



25th Anniversary FCS Portfolio Awards

JUDGES' CHOICE

**State Street Global Advisors
McCann**
"MDY: Crazy Enough To Work"
(Integrated Marketing)

BEST IN SHOW

CORPORATE IMAGE

Prudential Financial
Droga5
Prudential Escape Room at the Fast Company Innovation Festival
(Event Marketing)

BUSINESS TO BUSINESS

State Street Global Advisors
McCann New York
"MDY: Crazy Enough to Work"
(Web Video)

CONSUMER RETAIL

Prudential
In-House
"Everyday Bravery Podcast: Season 2"
(Audio category)

DIGITAL MEDIA

Bank of America
GroupeConnect
"Camp Better Money Habits"
(Social Media/Organic)



25th Anniversary FCS Portfolio Awards

MULTICULTURAL

AIG

CMPG

"We Believe" Chinese TV Commercial

CORPORATE SOCIAL RESPONSIBILITY

Goldman Sachs

Forsman & Bodenfors New York

*"Goldman Sachs 10,000 Women Portraits Campaign
(TV Campaign)"*

BRAND/VISUAL IDENTITY

CORPORATE IMAGE

Calamos Wealth Management **BRONZE**

Leibowitz Branding & Design

Calamos Wealth Management Brand Identity

Creative: Jason Wheeler, Sangmi Lim, Angela Lee, Taylor Gibbs, Ben Swanson, Kevin Windorf

Client: John Bielski

Edward Jones **GOLD**

C-K (Cramer-Krasselt)

Industry Perceptions

Creative: Gary Doyle, Christina Calvit, David DeJong, Sarah Murphy, Sangbum Kim

Client: Katherine Mauzy, Sarah Dow

Goldman Sachs **BRONZE**

Forsman & Bodenfors New York

Make Things Possible Recruiting Campaign Refresh

Creative: Claudette Martin, Kristin Cubbison

Client: Brand & Content Strategy Team, Human Capital Management Team

Russell Investments **SILVER**

Living Group

Creating bold simplicity for Russell Investments

Creative: Duncan Shaw, Andy Richards, Emma Overeem, Tim Phelan

Client: Kirti Naik

B2B

CFA Institute **GOLD**

Ogilvy

Let's Measure Up

Creative: Michael Collins, Anne O'Brien, Jim Hummerstone, Charles Brandl, Rob Jamieson, Kim Kozma

Client: CFA Institute

Morgan Stanley **SILVER**

In-House

Morgan Stanley Changemakers / Strategy Challenge / Tech Makers Campaign

Creative: Adam Greiss, Buddy King, Kristi Norgaard, Melissa Wasserman, Dawn Williams

Russell Investments (RISE) **BRONZE**

Living Group

RISE brand for Russell Investments

Creative: Duncan Shaw, Andy Richards, Emma Overeem, Tim Phelan, Kate Shaw

Client: Kirti Naik

CONSUMER RETAIL

Chase Private Client **BRONZE**

Bradley Montgomery (BaM)

Arts & Culture – More to explore

Creative: Allie Driscoll, Ashley Larson, Chris Keller, Meghan Fagley, Brian Harris

Client: Kevin Hale, Jen Belknap

ANNUAL REPORTS

CORPORATE IMAGE

Legg Mason **SILVER**

In-House

Legg Mason 2018 Annual Report

Creative: Carly Veizaj, Valerie Chin, Pat Hobart, Phil Moore, Mary Athridge, Whitney Tilton

B2B

DTCC **GOLD**

In-House, ChappellRoberts

Turning Headwinds into Tailwinds

Creative: Craig Donner

Client: DTCC

COLLATERAL

CORPORATE IMAGE

Goldman Sachs **SILVER**

Forsman & Bodenfors New York

Make Things Possible Recruiting Campaign Refresh

Creative: Claudette Martin, Kristin Cubbison

Client: Brand & Content Strategy Team, Human Capital Management Team

B2B

Barclays **BRONZE**

In-House, Ogilvy & Mather New York

The Case for Sustainable Investing

Creative: Sarah Jackson, Amy Arifin, GerRee Anderson, Yunita Permatasari, Mattias Mackler

Client: Kimberlee Mertz, Kari Herring

E*TRADE Financial Corporation SILVER

In-House

10b5-1 Announcement

Creative: Michael Hovsepian, Karen Mays,
Julia Miller, Sally Schulte
Client: Dawn Burke, Kelly Brennan

LPL Financial GOLD

In-House

LPL Research Outlook 2019: FUNDAMENTAL

OppenheimerFunds SILVER

In-House

Globalize Your Portfolios

Creative: Matthew Brady, Alexandra Coughlan,
Jacqui Leonhardt, Ariella Lustberg,
Kelly Orłowski, Erik Schneberger

CONSUMER RETAIL

BNY Mellon GOLD

8 Point Studio

FX Brochure

Creative: Jen Roos, Lindsay Giuffrida,
Nina Truman, Anita Mosquera, Barrett Bodine

UBS SILVER

Creative Solutions

Capabilities for professional baseball players

Creative: Donna Brodsky, Erin Sanders,
Neil Gallagher, Maria Chang Nichols
Client: The BV Group

U.S. Trust BRONZE

Enterprise Creative Solutions

The Family Matters white paper from U.S. Trust

Creative: Trish Kerr, Bernie Minarik, Kara Schemmel,
Stacy Carcaci, Kara Foley, Charissa Messer
Client: Rebecca Eyre, Peter Hillsman

