

JUDGES' CHOICE

State Street Global Advisors
McCann
Fearless Girl PR Campaign

BEST IN SHOW

CORPORATE IMAGE

State Street Global Advisors
McCann New York
Fearless Girl PR Campaign

BUSINESS TO BUSINESS

Hiscox
Gyro
I'mpossible Print: Campaign

CONSUMER RETAIL

Bank of America
GroupeConnect, Burson
Friends Again digital app

DIGITAL MEDIA

OppenheimerFunds
MRM//McCann
Mobile Custom Units: Rhythm Shake, Kiip & Parsec

MULTICULTURAL

Citi
OneTeam
LGBT Pride Campaign

TABLE OF CONTENTS

VISUAL IDENTITY	3
ANNUAL REPORTS	4
COLLATERAL	4
DIRECT MAIL	6
OUT-OF-HOME	7
PRINT	9
TELEVISION	12
AUDIO ADVERTISING	15
DIGITAL MEDIA	
• APPS & TOOLS	16
• EMAIL	17
• DISPLAY / RICH MEDIA	18
• MOBILE	20
• WEBSITES	21
• WEB VIDEO	22
SOCIAL MEDIA: PAID	24
SOCIAL MEDIA: NON-PAID	26
EVENT MARKETING	28
PUBLIC RELATIONS	29
INTEGRATED MARKETING	30
BRANDED CONTENT	32

Note: order follows the Gala Event Journal and onstage presentation.

VISUAL IDENTITY

CORPORATE IMAGE

SILVER

MASSMUTUAL

In-House
Re-Brand
Client: Jennifer Halloran

BRONZE

MORGAN STANLEY

In-House, RR Donnelly, Interbrand
Private Wealth Management Rebrand
Creative Team: Bill Anstadt, Chris Campbell, Buddy King,
Ivan Cantu, Blair Prentice, Marybeth Mullan
Client: Julia Yue, Ivan Cayabyab

BUSINESS TO BUSINESS

GOLD

AMERICAN EXPRESS

Ogilvy & Mather
American Express - Get Business Done
Creative Team: Ryan Blank, Tim Stiefler,
Pete Nordstrom, Greg Lanway
Client: Deborah Grishman, Chris Marino,
Paolo Sintobin

SILVER

INSTINET, LLC

Thinkso Creative, LLC
Refreshing Instinet's Brand Identity
Creative Team: Brett Traylor, Shelley Batuyong,
Jay Sherman-Godfrey, Alexa Ouaknine, Elizabeth Ellis
Client: Lorna Boucher, Meaghan Fitzpatrick

BRONZE

BNY MELLON'S PERSHING

In-House
INSITE 2017 Conference

CONSUMER RETAIL

SILVER

CITI

OneTeam
Citi Progressive Logo Treatment
Creative Team: Andy Bird, Patrik Bolecek, Phil Arias,
Tommy Cashin, Lea Mastroberti, Rikki Schechter
Client: Krista Phillips, Jennifer Breithaupt

ANNUAL REPORTS

CORPORATE IMAGE

GOLD

LEGG MASON

In-House

Legg Mason 2017 Annual Report

Creative Team: Carly Veizaj, George Apazidis,
Mary Athridge, Madelyn McHugh, Pat Hobart,
Whitney Tilton

SILVER

OCC

O'Connor Design

Innovation, Resiliency, Excellence

BUSINESS TO BUSINESS

BRONZE

DTCC

ChappellRoberts

From Where We Stand

Client: Craig Donner

CONSUMER RETAIL

GOLD

OPPENHEIMERFUNDS

Flight 9 Creative

Oppenheimer Rochester 2016 Annual Overview

Creative Team: Kelly Powell

Client: Ellen Comisar, Erin Julian, Tim Spitz

COLLATERAL

CORPORATE IMAGE

GOLD

TD WEALTH

Adler Branding & Marketing

Changing the Client conversation

Creative Team: Stan Adler, Adrienne Metzinger, Maura Ryan

Client: Rick Waxman, Petra Platteter, Pat McCrossan

SILVER

HARTFORD FUNDS

BouchezPage

Human-Centric Investing Magazine

Creative Team: Brent Bouchez, David Page, Kayla Tice

Client: Marty Swanson

SILVER

UBS

In-House

UBS Philanthropy Advisory: A Wealth of Good

Creative Team: Venkat Patla, Maria Chang-Nichols,
Neil Gallagher, Tricia Markham

Client: Jennifer Smith, Bill Sutton

BRONZE

PACIFIC LIFE INSURANCE COMPANY

Pacific Life RSD Marketing

150th Anniversary Activity Book

Creative Team: Pacific Life RSD Marketing

BUSINESS TO BUSINESS

GOLD

HISCOX

gyro

Courage in Film Posters

Creative Team: Kash Sree, Sebastian Andreassen,
Colin Quinn

Client: Russ Findlay, Maureen Kelly

GOLD

OPPENHEIMERFUNDS

In-House

OppenheimerFunds 2018 Outlook

Creative Team: Jim O'Connell, Kelly Orłowski,
Jacqui Leonhardt, Ariella Lustberg, Talley Leger,
Tim Horsburgh

SILVER

BARCLAYS

In-House, Ogilvy & Mather New York

The Water Report

Creative Team: Alison Gragnano, Hannah Brion,
Tracy McFarlane, Mattias Mackler, Sarah Jackson,
Amy Arifin

Client: Kimberlee Mertz, Matthew Slivinski, Jared Barchus

BRONZE

BNY MELLON

DRUM

The Race for Assets: Alternative Investments Surge Ahead

Creative Team: Jesse Beauchamp, Michael Cruz,
Greg Kester

Client: Allison Kaplan, Lorelei Skillman

CONSUMER RETAIL

BRONZE

TD AMERITRADE

In-House

Trade Save Invest

Creative Team: Joanna Thompson, Michael Yong,
Paul Lempa, Elayne Karp, Vincent Russo,
Elizabeth McCaffrey

