



## JUDGES' CHOICE

Prudential

Droga5

*The 4.01K Race for Retirement L.A.*

## BEST IN SHOW

### MULTICULTURAL

Prudential

In-House

*Essence Home Page Takeover*

### DIGITAL MEDIA

Mastercard

McCann New York

*The Sound of Priceless*

### CORPORATE IMAGE

Prudential

Droga5

*The Action Gap*

### BUSINESS to BUSINESS

UBS

Creative Solutions

*UBS Equity Plan Advisory Services--NASPP e-mail e-vite*

### CONSUMER RETAIL

OppenheimerFunds

MRM//McCann & Havas Media

*Invest in a Beautiful Word: Roku*



## ANNUAL REPORTS

### CORPORATE IMAGE

**BRONZE** Legg Mason In-House *2016 Annual Report*

### B2B

**GOLD** KCG Holdings, Inc. Thinkso Creative *2015 Annual Report  
Microsite*

**SILVER** OCC In-House *Preparing for Tomorrow*

**SILVER** DTCC ChappellRoberts *ONE DTCC: Leveraging Our  
Global Assets*

## COLLATERAL

### CORPORATE IMAGE

**GOLD** AIG In-House *Income Savvy Flip Book and  
White Paper*

**SILVER** General Atlantic Lousch Creations, West End  
Words *A Leader in Global Growth  
Equity*

**BRONZE** AIG In-House *Income Savvy Campaign*

### B2B

**GOLD** John Hancock Insurance In-House *Vitality Active Rewards  
with Apple Watch Series 2*

**SILVER** LPL Financial In-House *LPL Magazine 2016*

**BRONZE** SilverPepper HypnoVision Media  
Corporation *"Brexit, Schmexit"*

### CONSUMER RETAIL

**GOLD** UBS In-House *UBS Family Advisory - The  
purposeful dialogue*

**SILVER** UBS Creative Solutions *UBS Investor Watch -  
Infographics*

**BRONZE** UBS Creative Solutions *UBS Wealth Advice Center -  
My financial life kit*



## DIRECT MAIL

### B2B

<b>GOLD</b>	Merrill Lynch Wealth Management	The Foundry at Time Inc.	<i>Merrill Lynch Advisor Fall 2016 print magazine</i>
<b>SILVER</b>	BMO Capital Markets	In-House	<i>Freshly Baked Deals</i>
<b>BRONZE</b>	AIG	In-House	<i>Polaris Income Plus Daily Mailers</i>

### CONSUMER RETAIL

<b>GOLD</b>	Manulife Financial	In-House	<i>Solutions Magazine</i>
<b>SILVER</b>	Merrill Lynch	Enterprise Creative Solutions	<i>Retirement-Ready Mailer</i>
<b>BRONZE</b>	UBS	Creative Solutions	<i>UBS Bank USA - Experience more</i>

## OUT OF HOME

### CORPORATE IMAGE

#### SINGLE

<b>SILVER</b>	Prudential	Droga5	<i>Retirement Readiness Billboards</i>
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#### CAMPAIGN

<b>GOLD</b>	BNY Mellon Wealth Management	TBWA\Chiat\Day NY	<i>93/7</i>
<b>BRONZE</b>	Citi	Publicis OneTeam	<i>2016 Summer Olympics Progress Citi Bikes</i>

### B2B

#### SINGLE

<b>SILVER</b>	Barclays Investment Bank	Ogilvy & Mather, ESI Design	<i>US Headquarters LED - Cisco</i>
<b>BRONZE</b>	Barclays Investment Bank	Ogilvy & Mather, ESI Design	<i>US Headquarters LED – Shake Shack</i>

#### CAMPAIGN

<b>GOLD</b>	TIAA	In-House	<i>TIAA Chicago Out-of-Home Campaign</i>
<b>SILVER</b>	BMO	In-House	<i>Connect with BMO</i>
<b>BRONZE</b>	Manulife Investments	DentsuBos	<i>Mutual Funds Batting Average Campaign</i>



