WELCOME TO THE JUNGLE

Celebrating creative excellence in financial marketing and communications
Welcome from the FCS CEO

Dear Members and Friends of the FCS,
Welcome to the 27th Annual FCS Portfolio Awards Gala – the triumphant return of our legendary celebration of an awards competition that has come to define our profession of financial marketing. And like that profession, and the financial services industry itself, Portfolio continues to grow, evolve and expand.

For this year’s competition we expanded our recognition to include the critical field of Employee Communications. We added new categories, like Media Strategy and Event Sponsorship, and we refined our various Digital Media categories as technology and consumer behavior continue to shape how we engage with our audiences. We invited the agencies and resource partners so embedded in the success of our financial marketing ecosystem to be recognized for the work behind their own brands. Twenty-one of these firms have earned trophies in our inaugural Financial Industry group.

Overall our competition set new records again, with more than 100 companies submitting entries, and 80+ brands winning an amazing total of 263 trophies. We are proud to recognize the creative excellence of all the marketing and communications works honored tonight.

The FCS isn’t just about Recognition. Our mission is expressed in three simple but impactful words: Community, Education, Philanthropy.

Despite the pandemic keeping us from getting together in-person on a regular basis, we actually grew our community over the past 18 months. Whether you measure our “togetherness” by Quality – like our ongoing Mentoring Program (now entering its 3rd year) – or by Quantity (we added 40 brand new Corporate Memberships since September 2020), the FCS Community remains highly engaged.

That engagement is driven by our events, the Education component of our mission. Since the shutdown of March 2020, we’ve held 28 virtual events (including 2 award shows), plus 32 Members Only events that featured conversations with CMO-level executives from our industry’s leading brands—many of them picking up trophies tonight.

Through the FCS Members Only Virtual Event Series (MOVES), we donated $32,000 to a host of children’s charities, selected by our speakers (see page 44). And our Philanthropy continues, with our Hope & Heroes Walk scheduled for Sunday, September 26, and our return to our FCS Race for Kids charity fundraiser in Stowe, Vermont, set for January 6-9, 2022.

We have all been through much over the past year, personally and professionally. And the FCS is grateful to have not only survived, but to have grown stronger, during this difficult time. We could not have done it without the support of every one of our members, our sponsors, our committees, our Board Directors, and all of our industry colleagues who attend our events. Thank you.

For tonight’s celebration, there are many individuals to thank for their specific efforts in making our homecoming to the Ziegfeld a success. Our thanks to the Portfolio Committee (see page 47) for their tireless efforts in managing the record number of entries and winners this year – and especially Portfolio co-chair and Board Vice Chair Tom Jago of The Ward Group, who personally recruited our Judging Panel (see page 11) as well as tonight’s Presenters (see page 17). Cheers to new FCS Board Director Kristie Hart of Reuters for returning to her role as Gala emcee. Our thanks to Living Group, our creative agency of record, for their design and branding work, including our event mark, our advertising, and tonight’s event journal – and tomorrow’s online winners journal. And finally we offer a standing ovation to Anniken and Bob McKeon of McKeon Productions, our long-time partners who coordinated our online entry process, judging and tonight’s audio/visual program.

The FCS is the only national not-for-profit industry association for financial marketers and our success is defined by the people who actively drive our organization. As we head into our 55th Anniversary next year, we are grateful and humbled by the support of all who participate in our various events and activities: from our speakers and presenters who graciously donate their talent, to our sponsors who generously donate their treasure, to our volunteer Board and committee members who selflessly donate their time.

Congratulations to all of tonight’s winners! Enjoy this celebration, you’ve earned it.
Sponsors

Gold Sponsor

Silver Sponsor

Bronze Sponsor

JUDGES’ CHOICE AWARD

AGENCY OF RECORD

PRODUCTION PARTNER FOR THE AWARDS COMPETITION & GALA

TABLE SPONSORS

Bloomberg Media
Dianomi
FT
Havas
Invesco
Investopedia
Living Group
McCann

Merge
Morgan Stanley
Publicis
Reuters
SmartBrief
Wall Street Journal | Barron's
Yieldstreet
OUR JUDGES

THE WINNERS
The judges

Maurice Williams
Art Director, Corporate Communications, AIG

Jim Bentubo
Director of Content Strategy, Ally Financial

Joanna McCormick
VP Brand Planning, Advertising & Media, Ameriprise

Steve Strohm
Group Creative Director, SVP, Bank of America

Akua Hutchful
Vice President, Acquisitions, Barclays

Nadia Pringle-Davis
Director, Marketing Strategy, BlackRock

Paul Patella
Global Head of Communications, Treasury Services, BNY Mellon

Katrina Eddie
VP, Corporate Communications, BNY Wealth

Paula Pullano
Global Head of Marketing for Governance and Communications, Broadridge

Shelly Danse
Senior Vice President, Strategic Partnerships, Carpenter Group

Tapasya Govindarajan
SVP, Head Global Brand Advertising, Citi

Sal Cilella
ED, Head of Digital Marketing & Strategy, CME Group
The judges

Tim Mamis
VP, Creative Director of Brand Management, Eaton Vance

Deidre Campbell
Chair, Financial Services Sector, Edelman

Natalie Labuda
Senior Director of Marketing, Advertising & Social Media, E*TRADE

Regine Fiddler
Chief Marketing Officer NA, Hiscox

Andrea Marshall
Head of Digital and Client Journeys, Invesco

Leonor Palao
VP, Brand, J.P. Morgan Asset Management

Mary Chung
Managing Director, Lansoms Intermarket

Petek Pekgoz
SVP Global Head of Digital, Lazard Asset Management

Paul Leibowitz
President & Chief Creative Officer, Leibowitz Branding & Design

Elena French
Senior Vice President - Corporate Communications, Lincoln Financial

Kate Shaw
Chief Executive Officer, Living Group

Betsey Locke
SVP, Head of Brand, Advertising & Sponsorships, M & T Bank
The judges

Nicola Grant
SVP, Consumer Marketing, Mastercard

Spencer Deadrick
Head of Creative, MassMutual

Ivan Cayabyab
Executive Director, Morgan Stanley

Cheryl Gilberg
Managing Director, Head of Corporate Communications & Marketing, Mizuho Group

David Williams
Corporate Vice President, Advertising & Sponsorships, New York Life

Christin Bacon
SVP, Head of Digital Investment Advice, Northern Trust

Maryann Harwood
Senior Vice President, CI&B and Retail Lending Marketing, PNC

Samantha Norquist
Vice President, Prosek Partners

Dan Allocca
Managing Director, Prosek Partners

Tim Hart
Managing Director-Americas, Ptarmigan Media

Jennifer Grazel
Chief Marketing Officer, RBC Capital Markets

Marisa Ricciardi
Founder & CEO, Ricciardi Group
The judges

Sarah Locklear
Vice President, Brand Marketing Director, State Street Global Advisors

Amy Leung
SVP, Head of Digital Marketing Strategy, TD Bank

Niharika Shah
CMO, The TIFIN Group

Beth Mealey
Head of Global Brand Strategy & Marketing, T. Rowe Price

Christina Bertinelli
Managing Director, Vested

Chris Breslin
Vice President, Communications, Voya Financial
The winners

JUDGES’ CHOICE

BEST IN SHOW

CORPORATE IMAGE

B2B

CONSUMER RETAIL

EMPLOYEE COMMUNICATIONS
Judges’ Choice

Citi
Publicis New York / Publicis Latvia
Corporate Image / Television: Single
America The Beautiful
Creative: Andy Bird, Jeremy Filgate, Aaron Blazey, Rit Bottorf, Andrey Tyukavkin, Tim LeGallo
Client: Tina Davis, Carla Hassan
Best in Show

B2B
State Street Global Advisors
McCann New York
DIA: Make Sure You Can Get Out
Creative: Peter Powell, Gene Campanelli, Tamara Lecker, Amber Greenwald, Rob Rawley, Daniel Lammon
Client: John Brockelman, Kristie Tillinghast

Consumer Retail
Citi
Publicis New York
Television: Single: The List
Creative: Andy Bird, Jeremy Filgate, Nicholas Rezabek, Lea Platz, Chloe Grindle, Deanna Solis
Client: Carla Hassan, Nikki Darden

Corporate Social Responsibility
Citi
Publicis New York / Publicis Latvia
Social Media: Organic: America The Beautiful
Creative: Andy Bird, Jeremy Filgate, Aaron Blazey, Rit Bottorf, Andrey Tyukavkin, Tim LeGallo
Client: Tina Davis, Carla Hassan

Employee Communications
Morgan Stanley
Integrated Marketing
Morgan Stanley At Work
Creative: Steve Stano, Lisa Kolker Brocato, Bill Anstadt, Cindy Lindenbaum, Nicholas Barrameda, Leigh Solomon

Corporate Image
Citi
Publicis New York / Publicis Latvia
Web Video: America The Beautiful
Creative: Andy Bird, Jeremy Filgate, Aaron Blazey, Rit Bottorf, Andrey Tyukavkin, Tim LeGallo
Client: Tina Davis, Carla Hassan