DIRECT MAIL

B2B

BMO Capital Markets SILVER

BMO's In-House Creative Services Team

BMO One Stop Shop: BMO Delivers Great Deals

Creative: Rick Kuwaytl, Sophia McDonnell, Bev Forster,
Jill Hanke, Robin Richardson

Hiscox Insurance GOLD

gyro New York

Breaking the Glass Ceiling

Creative: Kash Sree
Client: Russ Findlay

Invesco BRONZE

Deardorff

Shifting DC Times

Creative: Mark Browne, Mark Sobolak, Cate Sanders,
Jill Deardorff, Holly Donovan, Heather Caldwell Ross

CONSUMER RETAIL

Bank of America SILVER

Enterprise Creative Solutions

Big Splash Direct Mail: Take a peek. We've put something new into your wallet.

Creative: John Mayberry, Kris Stone, Steve Strohm,
Denise Ricker-Gasz, Laura Keehan, Charissa Messer
Client: Jill Hughes, Carol Dennison

TD Ameritrade GOLD

CreativeStudio(In-House)

PCS Trader Welcome Kit

Creative: Michael Yong, Stephanie Krysl, Joanna Thompson,
Vincent Russo, Paul Lempa, Elayne Karp
Client: Danny Treinen, Wendy Gatarz

UBS GOLD

o2kl

The Little Book of Living Well

Creative: Richard Eber, Bill Bonomo, Jack Low,
Frank Guzzone, Lisa Klausing, Cheryl Brama Berman
Client: Adrienne Matlosz, Fred Jubitz

OUT-OF-HOME

CORPORATE IMAGE

SINGLE

Merrill Lynch GOLD

Enterprise Creative Solutions

Merrill Lynch Outfest Ad message board

Creative: Liz Krewson, Kara Schemmel,
Mary Becker, Kara Foley, Charissa Messer
Client: Tricia Vance, Dwayne Redmond

CAMPAIGN

Bank of America **BRONZE**

Hill Holliday

Competitive Response: OOH Station Dominations

Creative: Lance Jensen, Karen Hite, Craig Johnson,
Duda Bosnic, Ilan Frankel, Catherine Rosenberg
Client: Matthew Black, Julie Lewis

B2B

SINGLE

Barclays **SILVER**

In-House, ESI Design

Barclays NY Headquarters: US & UK segment

Creative: Jonathan Grimm, Katie Barnard,
Cara Buckley, Victor Bekker, Jay Sienkiewicz
Client: Kimberlee Mertz, Matt Slivinski

Barclays **BRONZE**

In-House, ESI Design

Barclays NY Headquarters: Eagles

Creative: Jonathan Grimm, Cara Buckley,
Victor Bekker, Jay Sienkiewicz
Client: Kimberlee Mertz, Matt Slivinski

CAMPAIGN

BMO Financial Group **BRONZE**

BMO's In-House Creative Services Team

Banking For Where You Are.

Creative: Rick Kuwayti, Kelly Zegler, Megan Cantwell,
Bev Forster, Matt Marcus, Marilyn Nichol

Nuveen **GOLD**

MullenLowe

Investing by example

Creative: Myles Allpress, Ben Salsky, Rebekah Pagis,
Cameron Burnham, Lauren Buniva, Will Phipps
Client: Marty Willis, Reese Lackey

State Street Global Advisors **SILVER**

McCann New York

DIA: Bring Home the Dow

Creative: Joyce King-Thomas, Peter Powell,
Gene Campanelli, Chris McMurtrey, Scott Higgins, Rob Rawley
Client: John Brockelman, Stephen Tisdalle

CONSUMER RETAIL

SINGLE

Bank of America **SILVER**

MLB Network & 2C Media

Cooperstown Road Trip

Creative: Michele Barlow, Matthew Black, Melissa Doebler,
Eric Greenwald, Steve Miller, Brian Eloie
Client: Ryan Ezzie

CAMPAIGN

Ally **GOLD**

Anomaly

Payback

Client: Ally Marketing Team

Laurel Road **SILVER**

DeVito/Verdi

Laurel Road OOH Campaign

Creative: Eric Schutte, Jacob Blankenship,
Vinny Tulley, Bob Fremgen, John DeVito, Sal DeVito
Client: Alyssa Schaeffer

Synchrony **BRONZE**

Pathway

Black Panther Cinema and YouTube Video Promotion

Creative: Vicky Babcock, Robin Goodfellow
Client: Dan Robinson, Cindy Weiskopf

PRINT

CORPORATE IMAGE

SINGLE

Merrill Lynch **SILVER**

Enterprise Creative Solutions

Working Mothers "Top Wealth Advisors" Recognition Ad

Creative: Mike Pilotte, Elise Daher, Kara Schemmel,
Mary Becker, Kara Foley, Charissa Messer
Client: Lila Lynch, Emily Edwards

