

## 2025 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 THURSDAY, NOVEMBER 13, via email to: Juliet McAlee, juliet@thefcs.org.**

**The FCS Brand Reputation Award** celebrates a financial/fintech company that has excelled in 2025 in building a positive, cohesive brand image while fostering loyalty and trust among stakeholders. The award recognizes the financial marketing executive who has:

- Created a cohesive brand strategy that reflects the company’s mission, vision, and values
- Ensured consistency across channels to strengthen trust and loyalty
- Advanced brand reputation by leading initiatives that engage communities and stakeholders and foster lasting 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 Juliet McAlee on how you’ll be sending files (e.g., WeTransfer, Dropbox).*