Multicultural
Citi
Publicis New York / Publicis Latvia
Web Video: America The Beautiful
Creative: Andy Bird, Jeremy Filgate, Aaron Blazey, Rit Bottorf, Andrey Tyukavkin, Tim LeGallo
Client: Tina Davis, Carla Hassan
## Annual Reports

<table>
<thead>
<tr>
<th>Financial Institution</th>
<th>Corporate Image</th>
</tr>
</thead>
<tbody>
<tr>
<td>Goldman Sachs</td>
<td>Forsman &amp; Bodenfors, Media Kitchen, Sequel</td>
</tr>
<tr>
<td><strong>Goldman Sachs Sustainable Finance: The Imperative and The Opportunity</strong></td>
<td><strong>Creative:</strong> David Phan, Claudette Marin, Rob Hirst-Hermans, Jose Maria Almeida Neves</td>
</tr>
<tr>
<td><strong>Client:</strong> Rosie Johnson, Jason Hill</td>
<td></td>
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<tr>
<td>Westwood Group Holdings</td>
<td>Carpenter Group</td>
</tr>
<tr>
<td><strong>Future in Focus — 2019 Annual Report</strong></td>
<td><strong>Creative:</strong> Chris Hoch, Victoria Pohlmann</td>
</tr>
<tr>
<td><strong>Client:</strong> Sheana Suek, Takaki Renn</td>
<td></td>
</tr>
<tr>
<td>Auburn Bank</td>
<td>Scout</td>
</tr>
<tr>
<td><strong>AuburnBank 2019 Annual Report - Champions of You</strong></td>
<td><strong>Creative:</strong> Betsy Morrison, Peter Harris, Penny Capawana, Jackie Goldman</td>
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<tr>
<td><strong>Client:</strong> Bob Dumas, David Hedges</td>
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## Branded Content: Audio

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<th>Financial Institution</th>
<th>Corporate Image</th>
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<tbody>
<tr>
<td>Bank of America</td>
<td>GroupeConnect, <em>The New York Times That Made all the Difference Podcast</em></td>
</tr>
<tr>
<td><strong>Creative:</strong> Kristen Sargeon, Doug Salmon, Alisha Cargill, Caroline Neumann Amanda Dalton, Brian Noyes</td>
<td></td>
</tr>
<tr>
<td><strong>Client:</strong> Alicia Burke, John von Brachel</td>
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## Branded Content: Copy & Design

<table>
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<tr>
<th>Financial Institution</th>
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<tbody>
<tr>
<td>Bank of America</td>
<td>GroupeConnect</td>
</tr>
<tr>
<td><strong>Merrill Women’s Program</strong></td>
<td><strong>Creative:</strong> Kristen Sargeon, Carly Hurwitz, Alyssa Gallagher, Emily Fitzpatrick, Kristen Fritz, Tyler Chapin</td>
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<tr>
<td><strong>Client:</strong> Heather Hallett</td>
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## Branded Content: Event

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<tr>
<td>Bank of America</td>
<td>GroupeConnect</td>
</tr>
<tr>
<td><strong>Bank of America Presents: Better Money Habits: Money Talks</strong></td>
<td><strong>Creative:</strong> Katherine Saxon, Azul De Mendieta, Jane Ricker, Gessenia Votta, Elizabeth Page, Diana Tomkiewicz</td>
</tr>
<tr>
<td><strong>Client:</strong> Hannah Campbell, Misty Hadzima</td>
<td></td>
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## Branded Content: Integrated

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<tr>
<th>Financial Institution</th>
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<tbody>
<tr>
<td>Charles Schwab</td>
<td>Courageous Studios, CNN</td>
</tr>
<tr>
<td><strong>Breakaway</strong></td>
<td><strong>Creative:</strong> Richard Butterworth, Judy Moy, Emily Chao, Dak Stiga, Andrew Smith, Kate LaBrecque</td>
</tr>
<tr>
<td><strong>Client:</strong> Leila Chism, Valerie Constable</td>
<td></td>
</tr>
<tr>
<td>Ally Bank</td>
<td>Mediacom, The Wall Street Journal</td>
</tr>
<tr>
<td><strong>Moments Done Right</strong></td>
<td><strong>Creative:</strong> Will Misselbrook, Julia Doran, Nam Le, Joseph Giannone, Way-Fan Chang, Gabi Flora</td>
</tr>
<tr>
<td><strong>Client:</strong> Daciay Quenah, Meredith Dack</td>
<td></td>
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<tr>
<td>Nuveen</td>
<td>In-House, CNBC / NBC Universal</td>
</tr>
<tr>
<td><strong>2020 Nuveen CNBC Opening Bell Sponsorship</strong></td>
<td><strong>Creative:</strong> Ken Waddell, Mary McCall, Jake Holtgrew, Ian Manger, Katie Nealon</td>
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## Branded Content: Video

<table>
<thead>
<tr>
<th>Award</th>
<th>Company</th>
<th>Agency</th>
<th>Creative</th>
<th>Client</th>
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<tbody>
<tr>
<td><strong>GOLD</strong></td>
<td>USAA</td>
<td>Courageous Studios, CNN</td>
<td>Small Town Heroes</td>
<td>Encarnacion Torres, Tiffany Fudge</td>
</tr>
<tr>
<td><strong>SILVER</strong></td>
<td>Ally Financial</td>
<td>Anomaly, MKTG, MediaCom, RGA, TIME</td>
<td>Moguls in the Making</td>
<td>Leila Chism, Valerie Constable</td>
</tr>
<tr>
<td><strong>BRONZE</strong></td>
<td>Charles Schwab</td>
<td>Courageous Studios, CNN</td>
<td>Breakaway</td>
<td>Rebecca Eyre, Nancy Brennan</td>
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## Digital Collateral

<table>
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<th>Award</th>
<th>Company</th>
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<tbody>
<tr>
<td><strong>GOLD</strong></td>
<td>Morgan Stanley</td>
<td>In-House</td>
<td>Diversity and Inclusion Annual Report</td>
<td>Lorna Boucher, Meaghan Fitzpatrick</td>
</tr>
<tr>
<td><strong>SILVER</strong></td>
<td>Greystone</td>
<td>In-House</td>
<td>Greystone 2020 Digital Holiday Card</td>
<td>Deidre Reed, John Ball, Erin Henson</td>
</tr>
<tr>
<td><strong>BRONZE</strong></td>
<td>Bank of America</td>
<td>Enterprise Creative Solutions</td>
<td>Giving and Racial Equity eBrochure</td>
<td>Bob Holcomb</td>
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## Display / Rich Media

<table>
<thead>
<tr>
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<th>Company</th>
<th>Agency</th>
<th>Creative</th>
<th>Client</th>
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<tbody>
<tr>
<td><strong>GOLD</strong></td>
<td>Instinet, LLC</td>
<td>Thinkso Creative</td>
<td>Trade Better Green Campaign</td>
<td>Andrea Brimmer, Jay Sherman-Godfrey, Brett Traylor, Amie Ruhe</td>
</tr>
<tr>
<td><strong>SILVER</strong></td>
<td>Atria Wealth Solutions</td>
<td>MiresBall</td>
<td>&quot;Advisors in-Flux&quot; skins</td>
<td>Andrea Brimmer, Amie Ruhe</td>
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</tbody>
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## Event Marketing

<table>
<thead>
<tr>
<th>Award</th>
<th>Company</th>
<th>Agency</th>
<th>Creative</th>
<th>Client</th>
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<tbody>
<tr>
<td><strong>GOLD</strong></td>
<td>Ally Financial</td>
<td>CAMP Inc.</td>
<td>Ally and CAMP Virtual Celebrations</td>
<td>Andrea Brimmer, Bridget Sponsky, Beth Woodruff, Rosalyn Fresard, Selim Ayvildiz, MJ Wilson</td>
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</tbody>
</table>

## Direct Mail

<table>
<thead>
<tr>
<th>Award</th>
<th>Company</th>
<th>Agency</th>
<th>Creative</th>
<th>Client</th>
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<tbody>
<tr>
<td><strong>GOLD</strong></td>
<td>Greystone</td>
<td>In-House</td>
<td>Greystone 2020 Print Holiday Card</td>
<td>Alphonso Johnson</td>
</tr>
</tbody>
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## Corporate Image