Continued on next page ►

CAMPAIGN

Goldman Sachs **GOLD**

Forsman & Bodenfors New York

Goldman Sachs 10,000 Women Portraits Campaign

Creative: Claudette Martin

Client: Jason Hill, Amanda Rubin

MassMutual **SILVER**

Johannes Leonardo

Interdependence Day

Creative: Kevin Watkins, Kasia Canning, Harry

Neville-Towle, Gautier Fage, Lauren Cooper, Esther Park

Client: Jennifer Halloran, Kristin Lane

B2B

SINGLE

Hiscox Insurance **GOLD**

gyro New York

Breaking the Glass Ceiling

Creative: Kash Sree

Client: Russ Findlay

OppenheimerFunds **BRONZE**

McCann XBC

Socrates

Creative: Audrey Huffenreuter, Deirdre Virgie,

Arjumand Asghar, Dana McCullough, Leonor Palao, Ed Nini

Client: Erik Schneberger, Wylie Kain

SEI Investment Manager Services **SILVER**

Carpenter Group

Seize Change

Creative: Claire Taylor, Chris Hoch, Victoria Pohlmann

Client: RossEllis

CAMPAIGN

Hiscox Insurance **GOLD**

gyro New York

I'mpossible 2.0 Paths Campaign

Creative: Kash Sree

Client: Russ Findlay

Nuveen **SILVER**

MullenLowe

Investing by example

Creative: Mark Wenneker, Tim Vaccarino,

Dave Weist, Myles Allpress, Ben Salsky

Client: Reese Lackey, Mary McCall

SEI Investment Manager Services **SILVER**

Carpenter Group

Seize Change

Creative: Claire Taylor, Chris Hoch, Victoria Pohlmann

Client: RossEllis

CONSUMER RETAIL

SINGLE

Ally **BRONZE**

Anomaly

Letter to America

Client: Ally Marketing Team

E*TRADE Financial Corporation **SILVER**

MullenLowe U.S.

Burrito

Creative: Tim Bildsten, Adam Calvert,

Ryan Montgomery, Jeff Vermeersch

Client: Dawn Burke, Natalie Labuda

CAMPAIGN

BMO Harris Bank **SILVER**

McGuffin Creative Group

Spring 2018 Mass Affluent Savings Campaign

Creative: Rob Brookman, Megan Gross

Synchrony **GOLD**

In-House

Banking in Sync with You

Creative: Vicky Babcock, Robin Goodfellow,

Andrew Nystrom, Jonathan Cash, Darlene Johnson

Client: Cindy Weisskopf

TELEVISION

CAMPAIGN

Ameriprise Financial **BRONZE**

McCann Detroit

Be Brilliant: Sleep Better, Adding On, Like Father/Like Daughter

Creative: Mark Canavan, Carol Joseph, Susan Stallings, Susan Rabaut
Client: Marie O'Neill, Joanna McCormick

Bank of America **GOLD**

Hill Holliday

The Power To Make A Difference

Creative: Lance Jensen, Karen Hite, Craig Johnson, Pete Shamon, Bob Gates
Client: Matthew Black, Cindy Nguyen

Bank of America **SILVER**

Hill Holliday

Special Olympics 2018 Campaign: "Tyler Kennedy: Just Like You"

Creative: Lance Jensen, Jake Benjamin, Bobby Pfeifferberger
Client: Brian Rohrman, Suzanne Berry

Goldman Sachs **GOLD, BEST IN SHOW (CSR)**

Forsman & Bodenfors New York

Goldman Sachs 10,000 Women Portraits Campaign

Creative: Claudette Martin
Client: Jason Hill, Amanda Rubin

B2B

SINGLE

Institute of Management Accountants **BRONZE**

The Gate

"Buddies"

Creative: David Bernstein, Charlie Williamson
Client: Ellen Gurevich

OppenheimerFunds **GOLD**

McCann XBC Cowboy

Creative: Audrey Huffenreuter, Deirdre Virgie, Meredith Niles, Jacob Bakkila, Erik Schneberger, Dana McCullough
Client: Wylie Kain, Leonor Palao

Sector SPDR ETFs **SILVER**

DNA Creative/SBA XLC TV Spot

Creative: Philip Byrne, Carmen Soubriet
Client: Dan Dolan

CAMPAIGN

Columbia Threadneedle Investments **GOLD**

McCann Detroit

Consistency TV Spots

Creative: Mark Canavan, Carol Joseph, Dilam Mattia, Susan Stallings, Lena Duffy, Susan Rabaut
Client: Leslie Walstrom

CONSUMER RETAIL

SINGLE

AIG **BRONZE, BEST IN SHOW (MC)**

CMPG

AIG "We Believe" Chinese TV Commercial

Creative: Janice Huang, Kirsten Thorp,
Cal Marketing & Promotion Group Inc.

E*TRADE Financial Corporation **GOLD**

MullenLowe U.S.

Bow Wow Wow

Creative: Alex Booker, Philip Sicklinger, Tim Vaccarino, Dave Weist, Mark Weneker
Client: Dawn Burke, Natalie Labuda

E*TRADE Financial Corporation **SILVER**

MullenLowe U.S.