Client: Wendy Gatarz, Liz Hartman

DIRECT MAIL

CORPORATE IMAGE

BRONZE

U.S. TRUST

Bank of America, Enterprise Creative Solutions

U.S. Trust Holiday Card

Creative Team: Stacy Carcaci, Liz Krewson,
Greg Rodowsky, Kara Schemmel, Pam Upton

Client: Adrienne Bonuso, Jon Ellenberg,
Jean Fitzgerald

BUSINESS TO BUSINESS

GOLD

CME GROUP

In-House

The Return of the Russell

Creative Team: Jeff Gordon, Kerrie and Liz Klein,
Dominika Peschak, Meigan Rennels, Amy Wallin,
Ian Westbrook

Client: Tim McCourt, Kelsey Stokes

SILVER

BMO CAPITAL MARKETS

In-House

Eggstraordinary Deals

Creative Team: Rick Kuwayti, Meredith Nutter,
Sophia McDonnell, Bev Forster, Robin Richardson

BRONZE

J.P. MORGAN ASSET MANAGEMENT

In-House

Match & Mail

Creative Team: Kate Gunning, Francesca Pinelli,
Victoria Conlin, Valerie Caro

Client Team: Jaime Kalfus, Marlene DeLuca

CONSUMER RETAIL

GOLD

SYNCHRONY

The Studio, In-House

Adventure Starts Here

Creative Team: Vicky Babcock, Carolee Coker,
Mitchell Erick, Vandana Bharadwaz

Client: Jenna Clay

SILVER

UBS

In-House

UBS Securities Backed Lending: Why Wait?

Creative Team: Venkat Patla, Lisa Klausing,
Maria Chang-Nichols, Neil Gallagher, Tricia Markham

Client: Boris Becker, Gina D'Eletto

BRONZE

UBS

In-House

UBS Mortgage: A Warm Welcome

Creative Team: Venkat Patla, Lisa Klausing,
Maria Chang-Nichols, Neil Gallagher, Tricia Markham

Client: Boris Becker, Shashank Gupta

OUT OF HOME

CORPORATE IMAGE

Single

GOLD

CAPITAL ONE

Publicis Hawkeye

Capital One Arena Animations

Creative Team: Chris Irwin, Joel Morales, Aaron Munoz

Client: Dimitri Georgiev, Trevor Minor, Bradford Wason

SILVER

MORGAN STANLEY

In-House, Framestore

THE PLAYERS Championship 'Eagles for Impact'

1585 Digital Signage

Creative Team: Jonny Dixon, Robin Carlisle,
Tom Schwarz, Sergio Mottura

Client: Mandell Crawlely, Lisa Manganello, Lauren Stillo

Campaign

GOLD

STATE STREET GLOBAL ADVISORS

McCann New York

Fearless Girl

Creative Team: Eric Silver, Joyce King-Thomas,

Tom Murphy, Sean Bryan, Lizzie Wilson, Tali Gumbiner

Client: Stephen Tisdalle, John Brockelman

SILVER

CITI

OneTeam

Presidents Cup 2017

Client: Tina Davis, Ryan Djabbarah

SILVER

PRUDENTIAL FINANCIAL

Droga5

Retirement Readiness Billboards

Creative Team: Kevin Brady, Juliana Cobb,

Castro Desroches, Caroline Ekrem

Client: Niharika Shah

BRONZE

HARTFORD FUNDS

BouchezPage

Human-Centric Investing Outdoor

Creative Team: Brent Bouchez, David Page,

Kayla Tice

Client: Marty Swanson

BUSINESS TO BUSINESS

Single

GOLD

BARCLAYS

In-House, ESI Design

Unreasonable

Creative Team: Cara Buckley, Jay Sienkwicz,

Gideon D’Arcangelo

Client: Kimberlee Mertz, Matthew Slivinski, Lori Massey

SILVER

BARCLAYS

In-House, ESI Design

The Water Report

Creative Team: Cara Buckley, Jay Sienkwicz, Gideon D’Arcangelo

Client: Kimberlee Mertz, Matthew Slivinski, Lori Massey

BRONZE

BARCLAYS

In-House, ESI Design, Ogilvy & Mather New York
Air Liquide

Creative Team: Alison Gragnano, Hannah Brion,
Tracy McFarlane, Cara Buckley, Jay Sienkwicz,
Gideon D’Arcangelo

Client: Kimberlee Mertz, Olivia Christiansen, Lori Massey

PRINT

CORPORATE IMAGE

Single

GOLD

CITI

OneTeam

Progress Makers Stories: Block Island

Client: Anthony Michelini, Allison Warren

SILVER

MERRILL LYNCH

Bank of America, Enterprise Creative Solutions

*Merrill Lynch Helps the V Foundation Get the
Jump on Cancer*

Creative Team: Stacy Carcaci, Elise Daher, Mike Pilotte,
Kara Schemmel, Pam Upton

Client: Emily Edwards, Ben Pickering, Stacy Roth

BRONZE

CITI

OneTeam

Progress Makers Stories: Malala

Client: Anthony Michelini, Allison Warren

Campaign

GOLD

MASSMUTUAL

Johannes Leonardo

Independence Day

Creative Team: Jan Jacobs, Leo Premutico,
Kasia Canning

Client: Jennifer Halloran

SILVER

BENEFICIAL BANK

BouchezPage

True to Our Name. Since 1853

Client: David Page, Brent Bouchez, Kayla Tice

Client: Joanne Ryder, Jennifer Shockley,
Kerry Szczepkowski

SILVER

LINCOLN FINANCIAL GROUP

FCB New York

Responsibility of Love

Creative Team: Ari Halper, Ricky Lu, Stu Mair, Greg Wikoff

Client: Sarah Blair, Dave Wozniak, Sarah Tarner

BRONZE

HARTFORD FUNDS

BouchezPage

Human-Centric Investing Print

Creative Team: Brent Bouchez, David Page, Kayla Tice

Client: Marty Swanson

BUSINESS TO BUSINESS

Single

GOLD

OPPENHEIMERFUNDS

MRM//McCann

Challenge Impossible

Creative Team: Deirdre Virgie, Audrey Huffenreuter,
Meredith Niles, Jacob Bakkila

Client: Erik Schneberger, Leonor Palao, Hailey Brent

GOLD

STATE STREET GLOBAL ADVISORS

McCann New York

GLD Goldentales

Creative Team: Joyce King-Thomas, Peter Powell,
Gene Campanelli, Betsy Petropoulos,
Robert Dufour, Rob Rawley

Client: Stephen Tisdalle, John Brockelman

SILVER

HISCOX

gyro

"Has America Lost Its Courage?"