### Creative:
- Cassandra Evanisko, Richard Butterworth, Joel Blanco, Amanda Baumgart, Scott Burton, Kate Richardson
- Andrea Brimmer, Bridget Sponsky, Beth Woodruff, Selim Ayvildiz, Natalie Brown, Alexander Wallace
- Richard Butterworth, Judy Moy, Emily Chao, Dak Stiga, Andrew Smith, Kate LaBrecque
- Deidre Reed, John Ball, Erin Henson
- Andrea Brimmer, Bridget Sponsky, Beth Woodruff, Selim Ayvildiz, Rosalyn Fresard, Jim Bentubo
- Heather Edmunds, Stacy Carcaci, Kara Schemmel, Debbie Warburton, Charissa Messer
- Lorna Boucher, Meaghan Fitzpatrick
- Deidre Reed, John Ball, Erin Henson
- Andrea Brimmer, Bridget Sponsky, Beth Woodruff, Selim Ayvildiz, Rosalyn Fresard, Jim Bentubo
<table>
<thead>
<tr>
<th>External Communications Audio</th>
<th>Integrated Marketing</th>
<th>Media Strategy Innovation</th>
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<tbody>
<tr>
<td><strong>BlackRock</strong>&lt;sup&gt;1&lt;/sup&gt;</td>
<td><strong>Goldman Sachs</strong></td>
<td><strong>Ally Financial</strong></td>
</tr>
<tr>
<td>In-House</td>
<td>Goldman Sachs&lt;sup&gt;2&lt;/sup&gt;</td>
<td>Ally Financial</td>
</tr>
<tr>
<td><em>The Bid podcast by BlackRock</em></td>
<td>forsed&amp;bodenfors, Media Kitchen</td>
<td>Ally and Animal Crossing</td>
</tr>
<tr>
<td><strong>Creative:</strong> Rich Latour, Emma Sweet</td>
<td><em>Goldman Sachs #MakeSmallBig Holiday Market</em></td>
<td>Creative: Andrea Brimmer, Bridget Spoonsky, Rosalyn Fresard, Magen Murray, Matthew Fegert</td>
</tr>
<tr>
<td><strong>Morgan Stanley</strong>&lt;sup&gt;1&lt;/sup&gt;</td>
<td><strong>Silver</strong></td>
<td><strong>Client:</strong> Magen Murray</td>
</tr>
<tr>
<td>At Will Media</td>
<td><strong>Morgan Stanley</strong></td>
<td><strong>Morgan Stanley</strong>&lt;sup&gt;1&lt;/sup&gt;</td>
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<tr>
<td><em>Thoughts on The Market Podcast</em></td>
<td>In-House, Spark Foundry</td>
<td>In-House, Spark Foundry</td>
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<tr>
<td><strong>Creative:</strong> William Horn, Thomas Rhoades, Elliot Davis, Mitch Bluestein, Fernando Feneyte</td>
<td><strong>Morgan Stanley Firmwide Media Strategy – Capitalizing on the Momentum of a “Moment”</strong></td>
<td><strong>Morgan Stanley Firmwide Media Strategy – Capitalizing on the Momentum of a “Moment”</strong></td>
</tr>
<tr>
<td><strong>Client:</strong> D’Archy Carr, Simon Bound</td>
<td><strong>Creative:</strong> Jessica Schnurr, Julie Collins, Selena Powers-Enright, Nicholas Barrameda, Andrea Firestone, Olamide Oladipo</td>
<td><strong>Creative:</strong> Jessica Schnurr, Julie Collins, Selena Powers-Enright, Nicholas Barrameda, Andrea Firestone, Olamide Oladipo</td>
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<tr>
<td><strong>Morgan Stanley</strong>&lt;sup&gt;1&lt;/sup&gt;</td>
<td><strong>Silver</strong></td>
<td><strong>Nuveen</strong>&lt;sup&gt;1&lt;/sup&gt;</td>
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<tr>
<td>In-House</td>
<td><strong>Nuveen COVID-19 Response</strong></td>
<td>In-House, Spark Foundry</td>
</tr>
<tr>
<td><em>Now, What’s Next? Podcast</em></td>
<td><strong>Creative:</strong> Tara Giuliani, Eugene Colter, Gemma Young, Jessica Greaney, Jessica Greaney</td>
<td><strong>Creative:</strong> Tara Giuliani, Eugene Colter, Gemma Young, Jessica Greaney, Jessica Greaney</td>
</tr>
<tr>
<td><strong>Creative:</strong> William Horn, Yu Wong, George Kimmerling, Miriam Johnson, Domonic Girard, Sonari Glinton</td>
<td><strong>Nuveen “Make Your Impact” Forbes Campaign</strong></td>
<td><strong>Creative:</strong> Tara Giuliani, Eugene Colter, Gemma Young, Jessica Greaney, Jessica Greaney</td>
</tr>
<tr>
<td><strong>Goldman Sachs</strong></td>
<td><strong>Creative:</strong> Ken Waddell, Mary McCall, Wil Cruz, Jake Holtgrewe, Kristen Brady</td>
<td><strong>Creative:</strong> Tara Giuliani, Eugene Colter, Gemma Young, Jessica Greaney, Jessica Greaney</td>
</tr>
<tr>
<td><strong>Silver</strong></td>
<td><strong>Morgan Stanley Local Brand Impact</strong></td>
<td><strong>Creative:</strong> Tara Giuliani, Eugene Colter, Gemma Young, Jessica Greaney, Jessica Greaney</td>
</tr>
<tr>
<td><strong>Creative:</strong> Christopher Warmanen, Vito Sabsay, Jamie Belden, Charissa Messer, Ken Ber, Laura Keehan</td>
<td><strong>Morgan Stanley’s 85th Anniversary</strong></td>
<td><strong>Creative:</strong> Leigh Solomon, Victoria LaVilla, Adam Greiss, Tom Monahan, Melissa Scauri, Sheila Welch</td>
</tr>
<tr>
<td><strong>Client:</strong> Sue Burton, Michele Barlow</td>
<td><strong>Creative:</strong> Leigh Solomon, Victoria LaVilla, Adam Greiss, Tom Monahan, Melissa Scauri, Sheila Welch</td>
<td><strong>Creative:</strong> Leigh Solomon, Victoria LaVilla, Adam Greiss, Tom Monahan, Melissa Scauri, Sheila Welch</td>
</tr>
</tbody>
</table>
**Media Strategy Traditional**

- **GOLD**
  - **Bank of America**
    - In-House, GroupeConnect
    - *Bank of America MLB Let’s Rally Campaign*
    - Creative: Liz Taylor, Sue DeSilva, Mark Philip, Douglas Salmon, Curtis Loughran, Nicole Hayes, Magen Murray

- **SILVER**
  - **Morgan Stanley**
    - In-House, Spark Foundry
    - *Morgan Stanley Firmwide Media Strategy – Capitalizing on the Momentum of a “Moment”*
    - Creative: Jessica Schnurr, Julie Collins, Selena Powers-Enright, Nicholas Barrameda, Andrea Firestone, Olamide Oladipo

**Out-of-Home: Single**

- **GOLD**
  - **Goldman Sachs**
    - forsun & bodenfors, Media Kitchen
    - *Goldman Sachs #MakeSmallBig Holiday Market at Brookfield Place*
    - Creative: Claudette Martin, Rob Hirst-Hermans, Cindy Hernandez, Jose Maria Almedia Neves, Zach Stone, Kim Jose
    - Client: Rosie Johnson, Jason Hill

- **SILVER**
  - **Morgan Stanley**
    - Framestore
    - *Lights on Summer Analysts and Associates*
    - Creative: Johnny Dixon, Robin Carlisle, Marta Dopierala
    - Client: Lauren Berger, Morgan Moubayed

- **BRONZE**
  - **Morgan Stanley**
    - Bloomberg
    - *Lights on Broadway 2020*
    - Creative: Sven Bodin, Trey Gregory, Hansel Perez, Lisa Ly, Amber Magee
    - Client: Joan Steinberg, Sarah Higgins

**Out-of-Home: Campaign**

- **GOLD**
  - **Barclays**
    - In-House, ESI Design
    - *Seasonal Eagles*
    - Creative: Tania van Bergen, Sarah Jackson, Jonathan Crimm, Cara Buckley, Jay Sienkwicz, Stephanie Land
    - Client: Kimberlee Mertz, Matthew Slivinski

- **SILVER**
  - **Morgan Stanley**
    - In-House
    - *The Strength of Diversity and Inclusion OOH Program*
    - Creative: Jared Beeson
    - Client: Nathan Stein, Susan Reid

- **BRONZE**
  - **Morgan Stanley**
    - In-House
    - *Sustainability on Display OOH Program*
    - Creative: Jared Beeson, Audrey Choi, George Kimmerling
    - Client: Demesha Hill

**Print: Single**

- **GOLD**
  - **Nuveen**
    - In-House
    - *Nuveen “Make Your Impact” Forbes Print Spread*
    - Creative: Mary McCall, Wil Cruz, Traci Kunath, Matthew McGarry
Print: Campaign

Bank of America
Enterprise Creative Solutions
2020 LGBT+ Pride Ad Campaign
Creative: Natalie Christofides, Christine Taylor, Ken Berl, Nicole Young, Laura Keehan, Charissa Messer
Client: Ric Gibbons, Michelle Barlow

Social Media Organic

Citi
Publicis New York / Publicis Latvia
America The Beautiful
Creative: Andy Bird, Jeremy Filgate, Aaron Blazey, Rit Bottorf, Andrey Tyukavin, Tim LeGallo
Client: Tina Davis, Carla Hassan

Print Collateral

Morgan Stanley
In-House
Morgan Stanley Investment Management Diversity and Inclusion Brochure
Creative: Roderick Amurao, Katherine Dispolo
Client: Vicky Berke, Fred Montiel