This Is Getting Old

Creative: Adam Calvert, Tim Vaccarino, Jeff Vermeersch, Dave Weist, Mark Weneker
Client: Dawn Burke, Natalie Labuda

CAMPAIGN

CommunityAmerica Credit Union **BRONZE**

Cactus

"WE KC"

Creative: Jon Barnett, Brian Watson, Norm Shearer, Shea Tullos, Hailey Simon, Martha Douglas

Continued on next page ►

MassMutual SILVER

Johannes Leonardo, Giant Spoon

Unsung 2.0

Creative: Jan Jacobs, Leo Premutico, Kevin Watkins, Kasia Canning, Harry Neville-Towle, Gautier Fage

Client: Jennifer Halloran, Kristin Lane

AUDIO ADVERTISING

CORPORATE IMAGE

AIG BRONZE

MERGE Boston

You See We See Podcast

Creative: Lisa Stevenson, Stephen Hindley, Lori Curran, Dario Leone

Client: Julia Pawling, Daniel Glantz

AQR Capital Management GOLD

The Curious Investor Podcast Launch

J.P. Morgan SILVER

In-House

My Next Move

Creative: Miriam Wolf, Michael Liersch, Jennifer Quinn

B2B

BMO Global Asset Management SILVER

Puddle Creative

Better Conversations. Better Outcomes. Podcast.

Creative: Rick Kuwaytl, Matt Perry, Gayle Gipson, Derek Devereaux, John Moser

OppenheimerFunds BRONZE

Gimlet

Megatrends

Creative: Martha Wolf, Matt Shilts, Grace Hawkins, Leonor Palao

Client: Erik Schneberger, Wylie Kain

State Street Global Advisors GOLD

McCann New York

MDY: Crazy Enough to Work

Creative: Joyce King-Thomas, Pierre Lipton, Peter Powell, Gene Campanelli, Deb Archambault, Rob Rawley

Client: John Brockelman, Stephen Tisdalle

Synchrony GOLD

Giant Spoon

Business Schooled

CONSUMER RETAIL

Merrill, a Bank of America Company SILVER

Foundry 360 at Meredith

The Merrill Lynch Perspectives Podcast

Creative: Josh Lerman, Syndi Becker, Jennifer Tuozzolo, Matt Hageman, Irene Huhulea

Client: Pamela Faatz, Bob Mirales

Prudential Financial GOLD, BEST IN SHOW (CR)

In-House

Everyday Bravery Podcast: Season 2

Creative: Asia Giles, Patty O'Brian, Juan Bazan, Joe Volpicelli

Client: Niharika Shah

DIGITAL MEDIA

APPS & TOOLS

B2B

BMO Capital Markets GOLD

BMO's In-House Creative Services Team

2018 Global Metals & Mining Conference App

Creative: Rick Kuwayti, Colin O'Farrell, Dave Suma, Amy Sun, Jeff Kielman, Mary Turner

iA Financial Group BRONZE

In-House

iA Mobile

Creative: Isabelle Boudreault, Philippe Gaudreault, Michel Lacasse, Francis Pellerin, Marc Simoneau, Julie Veilleux

OppenheimerFunds SILVER

In-House

Factor Exposure Calculator

Creative: Dennis Wang, Matt Auer, Mark Sokoloff, Anita Rahman, Diego Molina, Richelle Jones

Client: Dennis Wang

CONSUMER RETAIL

Ally **GOLD**

Grey NY

The Ally Big Save Mobile App

Client: Ally Marketing Team

Merrill, a Bank of America Company **SILVER**

Foundry 360 at Meredith

Ask Merrill Edge

Creative: Josh Lerman, Syndi Becker, Nicole White, Matt Hageman, Irene Huhulea, Krystal Johnson

Client: Gail Harlow, Bill McCoy

UBS **BRONZE**

Creative Solutions

UBS iPad app

Creative: Gordon Smith, Chris Sommerfield, Elizabeth Stewart, Gauthier Vincent, Colin Gustafson, Jack Lamb

Client: TJ Lim, Kraleigh Woodford

DIGITAL COLLATERAL

CORPORATE IMAGE

Bank of America **SILVER**

Group SJR

The X-Factor: How Women Are Changing the World

Creative: Allison Klibanoff

Client: John von Brachel, Bob Mirales

B2B

BNY Mellon | Pershing **SILVER**

In-House

Advisor Value Propositions

Creative: Allison Edmondson, Randy Vicchio

Burford Capital **BRONZE**

In-House, Paper Plane Studio

The Burford Quarterly

Creative: Liz Bigham, Jennifer Bostic, Lauren Zingré

Client: Liz Bigham, Lauren Zingré

Synchrony **GOLD**

In-House

Creative: SetPay eBrochure, Vicky Babcock, Carolee Coker, Brian Allen, Jonathan Cash, Coolta Eason

Client: Christine Kica

CONSUMER RETAIL

Bank of America **GOLD**

Accenture Interactive

Better Money Habits Investing Series

Creative: Robbie Gomez, Rebecca Webber

Client: Hannah Campbell, Nicole Hall

DISPLAY RICH MEDIA

B2B

Barclays **BRONZE**

In-House, Ogilvy & Mather New York

The Case for Sustainable Investing

Creative: Sarah Jackson, GerRee Anderson, Yunita Permatasari

Client: Kimberlee Mertz, Kari Herrig

Citizens Commercial Banking **SILVER**

EMI Strategic Marketing

Building Brand and Sales Momentum with a Hypertargeted Digital Display Campaign

Creative: Emily Burbridge, Ken Lubar, Nathan Hepp

Client: William Harrison

State Street Global Advisors **GOLD**

McCann New York

DIA: Bring Home the Dow

Creative: Joyce King-Thomas, Peter Powell, Gene Campanelli,

Chris McCurtrey, Scott Higgins, Rob Rawley

Client: John Brockelman, Stephen Tisdalle

CONSUMER RETAIL

E*TRADE Financial Corporation **GOLD**

MullenLowe U.S.