Creative Team: Kash Sree, Sebastian Andreassen,
Colin Quinn

Client: Russ Findlay, Maureen Kelly

BRONZE

OPPENHEIMER FUNDS

MRM//McCann

3 Martini Lunch

Creative Team: Audrey Huffenreuter, Deirdre Virgie,
Mila Mitova, Tom Keenan, Arjumand Asghar, Wendy Leahy

Client: Erik Schneberger, Leonor Palao, Hailey Brent

Campaign

GOLD

HISCOX

gyro

I'mpossible

Creative Team: Kash Sree, Sebasitan Andreassen,
Colin Quinn

Client: Russ Findlay, Maureen Kelly

BRONZE

SECTOR SPDR ETFS

DNA Creative/SBA

The Next Chapter in Investing

Creative Team: Carmen Soubriet, Philip Byrne,
Loren Osborn, Blathnaid Conroy, Ken Brockhoff,
Kierston Kamps

Client: Dan Dolan

SILVER

STATE STREET GLOBAL ADVISORS

McCann New York

Because ____ Happens

Creative Team: Joyce King-Thomas, Chris McMurtrey,
Scott Higgins, Roberto Baibich, Rob Rawley

Client: Stephen Tisdalle, John Brockelman

CONSUMER RETAIL

Single

SILVER

SYNCHRONY

In-House

Size It Up

Creative Team: Vicky Babcock, Robin Goodfellow,
Andy Nystrom, Jonathan Cash, Mark Gordon

Client: Cindy Weisskopf

BRONZE

BENEFICIAL BANK

BouchezPage

True to Our Name. Since 1853

Creative Team: David Page, Brent Bouchez, Kayla Tice

Client: Joanne Ryder, Jennifer Shockley,

Kerry Sczepkowski

BRONZE

SYNCHRONY

The Studio, In-House

Why Be Average – Rock Climber

Creative Team: Vicky Babcock, Robin Goodfellow,

Andy Nystrom, Jonathan Cash, Mark Gordon

Client: Cindy Weisskopf

TELEVISION

CORPORATE IMAGE

Single

GOLD

MASTERCARD

McCann New York

Arnie Would Make History

Creative Team: Joyce King-Thomas, Pete Jones,

Jason McKean

Client: Seema Chibber

SILVER

PRUDENTIAL FINANCIAL

Droga5

Walkways

Creative Team: Kevin Brady, Juliana Cobb,

Rachel Frederick, Dana Stalker

Client: Niharika Shah

BRONZE

CITI

OneTeam

Progress Makers Stories: Malala

Client: Anthony Michelini, Allison Warren

Campaign

GOLD

COMMUNITYAMERICA CREDIT UNION

Cactus

WE KC

Creative Team: Brian Watson, Hailey Simon, Shea Tullos,
Brooke Woodruff, Ainslie Fortune, Diana Berry

Client: Matt Johnson, Jennifer Nichols, Kevin Lawson

SILVER

MASSMUTUAL

Johannes Leonardo

Two Ways

Creative Team: Jan Jacobs, Leo Premutico,
Kasia Canning, Tommy Woods, Jacob Mehringer

Client: Jennifer Halloran

BRONZE

AMERIPRISE FINANCIAL

McCann Detroit

Be Brilliant

Creative Team: Mike Crone, Mark Canavan,
Stephanie McMillan

Client: Marie L O'Neill, Joanna McCormick,
Caitlin Schillig

BRONZE

MASSMUTUAL

Johannes Leonardo

The Unsung

Creative Team: Jan Jacobs, Leo Premutico,
Kasia Canning, Kevin Watkins, Carl Mallia, Omar Dbeis

Client: Jennifer Halloran

BUSINESS TO BUSINESS

Single

GOLD

SECTOR SPDR ETFS

DNA Creative/SBA

The Next Chapter in Investing :30

Creative Team: Carmen Soubriet, Philip Byrne, Loren
Osborn, Blathnaid Conroy, Ken Brockhoff, Kierston Kamps

Client: Dan Dolan

SILVER

SECTOR SPDR ETFS

DNA Creative/SBA

The Next Chapter in Investing :60

Creative Team: Carmen Soubriet, Philip Byrne,
Loren Osborn, Blathnaid Conroy, Ken Brockhoff,
Kierston Kamps

Client: Dan Dolan

Campaign

GOLD

SECTOR SPDR ETFS

DNA Creative/SBA

The Next Chapter in Investing

Creative Team: Carmen Soubriet, Philip Byrne,
Loren Osborn, Blathnaid Conroy, Ken Brockhoff,
Kierston Kamps

Client: Dan Dolan

CONSUMER RETAIL

Single

SILVER

M&T BANK

Crowley Webb

M&T Retail Brand TV

Creative Team: Liz Mattingly, Katie Hazel, Jeff Pappalardo,
Laurie Wolfe, Bill Cousins, Murray Price

Client: Betsey Locke, Peter Eliopoulos

BRONZE

M&T BANK

Crowley Webb

M&T Jets MVP TV

Creative Team: Liz Mattingly, Nicole Reinard,
Jeff Pappalardo, Peter Arcara, Sam Tato, Murray Price

Client: Betsey Locke, Peter Eliopoulos

Campaign

GOLD

CITI

OneTeam

*Citi Double Cash Means What It Says
(Neighborhood, Katy Perry)*

Creative Team: Jim Kotulka, Avery Gross, Dan Bollin,
Chris Cino, Peter Harris, Mariana Dimitrova

Client: Jennifer Breithaupt, Jennifer Lindauer

SILVER

CHASE

Droga5

Chase Mastery – Advice

Creative Team: Ray Del Savio, Jake Shaw, Ash Tavassoli,
Chris Burgess, Pauline Tastenhoye, Ned Sonnenschein

Client: Dipti Kachru, Jeffrey Pilarcik, Catherine Rose

BRONZE

FISHER INVESTMENTS

Interplanetary, Inc.