Goldman Sachs
forsman & bodenfors, Media Kitchen
Goldman Sachs #MakeSmallBig Holiday Market IG Takeover
Creative: Claudette Martin, Rob Hirst-Hermans, Cindy Hernandez, Jose Maria Almedia Neves, Zach Stone, Kim Jose
Client: Jason Hill, Meaghan Morelli

Public Relations

Bank of America
Foundry 360
Local Impact
Creative: Josh Lerman, Ellen Stark, Jennifer Tuozzolo, Syndi Becker
Client: John von Brachel, Amy Stroud

CFA Institute
Living Group
Creating one of 2020’s Top Voices
Creative: Kevin Windorf, Hannah Gilmore, Vanessa Sandri, Emma Overeem, Jim Campbell
Client: Matt Hickerson, Carly Hall

Citi
Publicis New York
Lives
Creative: Andy Bird, Jeremy Filgate, Rit Bottorf, Aaron Blazey, Tim LeGallo
Client: Tina Davis, Carla Hassan

Goldman Sachs
forsman & bodenfors, Media Kitchen
Goldman Sachs #MakeSmallBig Holiday Market IG Takeover
Creative: Claudette Martin, Rob Hirst-Hermans, Cindy Hernandez, Jose Maria Almedia Neves, Zach Stone, Kim Jose
Client: Jason Hill, Meaghan Morelli

Citi
Publicis New York
Action for Racial Equity
Creative: Andy Bird, Jeremy Filgate, Laronda Davis, Emily Aberg, Richard Beahm, Chad Corbin
Client: Tina Davis, Carla Hassan

John Hancock
Courageous Studios
Reimagining Wealth
Creative: Cassandra Evanisko, David Michael, Sara Intrator, Hana Jakobs, Imani Paul
Client: Lindsay Sutton, Leslie Dell’Anno

Morgan Stanley
In-House
Lights on Summer Analysts and Associates
Creative: Johnny Dixon, Robin Carlisle, Marta Dopierala
Client: Lauren Berger, Morgan Moubayed

Splitit
The Ricciardi Group
Splitit Q4 Consumer Campaign
Creative: Jennifer Ogden, Kevin Roddy
Client: Melanie Vala, Rob Gaige

Social Media: Paid

American Century Investments
Deirdre Virgie and Audrey Huffenreuter
How Will You Play It?
Creative: Audrey Huffenreuter, Deirdre Virgie, Tony Frenking, Lisa Vachelek, Maria Huggins, Jandle Johnson
Client: Erik Schneberger, Krisha Newham

Citi
Publicis New York
It Starts With a Question
Creative: Andy Bird, Jeremy Filgate, Lea Platz, Nicholas Rezabek, Chloe Grindle, Deanna Solis
Client: Tina Davis, Carla Hassan

John Hancock
Courageous Studios
Reimagining Wealth
Creative: Cassandra Evanisko, David Michael, Sara Intrator, Hana Jakobs, Imani Paul
Client: Lindsay Sutton, Leslie Dell’Anno

Splitit
The Ricciardi Group
Splitit Q4 Consumer Campaign
Creative: Jennifer Ogden, Kevin Roddy
Client: Melanie Vala, Rob Gaige
Sponsorship Marketing

**Ally Financial**

MKTG

*Ally Racing: Thank You Jimmie*  
*Creative*: Emily Spiegel, Tina Kouchinsky, Matt Sych, Emily Crabtree, Nigel Standish, Aiden McNerney  
*Client*: Andrea Brimmer, Bridget Sponsky

**American Century Investments**

In-House; Deirdre Virgie and Audrey Huffenreuter  
*How Will You Play It?*  
*Creative*: Audrey Huffenreuter, Deirdre Virgie, Tony Frerking, Raylene Wetzel, Maria Huggins, Jandle Johnson  
*Client*: Erik Schneberger, Krisha Newham

**Bank of America**

GroupeConnect  
*Bank of America MLB Let’s Rally Campaign*  
*Creative*: Liz Taylor, Sue DeSilva, Andre Santa Cruz, Caio Batista, Mark Phillip, Nicole Hayes  
*Client*: Cindy Nguyen, Brian Rohrman

Television: Single

**Citi**

Publicis New York / Publicis Latvia  
*America The Beautiful*  
*Creative*: Andy Bird, Jeremy Filgate, Aaron Blazey, RIt Bottorf, Andrey Tyukavkin, Tim LeGallo  
*Client*: Tina Davis, Carla Hassan

**American Century Investments**

Deirdre Virgie and Audrey Huffenreuter  
*How Will You Play It?*  
*Creative*: Audrey Huffenreuter, Deirdre Virgie  
*Client*: Erik Schneberger, Krisha Newham

**Tradeweb Markets**

Thinkso/In-House  
*Tradeweb Now It Does.*  
*Creative*: Edward Diosy, Brett Taylor, Jay Sherman-Godfrey, Chris Riely, Vanessa Arnone, Sarofsky  
*Client*: Michael Cohen

Television: Campaign

**Citi**

Publicis New York  
*International Day of the Girl: It Starts With a Question*  
*Creative*: Andy Bird, Jeremy Filgate, Lea Platz, Nicholas Rezabek, Chloe Grindle, Deanna Solis  
*Client*: Tina Davis, Carla Hassan

**Bank of America**

GroupeConnect  
*Commencement*  
*Creative*: Liz Taylor, Nicole Hayes, Audra Curran, Mick McCabe, Caio Batista, André Santa Cruz  
*Client*: Matthew Black, Michele Barlow

**Citi**

Publicis New York  
*Racial Equity*  
*Creative*: Andy Bird, Jeremy Filgate, Laronda Davis, Emily Aberg, Richard Beahm, Chad Corbin  
*Client*: Tina Davis, Carla Hassan
**Visual Identity: Logo**

**GOLD**

**Dianomi**
- Living Group
- **Creative:** Tim Phelan, Emma Overeem, Sarah Fink, Jim Campbell, Kevin Windorf, Duncan Shaw
- **Client:** Rupert Hodson, Natalia Kudryk

**SILVER**

**Venture Visionary Partners**
- Leibowitz Branding & Design
- **Creative:** Jason Wheeler, Gerald Morin, John Staton, Ben Swanson
- **Client:** Gordy Abel, Craig Findley

**BRONZE**

**Interchange Capital Partners**
- Leibowitz Branding & Design
- **Creative:** Gerald Morin, Ivan Caro, Yu Fu, Ben Swanson
- **Client:** Gordy Abel, Ahmie Baum

**Visual Identity System**

**GOLD**

**Morgan Stanley**
- **Creative:** Steve Stano, Lisa Kolker Brocato, Bill Anstadt, Vildia Samaniego, Michelle Kessel
- **Client:** Brian McDonald, Stephanie Glassow

**SILVER**

**Janus Henderson Investors**
- **Creative:** Godfrey Chan, Michael Yong, Darshan Chokshi, Heidi Che
- **Client:** Alexis Bedore, Mary Jane Dulanob

**TD Ameritrade**
- **Creative:** Faith Deutsch, Suzanne Winn, Harley Wilkins, Jenn Leveault, Ariel Ranieri
- **Client:** Sarah Chodera

**BRONZE**

**Mesirow**
- **Creative:** Robin Stano, Lisa Kolker Brocato, Bill Anstadt, Vildia Samaniego, Michelle Kessel
- **Client:** Brian McDonald, Stephanie Glassow

**Web Video**

**GOLD**

**Citi**
- **Creative:** Andy Bird, Jeremy Filgate, Rit Bottrif, Aaron Blazey, Tim LeGallo
- **Client:** Tina Davis, Carla Hassan

**SILVER**

**Citi**
- **Creative:** Andy Bird, Jeremy Filgate, Rit Bottrif, Aaron Blazey, Tim LeGallo
- **Client:** Tina Davis, Carla Hassan

**SILVER**

**Citi**
- **Creative:** Andy Bird, Jeremy Filgate, Lea Platz, Nicholas Rezabek, Chloe Grindle, Deanna Solis
- **Client:** Tina Davis, Carla Hassan

**BRONZE**

**John Hancock**
- **Creative:** Faith Deutsch, Suzanne Winn, Harley Wilkins, Jenn Leveault, Ariel Ranieri
- **Client:** Sarah Chodera

**GOLD**

**Dianomi**
- **Creative:** Tim Phelan, Emma Overeem, Sarah Fink, Jim Campbell, Kevin Windorf, Duncan Shaw
- **Client:** Rupert Hodson, Natalia Kudryk
Website

**GOLD**

*Hightower Advisors*

In-House

*The Well-th Report*

*Creative:* Alana Stramowski, Nicole Hornung, Meghan McCartan, Theresa Gralinski, Natalie Kirst, Kate Arends

**GOLD**

*Instinet, LLC*

Thinkso Creative

*Fintech at Fifty Graphic Novel Microsite*

*Creative:* Shelley Batuyong, Jay Sherman-Godfrey, Amie Ruhe

*Client:* Lorna Boucher, Meaghan Fitzpatrick

**SILVER**

*Nuveen*

In-House

*Nuveen “Make Your Impact” Landing Page*

*Creative:* Mary McCall, Jake Holtgrowe, Wil Cruz, Kristen Brady, Matthew McGarry