Stroller

Creative: Tim Bildsten, Alex Booker,

Ryan Montgomery, Philip Sicklinger

Client: Dawn Burke, Natalie Labuda

Continued on next page ►

Prudential Financial SILVER

In-House

Individual Life Insurance—‘Conversations’ Facebook

Canvas

Creative: Andrew Dalsass, Meg McMaster,

Matt DeVasto, Matt Weinstein

Client: Niharika Shah, Melissa Kivett

Synchrony BRONZE

In-House

GiftNow Holiday Video

Creative: Vicky Babcock, Robin Goodfellow, Linda Cheng,

Chad Robinson, Logan Creaser, Carolee Coker

Client: Jenn Muller

EMAIL

B2B

BNY Mellon’s Pershing BRONZE

In-House

Integration Nation

Creative: Matt Ciciarelli, Serina Hanuscin, Meghan McCartan,

Matt Rogers

OppenheimerFunds SILVER

In-House

OppBrief Newsletter Personalization

Creative: Leigh Pimsler, Matt Auer, Dennis Queally

Client: Leigh Pimsler

CONSUMER RETAIL

E*TRADE Financial Corporation SILVER

In-House

Invest to Impact

Creative: Ana Gosliga, Eric Harris, Rick Kronberg,

Ksenjia Matijevic, Julia Miller, Mike Popa

Client: Dawn Burke, Kris O’Boyle

MOBILE

B2B

State Street Global Advisors BRONZE

McCann New York

MDY: The Mighty Midcap

Creative: Peter Powell, Gene Campanelli, Renee Sluzhevsky,

Rob Rawley, Amber Greenwalt, Jake Krasnow

Client: John Brockelman, Stephen Tisdalle

CONSUMER RETAIL

Bank of America SILVER

Enterprise Creative Solutions

A credit card story in four parts: 4-Tile Takeover

Creative: Kelvin Valencia, Ken Tattersall,

Karen Sterkenburg, Stacy Stigelman, Charissa Messer

Client: Sam Aird, Jim Brown

WEBSITE

CORPORATE IMAGE

Bank of America GOLD

GroupeConnect

Better Money Habits Education Resource Center

Creative: Shlomi Bitran, Michael Calienes, Ali Nolin,

Jane Ricker, Kelly Beaudin, Chris Chaya

Client: Jacob Stohler, Lilly Raymond

Bank of America BRONZE

GroupeConnect

The Power to Make a Difference

Creative: David Kane, Debra Hughes, Zachary Michonski,

Alex Abisso, Andre Ferla, Lyndsey Jimenez

Client: Liz Rohrman, Lilly Raymond

Citi SILVER

Publicis OneTeam

Life and Money by Citi

Jim Kotulka, Laura House, Kris Pito, Rachel Kalagher,

Beth Marrano, Marikate Finnegan

Client: Tad Ehrbar, Jenn Eldin

B2B

AIG **GOLD**

CMPG

Generation Matters / Generation Station

Creative: Glen Setchfield, Chrisann Lamber

Client: AIG

Barclays **SILVER**

In-House, Ogilvy & Mather New York

Blockchain's Next Big Market Opportunity

Creative: Sarah Jackson, Josh Namdar, Brandon Pugach

Client: Kimberlee Mertz, Kari Herrig

OppenheimerFunds **BRONZE**

In-House

Factor Derby

Creative: Leigh Pimsler, Matt Auer, Mark Sokoloff, James Sol

Client: Leigh Pimsler

CONSUMER RETAIL

Chase **BRONZE**

Huge Inc.

Chase Private Client Transformation – Website Redesign

Creative: John Wha, Ben Poulin, Dan Williams, Amy Jacobs, Cynthia Li, Nathan Welch

Client: Kevin Hale, Matthew Pisciotta

PGIM Investments **GOLD**

In-House / The Harris Poll

Mind the Gap

Creative: Alexandra Lee, Heather Garland, Irene Frangos, Abdul Moore, Eric Tyler

Client: Clint Barker

Principal **SILVER**

In-House

Principal Milestones Financial Wellness Platform

Creative: Alexandria Morris, Annie Clarkson, Nicole Findlay, Jessica Lehman, Kevin Soehner, Mindy Anfinson

WEB VIDEO

CORPORATE IMAGE

Bank of America **GOLD**

Tongal

More to Love

Creative: Jessica Sherry, Melissa Doebler, Matthew Black, Jamie Newton, Scott Killinger, Michele Barlow

Client: Katie Grafer, Renee Weiler

Bank of America **SILVER**

Newfangled Studios

Space Modernization Campaign

Creative: Macaela VanderMost, Alison Antonowicz, Jean Eddy Remy, Melissa C. Doebler, Matthew H. Black, Michele A. Barlow

Client: Lauren Woodruff

Bank of America **BRONZE**

Hill Holliday

Special Olympics 2018 Campaign: "Tyler Kennedy: Just Like You"

Creative: Lance Jensen, Jake Benjamin, Bobby Pfeifferberger

Client: Brian Rohrman, Suzanne Berry

B2B

OppenheimerFunds **SILVER**

McCann XBC Cowboy :15

Creative: Audrey Huffenreuter, Deirdre Virgie, Jacob Bakkila, Meredith Niles, Leonor Palao, Mathew Guerra