Ken Fisher On

Creative Team: Bruce Lee, Jill McClabb, Chris Parker,
Andy Semons, Joseph Dessi, Rick Knief

Client: Laurine Garrity, Jim Mocci

AUDIO ADVERTISING

BUSINESS TO BUSINESS

GOLD

J.P. MORGAN ASSET MANAGEMENT

In-House, Bloomberg

Trillions

Creative Team: Kate Gunning, Francesca Pinelli,
Eric Balchunas, Joel Weber, Sarah Alexander, Valerie Caro

Client: Jaime Kalfus, Marlene DeLuca

CONSUMER RETAIL

GOLD

PRUDENTIAL FINANCIAL

In-House

Everyday Bravery Podcast

Creative Team: Asia Giles, Patty O'Brien,
Matthew Weinstein, Antony James, Meg McMaster,
Cherisse Thurab

Client: Niharika Shah

DIGITAL MEDIA: APPS & TOOLS

CORPORATE IMAGE

SILVER

BNY MELLON

In-House

The Experience BNY Mellon AR/VR App

Creative Team: Maria D'Errico, Karen Khaw,
Donna Schneiderman, Melissa Shaner, Sarah Yip,
Craig Zibell

BRONZE

IA FINANCIAL GROUP

In-House

My Retirement

Creative Team: David Beaulieu, Jade Bellemare,
François Bertrand-Fradet, Thomas Drolet,
Andréa Gosselin, Olga Makoyeva

BUSINESS TO BUSINESS

GOLD

CITIZENS FINANCIAL GROUP

EMI Strategic Marketing

*The Citizens Fix: Driving Preference in Global
Financial Markets*

Creative Team: Emily Burbridge, Ken Lubar
Client: William Harrison, Neil Hibel

SILVER

STATE STREET GLOBAL ADVISORS

McCann New York

GLD Goldentales

Creative Team: Joyce King-Thomas, Peter Powell,
Gene Campanellii, Robert Dufour, Rob Rawley
Client: Stephen Tisdalle, John Brockelman

BRONZE

BMO CAPITAL MARKETS

BMO Creative Services
Global Metals & Mining Conference App
Creative Team: Rick Kuwayti, Patrick Mullin, Colin O'Farrell, Dave Suma, Jeff Kielman, Amy Sun

BRONZE

FIDELITY INVESTMENTS

Meet Your Match
Creative Team: Mary Yanni Liebman

CONSUMER RETAIL

GOLD

BANK OF AMERICA

GroupeConnect, Burson
Friends Again
Creative Team: Ronald Ng, Sue DeSilva, Danny Cordella, Melissa Levy, Melissa York, Joe Palmer
Client: Meredith Verdone, Matt Black, Laurin Titus

SILVER

BANK OF AMERICA

GroupeConnect
Picture My Goal Tool
Creative Team: Debra Hughes, Christina Goodwin, Meghan Ward, Nina Shangari, Molly Griffin, Sami Middleton
Client: Lilly Raymond, Cathy Costa

BRONZE

SYNCHRONY

Pathway
Cyber Monday
Creative Team: Vicky Babcock, Robin Goodfellow
Client: Dan Robinson, Cindy Weisskopf

DIGITAL MEDIA: EMAIL

CORPORATE IMAGE

GOLD

MORGAN STANLEY

In-House
The Morgan Stanley 5 Ideas Weekly Newsletter
Creative Team: Yu Wong, Thomas Rhoads, Stephen Ingulli, Esther Hong, Bryan VanDyke, Simon Murray
Client: Morgan Stanley Research

BUSINESS TO BUSINESS

GOLD

BARCLAYS

In-House, Ogilvy & Mather New York

The Water Report

Creative Team: Alison Gragnano, Hannah Brion,

Tracy McFarlane, Mattias Mackler

Client: Kimberlee Mertz, Matthew Slivinski, Jared Barchus

SILVER

SUN LIFE FINANCIAL

In-House

Insurance E-Book

Creative Team: Individual Insurance and Wealth Marketing

BRONZE

BANK OF AMERICA MERRILL LYNCH

Bank of America, Enterprise Creative Solutions

Insights for Growth Email

Creative Team: Kevin Anderson, Dave Brown,

Nouri Elarfari, Jim Gialamas, Tiffany Nash, Pam Upton

Client: Nancy Brennan, Caroline Sharp

Claire Ramich Sillner

CONSUMER RETAIL

BRONZE

SYNCHRONY

In-House

Save 5% Off Every Day

Creative Team: Vicky Babcock, Carolee Coker,

Kimberly Backos

Client: Lucas Pipkin

DIGITAL MEDIA: *DISPLAY/RICH MEDIA*

CORPORATE IMAGE

SILVER

AIG

MERGE Boston

You See, We See

Creative Team: Lisa Stevenson, Stephen Hindley,

Liu Baxter

Clients: Mark Clowes, Julia Pawling

BRONZE

LINCOLN FINANCIAL GROUP

FCB New York

Responsibility of Love

Creative Team: Justin Batten, Ari Halper, Ricky Lu,
Stu Mair, Kenneth Syme, Greg Wikoff

Client: Sarah Blair, Dave Wozniak, Sarah Turner

BUSINESS TO BUSINESS

GOLD

BANK OF AMERICA MERRILL LYNCH

In-House, GroupeConnect, ECS

The Dynamic Ad Unit

Creative Team: Jon Nekes, Anne Marie Launie,
Maryann Pulvirenti, Michael Duffy, Lauren Dukes,
Damon Webber