**BRONZE**

*Bank of America*

GroupeConnect

*Bank of America Presents: Better Money Habits – Coronavirus Response*

*Creative:* Jane Ricker, Lauren Pazzaneze, John Gates, Patrick Hammond, Neil Weilheimer, Emily Concannon

*Client:* Jody Weber, Liz Rohrman
B2B

Annual Reports
Apps & Tools
Audio Advertising
Branded Content: Audio
Branded Content: Copy & Design
Branded Content: Video
Digital Collateral
Display / Rich Media
Email
Event Marketing
External Communications: Audio
Integrated Marketing

Media Strategy: Innovation
Media Strategy: Traditional
Media Strategy: Programmatic
Out-of-Home: Single
Out-of-Home: Campaign
Print Single
Print Campaign
Print Collateral
Public Relations
Social Media: Organic
Social Media: Paid
Sponsorship Marketing
Television: Single

Television: Campaign
Visual Identity: Logo
Visual Identity: System
Web Video
Website
## Annual Reports

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<tr>
<th>BRONZE</th>
<th>Bank of America</th>
<th>Enterprise Creative Solutions</th>
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<tbody>
<tr>
<td></td>
<td><em>Business Banking Industry Trend Reports</em></td>
<td>Kevin Anderson, Nouri Elasfari, Teresa Mraz, Elise Daher, Patty McKinney, Jim Gialamas</td>
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<tr>
<td></td>
<td><strong>Client:</strong> Damon Webber, Nancy Brennan</td>
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<tr>
<th>GOLD</th>
<th>Travelers</th>
<th>In-House</th>
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<tr>
<td></td>
<td><em>Focus on the Future</em></td>
<td>Molly Gilmore, Carol Tudisco, Rose Brodeur, Hanlu Wang, A. Montanez</td>
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<tr>
<td></td>
<td><strong>Client:</strong> Sherry Hersey, Aimee Furness</td>
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<tr>
<th>SILVER</th>
<th>Seeking Alpha</th>
<th>In-House</th>
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<tr>
<td></td>
<td><em>ETF Screener Tool</em></td>
<td>John Channell, Alon Rosenbaum, Dmytro Burmistrov, Tamir Sinay</td>
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<td><strong>Client:</strong> Seeking Alpha</td>
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## Audio Advertising

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<td><em>Podfast</em></td>
<td>Dan Lucey, Izzy Garber, Jay Hunt, Nick Elliott, Matt DeCoste, Jess Davis</td>
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<td></td>
<td><strong>Client:</strong> Robert O’Leary, Thobias Florin</td>
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<th>Prudential Financial</th>
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<tr>
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<td><em>PGIM &quot;Outlast&quot; Market Volatility Radio Campaign</em></td>
<td>Patty O’Brien, David Liemer, Sally Ann Dalton</td>
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<td></td>
<td><strong>Client:</strong> Ken Poliziani</td>
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## Apps & Tools

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<td></td>
<td><strong>Client:</strong> Seeking Alpha</td>
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## Branded Content: Audio

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<tr>
<th>GOLD</th>
<th>J.P. Morgan Asset Management</th>
<th>Ptarmigan Media, CNBC</th>
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<td></td>
<td><em>Solve It</em></td>
<td>Mike Rucker, Jonah Weintraub, Elizabeth Barr, Karen Szeto, Charlie Dixon, Dan Sztorc</td>
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<td></td>
<td><strong>Client:</strong> Michael Matthew, Leonor Palao</td>
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## Branded Content: Copy & Design

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<tbody>
<tr>
<td></td>
<td><em>The Multiple Perspective Crossword</em></td>
<td>Dan Lucey, Izzy Garber, Jay Hunt, Nick Elliott, Katharina Schmitt, Melissa DeOliveira</td>
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<tr>
<td></td>
<td><strong>Client:</strong> Robert O’Leary, Thobias Florin</td>
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<tbody>
<tr>
<td></td>
<td><em>BNY Mellon Wealth Management Active Wealth</em></td>
<td><strong>Creative:</strong> Jane Post, Kiriti Naik</td>
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</table>
Digital Collateral

Clark Capital Management Group  
In-House  
Best Ideas Series: Socially Distanced, Thoughtfully Connected  
Creative: Kristin Fink, Jackie DeVuono, Tom Finnegan, Nick Frese, Patty Quinn McAuley

SEI Investment Manager Services  
Carpenter Group  
The Exponential Pull of Innovation  
Creative: Chris Hoch, Claire Taylor, Victoria Pohlmann, Katina Zulakis  
Client: Ross Ellis

AIG Life & Retirement  
In-House  
Women’s Financial Concerns  
Campaign in a Box Module  
Creative: Nikki Ochab, Chrisann Lambert, Doris Goodson, Janice Huang

CME Group  
In-House  
FX Report 2.0 (from PDF to HTML)  
Creative: Elena Pushkar, Libby Wolf, Ian Westbrook, Kate Shepherd, Joanne Ybe, Sarah Kim  
Client: Joanne Ybe, Sal Cilella

HighTower Advisors  
In-House  
Driving Growth Digital Pitchbook  
Creative: Nicole Hornung, Meghan McCartan, Nicole Engel, Joelle Pyle

Preqin Limited  
In-House  
The Future of Alternatives 2025  
Creative: Grant Murgatroyd, Tim Short, Logan Scales, Nicole Lee, Dave Lowery, Michelle Stern

Carpenter Group and Clearview Partners  
Carpenter Group  
Do Brand Values Resonate During COVID-19? — White Paper  
Creative: Chris Hoch, Claire Taylor, Courtney Robb, Victoria Pohlmann  
Client: Polly Carpenter, Jim Kerley

Living Group  
In-House  
Living Ratings of the world’s leading asset managers 2020  
Creative: Emma Overeem, Tim Phelan, Kevin Windorf, Hannah Gilmore, Duncan Shaw, Kate Shaw

Display / Rich Media

State Street Global Advisors  
McCann New York  
MDY: The Resilient Ones  
Creative: Peter Powell, Gene Campanelli, Donna McCracken, Amber Greenwalt, Rob Rawley, Daniel Lammon  
Client: John Broekelman, Kristie Tillinghast

S&P Dow Jones Indices  
Carpenter Group  
The Fish Creative — More To It Campaign  
Creative: Chris Hoch, Claire Taylor, Victoria Pohlmann, Katina Zulakis  
Client: Christopher O’Brien, Louise Slinger

Email

Bank of America  
Enterprise Creative Solutions  
Small Business August Newsletter  
Creative: Mark Lazur, Ali Andrien, Jennifer Murphy, Steve Strohm, Stacy Stigelman, Charissa Messer  
Client: Jessica Perea-Abril, Stacy Roth

PGIM Investments  
In-House  
“When We Connect, We Can Outshine.” Holiday Email Video  
Creative: Irene Frangos, Shira Goldman, Anil Joshi, Eric Tyler, Eugene Peterson  
Client: Michelle Kobalis, Heather Ramos

Citizens Commercial Banking  
EMI Strategic Marketing  
Citizens Commercial Banking Post-Election Communications  
Creative: Mark Malloy  
Client: Mike Regan

Lazard Asset Management  
In-House  
Annual Sustainable Investment Report & US Sustainable Equity Fund  
Creative: Petek Pekgoz, Michael Adelman, Leo Salazar, Erika White, Brian Sheehy, Kevin King  
Client: Hank Detering

Investopedia  
In-House  
Financial Needs Delivered In Your Inbox
Event Marketing

**BMO Financial Group**
- In-House, Jonah, Geil-Neufeld, Puddle Creative
  - "Navigating the pandemic"
  - Creative: Rick Kuwayti, Kim Hanson, Mani Oller, Grace Mistry, Katherine Scott, Pav Jordan

**Morgan Stanley**
- In-House
  - "Shareworks by Morgan Stanley: Synergy Virtual 2020"
  - Creative: Bill Anstadt, Kelly Wong, Leigh Solomon, Russell Morgan, Blair Prentice, Eli Epstein
  - Client: Jenna Matthews, Lisa Brown

**Morgan Stanley**
- In-House
  - "Shareworks by Morgan Stanley: Stocktoberfest Oct/Nov 2020"
  - Creative: Bill Anstadt, Leigh Solomon, Russell Morgan, Blair Prentice, Eli Epstein, Eugene King
  - Client: Jenna Matthews, Tyler Cooper

**Cambridge Investment Group**
- In-House
  - "Cambridge’s Ignite National Conference"
  - Creative: Whitney Pacha, Brandon Horn, Michael Leach, Laura Rawson, Molly Ryan

**Reuters Plus**
- In-House
  - "The Standard Chartered Bank ASEAN Forum"
  - Creative: Maia Samuel, Asako Tanaka, John Power
  - Client: Evonne Lee

External Communications: Audio

**Barclays**
- In-House
  - "The Flip Side: Navigating the Virus Economy mini-series"
  - Creative: Joseph Strong, Sarah Jackson, Kari Herrig, Matthew Slivinski, Stu Nicholson
  - Client: Kimberlee Mertz, Jeff Meili

