cities.

By launching the spot in the immediate aftermath of Derrick Rose’s latest knee injury on February 24, 2015, Wieden+Kennedy hoped to remind Rose and young athletes everywhere that no matter the obstacle in life, with the right mindset, you can power through.

The “Rose from Concrete” spot kicked off Powerade’s “Just A Kid” campaign with their biggest and most successful campaign launch to date. As a brand with very little traction prior, the launch was a great first step in setting a new brand voice and tone for 2015 and beyond. It’s the first time Powerade has seen movement in the way people feel and talk about the product.
CONNECT
diverse suppliers to agency culture

COMMUNICATE
partnerships throughout the network

CREATE
opportunities to innovate ideas

DDB° | DIVERSITY+CREATIVITY | PARTNERS PROGRAM
A PROUD SUPPORTER OF THE 2016 MOSAIC AWARDS
DDB’s partners are as important to them as the services they provide. Collaboration within a diverse network is their major strategy for ensuring the highest degree of creativity, talent and results. The DDB Diversity + Creativity Partners Program has reshaped the internal conversation about diversity and driven understanding about the value of diverse partnerships to a sustainable and healthy business culture.

The program is grounded in three principles that they refer to as C3: Connect. Communicate. Create.

- Connect diverse partners with agency culture.
- Communicate partnerships throughout the network.
- Create opportunities to innovate ideas.

These principles guide the leaders of DDB and the Diversity + Creativity Advisory Council in nurturing, within each agency’s structure, a diverse and creative culture.

The program is successful due to DDB’s ability to engage participants in a comprehensive program. Since understanding the advertising industry is important, their process includes a learning opportunity for diverse partners about advertising industry culture, performance expectations and certification benefits. DDB identifies qualified diverse businesses through outreach and networking and then engages them in the vetting and bidding processes.

DDB’s commitment to working with diverse partners is not just a goal; it’s deeply rooted in their culture. Their diverse partners are minority-owned, women-owned, LGBT-owned, veteran-owned and disability-owned. The agency’s commitment to ensuring that everyone has a seat at the table not only supports their objective of providing creative value and insights but also sustains their program’s success.
CONGRATULATIONS TO
THE 2016 MOSAIC AWARD HONOREES

GRAVITY MEDIA
- RICHARDS/LERMA
- SANDERS\WINGO
- THE QUIRK CREATIVE
- WIEDEN+KENNEDY
- AAF ROANOKE
- BBDO NEW YORK
- KELSEY COLLIE
- DDB WORLDWIDE
- OMD

THE CONTENT COLLECTIVE
- BBDO
- WASSERMAN
- THE BARBARIAN GROUP
- PMK•BNC
- HBO
- BURRELL
- LUCINDA MARTINEZ
- CARMEN J. SMITH

THIS IS THE FUTURE.
AND WE KNOW FUTURE.
Let’s celebrate what makes us unique

Proud sponsor of the AAF Mosaic Awards
In 2015, AAF Roanoke’s Diversity Committee (branded as Discovering Advertising Protégés or DAP), ran its second year of Adscape. This day-long program offered advanced training in advertising to 87 high school students interested in graphic design, media and marketing.

After submitting an application, selected students were able to participate in small (no more than 21 students), active and hands-on sessions that aligned with their industry interest. College students were utilized as mentors and leaders and were specifically recruited to show diversity.

The event was entirely funded through sponsors’ monetary and in-kind contributions, making the event free of charge to all participants. Radford University was secured as the top sponsor to provide the venue for the event. Additional major sponsors included Mountain Valley Transportation, Duncan Motors, Cuz’s Autobody Repair, Blue Eagle Credit Union and Lawrence Transportation. All speakers and professionals volunteered their time. The committee partnered with Junior Achievement of Southwest Virginia to leverage existing relationships and reach target schools.

Student feedback was overwhelming positive! In a post-event survey, students expressed an interest in attending future events to learn more about advertising. One student said, “I was able to learn and talk about new things I don’t really learn much about at my current school…it was a fun time. It opened … doors … to new things I didn’t think about.” In post-event surveys, students, teachers and hosts said they wanted to return. Teachers asked to bring more students in the future and schools that were unable to participate asked to be made aware of future events. In just its second year, Adscape has the potential to become the area’s premier annual event for advertising career exploration for multicultural audiences.
On the morning of Wednesday, October 1st, David Lubars, Chairman/Chief Creative Officer of BBDO Worldwide, called Jd Michaels, EVP, Director of Diversity & Creative Engineering at BBDO, to his office.