Client: Nancy Brennan, Amy Leith

GOLD

OPPENHEIMERFUNDS

MRM//McCann

The Bear/Line/Drone Challenges

Creative Team: Audrey Huffenreuter, Deirdre Virgie,
Mila Mitova, Tom Keenan, Arjumand Asghar

Client: Leonor Palao, Hailey Brent, Tess Skoller

SILVER

STATE STREET GLOBAL ADVISORS - SPDR

Soubriet Byrne & Associates

SPDR & Reuters Video Canvas Unit

Creative Team: Carmen Soubriet, Philip Byrne, Angela Hui

BRONZE

PRUDENTIAL FINANCIAL

In-House

The Wellness Effect Pop-Up Book

Creative Team: Asia Giles, Brian Hagen, Meg McMaster,
Matthew Weinstein

Client: Niharika Shah

CONSUMER RETAIL

GOLD

CHASE

Huge Inc.

Chase Mastery – Advice

Creative Team: Brett Hawpe, Shaun Strack,
Justin Norman, Paul Clark, Cynthia Li, Rachel West

Client: Kevin Hale, Matthew Pisciotta, Susan Ashley

SILVER

PRUDENTIAL FINANCIAL

In-House

Day One Funds: Captivate Elevator Animations

Creative Team: David Liemer, Antony James,
Michael Dillon, Cherisse Thurab

Client: Niharika Shah

BRONZE

SYNCHRONY

In-House

Save Like a Hero

Creative Team: Vicky Babcock, Robin Goodfellow,
Andy Nystrom, Jonathan Cash

Client: Cindy Weisskopf

DIGITAL MEDIA: *MOBILE*

BUSINESS TO BUSINESS

GOLD

OPPENHEIMERFUNDS

MRM//McCann

Mobile Custom Units: Rhythm Shake, Kiip & Parsec

Creative Team: Audrey Huffenreuter, Deirdre Virgie,
Mila Mitova, Meredith Niles, Jacob Bakkila,

Arjumand Asghar

Client: Leonor Palao, Hailey Brent, Tess Skoller

CONSUMER RETAIL

BRONZE

BANK OF AMERICA

GroupeConnect

Better Money Habits Mobile Homepage Experience

Creative Team: Debra Hughes, David Kane,
Michael Eaton, Meghan Ward, Coral Trivedi,
Meagan McCarthy

Client: Lilly Raymond, Cathy Costa

BRONZE

CITI/AADVANTAGE

Havas Chicago

Built for Adventure

Creative Team: Danny Mota, Daniel Cobb,
Michelle Roman, Matt Consolazio, Anders da Silva

Client: Ann Won, Jennifer Loyless

DIGITAL MEDIA: WEBSITES

CORPORATE IMAGE

GOLD

NASDAQ

Code and Theory

Rewrite Tomorrow

Creative Team: Robert Gorell, Nicolas Gonzalez,

Kory Rozich, Alex Ford, Michael Conley, Nikhil Bhasin

SILVER

GOLDMAN SACHS

R/GA New York

Blockchain: The New Technology of Trust

Creative Team: Mehmet Irdel, Richard Smith,

Jonathan Lewis

Client: Kaydee Bridges, Liz Bowyer, Ben Colman

BRONZE

LEGG MASON

In-House

Legg Mason 2017 Corporate Social Responsibility Report

Creative Team: Ryan Rodgerson, Pat Hobart, Linda Vitti,

Kristin Kosmides, Madelyn McHugh, Mary Athridge

BUSINESS TO BUSINESS

GOLD

BANK OF AMERICA MERRILL LYNCH

GroupeConnect

Are You Prepared for the New Reality?

Creative Team: Jim Harrington, Jon Neckes, Jason Prince,

Michael J. Duffy, Craig DelGenio, Lauren Dukes

Client: Nancy Brennan, Wendy Marcone, Amy Leith

SILVER

BARCLAYS

In-House, Contently

India Rising

Creative Team: Shannon Lattin, Julie Collazo,

Esther Spaarwater

Client: Kimberlee Mertz, Matthew Slivinski, Jared Barchus

BRONZE

BARCLAYS

In-House

The Future of Sports

Creative Team: Amy Arifin, Susan Lee

Client: Kimberlee Mertz, Matthew Slivinski

CONSUMER RETAIL

GOLD

MERRILL LYNCH WEALTH MANAGEMENT

The Foundry @ Meredith Corp.
The Home Bundle – Unlocking the Value of Your Home
Creative Team: Josh Lerman, Syndi Becker,
Jennifer Tuozzolo, Matt Hageman
Client: Gail Harlow, Kathy Raborn

SILVER

BANK OF AMERICA MERRILL LYNCH

Bank of America, Enterprise Creative Solutions
Your Personal Financial Journey
Creative Team: Dave Brown, Kara Foley,
Will Jacomme, Joanna Matarese, Heather Slawecki,
Pam Upton
Client: Mike Dallas, Stacey Gaine, Nicole Gray

BRONZE

BANK OF AMERICA

GroupeConnect
VICE Season 2 The Business of Life Content Hub
Creative Team: Debra Hughes, Lisa Blancato,
Samantha Mahoney, Joe Palmer, Danny Cordella,
Mike Eaton
Client: Lilly Raymond, Rachel Gangel, Cathy Costa

BRONZE

MERRILL LYNCH WEALTH MANAGEMENT

The Foundry @ Meredith Corp.
The Bulletin
Creative Team: Syndi Becker, Josh Lerman, Marcia Lerner,
Jennifer Tuozzolo, Matt Hageman, Jordan Mendoza
Client: Robert Mirales, Gail Harlow