**Jornaya**
- In-House
  - "Jornaya Talks Mortgage"
  - Creative: Nicole Antonini, Melissa Buchanan, Mike Eshelman, Caroline Hsu, Don Langsdorf, Rich Smith
  - Client: Jornaya

**BMO Capital Markets**
- In-House
  - "Macro Horizons: A Podcast on Global Trends in Fixed Income"
  - Creative: Rick Kuwayti, Meredith Nutter, Katherine Scott, Kim Hanson

**BMO Financial Group**
- In-House
  - "Sustainability Leaders: A podcast with a bold purpose."
  - Creative: Rick Kuwayt, Kim Hanson, Derek Devereaux, Katherine Scott, Pav Jordan, Mani Oller
Contents | Welcome | The judges | The winners | B2B

**Integrated Marketing**

- **Gold**
  - State Street Global Advisors
    - McCann New York
    - *DIA: Make Sure You Can Get Out*
    - Creative: Peter Powell, Gene Campanelli, Tamara Lecker, Amber Greenwalt, Rob Rawley, Daniel Lammon
    - Client: John Brockelman, Kristie Tillinghast
  - BNY Mellon
    - Havas New York
    - *BNY Mellon Consider Everything Brand Launch*
    - Creative: Izzy Garber, Jay Hunt, Nick Elliott, Katharina Schmitt, Matt DeCoste, Alexis Garber
    - Client: Robert O’Leary, Thobias Florin
  - Sector SPDR ETFs
    - DNA Creative/SBA
    - *Vignettes*
    - Creative: Carmen Soubriet, Philip Byrne, Kierston Kamps

- **Silver**
  - BNY Mellon Wealth Management
    - *BNY Mellon Wealth Management Active Wealth*
    - Creative: Jane Post, Kirti Naik
  - Galaxy Digital
    - Parmigian Media
    - *Modernizing Portfolios with Digital Assets*
    - Creative: Victoria Watters
  - Calvert, an Eaton Vance Company
    - MERGE
    - *Calvert: Barron’s Top 100 List*
    - Creative: Stephanie Rogers, Lori Curran, Carolyn Petrie, Samantha Sweig, Birch Norton
    - Client: Caroline Spellman, Geoffrey Underwood

- **Bronze**
  - Prudential Financial
    - In-House
    - *PGIM “The Pursuit of Outperformance”*
    - Creative: David Liemer, Brian Hagen, Patty O’Brien, Sally Ann Dalton, Mark Orlon
    - Client: Ken Polizian
  - LinkedIn
    - Agent3
    - *The Changing Role of Media for Financial Advisors*
    - Creative: Fiona Ryan, Rebecca Hill, Alex Gronke, Greg Rackages
    - Client: Karin Levi, Deserrie Perez

**Media Strategy: Innovation**

- **Gold**
  - BNY Mellon Wealth Management
    - *BNY Mellon Wealth Management Active Wealth*
    - Creative: Jane Post, Kirti Naik
  - Galaxy Digital
    - Parmigian Media
    - *Modernizing Portfolios with Digital Assets*
    - Creative: Victoria Watters
  - Calvert, an Eaton Vance Company
    - MERGE
    - *Calvert: Barron’s Top 100 List*
    - Creative: Stephanie Rogers, Lori Curran, Carolyn Petrie, Samantha Sweig, Birch Norton
    - Client: Caroline Spellman, Geoffrey Underwood

**Media Strategy: Traditional**

- **Gold**
  - State Street Global Advisors
    - DNA Creative/SBA
    - *Vignettes*
    - Creative: Carmen Soubriet, Philip Byrne, Kierston Kamps
  - State Street Global Advisors
    - Fundamental Media with Bloomberg Media
    - *The State of Liquidity*
    - Creative: Emma Wilch, Daniel Kaepplinger
    - Client: John Brockelman, Sarah Estwick
  - AXA XL
    - Parmigian Media, Reuters
    - *Custom Cross-Sell Content Hub*
    - Creative: John Power, Justin Manoni, Juliet Hindell, Adam Klareich, Greg Clunies
    - Client: Kerry Luksic, Anita Janney

- **Silver**
  - BNY Mellon Wealth Management
    - *BNY Mellon Wealth Management Active Wealth*
    - Creative: Jane Post, Kirti Naik
  - Galaxy Digital
    - Parmigian Media
    - *Modernizing Portfolios with Digital Assets*
    - Creative: Victoria Watters
  - Calvert, an Eaton Vance Company
    - MERGE
    - *Calvert: Barron’s Top 100 List*
    - Creative: Stephanie Rogers, Lori Curran, Carolyn Petrie, Samantha Sweig, Birch Norton
    - Client: Caroline Spellman, Geoffrey Underwood

- **Bronze**
  - Prudential Financial
    - In-House
    - *PGIM “The Pursuit of Outperformance”*
    - Creative: David Liemer, Brian Hagen, Patty O’Brien, Sally Ann Dalton, Mark Orlon
    - Client: Ken Polizian
  - LinkedIn
    - Agent3
    - *The Changing Role of Media for Financial Advisors*
    - Creative: Fiona Ryan, Rebecca Hill, Alex Gronke, Greg Rackages
    - Client: Karin Levi, Deserrie Perez
### Media Strategy: Programmatic

<table>
<thead>
<tr>
<th>Gold</th>
<th>Morgan Stanley</th>
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<tbody>
<tr>
<td>In-House</td>
<td>Morgan Stanley At Work Integrated Marketing</td>
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<tr>
<td>Creative:</td>
<td>Steve Stano, Lisa Kolker Brocato, Bill Anstadt, Cindy Lindenbaum, Nicholas Barrameda, Leigh Solomon</td>
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<tr>
<td>In-House</td>
<td>2020 Nuveen Programmatic Strategy</td>
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<tr>
<td>Creative:</td>
<td>Jake Holtgrewe, Ian Manger, Alex Patras</td>
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### Out-of-Home: Single

<table>
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<tr>
<th>Gold</th>
<th>Barclays</th>
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<tbody>
<tr>
<td>In-House, ESI Design</td>
<td>BARX</td>
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<td>Creative:</td>
<td>Tania van Bergen, Sarah Jackson, Jonathan Grimm, Cara Buckley, Jay Sienkwicz, Victor Bekker</td>
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<tr>
<td>Client:</td>
<td>Kimberly Mertz, Matthew Slivinski</td>
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<tr>
<td>In-House, ESI Design</td>
<td>Barclays Research Alexa Skill</td>
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<tr>
<td>Creative:</td>
<td>Tania van Bergen, Victor Bekker, Jonathan Grimm, Cara Buckley, Jay Sienkwicz</td>
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<td>Client:</td>
<td>Kimberly Mertz, Matthew Slivinski</td>
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<td>In-House, ESI Design</td>
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<td>Creative:</td>
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### Out-of-Home: Campaign

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<tr>
<td>In-House</td>
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### Print: Single