In two hours, David would be speaking on a panel at the One Club’s Here Are All The Black People industry inclusion event, giving advice to attendees about how to get hired by an ad agency.

“All we need to do is be extraordinary and want to work harder than you’ve ever worked before.”

Over the next three months, five individuals from across the country were identified and invited to participate. The jobs came at full salary and benefits, guaranteed for a year, dependent on the same criteria as every current member of the creative department. Instead of ‘interning’ for a year to prove oneself and win jobs, the Residents had the jobs from day one. They just had to do them. Extraordinarily.

Later that morning, live on stage and on YouTube, David introduced the BBDO Creative Residency, where experienced talent that felt lost in the perpetual flood of applicants could obtain an art director or copywriter position at BBDO New York.

The word ‘resident’ was carefully chosen to describe more experienced candidates from diverse passions and backgrounds, including accomplished artists from fields other than advertising. Those different viewpoints would fortify BBDO’s work. David told the crowd, “We’re giving out five jobs. All you need to do is be extraordinary and want to work harder than you’ve ever worked before.”

This is a sampling of work that would not have existed had we not added a DJ, a futurist, an artist, a musician, and a humanitarian to our talent pool.

The BBDO Creative Residency

BBDO

The Creative Residents worked as an independent agency for MV-1, the first vehicle produced exclusively for those with physical disability. The work was lauded by the client and produced in 2015.

“Let’s just find the best people and hire them. Can we organize that today?”

This program gave me an opportunity to be around talented individuals in a field that has no creative boundaries and I’m loving every minute of it.”

“Being able to get my foot in the door at BBDO was great, but being able to work on all the amazing brands here was even better… a dream job I couldn’t pass up.”

“This past year has been a life-changing experience. I’ve had the opportunity to do quality work on several different brands, each with their own challenges and triumphs.”

“It’s been a blessing to be on so much work and surround myself with such great creatives.”

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UPCOMING EVENTS

SEPTEMBER 28, 2016 | NEW YORK
ADVERTISING WEEK NY PANELS

OCTOBER 2016 | CHICAGO
STUDENT CONFERENCE ON ADVERTISING

FEBRUARY 13–16, 2017 | NEW YORK
MOST PROMISING MULTICULTURAL STUDENTS PROGRAM

FEBRUARY 16, 2017 | NEW YORK
MOSAIC CAREER FAIR AND CONFERENCE

MARCH 8, 2017 | CHICAGO
MOSAIC CAREER FAIR AND CONFERENCE

FOR MORE INFORMATION, VISIT AAF.ORG.
MOSAIC MEDIA IMAGE
AWARD WINNERS
We simplify digital marketing for businesses everywhere.

AdTaxi is a digital marketing company built to serve local and regional businesses. We specialize in audience targeting using 1st party data, RTB, Search Marketing and Social Media. Our sales force combines targeting technology with their knowledge of the local market to bring our client partners a unique approach to digital marketing services.

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- Audience Targeting
- Content Marketing
- Search Marketing
- Social Media
- Email Marketing

To learn more, please call Kyla Rodriguez at 310-543-6117 or visit adtaxinetworks.com.
The increased violence in the Black community is well documented in both the news and social media. The sheer volume of stories runs the risk of leaving listeners of all races numb to the humanity of the victims. This is especially true for the children who grow up in the midst of traumatic, warlike situations. This violence is their “normal,” not just a nightly news story that they can choose to ignore.

Burrell felt it was their duty to make sure that the violence didn’t drown out the voices of the people affected by it. The creative team went to schools and met with African-American boys. Their goal was to show those caught in the crossfire, not as victims but as loveable kids with hopes and dreams, to help all of America see these young boys as someone’s son and not just another statistic and to inspire all of us to come together to protect their future.