Client: Erik Schneberger, Wylie Kain

OppenheimerFunds **SILVER**

McCann XBC

Get Smart

Creative: Audrey Huffenreuter, Deirdre Virgie, Jacob Bakkila, Meredith Niles, Wylie Kain, Darian Weaver

Client: Erik Schneberger, Leonor Palao

State Street Global Advisors **BRONZE**

McCann New York

Cash Management: Not All Partners Are Created Equal

Creative: Peter Powell, Gene Campanelli, Eva Pipa, Rob Rawley, Amber Greenwalt, Jake Krasnow

Client: John Brockelman, Stephen Tisdalle

Continued on next page ►

State Street Global Advisors GOLD, BEST IN SHOW (B2B)

McCann New York

MDY: Crazy Enough to Work

Creative: Joyce King-Thomas, Pierre Lipton, Gene Campanelli, Peter Powell, Deb Archambault, Rob Rawley

Client: John Brockelman, Stephen Tisdalle

CONSUMER RETAIL

Bank of America BRONZE

Red Thread Productions

Small Business Relationship Rewards Campaign

Creative: Phil Allocco, Connie Grazia, Jean Eddy Remy, Melissa C. Doebler, Matthew H. Black, Michele A. Barlow

Client: KatieGrafer

E*TRADE Financial Corporation GOLD

Piro

New To Online Investing

Creative: Rory Kennett Lister, Tim Piper, Jamie Rusiti, Shawn Smith, Marianna Terenzio, Daniel Rosenberg

Client: Dawn Burke, Magnus Greenacre

Invesco SILVER

Code and Theory

What's an ETF?

Creative: Jesse Poe

Client: Nick Miller

Prudential Financial GOLD

In-House

Individual Life Insurance 'Conversations'

Creative: Andrew Dalsass, Meg McMaster, Matt DeVasto, Rachel Manning, Daniel Fessak

Client: Niharika Shah, Melissa Kivett

SOCIAL MEDIA PAID

CORPORATE IMAGE

Bank of America GOLD

GroupeConnect

Camp Better Money Habits

Creative: Sue DeSilva, Rodney Raftery, Dana Schueller, Kelly Beaudin, Allie Wassum, Jim Biciocchi

Client: Misty Hadzima

Bank of America SILVER

Group SJR

The X-Factor: How Women Are Changing the World

Creative: Allison Klibanoff

Client: John von Brachel, Bob Mirales

Goldman Sachs SILVER

The Media Kitchen

The Long & Short of It Social Promotion

Anna Rudnick, Taylor Hutchinson, Sabrina Esposito, Jennie Held, Meghan Mazza, Alex Romano

Client: Kaydee Bridges, Katy Finneran

B2B

Bank of America Merrill Lynch BRONZE

GroupeConnect

Smart Cities Social

Creative: Dower Phillips, Jon Neckes, Kristen Fritz, Caitlyn Manning, Laura Maddox, Cory Warren

Client: Nancy Brennan, Wendy Marccone

Bank of the West SILVER

McGuffin Creative Group

Fall 2018 SME Social Campaign

Creative: Jason Rickey, Rob Brookman, Laretta Tagli

BMO Financial Group GOLD

BMO's In-House Creative Services Team

Equity Through Education Campaign

Creative: Rick Kuwayti, Grace Mistry, Renee Lantaigne, Sophia McDonnell, Bev Forster, Kim Hanson

CONSUMER RETAIL

Ally BRONZE

Anomaly

Payback

Client: Ally Marketing Team

Laurel Road GOLD

DeVito/Verdi

Laurel Road Youtube

Creative: Manny Santos, Mark Teringo, Wayne Winfield, Eric Schutte, Sal DeVito

Client: Alyssa Schaeffer

T. Rowe Price SILVER

imre

Strategic Investing

Creative: Meara Ranadive, Tokes Ojo-Ade, Alison Sieck, Robert Marbury, Michael Ponton, Robin Sacawa

Client: Meara Ranadive

SOCIAL MEDIA NON PAID

CORPORATE IMAGE

Bank of America GOLD, BEST IN SHOW (DM)

GroupeConnect

Camp Better Money Habits

Creative: Sue DeSilva, Rodney Raftery, Dana Schueller, Kelly Beaudin, Allie Wassum, Patrick Ferguson

Client: Misty Hadzima

Bank of America SILVER

Publicis Media (GroupeConnect)

World Economic Forum 2018

Creative: Allie Wassum, Julia Agger, James Biciocchi, Leah Ellner, Dana Schueller, Sion Rogers

Client: John von Brachel, Chris Smith

B2B

Barclays GOLD

In-House, Ogilvy & Mather New York

The Future of Work

Creative: Jared Barchus, Chris Curry, Jerry Dugan

Client: Kimberlee Mertz, Kari Herrig

Barclays SILVER

Ogilvy & Mather NY, Hogarth

Power of 2

Creative: Jared Barchus, Hannah Brion, Tracy McFarlane, Allison Gragnano, Michael Solomon, Erez Avshalom

Client: Kimberlee Mertz, Kari Herrig

State Street Global Advisors BRONZE

McCann New York

Fearless Girl: Bigger Stage. Bigger Impact.