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<tr>
<td>Enterprise Creative Solutions</td>
<td>Dealer Financial Services Ad</td>
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<tr>
<td>Creative:</td>
<td>Teresa Mraz, Jim Gialamas, Tiffany Nash, Kevin Anderson, Debbie Warburton, Charissa Messer, Kelly Rose, Wendy Marcone</td>
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<td>Enterprise Creative Solutions</td>
<td>National Association of Women Business Owners Table Book Ad</td>
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<td>Creative:</td>
<td>James Koonce, Al Andrien, Deena Dimmer, Steve Strohm, Stacy Stigelman, Charissa Messer</td>
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<tr>
<td>Client:</td>
<td>Dana Langdon, Shannon Stephens</td>
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<tr>
<th>Bronze</th>
<th>Bank of America</th>
</tr>
</thead>
<tbody>
<tr>
<td>Enterprise Creative Solutions</td>
<td>National Association of Women Business Owners Table Book Ad</td>
</tr>
<tr>
<td>Creative:</td>
<td>James Koonce, Al Andrien, Deena Dimmer, Steve Strohm, Stacy Stigelman, Charissa Messer</td>
</tr>
<tr>
<td>Client:</td>
<td>Dana Langdon, Shannon Stephens</td>
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<tr>
<td>Print: Campaign</td>
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<tr>
<td><strong>GOLD</strong></td>
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<tr>
<td>Prudential Financial</td>
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<td>In-House</td>
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<tr>
<td>PGIM “Outlast” Market Volatility Campaign</td>
<td></td>
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<tr>
<td>Creative: Brian Hagen, David Liemer, Patty O’Brien</td>
<td></td>
</tr>
<tr>
<td>Client: Ken Poliziani</td>
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<tr>
<td><strong>GOLD</strong></td>
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<td>Prudential Financial</td>
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<td>In-House</td>
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<tr>
<td>PGIM “The Pursuit of Outperformance”</td>
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<tr>
<td>Creative: David Liemer, Brian Hagen</td>
<td></td>
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<tr>
<td>Client: Ken Poliziani</td>
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<tr>
<td><strong>SILVER</strong></td>
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<tr>
<td>E*TRADE Financial</td>
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<tr>
<td>MullenLowe NY</td>
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<tr>
<td>E*TRADE Advisor Services Print</td>
<td></td>
</tr>
<tr>
<td>Creative: Zack Menna, Rich Singer, Dan Pappas</td>
<td></td>
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<tr>
<td>Client: Dawn Burke, Jenny Hu</td>
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<tr>
<td><strong>BRONZE</strong></td>
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<tr>
<td>UBS</td>
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<td>o2kI</td>
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<tr>
<td>Business Owners Back to Business</td>
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<tr>
<td>Creative: Richard Eber, Bill Bonomo</td>
<td></td>
</tr>
<tr>
<td>Client: Maria Chang-Nichols, James Jack</td>
<td></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Print Collateral</th>
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<tr>
<td><strong>GOLD</strong></td>
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<tr>
<td>BNY Mellon</td>
</tr>
<tr>
<td>Havas New York</td>
</tr>
<tr>
<td>The Multiple Perspective Crossword</td>
</tr>
<tr>
<td>Creative: Dan Lucey, Izzy Garber, Jay Hunt, Nick Elliott, Katharina Schmitt, Melissa DeOliveira</td>
</tr>
<tr>
<td>Client: Robert O’Leary, Thobias Florin</td>
</tr>
<tr>
<td><strong>SILVER</strong></td>
</tr>
<tr>
<td>Invesco</td>
</tr>
<tr>
<td>Adler Branding &amp; Marketing</td>
</tr>
<tr>
<td>The Forgotten Participant: Examining DC participant investment behaviors and decision making</td>
</tr>
<tr>
<td>Creative: Mark Sobolak, Azy Kiai, Adrienne Metzinger, Saritte Rogers</td>
</tr>
<tr>
<td>Client: Cate Sanders, Holly Donovan</td>
</tr>
<tr>
<td><strong>SILVER</strong></td>
</tr>
<tr>
<td>Morgan Stanley</td>
</tr>
<tr>
<td>In-House</td>
</tr>
<tr>
<td>Morgan Stanley Investment Management Global Stewardship Program</td>
</tr>
<tr>
<td>Creative: Roderick Amurao, Katherine Dispolo</td>
</tr>
<tr>
<td>Client: Morgan Stanley</td>
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<tr>
<td><strong>BRONZE</strong></td>
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<tr>
<td>Morgan Stanley</td>
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<tr>
<td>In-House</td>
</tr>
<tr>
<td>Morgan Stanley Investment Management ESG Brochure</td>
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<tr>
<td>Creative: Roderick Amurao, Samantha Ralph</td>
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<td>Client: Fred Montiel</td>
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<tr>
<th>Public Relations</th>
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<tbody>
<tr>
<td><strong>SILVER</strong></td>
</tr>
<tr>
<td>US SIF: The Forum for Sustainable and Responsible Investment</td>
</tr>
<tr>
<td>Lowe Group</td>
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<tr>
<td>Investing in a Better World: Launching US SIF’s Report on Sustainable and Impact Investing</td>
</tr>
<tr>
<td>Creative: Katie Hinkfuss, Jody Lowe</td>
</tr>
<tr>
<td>Client: Farzana Hoque, Chris Phelan</td>
</tr>
</tbody>
</table>
Social Media: Organic

State Street Global Advisors
McCaan New York
MDY: The Resilient Ones
Creative: Peter Powell, Gene Campanelli, Donna McCracken, Amber Greenwalt, Rob Rawley, Daniel Lammon
Client: John Brockelman, Kristie Tillinghast

Barclays
In-House, Contently
#RisingTogether
Creative: Sarah Jackson, Sarah Kim, Shannon Lattin, Portia Crowe
Client: Kimberlee Mertz, Kari Herrig

Lazard Asset Management
In-House
Annual Sustainable Investment Report
Creative: Petek Pekgoz, Michael Adelman, Sophie Barclay-Mills, Erika White, Brian Sheehy
Client: Hank Detering

Social Media: Paid

Nuveen
In-House
2020 Nuveen Paid Social Media Campaign
Creative: Jake Holtgrew, Eliana Amrami

Morgan Stanley
In-House, Spark Foundry
Morgan Stanley At Work Visual Social Media Paid Advertising
Creative: Steve Stano, Lisa Kolker, Brocato, Cindy Lindenbaum, Bill Anstadt, Nicholas Barrameda, Julie Collins
Client: Brian McDonald, Stephanie Glasshow

Prudential Financial
In-House
2020 Nuveen Paid Social Media Campaign
Creative: Bridget Esposito, John Renz, Michelle Kwiatkowski, Patty O’Brien, Rachel Manning
Client: Courtney Kunzelmann

Barclays
Contently
10 ESG Themes for 2020
Creative: Shannon Lattin, Philip Garrity
Client: Kimberlee Mertz, Stu Nicholson

Sponsorship Marketing

PGIM Investments
Mesmerise
Morningstar Investment Conference Virtual Reality Booth
Creative: Rebecca Lasley, Irene Frangos, Heather Garland

Refinitiv
In-House, Financial Times
TradeSecrets Sponsored Content
Creative: Don Janocha, Jessica Riddell, Lexi Jarman, Sean Ayers, Samantha Carola
Client: Melissa Martinez, Pat Cunningham

Television: Single

Institute of Management Accountants
The Gate
First Day
Creative: David Bernstein, Elinor Beltrone, Bob Shriber, Chuck Willis, The Guard Brothers, Lez Rudge
Client: Ellen Gurevich, Juliana Donegan

Institute of Management Accountants
The Gate
Anniversary
Creative: David Bernstein, Elinor Beltrone, Bob Shriber, The Guard Brothers, Chuck Willis, Lez Rudge
Client: Ellen Gurevich, Juliana Donegan
Television: Campaign

**Sector SPDR ETFs**
- **DNA Creative/SBA**
- **:15 TV spots**
- **Creative:** Carmen Soubriet, Philip Byrne
- **Client:** Dan Dolan

**M&T Bank**
- **Crowley Webb**
- **M&T Bank #BusinessStrong**
- **Creative:** Matt Low, Jeff Pappalardo, Ellen Lowrey, Nolan Whipple, Alex Behrens, Gina Marinelli
- **Client:** Betsey Locke, Rick Carter

**Prudential Financial**
- **In-House**
- **PGIM “The Pursuit of Outperformance”**
- **Creative:** David Liemer, Brian Hagen, Patty O’Brien, Mark Drilon, Sally Ann Dalton
- **Client:** Ken Poliziani

**Institute of Management Accountants**
- **The Gate**
- **Difference-Makers**
- **Creative:** David Bernstein, Elinor Beltrone, Bob Shirber, Chuck Willis, The Guard Brothers, Lez Rudge
- **Client:** Ellen Gurevich, Juliana Donegan

**Visual Identity: Logo**

**Millennium Brokerage Group**
- **McGuffin Creative Group**
- **Life Insurance Made Easy (LIME) Logo**
- **Creative:** Sarah Sidani, Rob Anderson, Chris Sculles, John Lee
- **Client:** Joy Johnson, Matthew Zelenik

**M&T Bank**
- **Crowley Webb**
- **M&T Bank LGBTQ Mural**
- **Creative:** Matt Low, Jeff Pappalardo, Ellen Lowrey, Nolan Whipple, Alex Behrens, Adina Pera
- **Client:** Betsey Locke, Rick Carter

**BMO Global Asset Management**
- **Embrace (UK)**
- **BNY Mellon Visual Brand Redesign**
- **Creative:** Jane Boynton, Jim Kotulka, Meredith Cots, Kai Zimmermann, Todd Beeby, Jennifer Musciansi
- **Client:** Bob O’Leary, Thobias Florin

**BNY Mellon**
- **Landor & Fitch + In-House**
- **BNY Mellon Visual Brand Redesign**
- **Creative:** Jane Boynton, Jim Kotulka, Meredith Cots, Kai Zimmermann, Todd Beeby, Jennifer Musciansi
- **Client:** Bob O’Leary, Thobias Florin

**Web Video**

**AIG Life & Retirement**
- **In-House and with Adcetera and Bluesky**
- **Infographic Videos / Conversation Starters**
- **Creative:** Chrisann Lambert, Kirsten Thorp, Karen Kolodziej

**M&T Bank**
- **Crowley Webb**
- **M&T Bank LGBTQ Mural**
- **Creative:** Matt Low, Jeff Pappalardo, Ellen Lowrey, Nolan Whipple, Alex Behrens, Adina Pera
- **Client:** Betsey Locke, Rick Carter

**RBC Capital Markets**
- **Agency**
- **Glue IQ**
- **Creative:** Dave Serrano, Ariel Bullumio, Fern Goldstein
- **Client:** Jennifer Grazel, Jane Ackerman

**State Street Global Advisors**
- **McCann New York**
- **MDY: The Resilient Ones**
- **Creative:** Peter Powell, Gene Campanelli, Donna McCracken, Amber Greenwalt, Rob Rawley, Daniel Lammon
- **Client:** John Brockelman, Kristie Tillinghast