To inspire change, Burrell knew they needed to move beyond assigning blame to creating stories that provoked empathy and outrage among both Black and non-Black viewers by showing these boys as humans, not statistics, with the same hopes and aspirations any child would have. And one aspiration many boys don’t have to consider: the desire to live long enough to even achieve adulthood.
REALITY TV: REALISTIC STEREOTYPICAL HELPFUL OR HARMFUL?

DEPICTIONS OF AFRICAN AMERICAN WOMEN ON REALITY TV

With the understanding of the powerful role that advertisers and the media play in shaping public perceptions, the American Advertising Federation and Zeta Phi Beta Sorority, Inc. hosted a series of “Watch Parties” and panel discussions to start a dialogue among viewers, marketing and entertainment professionals and community leaders. The discussions focused on the portrayal of African-American women on reality TV, in advertising and the media overall.

Our objective was to understand the effects of these images on public perception, individual behaviors and public policy.

The Whitepaper
A white paper was written to further explore:

- Research theories that can be used to understand the effects of media
- Key discussion points from the Watch Party series
- Connections between the advertising industry and images displayed with a focus on advertising ethics

The white paper also contains the following recommendations to assist the advertising and media industries in their efforts to portray realistic and inclusive images of people of color in advertising and media:

- Promote media literacy within the general public and with media professionals
- Support the Healthy Media for Youth Act
- Create balanced advertising teams

DOWNLOAD THE WHITEPAPER HERE
AAFTL.COM/WATCHPARTY
According to the 2014 US Census, Asian-Americans make up about 12 percent of the US population—around 19.5 million people. But that label does nothing to tell the more nuanced story of what it means to be Asian-American, especially since the moniker is meant to include people with a heritage reaching forward from a huge number of very distinct countries, ranging from India to Japan. Though they’re all considered Asian-American, their experiences are incredibly disparate for myriad reasons.

HBO’s “East of Main Street” documentary series delves into the lives of Asian-Americans to provide an intimate portrait of what everyday life is like in the US for this diverse group. The series focuses on different subsets of members of the Asian-American community, such as entertainers in 2015’s “East of Main Street: Taking the Lead,” and looks to use first-hand interviews to provide viewers with a variety of perspectives, from a variety of viewpoints. Even the phrase “Asian-American” includes a huge, diverse number of people, who count the “Asian” portion of their identity as springing from a number of different countries and backgrounds. By exploring their experiences, “East of Main Street” endeavors to show what modern life is like in the Asian-American community from a variety of perspectives.
WE PROUDLY SALUTE OUR OWN

LUCINDA MARTINEZ
MOSAIC CHAMPION
A DRIVING FORCE FOR DIVERSITY

CONGRATULATIONS TO
ALL OF TONIGHT’S HONOREES
Lucinda is Senior Vice President of Multicultural Marketing, responsible for all HBO, HBO NOW, HBO Latino, Cinemax and Cinemáx branded targeted marketing efforts to the vast and steadily growing multicultural segments including the African-American, Latino, Asian and LGBT audiences.

An industry-recognized sales and marketing expert with more than 20 years experience in media and entertainment, Lucinda has a strong record of contributions in sales, marketing, new business development, new product launches, promotions and brand management. Her many accomplishments at HBO include collaboratively leading the network’s branding, acquisition and retention efforts in making HBO Latino the most recognized Latino premium channel on television, and helping to create meaningful, long-term connections to the HBO brands within the rapidly changing cross cultural marketplace.

Lucinda joined HBO in 1995 as an Associate Manager of Marketing. After five years with Comedy Central as Director of Distribution and Partnership Marketing, she rejoined HBO in 2003 as Director of Direct Marketing, and was later named Director of Strategic Partnerships and Emerging Markets in 2005. She was promoted to Vice President of Domestic Network Distribution & Multicultural Marketing in 2006, where she oversaw all subscriber growth and retention strategies for HBO, HBO Latino and Cinemax brands and products, and also elevated HBO’s presence in emerging markets through targeted marketing efforts in partnerships with all of HBO’s major distributors.

Lucinda serves on the NY Board of the American Heart Association (AHA), where she launched the first-ever Latino Health Summit to help reduce cardiovascular disease and promote heart health among the most affected. For her work with AHA, Lucinda received a 2011 Time Warner Andrew Heiskell Community Service Award. She is also an officer on the board of the Council of Urban Professionals, and serves on the advisory board of the Hispanic Scholarship Fund (HSF).