Devika Bulchandani, Eric Silver, Pierre Lipton, Peter Powell, Gene Campanelli, Rob Rawley,

Client: John Brockelman, Stephen Tisdalle

CONSUMER RETAIL

Ally GOLD

Grey NY and In-House collaboration

Ally Big Save – Live Gameday Tweets

Client: Ally Marketing Team

Prudential Financial SILVER

In-House

Halloween Conversation Social Post

Creative: Joe Volpicelli, David Liemer, Keith Gormley, Jonathan Fernandez, Rachel Manning, Daniel Fessak

Client: Niharika Shah, Melissa Kivett

TD Ameritrade BRONZE

Creative Studio (In-House)

Social Media

Creative: Wendy Paipilla, Julie Kestner, Michael Yong, Joanna Thompson, Elayne Karp

Client: Tiziana Green, David Hamlett

EVENT MARKETING

CORPORATE IMAGE

Prudential Financial GOLD, BEST IN SHOW (CI)

Droga5

The Prudential Escape Room at Fast Company

Innovation Festival

Creative: Ray Del Savio, Jono Paull, Dustin Tomes, Becca Pottinger, Sam McCluskey

Client: Niharika Shah

B2B

AIG SILVER

In-House

Be Everywhere Guerilla Marketing

Creative: AIG Individual Retirement Marketing

E*TRADE Financial Corporation BRONZE

MullenLowe U.S. & In-House

National Association of Stock Plan Professionals 2018

E*TRADE Creative Services

Creative: Alex Booker, Anthony Boskinis, Julieth Monslave, Nick Sauer, Philip Sicklinger

Client: Magnus Greenacre, Julia Miller

Continued on next page ►

CONSUMER RETAIL

Ally **SILVER**

Grey NY, Ascendant and Spark

Ally #Own The Save

Creative: Stephanie Marciano

Client: Ally Marketing Team

Bank of America **BRONZE**

Enterprise Creative Solutions

Builder Reception and Exhibit at the PCBC Conference

Creative: Wade Poore, SueAnn Hougentogler, Ken Tattersall, Patty Heck, Stacy Stigelman, Charissa Messer

Client: Julie Stoklosa, Shawn Cass

Prudential Financial **GOLD**

In-House

Pennsylvania Women's Conference

Creative: Andrew Dalsass, Michael Di Iorio, Patty O'Brien,

Meg McMaster, Matt Devasto, Daniel Fessak

Client: Niharika Shah

PUBLIC RELATIONS

CORPORATE IMAGE

Boston Private **SILVER**

Vested

The Why of Wealth

Creative: Maggie Monaghan, Seres Lu, Eric Hazard

Prudential Financial **GOLD**

In-House

Spotlight on Newark

Creative: Alan Sexton, Discretion Winter, Caitrin O'Sullivan,

Alicia Rodgers Alston, Ron Varrial, Adam Hunter

Client: Niharika Shah

Prudential Financial **BRONZE**

In-House

Strengthening Prudential's Reputation Among

Creative: Washington Influencers, Laura Burke,

Andrew Simonelli, Katherine DeBerry, Korede Akinsete,

Sean Neary, Chris Donahoe

Client: Niharika Shah

B2B

Mobius Capital Partners **BRONZE**

Cognito

Launching Mobius Capital Partners

Client: Amy Thorne

Nuveen **GOLD**

MullenLowe

Reranking the Rich with the Forbes 400

Creative: Will Phipps, Alexandra Gordon, Myles Allpress,

Ben Salsky, Rebekah Pagis, Cameron Burnham

Client: Marty Willis, Reese Lackey

Protiviti **SILVER**

Prosek Partners

2019 'Executive Perspectives on Top Risks'

Survey Campaign

RBC Global Asset Management **SILVER**

Greentarget Global Group

Responsible Investing: Charting a Sustainable Advantage

Creative: Chris Dotson, Leah Comisso, Tony Cantinella,

Maryanne Sheehan, Lisa Seidenberg, Jessica DuBrock

Client: Maryanne Sheehan, Chris Dotson

CONSUMER RETAIL

Ally **SILVER**

Prosek and In-House

Letter to America

Client: Ally Marketing Team

INTEGRATED MARKETING

CORPORATE IMAGE

Prudential Financial **SILVER**

Druga5

The State of US

Creative: Ray Del Savio, Jono Paull, Dustin Tomes, Ted Meyer,

Tommaso Fontanella

Client: Niharika Shah

Prudential Financial **BRONZE**

In-House

Prudential Recruitment

Creative: Andrew Dalsass, Michael Di Iorio, Mike Dillon,

Antony James, Sally Ann Dalton, Kamila Calabrese

Client: Niharika Shah

Prudential Financial GOLD

Tribeca Studios

The Farm

Creative: Shawn Efran, Max McClellan, M. Brennan,
James Hammond
Client: Niharika Shah

B2B

Bank of America Merrill Lynch GOLD

Superunion

What would you like the power to do?