**OUT OF HOME** *(continued)*

CONSUMER RETAIL

SINGLE

**GOLD** Citi Publicis OneTeam *Citigold Citi Bikes*

CAMPAIGN

**SILVER** Citi Publicis OneTeam *"Make it here" Subway Takeover*

**AUDIO ADVERTISING**

CORPORATE IMAGE

**GOLD** Goldman Sachs KBS, The Media Kitchen *Recruitment on Spotify*

B2B

**GOLD** Hiscox Slate/Panoply *Points of Courage*

**SILVER** Bank of America Merrill Lynch Brand Union *Research Omnibus: Creative Disruption*

**BRONZE** BNY Mellon's Pershing In-House *Personally Invested in Your Success*

CONSUMER RETAIL

**GOLD** Prudential In-House *Slate Wealth Wits*

**PRINT**

CORPORATE IMAGE

SINGLE

**GOLD** Lincoln Financial Group FCB New York *The Responsibility of Love*

**SILVER** Goldman Sachs R/GA *State of Small Businesses Report*

**BRONZE** Lincoln Financial Group FCB New York *The Responsibility of Love*

CAMPAIGN

**GOLD** Lincoln Financial Group FCB New York *The Responsibility of Love*

**SILVER** Citi Publicis OneTeam *Presenting the Progress Makers*

**BRONZE** BNY Mellon Wealth Management TBWA\Chiat *93/7*



**PRINT** (continued)

<i>B2B</i>			
SINGLE			
<b>SILVER</b>	BMO Capital Markets	In-House	<i>Beam me up, BMO!</i>
<b>BRONZE</b>	Prudential	In-House	<i>Meet the Managers</i>
CAMPAIGN			
<b>GOLD</b>	Manulife	DentSu Bos	<i>Underwriting Modernization</i>
<b>SILVER</b>	Manulife	DentSuBos & In-House	<i>Vitality Advisor Campaign</i>
<b>BRONZE</b>	Prudential	In-House	<i>Retirement Readiness</i>
<i>CONSUMER RETAIL</i>			
SINGLE			
<b>GOLD</b>	Synchrony Financial	In-House	<i>Consumer Banking Magazine Single Ad</i>
<b>SILVER</b>	Merrill Lynch	Enterprise Creative Solutions	<i>Chicago Marathon Sponsorship</i>
<b>BRONZE</b>	Merrill Lynch	Enterprise Creative Solutions	<i>Fore! Bank of America Enterprise Golf Ad</i>
CAMPAIGN			
<b>GOLD</b>	Synchrony Financial	In-House	<i>Consumer Banking Magazine Campaign</i>
<b>SILVER</b>	PowerShares By Invesco	Fear Not Agency LLC	<i>The Power of</i>
<b>BRONZE</b>	Synchrony Financial	In-House	<i>Plus Patterns Newspaper Ad Campaign</i>

**TELEVISION**

<i>CORPORATE IMAGE</i>			
SINGLE			
<b>GOLD</b>	Prudential	Droga5	<i>The Action Gap</i>
<b>SILVER</b>	Lincoln Financial Group	FCB New York	<i>The Responsibility of Love</i>
<b>BRONZE</b>	Citi	Publicis OneTeam	<i>2016 Summer Olympics Gabby Douglas Spot</i>



**TELEVISION (continued)**

CAMPAIGN

<b>GOLD</b>	Citi	Publicis OneTeam	<i>2016 Summer Olympics TV Spots</i>
<b>SILVER</b>	Lincoln Financial Group	FCB New York	<i>The Responsibility of Love</i>
<b>BRONZE</b>	Citi	Publicis OneTeam	<i>Presenting the Progress Makers</i>

*B2B*

SINGLE

<b>GOLD</b>	Barclays Investment Bank	Ogilvy & Mather	<i>Shake Shack "Growing Something Right"</i>
<b>SILVER</b>	Barclays Investment Bank	Ogilvy & Mather	<i>Cisco "Co-create the Future"</i>
<b>BRONZE</b>	Bank of America Merrill Lynch	Brand Union	<i>Research Omnibus: Creative Disruption</i>

CAMPAIGN

<b>GOLD</b>	OppenheimerFunds	MRM//McCann, Havas Media	<i>Invest in a Beautiful World: Granny, Robot, Women</i>
<b>SILVER</b>	Barclays Investment Bank	Ogilvy & Mather	<i>"Ideas Ignite Growth"</i>
<b>BRONZE</b>	Prudential	In-House	<i>Alpha &amp; Urbanization</i>