A resident of Harlem and a proud mom of two, Lucinda holds a BA from Columbia University.
CARMEN SMITH

Congratulations!
on a LIFETIME ACHIEVEMENT in Media

from The Walt Disney Company
As Vice President of Creative Development for Walt Disney Imagineering, Carmen is responsible for developing a diverse pipeline of product and people to enhance Imagineering’s consultant talent and its creative processes.

Prior to her current role, Carmen served as Vice President of Global Strategies for Diversity and Inclusion for Walt Disney Parks and Resorts. She was responsible for integrating diversity and inclusion strategies into creative entertainment worldwide, global development and all park operations and businesses.

Prior to joining Walt Disney Parks and Resorts, Carmen served as the Vice President of the Talent Development Programs for the Disney/ABC Television Group.

Most recently, Carmen was honored with the Frances E. Williams Award by the Community Coalition of Los Angeles; as the 2009 recipient of the Our Authors Study Club–Pat Tobin Award of excellence; the 2009 DiversityBusiness.com Champion of Diversity Award; the recipient of the 2009 DiversityFirst award winner from the California Diversity Council; listed in 2009 Diversity MBA Magazine’s Top 100 Executive Leaders and 2011 Uptown Professional Magazine’s Top 100 Executives in America.

A native of New York, Carmen graduated from Hunter College with a degree in communication arts. She received a master’s degree from New York University and completed the Simmons Graduate School of Management Certificate Program for Developing Managers, as well as the Women and Power Executive Education Program at the Harvard Kennedy School.
PepsiCo has a rich history of diversity and inclusion. It was the first major company to appoint an African-American Vice President and the first multinational corporation to have a woman on its board of directors. Its progressive spirit continues today, as more than 60% of college recruits are those from diverse ethnic backgrounds.

Pepsi’s marketing efforts have also represented the same themes of diversity and inclusion. Within pop culture, the brand has used music as the universal language to connect with its wide range of fans—supporting major icons like Ray Charles, Michael Jackson, Beyoncé and Janelle Monae.

In 2015, Pepsi partnered with Fox’s Empire, a drama grounded in music that revolutionized television by creating fan frenzy around Lucious Lyon’s fictitious label. The diverse cast and complex storyline challenge the audience to reject traditional stereotypes and focus on the real human emotions portrayed. Taraji P. Henson, who plays Cookie Lyon, said it best, “Humans going through changes in life—you know, love and hate and loss—has no color.”

Over the course of three episodes, fans watched as character Jamal Lyon wrote and performed an original song to become the star of Pepsi’s next ad campaign—directed both in-show and in real life by Executive Producer and Empire creator, Lee Daniels. In a Bloomberg article, Smollett talks about his character’s journey, who in season one came out as a strong gay black man despite objections from his father. He states, “Jamal will be the perfect ambassador for Pepsi’s hip, young, culturally inclusive brand.”

Ultimately, the Pepsi and Empire partnership positioned Pepsi as the catalyst that elevates emerging artist talent, connecting back to the brand’s music legacy and helping to elevate Jamal the character and Jussie Smollett, the artist.
THE GAME CHANGER:
BRAND INTEGRATION BREAKTHROUGH

Join us as the winners of the “Game Changer” Mosaic Media Image Award discuss their winning campaign, “Pepsi + Empire”.

Claudia Cahill, The Content Collective, OMG
Adam Harter, PepsiCo Beverages North America
Moderated by Brandon Rochon, Kastner & Partners

ANAHEIM, CALIFORNIA JUNE 6th DISNEYLAND® RESORT
Omnicom Group is a proud supporter of the AAF’s Mosaic Awards.

A driving force in our business is recruiting, developing and retaining a diverse, world-class workforce that reflects our global community. It is important to us that our people encompass diverse backgrounds, experiences and perspectives. We have created structures within our organizations and continually support inside and outside initiatives to promote diversity and inclusion. Not only is this the right thing to do, but it encourages fresh ideas and thoughts that stimulate creativity and provide outstanding innovation.

Omnicom Group
People • Product • Passion • omnicomgroup.com/culture/diversity