DIGITAL MEDIA: WEB VIDEO

CORPORATE IMAGE

GOLD

BANK OF AMERICA

Newfangled Studios
Bank of America Support Services – This Is Us
Creative Team: Macaela VanderMost, Alison Antonowicz,
Jeb Fisher, Steven Polakiewicz, Jenna VanderMost,
John Anderson Beavers
Client: Matt Black, Mark Feinour, Meredith Verdone

SILVER

LINCOLN FINANCIAL GROUP

GMR

Responsibility of Love

Creative Team: Dan Kubasa, Alex Schwartz

Client: Hunter Ricks, Dave Wozniak, Sarah Turner

BRONZE

GOLDMAN SACHS

Cole & Weber

MuleSoft Webfilm/Progress Is Everyone's Business

Creative Team: Jim Radosevic, Craig Jelniker

Client: Amanda Rubin, Allison Prince, Caroline Patek

BUSINESS TO BUSINESS

GOLD

HISCOX

gyro

Courage in Film Animations

Creative Team: Kash Sree, Sebastian Andreassen,

Colin Quinn

Client: Russ Findlay, Maureen Kelly

SILVER

PIMCO

In-House

*Bond by Bond Video Series – No Shortcuts in
Credit Research*

Creative Team: Tim Farrell, Sandra Scaturro,

Jaymee Sheng, Ruth Straughn, London Thomson-Thurm

Client: Global Credit PM Team

BRONZE

OPPENHEIMERFUNDS

MRM//McCann

Surprising

Creative Team: Deirdre Virgie, Audrey Huffenreuter,

Mila Mitova, Tom Keenan, Melissa Tiffrere, Jamie Rafn

Client: Erik Schneberger, Leonor Palao, Hailey Brent

CONSUMER RETAIL

GOLD

CITIBANK

OneTeam

Citi Emotion Vogon Content

Creative Team: Andy Bird, John Kenney, Tommy Cashin,

Lea Mastroberti, Tim LeGallo, Ryan McHardy

Client: Krista Phillips, Jennifer Breithaupt

SILVER

PRUDENTIAL FINANCIAL

In-House
Annuities Conversations
Creative Team: Andrew Dalsass, Joe Volpicelli,
Rachel Manning, Daniel Fessak
Client: Niharika Shah

SILVER

UBS

In-House
UBS Advice Advantage Launch Video
Creative Team: Cheryl Brama-Berman,
Maria Chang-Nichols, Neil Gallagher
Client: Kraleigh Woodford

BRONZE

MERRILL LYNCH WEALTH MANAGEMENT

The Foundry @ Meredith Corp.
Market Decode Video Series
Creative Team: Syndi Becker, Josh Lerman,
Jennifer Tuozzolo, Matt Hageman
Client: Davina Gazo, Pamela Faatz

SOCIAL MEDIA: PAID

CORPORATE IMAGE

GOLD

BNY MELLON WEALTH MANAGEMENT

TBWA\Chiat\Day New York
#smArtBasel
Creative Team: Sergio Flores, Chris Rowson,
Avi Steinbach, Alexander Holm, Vivian Lee
Client: Jill Kremins, Jane Post

SILVER

MASTERCARD

McCann New York
Caregiving
Creative Team: Joyce King-Thomas, Pete Jones,
Stephanie De Jesus, Anthony Thornton, Joel Lundblad
Client: Seema Chibber

BRONZE

CITIBANK

OneTeam
Progress Maker's Stories: Malala
Client: Anthony Michelini, Allison Warren

BRONZE

MASTERCARD

McCann New York

#ArnieWould

Creative Team: Joyce King-Thomas, Pete Jones,
Stephanie De Jesus, Anthony Thornton, Joel Lundblad

Client: Seema Chibber

BUSINESS TO BUSINESS

GOLD

SYNCHRONY

DiNoto Inc.

Not Just A Purchase

Creative Team: Martha Pearlstone, Sasha Blejec,
Bill Tsapalas, Dallas Itzen, Molley Maloney

Client: Elspeth Dixon, Nicole Johnson, Mason Narramore

SILVER

PGIM INVESTMENTS

In-House

Pardon the Interruption on the Markets Edition

Creative Team: Jerry Tortorella, Amrisa Niranjan,
Irene Frangos

Client: Maureen Byrne, Rebecca Lasley

BRONZE

PRUDENTIAL FINANCIAL

In-House

Annuities Conversations Social Campaign

Creative Team: Andrew Dalsass, Matthew Weinstein,
Rachel Manning, Daniel Fessak, Meg McMaster,
Joe Volpicelli

Client: Niharika Shah

CONSUMER RETAIL

GOLD

CITI FINTECH

EY

Canvas: You Powered

Creative Team: Steven Guddat, Christopher Smith,
Christine Johnson, Jerllin Cheng, José Plata,
Prateek Dwivedi

Client: Heather Dahill, Käthe Anchel

SILVER

BANK OF AMERICA

GroupeConnect, Burson

Friends Again

Creative Team: Ronald Ng, Sue DeSilva, Danny Cordella,
Melissa Levy, Rodney Raftery, Allie Wassum

Client: Meredith Verdone, Matt Black, Laurin Titus

BRONZE

PRUDENTIAL FINANCIAL

In-House

Everyday Bravery

Creative Team: Asia Giles, Patty O'Brien, Keith Gormley,
Megan Brewer, Meg McMaster, Cherisse Thurab

Client: Niharika Shah

SOCIAL MEDIA: NON-PAID

CORPORATE IMAGE

GOLD

STATE STREET GLOBAL ADVISORS

McCann New York

Fearless Girl

Creative Team: Eric Silver, Joyce King-Thomas,
Tom Murphy, Sean Bryan, Lizzie Wilson, Tali Gumbiner

Client: Stephen Tisdalle, John Brockelman

SILVER

BNY MELLON

In-House

#BeBNYMellon and Invested in Region Campaigns

Creative Team: Aneka Benn, Katie Carr, Aniko DeLaney,
Paul Goott, Donna Hudson, Meredith Oakes