*CONSUMER RETAIL*

SINGLE

<b>GOLD</b>	Ellevest Financial, Inc	Revere	<i>Invest Like a Woman</i>
<b>SILVER</b>	Citi	Publicis OneTeam	<i>"Banking Re-imagined"</i>
<b>BRONZE</b>	MasterCard	McCann New York	<i>First Big Trip</i>

CAMPAIGN

<b>GOLD</b>	OppenheimerFunds	MRM//McCann & Havas Media	<i>Invest in a Beautiful Word: Roku</i>
<b>SILVER</b>	Chase	Droga5	<i>Mastery 2.0</i>
<b>BRONZE</b>	E*TRADE	R/GA	<i>Opportunity is Everywhere</i>



**DIGITAL MEDIA  
APPS & TOOLS**

*CORPORATE IMAGE*

<b>GOLD</b>	Ameriprise Financial	Periscope	<i>Digital sales collateral</i>
<b>SILVER</b>	ETF Global	In-House	<i>ETF Global Portfolio Challenge</i>

*B2B*

<b>GOLD</b>	BMO Capital Markets	In-House	<i>Global Metals &amp; Mining Conference App</i>
<b>SILVER</b>	PIMCO	Team One	<i>Reading the Road: Market Drivers and Detours</i>
<b>BRONZE</b>	Bank of America	Enterprise Creative Solutions	<i>Small Business Sales Conversation Tool</i>

*CONSUMER RETAIL*

<b>GOLD</b>	Citi	Publicis OneTeam	<i>Citi Mobile App</i>
<b>SILVER</b>	COUNTRY Financial	Solstice Mobile, In-House	<i>Chore Pal</i>
<b>BRONZE</b>	Bank of America	Starcom	<i>Spending &amp; Budgeting Tool</i>

**DISPLAY RICH MEDIA**

*CORPORATE IMAGE*

<b>GOLD</b>	Prudential	In-House	<i>Essence Home Page Takeover</i>
<b>SILVER</b>	Lincoln Financial Group	FCB New York	<i>The Responsibility of Love</i>
<b>BRONZE</b>	Synchrony Financial	In-House	<i>Kaaboo Video Series</i>

*B2B*

<b>GOLD</b>	OppenheimerFunds	MRM//McCann & Havas Media	<i>Invest in a Rev'd Up World</i>
<b>SILVER</b>	Barclays Investment Bank	Ogilvy & Mather	<i>Cisco Content Wall</i>
<b>BRONZE</b>	Prudential	In-House	<i>Meet the Managers</i>

*CONSUMER RETAIL*

<b>GOLD</b>	OppenheimerFunds	MRM//McCann, Havas Media	<i>Invest in a Beautiful Word</i>
<b>SILVER</b>	E*TRADE	R/GA	<i>Staring Contest</i>
<b>BRONZE</b>	Capital One	Blacklight/MA	<i>360 Savings Tiered Cash Bonus</i>



## EMAIL

<i>B2B</i>			
<b>GOLD</b>	UBS	Creative Solutions	<i>UBS Equity Plan Advisory Services--NASPP e-vite</i>
<b>SILVER</b>	Bank of America Merrill Lynch	Enterprise Creative Solutions	<i>Insights from Davos</i>
<b>BRONZE</b>	Sun Life Financial	In-House	<i>"Good today, good tomorrow" e-blast</i>
<i>CONSUMER RETAIL</i>			
<b>SILVER</b>	UBS Wealth Mangement	In-House	<i>Philantropy, Wine, Unplugged</i>
<b>BRONZE</b>	Synchrony Financial	In-House	<i>BP Email</i>

## MOBILE

<i>CORPORATE IMAGE</i>			
<b>GOLD</b>	AIG	Partners & Simons	<i>Zumobi Microzine</i>
<b>GOLD</b>	Fidelity Investments	InvestingChannel	<i>Tradelt StockTwits In-App</i>
<b>SILVER</b>	Lincoln Financial Group	FCB New York	<i>The Responsibility of Love</i>