Creative: Jamie Ambler, Sheralyn Silverstein, David Gwynn,
Will-Anderson Beck, Vee Pinot, Amar Chebib
Client: Nancy Brennan, Caroline Sharp

OppenheimerFunds SILVER

McCann XBC

Global Campaign

Creative: Audrey Huffenreuter, Deirdre Virgie, Jacob Bakkila,
Meredith Niles, Erik Schneberger, Dana McCullough
Client: Wylie Kain, Leonor Palao

OppenheimerFunds BRONZE

McCann XBC

The OppenheimerFunds Challenge the Index Campaign

Creative: Audrey Huffenreuter, Deirdre Virgie, Jacob Bakkila,
Meredith Niles, Arjumand Asghar, Erik Schneberger,
Client: Wylie Kain, Leonor Palao

State Street Global Advisors GOLD

McCann New York

MDY: Crazy Enough to Work

Creative: Joyce King-Thomas, Pierre Lipton, Peter Powell,
Gene Campanelli, Deb Archambault, Rob Rawley
Client: John Brockelman, Stephen Tisdalle

CONSUMER RETAIL

Ally GOLD

Anomaly

Do It Right + Payback + Banksgiving

Client: Ally Marketing Team, Megan Audette

Ally SILVER

Mythic

Deposits Cross-Sell Campaign

Creative: Jenny Bryan, Beth Prus, Lee James, Teddy Shipley,
Mark Fisher, Josh Malchuk
Client: Ally Marketing Team

Citi/AAdvantage SILVER

Havas Worldwide

The Business of Adventuring

Creative: Lewis McVey, Melissa McNeil, Nicole Mizgalski
Client: Ann Won, Jennifer Loyless

E*TRADE Financial Corporation BRONZE

MullenLowe U.S.

This Is Getting Old

Creative: Alex Booker, Adam Calvert, Philip Sicklinger,
Tim Vaccarino, Jeff Vermeersch, Mark Wenneker
Client: Natalie Labuda

Prudential Financial GOLD

In-House and MediaMonks

The 80-Year-Old Millennial

Creative: Joe Volpicelli, Asia Giles, Patty O'Brien,
Kristina Trimmer, Merita Dinovic, Wesley ter Haar
Client: Niharika Shah

BRANDED CONTENT

CORPORATE IMAGE

AIG SILVER

MERGE Boston

The Washington Post, Brand Studio

The Best Kept Career Secret

Creative: Lisa Stevenson, Stephen Hindley,
Lori Curran, Kia Delgado, Erika Colbertaldo,
Ilya Leybovich

Client: Julia Pawling, Daniel Glantz

Bank of America GOLD

GroupeConnect

BuzzFeed

Camp Better Money Habits

Creative: SueDeSilva, Rodney Raftery, Dana
Schueller, Kelly Beaudin, Allie Wassum,
Megan Jones Client: Misty Hadzima

Citi SILVER

Publicis OneTeam

Life and Money by Citi

Creative: Jim Kotulka, Laura House, Kris Pito,
Rachel Kalagher, Beth Marrano, Marikate Finnegan
Client: Tad Ehrbar, Jenn Eldin

Continued on next page ►

Goldman Sachs **SILVER**

The Media Kitchen

TicToc

Goldman Sachs and TicToc Partnership

Anna Rudnick, Omar

Tucker, Jennie Held,

Caroline Patek

Client: Rich Latour, Kaydee Bridges

Guggenheim Partners **BRONZE**

In-House

Guggenheim Community Impact

Creative: Joana Piano, Daphne Haefliger, Crystina Yamamoto,

Lauren Coape-Arnold

Client: Robert Rutkoff, Kim Jozefiak

Legg Mason **BRONZE**

M&C Saatchi, SS&K, In-House

Thinking Independently, Together

Bully Pulpit Interactive

Creative: Phil Moore, Inkyung Seo, Ryan Rodgerson,

George Schott

B2B

J.P. Morgan Asset Management **GOLD**

In-House

Bloomberg

J.P. Morgan: Experts On Demand

Creative: Kate Gunning, Valerie Caro, Victoria Conlin,

Fabian Alvarez, Francesca Pinelli

Nuveen **SILVER**

MullenLowe

Forbes

Reranking the Rich with the Forbes 400

Creative: Will Phipps, Alexandra Gordon, Myles Allpress,

Ben Salsky, Rebekah Pagis, Cameron Burnham

Client: Marty Willis, Reese Lackey

OppenheimerFunds **BRONZE**

Havas Media

Quartz

Quartz x OppenheimerFunds 360-degree Videos

Creative: Michael Zhou, Noah Pisner, Slobodan Dabovic,

Soren Nieminen, Erik Schneberger

Client: Wylie Kain, Leonor Palao

CONSUMER RETAIL

AIG **BRONZE**

MERGE Boston

The Washington Post, Brand Studio

Are You Ready For A 40-Year Retirement?

Creative: Lisa Stevenson, Stephen Hindley, Lori Curran,

Kia Delgado, Erika Colbertaldo, Ilya Leybovich

Client: Julia Pawling, Daniel Glantz

Ally **SILVER**

In-House

OZY

Ally / OZY Partnership – “It Started with \$1”

Creative: Marion Cunningham, Kendall Morrow,

Beth Woodruff

Client: Ally Marketing Team

Charles Schwab **BRONZE**

Universal McCann

Investopedia

The Takeaway

Client: Bryan Raven

John Hancock **GOLD**

Heat, MaidenHouse

Fast Company, mSix

Retirement Community

Creative: Tony Capozzi, Catherine Dailey, Ricky Mahoney,

Mike Raymond, Evan Slater, Dan Smith

Client: Kate Ardini, Neil Carroll

OppenheimerFunds **BRONZE**

Havas Media

Quartz

Explore emerging markets in 360-degrees

Creative: Michael Zhou, Noah Pisner, Slobodan Dabovic,

Soren Nieminen, Liz Rioux-Christian

Client: Tess Skoller, Wylie Kain