BRONZE

LINCOLN FINANCIAL GROUP

GMR

Responsibility of Love

Creative Team: Stephanie Bray, Dennis Jenders,
Evan Nickel, Betty Strigens

Client: Hunter Ricks, Dave Wozniak, Sarah Tarner

BUSINESS TO BUSINESS

GOLD

BARCLAYS

In-House, Ogilvy & Mather New York
The Water Report
Creative Team: Alison Gragnano, Hannah Brion,
Tracy McFarlane, Mattias Mackler
Client: Kimberlee Mertz, Matthew Slivinski, Jared Barchus

SILVER

OPPENHEIMERFUNDS

Edelman
Amplifying OppenheimerFunds' Voice
Creative Team: Haley Rubin, Natalie Marin, Frank Lentini,
Jessica Murphy, Melissa Zabell, Heather Aijian

BRONZE

BANK OF AMERICA MERRILL LYNCH

In-House, Knowledge Channel
The Year Ahead 2017
Creative Team: Janice Kurys, Maryann Pulvirenti, Alex
Zolbert, Craig DelGenio, Lauren Dukes, Jon Watt
Client: Nancy Brennan, Wendy Marcone

BRONZE

NASDAQ

In-House
#TradeTalks
Creative Team: Anna Gonzalez, Lindsey Peters,
Lyanne Alfaro, LaToya Bowlah-Lauchman, Josh Machiz,
Jill Malandrino

CONSUMER RETAIL

BRONZE

E*TRADE FINANCIAL

Markit Digital
*E*Trade Dynamic Video for Twitter*
Creative Team: Sara Handing, Devon Haynes,
Maggie Pattillo, Philip Rau, John Woo, Aaron Young
Client: Thayer Fox, Courtney Woolston

EVENT MARKETING

CORPORATE IMAGE

GOLD

MASTERCARD

McCann New York

My First Purchase Exhibit

Creative Team: Joyce King-Thomas, Joel Rodriguez,
Joel Lundblad, Samantha Cooper

Client: Liz Birenbaum

SILVER

AIG

MERGE Boston

RIMS Canada

Creative Team: Lisa Stevenson, Stephen Hindley,
Liu Baxter

Clients: Mark Clowes, Julia Pawling

BRONZE

MASSMUTUAL

Johannes Leonardo

Adopt a Runner

Creative Team: Jan Jacobs, Leo Premutico,
Kasia Canning, Kevin Watkins, Andrew Chin

Client: Jennifer Halloran

BUSINESS TO BUSINESS

GOLD

BNY MELLON'S PERSHING

In-House

INSITE 2017 Conference

SILVER

OPPENHEIMERFUNDS

MRM//McCann

Forbes Women's Summit

Creative Team: Audrey Huffenreuter,
Deirdre Virgie, Arjumand Asghar,

Jacob Bakkila, Meredith Niles

Client: Erik Schneberger, Leonor Palao, Hailey Brent

BRONZE

PRUDENTIAL FINANCIAL

In-House

PGIM InvestmentsTaxi Pre-roll

Creative Team: David Liemer, Meg McMaster

Client: Niharika Shah

CONSUMER RETAIL

GOLD

BNY MELLON WEALTH MANAGEMENT

Elevate Communications

Game Changers

Client: Jill Kremins, Kerry Kilcullen, Kristina Valente

SILVER

CITI FINTECH

EY

Canvas: You Powered

Creative Team: Steven Guddat, Christopher Smith,

Christine Johnson, Jerllin Cheng, José Plata,

Prateek Dwivedi

Client: Heather Dahill, Käthe Anchel

BRONZE

CITIBANK

OneTeam

Citi Joy and BuzzFeed Live Ball Pit Instagram Stories

Creative Team: Jim Kotulka, Liem Nguyen,

Spencer Campbell, Gabriela Avila, Alise Bellina,

Andrew Vollmer

Client: Grace Christus, Julie Booth

PUBLIC RELATIONS

CORPORATE IMAGE

GOLD

STATE STREET GLOBAL ADVISORS

McCann New York

Fearless Girl

Creative Team: Eric Silver, Joyce King-Thomas,

Tom Murphy, Sean Bryan, Lizzie Wilson, Tali Gumbiner

Client: Stephen Tisdalle, John Brockelman

BRONZE

SYNCHRONY

In-House, Chorus Films

Studio Promotional Video

Creative Team: Vicky Babcock, Robin Goodfellow,

Linda Cheng, Logan Creaser, Tom Rittenhouse,

Jordan Pilgrim

Client: Jarrett King

BUSINESS TO BUSINESS

SILVER

ASCENSUS, LLC

In-House

Ascensus 2017 Public Relations Program

Creative Team: Megan Kummer, Roberta Hess,
James McGinley

CONSUMER RETAIL

SILVER

CITI

Prosek Partners

A Powerful Prestige Partnership

Client: Jennifer Bombardier, Leslie Ticku

BRONZE

PERSONAL CAPITAL

Prosek Partners

Transparency in Financial Services

Creative Team: Hal Bienstock, Hillary Ziegenhagen,
Amanda Lake, Alexis Ganz, Katlyn Catubig, John Perilli
Client: Eric Weiss, David Eckerly, Jennifer Kincaid

INTEGRATED MARKETING

CORPORATE IMAGE

GOLD

MASSMUTUAL

Johannes Leonardo

The Unsung

Creative Team: Jan Jacobs, Leo Premutico,
Kasia Canning, Kevin Watkins, Carl Mallia,
Omar Dbeis
Client: Jennifer Halloran

SILVER

MASSMUTUAL

Johannes Leonardo

Adopt a Runner

Creative Team: Jan Jacobs, Leo Premutico,
Kasia Canning, Kevin Watkins, Andrew Chin,
Chase Kimball
Client: Jennifer Halloran

SILVER

MASTERCARD

McCann New York
Advantage Card Case Video
Creative Team: Joel Rodriguez, Jason Marks,
Laura Goodman, Joyce King-Thomas
Client: Seema Chibber

