

**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*

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*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

**BRONZE**

**BARCLAYS**

Ogilvy & Mather New York

*Press Ganey*

Creative Team: Alison Gragnano, Tracy McFarlane,  
Hannah Brion

Client: Kimberlee Mertz, Matthew Slivinski

*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

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**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

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## 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

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## 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  
*AAdvantage 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 Herring

**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