## WEBSITE

<i>CORPORATE IMAGE</i>			
<b>GOLD</b>	Bank of America	GroupeConnect	<i>Bank of America Campus Careers Website</i>
<b>SILVER</b>	AIG	Sapient Corporation and VALIC In-House	<i>VALIC Digital Transformation/FutureFIT</i>
<b>BRONZE</b>	Goldman Sachs	R/GA	<i>Drones Infographic</i>
<i>B2B</i>			
<b>GOLD</b>	Barclays Investment Bank	Ogilvy & Mather	<i>5G website</i>
<b>SILVER</b>	BNY Mellon's Albridge	In-House	<i>Website Relaunch</i>
<b>BRONZE</b>	Goldman Sachs	R/GA	<i>GSAM Website Redesign</i>





**WEBSITE (continued)**

*CONSUMER RETAIL*

<b>GOLD</b>	Citi	Publicis OneTeam	<i>Citi / Aadvantage Everyday Adventures Contest</i>
<b>GOLD</b>	UBS	Advisor Marketing	<i>FA web relaunch</i>
<b>SILVER</b>	U.S. Trust	In-House	<i>USTRUST.com Art Section</i>
<b>BRONZE</b>	Merrill Lynch	Groupe Connect	<i>Merrill Lynch Private Banking and Investments</i>

**WEB VIDEO**

*CORPORATE IMAGE*

<b>GOLD</b>	TD Ameritrade	In-House	<i>#LikeYou Rio 2016 Olympics Campaign</i>
<b>SILVER</b>	Lincoln Financial Group	FCB New York	<i>The Responsibility of Love</i>
<b>BRONZE</b>	Prudential	In-House	<i>Not-So-Usual College Scholarships</i>

*B2B*

<b>GOLD</b>	Prudential	In-House	<i>A Silver Lining</i>
<b>GOLD</b>	State Street Global Advisors SPDR	Living Group	<i>SSGA SPDRS Fixed Income Animation</i>
<b>SILVER</b>	OppenheimerFunds	MRM//McCann, Havas Media	<i>The Smarter Way to Weight the Index</i>
<b>BRONZE</b>	TD Ameritrade	Bulldog Solutions	<i>Advisor Stories</i>

*CONSUMER RETAIL*

<b>GOLD</b>	Prudential	In-House	<i>Aida &amp; Virgilio: A Love Story</i>
<b>BRONZE</b>	Prudential	In-House	<i>A Teacher's Lesson Plan, Traveling Solo, The Sweet Life</i>
<b>SILVER</b>	Synchrony Financial	Ogilvy	<i>Synchrony Financial "What Are You Working Forward To?"</i>



**SOCIAL MEDIA PAID**

*CORPORATE IMAGE*

<b>GOLD</b>	Prudential	Droga5	<i>1% More</i>
<b>SILVER</b>	Lincoln Financial Group	Attention!	<i>Responsibility of Love Launch</i>
<b>BRONZE</b>	Ally Financial	Grey New York	<i>Ally Lucky Penny</i>

*B2B*

<b>BRONZE</b>	OppenheimerFunds	Edelman	<i>The Business Strategy Goes Social</i>
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*CONSUMER RETAIL*

<b>GOLD</b>	MasterCard	McCann New York	<i>The Sound of Priceless</i>
<b>SILVER</b>	Citi	Publicis OneTeam	<i>Citi / AAdvantage Everyday Adventures Contest</i>
<b>BRONZE</b>	Citi	Publicis OneTeam	<i>Citi &amp; No Kid Hungry: Dine &amp; Do Good</i>

**SOCIAL MEDIA NON PAID**

*CORPORATE IMAGE*

<b>GOLD</b>	Prudential	In-House	<i>Prudential Veterans Social Media</i>
<b>SILVER</b>	Prudential	In-House	<i>Everyday Bravery</i>
<b>BRONZE</b>	Lincoln Financial Group	GMR Marketing	<i>@LincolnFinatic</i>

*B2B*

<b>GOLD</b>	PwC US	In-House	<i>#AuditorProud</i>
<b>SILVER</b>	OppenheimerFunds	Edelman	<i>Sharing Insights When It Matters Most</i>
<b>BRONZE</b>	Merrill Lynch Wealth Management	GroupeConnect, The Foundry at Time Inc.	<i>@MerrillLynch Twitter handle</i>