BRONZE

CITIBANK

OneTeam
Citi LGBT Pride Campaign
Creative Team: Jamie Silverman, Joe Orsinger,
Jim Kotulka, Michael Sandler, Matt Arnold,
Celine Beckman
Client: Jesse Rose

BUSINESS TO BUSINESS

GOLD

STATE STREET GLOBAL ADVISORS

McCann New York
Every Little Bip Counts
Creative Team: Joyce King-Thomas, Peter Powell, Gene
Campanelli, Rob Rawley
Client: Stephen Tisdalle, John Brockelman

SILVER

BARCLAYS

In-House, Ogilvy & Mather New York
Future of Advertising
Creative Team: Jeremy Katz, Rob Medich,
Justin Cangiano, Miles Brickley
Client: Kimberlee Mertz, Matthew Slivinski, Kari Herrig

SILVER

HISCOX

gyro
I'mpossible
Creative Team: Kash Sree, Sebastian Andreassen,
Colin Quinn
Client: Russ Findlay, Maureen Kelly

BRONZE

LINCOLN FINANCIAL GROUP

FCB New York
Confidence Later, Now
Creative Team: Justin Batten, Ari Halper, Stu Mair,
Kenneth Syme
Client: Sarah Blair, Dave Wozniak, Sarah Tarner

CONSUMER RETAIL

GOLD

CITIBANK

OneTeam

Citi Emotion Campaign

Creative Team: Andy Bird, John Kenney, Tommy Cashin,
Lea Mastroberti, Tim LeGallo, Ryan McHardy

Client: Krista Phillips, Jennifer Breithaupt

SILVER

ALLY FINANCIAL

Grey New York

Hardest Working Dollar

Creative Team: Rob Lenois, Alex Lea, Brian Mekjian,
Ryan McCarthy

Client: Andrea Brimmer

SILVER

CITI FINTECH

EY

Canvas: You Powered

Creative Team: Steven Guddat, Christopher Smith,
Christine Johnson, Jerllin Cheng, José Plata,

Prateek Dwivedi

Client: Heather Dahill, Käthe Anchel

BRONZE

BANK OF AMERICA

GroupeConnect, Burson

Friends Again

Creative Team: Ronald Ng, Sue DeSilva, Danny Cordella,
Melissa Levy, Melissa York, Jonathan Tsucalas

Client: Meredith Verdone, Matt Black, Laurin Titus

BRANDED CONTENT

CORPORATE IMAGE

GOLD

AIG

MERGE Boston

Cybersecure Your World

Media Company: WP BrandStudio

Creative Team: Lisa Stevenson, Stephen Hindley,

Liu Baxter

Client: Mark Clowes, Julia Pawling

GOLD

BANK OF AMERICA

GroupeConnect, Hill Holliday, Octagon

*Ken Burns' The Vietnam War – With Perspective
Comes Understanding*

Media Company: Spotify

Creative Team: Joe Palmer, Danny Cordella, Mike Eaton,
Bobby Pfeiffenberger, Kyle Koenig

Client: Marilyn Whipple, Suzanne Berry Platte

SILVER

MASSMUTUAL

Johannes Leonardo

The Unsung

Media Company: Giant Spoon, Courageous Studios

Creative Team: Jan Jacobs, Leo Premutico,
Kasia Canning, Kevin Watkins, Carl Mallia, Omar Dbeis

Client: Jennifer Halloran

BRONZE

LINCOLN FINANCIAL GROUP

Attention

Responsibility of Love

Media Company: Business Insider

Creative Team: Tim Gunatilaka, Kyle Nurko,
Jaimie Vaillancourt

Client: Hunter Ricks, Dave Wozniak, Sarah Turner

BRONZE

MORGAN STANLEY

In-House, Pineapple Street Media

The Morgan Stanley Ideas Podcast

Creative Team: William Horn, Max Linsky, Thomas
Rhoads, Yu Wong, Bryan Van Dyke, Simon Murray

Client: Morgan Stanley Research

BUSINESS TO BUSINESS

GOLD

OPPENHEIMERFUNDS

MRM//McCann

Mutual Funds

Media Company: The Washington Post, U.S. News

Creative Team: Jen DePietro, Jacob Bodager Hyojin Kim,
Jada Graves, Sara Hampt, Jenni Fass

Client: Erik Schneberger, Leonor Palao, Tess Skoller

SILVER

OPPENHEIMERFUNDS

MRM//McCann

The New Opportunities

Media Company: Forbes

Creative Team: Casey Zonfrilli, Hannah Davidson,

Kelly Hanshaw, Ben Baer, Matt Hermann, Alexavier Guzman

Client: Erik Schneberger, Leonor Palao, Tess Skoller

BRONZE

JANUS HENDERSON INVESTORS

In-House

Knowledge. Shared Newsroom

Creative Team: Erin Passan, Matuya Brand, Nicole Miller,

Nicole Knox, Taylor Smith, Dex McLuskey

Client: David Master

CONSUMER RETAIL

GOLD

BANK OF AMERICA

GroupeConnect

The Joy Index

Media Company: Condé Nast Traveler

Creative Team: Hannah Campbell, Dana Schueller,

Kirsten Kamerman, Jenna Goffman, Dirk Standen, Helen Pearson

Client: John von Brachel, Emily Edwards, Kim Grant

SILVER

BNY MELLON WEALTH MANAGEMENT

TBWA\Chiat\Day New York

#smArtBasel

Creative Team: Sergio Flores, Chris Rowson,

Avi Steinbach, Alexander Holms, Vivian Lee

Client: Jill Kremins, Jane Post

BRONZE

BANK OF AMERICA

The Points Guy

Passion Points: Premium Rewards Credit Card Launch

Creative Team: Brian Kelly, Kate O'Brien

Client: Samira Aird, Michael Herrera, Melanie Collins

BRONZE

PRUDENTIAL FINANCIAL

In-House

Masterpiece of Love

Creative Team: Asia Giles, Hal Williams, Jose Fernandez,

Rachel Manning, Kamila Calabrese

Client: Niharika Shah