



2024 FCS BRAND REPUTATION NOMINATION

BRAND:	
MARKETING NAME:	
EXECUTIVE TITLE:	

Contact information for person submitting nomination

Name	
Email	
Phone:	

NOMINATION FORMS, DOCUMENTATION AND FILES MUST BE SUBMITTED NO LATER THAN 5:00PM ET ON WEDNESDAY, NOVEMBER 20, via email to: Audrey Prater, audrey@thefcs.org.

The FCS Brand Reputation Award celebrates financial/fintech companies that have excelled in building a positive, cohesive brand image while fostering loyalty and trust among stakeholders. The award recognizes financial marketing executives who have:

- Created a cohesive brand strategy that aligns with their company's mission, vision, and values.
- Driven consistency across channels, ensuring all brand communication strengthens trust and loyalty.
- Implemented CSR, DEI, or other initiatives to enhance brand reputation and demonstrate corporate engagement with their communities and stakeholders proactively to build and sustain positive relationships.

IN A SEPARATE DOCUMENT, PLEASE SUBMIT ANSWERS TO THE FOLLOWING QUESTIONS AND PROVIDE SUPPORTING CREATIVE FILES AS YOU SEE FIT.

Cohesive Brand Strategy (40%) [250-500 words]

- Demonstrate a comprehensive brand strategy that aligns with the company's mission and values.
- Provide examples of how this strategy has influenced brand messaging across all channels.
- Show how your strategy differentiates your brand in the competitive landscape.

Stakeholder Engagement and Measurable Impact (30%) [100-250 words]

- Present specific examples of stakeholder engagement that have contributed to improved brand reputation.
- Offer evidence of measurable impact (e.g., improvements in brand sentiment, loyalty metrics, or customer trust scores).
- Include quantifiable results of brand initiatives that highlight the effectiveness of your strategy.

Corporate Citizenship Initiatives (20%) [100-500 words]

- Highlight how CSR, DEI, or other corporate citizenship programs have enhanced the brand's reputation.
- Provide examples of how these programs align with broader societal issues and positively impact communities or customers.

Employee Advocacy and Innovation (10%) [100-500 words]

- Describe how you've empowered employees to act as brand ambassadors.
- Explain any innovative communication tactics that have helped strengthen the brand's reputation.

*If you're submitting files too large for email, please alert Audrey Prater
On how you'll be sending files (e.g., WeTransfer, Dropbox).*