## EVENT MARKETING

### CORPORATE IMAGE

<b>GOLD</b>	MasterCard	McCann New York	<i>Restroom For All</i>
<b>GOLD</b>	Prudential	Droga5	<i>The 4.01K Race for Retirement L.A.</i>
<b>SILVER</b>	TD Bank	RedPeg	<i>TD #Forever Proud Pride Events</i>
<b>BRONZE</b>	Guggenheim Partners	In-House	<i>The Goal 17 Partnership Space</i>

### B2B

<b>GOLD</b>	KCG Holdings, Inc.	Thinkso Creative	<i>KCG UnConvention 2016</i>
<b>GOLD</b>	Western Union Business Solutions	Stein IAS	<i>WUBS EDGE Launch at Money20/20</i>
<b>BRONZE</b>	J.P. Morgan Asset Management	In-House	<i>Stronger Profiles. Stronger Portfolios.</i>

### CONSUMER RETAIL

<b>GOLD</b>	MasterCard	McCann New York	<i>The Hole Story</i>
<b>SILVER</b>	Chase Card Services	Source (a CXM agency)	<i>Chase United VIP Lounge</i>
<b>SILVER</b>	Citi	Publicis OneTeam	<i>Summer Streets</i>
<b>BRONZE</b>	OppenheimerFunds	MRM//McCann, Havas Media	<i>The Optimist Index</i>

## PUBLIC RELATIONS

### CORPORATE IMAGE

<b>GOLD</b>	Prudential	In-House	<i>Newark on the Rise - Tribeca Film Festival</i>
<b>SILVER</b>	AIG	Cause + Effect, In-House	<i>Drone National Racing Championships</i>
<b>BRONZE</b>	Synchrony Financial	In-House	<i>Diversity Networks</i>

## INTEGRATED MARKETING

### CORPORATE IMAGE

<b>GOLD</b>	Morgan Stanley	Huge	<i>Capital Creates Change</i>
<b>SILVER</b>	TD Bank	Tierney, Mirrorball	<i>Rooted in NYC</i>
<b>BRONZE</b>	BNY Mellon Wealth Management	TBWA\Chiat\Day NY	<i>93/7</i>



**INTEGRATED MARKETING** (continued)

*B2B*

<b>GOLD</b>	Barclays Investment Bank	Ogilvy & Mather	<i>Shake Shack Integrated Media Campaign</i>
<b>SILVER</b>	TD Ameritrade	Bulldog Solutions	<i>Human Finance Project Feeder Campaign</i>
<b>BRONZE</b>	J.P. Morgan Asset Management	In-House	<i>Knowledge Inspires Ideas</i>
<b>BRONZE</b>	Merrill Lynch Wealth Management	The Foundry at Time Inc.	<i>Fast Forward</i>

*CONSUMER RETAIL*

<b>GOLD</b>	Chase	Droga5	<i>Mastery 2.0</i>
<b>SILVER</b>	Citi	Publicis OneTeam	<i>The Citi Double Cash Card Campaign</i>
<b>BRONZE</b>	Citi/AAdvantage	Havas	<i>Built For Adventure</i>

**BRANDED CONTENT**

*CORPORATE IMAGE*

<b>GOLD</b>	AIG	Partners & Simons	<i>Sensing the Next Wave</i>
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*B2B*

<b>GOLD</b>	MetLife Foundation	WSJ. Custom Studios	<i>Multipliers of Prosperity</i>
<b>SILVER</b>	Charles Schwab	WSJ. Custom Studios, Universal McCann	<i>The Right Question Can Change Everything</i>
<b>BRONZE</b>	Morgan Stanley	WSJ. Custom Studios, MediaVest Spark	<i>Capital Creates Change</i>

*CONSUMER RETAIL*

<b>GOLD</b>	OppenheimerFunds	MRM//McCann, Havas Media	<i>The Upside</i>
<b>SILVER</b>	Citi	Publicis OneTeam	<i>The Citi Double Cash Card #Literally Videos</i>
<b>BRONZE</b>	Prudential	In-House	<i>The Washington Post - Adulthood Redefined</i>