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)
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
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 Herrig
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 Orlowski, Erik Schneberger

UBS  GOLD
Creative Solutions
Capabilities for professional baseball players
Creative: Donna Brodsky, Erin Sanders, Neil Gallagher, Maria Chang Nichols
Client: The BV Group

UBS  SILVER
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

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

BMO Capital Markets  SILVER
BMO’s In-House Creative Services Team
BMO One Stop Shop: BMO Delivers Great Deals
Creative: Rick Kuwayti, Sophia McDonnell, Bev Forster, Jill Hankee, Robin Richardson

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
Creative Studio (In-House)
PCS Trader Welcome Kit
Creative: Michael Yong, Stephanie Krysl, Joanna Thompson, Vincent Russo, Paul Lempa, Elayne Karp
Client: Danny Treinen, Wendy Gatarz

ConWEB
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 Sienkwicz
Client: Kimberlee Mertz, Matt Slivinski

Barclays  BRONZE
In-House, ESI Design
Barclays NY Headquarters: Eagles
Creative: Jonathan Grimm, Cara Buckley, Victor Bekker, Jay Sienkwicz
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 McMurtry, Scott Higgins, Rob Rawley
Client: John Brockelman, Stephen Tisdale

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 Eloe
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 Pilotope, 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: Ross Ellis

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: Ross Ellis

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

Oppenheimer Funds  GOLD
McCann XBC Cowboy
Creative: Audrey Huenreuter, 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)
CMGP
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 Wenneker
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 Wenneker
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

BMO Global Asset Management  SILVER
Puddle Creative
Creative: Rick Kuwayti, 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 Tisdale

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’Brien, 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 Bingham, Jennifer Bostic, Lauren Zingré
Client: Liz Bingham, 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

OpInnemerFunds  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, Ksenija 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 Hemig

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 Doehler, 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 Pfeiffenberger
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

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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 Tisdale

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: Katie Grafer

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 Maza, 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 Marcone

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
Devika Bulchandani, Eric Silver, Pierre Lipton, Peter Powell, Gene Campanelli, Rob Rawley,
Client: John Brockelman, Stephen Tisdale

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

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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 Commissio, 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
Droga5
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/AAAdvantage  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: Sue DeSilva, 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

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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

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, Maiden House
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