





AWARD CATEGORIES:

Mosaic Media Image Award for Advocacy: Individual, Company or Brand

- Has given a voice to groups that have been stereotyped or excluded in the media.

Multicultural Talent in Advertising

- Uses diverse talent to promote and market services, goods and products.

Multicultural Talent in Advertising: Content Creation

- Uses diverse behind-the-scenes talent to promote and market services, goods and products.

Multicultural Student Programs

- Development of programs to increase student diversity/inclusion and awareness of advertising career opportunities.

Most Promising Multicultural Student

- Continuously supportive of diversity/inclusion programs, causes and talent within the college/community landscape

Supplier Diversity

- Have made a concerted effort to increase their partnerships with minority vendors.

Workforce Inclusion

- Demonstrate a strong effort to recruit, retain and promote diverse ethnicities/cultures within the corporate environment

Mosaic Champion Award

- Continuously supportive of diversity and inclusion within the industry through cutting edge strategies for addressing diversity issues

Per national, Mosaic Principles to be shared with AAF Award judges, and 1 AAF Award entry from any category that aligns with Mosaic to be chosen for an Mosaic AAF Award.

- Does not have to be a winner in any other AAF Award category to win a Mosaic AAF Award
- Only 1 winner per Chapter AAF Award competition
- Win is for general alignment with Mosaic; there are no categories
- Submission must follow AAF Award entry guidelines in its respective category
- Applicants should be encouraged to note any DEI efforts if applicable in the notes section of their entry for judge consideration
- Anyone can apply for National Mosaic Award; do not need to enter or win at local or district AAF Awards to be considered