**RDCL**
- **Never Sit Still and Smith & Western Sound**
- **RDCL Brand Video**
Website

CME Group 🟠
VSA Partners & In-House
Transforming cmegroup.com
Creative: Marc Schnepper, Alex Southern Sarah Kim, Melfa Sarkaria, Sam Barrett, Angela Suico
Client: Sal Cilella, Joanne Ybe

Bank of America 🟠
Foundry 360 at Meredith/ In-House
Bank of America Cyber Security Journal
Creative: Josh Lerman, Syndi Becker, Jennifer Tuozzolo, John von Brachel, John von Brachel, Ben Tweel
Client: Helen Nickells, Roland Chan

AIG Life & Retirement 🟠
In-House
Navigating the New Normal
Creative: Kirsten Thorp, Chrisann Lambert, Joey McNair, Karen Kolodziej, Jamika Mariz Pedres, Joe Ross

RDCL 🟠
Alright Studio
RDCL Website
Creative: Katie Hertel
Consumer retail

Apps & Tools
Audio Advertising
Branded Content: Audio
Branded Content: Copy & Design
Branded Content: Integrated
Branded Content: Video
Digital Collateral
Direct Mail
Display / Rich Media
Email
Event Marketing
External Communications
Audio
Integrated Marketing

Out-of-Home: Campaign
Print: Single
Print: Campaign
Print Collateral
Public Relations
Social Media: Paid
Social Media: Organic
Television: Single
Television: Campaign
Visual Identity System
Web Video
Website
Apps & Tools

Bank of America 🟢
GroupeConnect
Bank of America Presents: Homebuyer Readiness Tool
Creative: Karina Baldelli, Richard Griffin, David Irons, David Kane, James Love, Nicole Streeter
Client: Randon Riley

E*TRADE Financial 🟡
In-House
E*TRADE Personalized IRA Contribution
Creative: Eric Harris, Jack Joyce, Christeen Savinovich, Alex Filiaci, Julia Miller

Invesco 🟠
In-House
Invesco BulletShares Bond Ladder Experience
Creative: Mark Sokoloff, Diego Molina, James Sol, Kristine Visanen, Sing Chu, Michella Choi
Client: Dennis Wang, Leigh Marzouk

Audio Advertising

First Financial Bank 🟢
Bradley and Montgomery (BaM)
“That’s a First!” Radio Campaign

E*TRADE Financial 🟡
MullenLowe NY
Beyond Trading Audio
Creative: Zack Menna, Rich Singer
Client: Dawn Burke, Jenny Hu

Citi / American Airlines 🟠
Havas Chicago
CitiBusiness/AAdvantage – “Business Wars” Podcast – Custom Interviews/Spots
Creative: Michelle Underwood, Zach Murman-Freer, Jamie Baumann, Carson Williams
Client: Hailey Brent, Jennifer Loyless

Branded Content: Audio

Invesco 🟢
In-House, T-Brand Studio at The New York Times
Invesco QQQ “Innovation Uncovered” Podcast
Creative: Stephanie Fiset, Tom Mantzournis

Citi / American Airlines 🟡
Havas Chicago, Wondery
CitiBusiness/AAdvantage – “Business Wars” Podcast – Custom Interviews/Spots
Creative: Michelle Underwood, Zach Murman-Freer, Jamie Baumann, Carson Williams
Client: Hailey Brent, Jennifer Loyless

Branded Content: Copy & Design

Discover Personal Loans 🟢
iProspect, Dotdash
Discover Personal Loans Home Improvement Campaign
Creative: Rachel O’Block, Alexandra Fischer, Irene Huhulea, Alannah Fay, Stephanie Gibbs, Emma Mazukina
Client: Ilene Goldman, Julie Campbell
Contents | Welcome | The judges | The winners | Consumer retail

### Brand Content: Integrated

**TD Ameritrade and The CME Group**
A Taste of The Futures
Creative: Will Misselbrook, Julia Doran, Laney Langenstein, Edgardo Sanchez, Mark Cohen, Gabi Flora
Client: Reenie Burns

**Charles Schwab**
UM, BDG
“Ask Carrie”
Creative: Cristina Portella, Lindsay Zara, Amy Devleeschouwer, Sam Koukoulas, Stephan Lee, Allison Gore
Client: Peter Vaughan, Valerie Constable

**Ally Financial**
The Wall Street Journal
Ally + WSJ - Moments Done Right
Creative: Jennifer Brockington, Megan Audette
Client: Daciay Quenah, Lisa Fulks

### Branded Content: Video

**Invesco**
In-House, CNN
Invesco QQQ “Innovation Now” Branded Content Series
Creative: Cate Megley, Tom Clifford

**Citi / American Airlines**
Havas Chicago, Life & Money
Citibank Life & Money: “Staying Authentic in Business with David Choi”
Creative: Michelle Underwood, Cara Gigante, Kevin Bush, Zach Murman-Freer, Jamie Baumann, Ricky Brandt
Client: Hailey Brent, Jennifer Loyless

**Citi**
Publicis New York, PrideMedia
Out100 True Talks: Meet Us Where We Are
Creative: Mike Cartwright, Annabelle Ratsliff, Joseph Murtaugh, Stephen Rossi, Andrew Vollmer, Annie Fox
Client: Carla Hassan, Nikki Darden

### Digital Collateral

**Citi**
Publicis New York
Financial Planning
Creative: Laura House, Abigail Singer, Tamara Lund
Client: Jennifer Eldin

**PGIM Investments**
Citywire
Thematic Investment Infographic Series – Digital Collateral
Creative: Valentine Laval, Seema Patel, Shira Goldman, Irene Frangos, Nali Patel
Client: Debra Probst, Heather Garland

### Direct Mail

**First Financial Bank**
Bradley and Montgomery (BaM)
“The Local Difference” Business Outreach Campaign

**UBS**
Creative Solutions In-House
UBS Visa Infinite Credit Card Campaign
Creative: Lisa Klausing, Cheryl Brama-Berman, Maria Chang Nichols, Alicia Lennard, Janette Jovic, Gina D’Eletto
Client: Fred Jubitz, Lisa Neufeld-Waksenboim
Contents | Welcome | The judges | The winners | Consumer retail

Display / Rich Media

**Synchrony**
In-House
*Synchrony Mastercard ‘Every Purchase’ Banner*
*Creative:* Duncan Stone, Robin Goodfellow, Vicky Babcock, Paige Bryars, David Eisnaugle, Amy Teeter

**State Street Global Advisors**
McCann New York
*DIA: Make Sure You Can Get Out*
*Creative:* Peter Powell, Gene Campanelli, Tamara Lecker, Amber Greenwalt, Rob Rawley, Daniel Lammon
*Client:* John Brockelman, Kristie Tillinghast

Email

**Bank of America**
Harte Hanks
*Erica Engagement and Adoption Campaign*
*Creative:* Lisa Smith, Christopher Castano, Michelle Aussenac, Paige Sowder, Christopher Moore
*Client:* Keri McDermott, Heather Tselentis

**TD Ameritrade**
Studio1 (In-House)
*thinkorswim Web Launch*
*Creative:* Robert Bollweg, Dan Greve, Stephanie Krysl, Cameron O’Keefe, Joanna Thompson, Chris Tipton
*Client:* Kathy Cannella, Vanessa Liu

Event Marketing

**Bank of America**
GroupeConnect
*Merrill Perspectives Midyear Outlook Event*
*Creative:* Graham Shepherd, Garam Park, Doug Malcom, Christine Vonch, Kelly Burke
*Client:* Laurin Titus, Suzanne Rovick

**External Communications Audio**

**Yieldstreet**
In-House
*The Yield*
*Creative:* Joseph Sancio, Wittney Rachlin, Sylvain Grande, Sebastian Broways
*Client:* Yieldstreet

**Investopedia**
In-House
*The Investopedia Express*

**Integrated Marketing**

**Ameriprise Financial**
Invisible Man
*Our POV: ASAP*
*Creative:* Rachel Howald
*Client:* Marie O’Neill, Joanna McCormick

**Citi**
Publicis New York, PrideMedia
*Now that you see me*
*Creative:* Andy Bird, Jeremy Filgate, Nicholas Rezabek, Lea Platz, Chloe Grindle, Deanna Solis
*Client:* Carla Hassan, Nikki Darden

**UBS**
Creative Solutions In-House
*Athletes & Entertainers Launch Campaign*
*Creative:* Maria Chang Nichols, Janette Jovic, Cheryl Brama Berman, Jack Lam, Alicia Lennard, Chris Pappas
*Client:* Wale Ogunleye, Jane Schwartzberg

**F&M Trust**
Pavone Marketing Group
*Money Meditations*

**First Financial Bank**
Bradley and Montgomery (BaM)
*“The Local Difference” Business Outreach Campaign*
*Creative:* Mark Moll, John Gilbert, Dave Spink, Kira Kuhar, Zach Haines, Jesse Kahn
*Client:* Matt Weaver, Melissa Miller

**GM**
MRM
*Give List*

*Creative:* Tiffany Moy-Miller, Elizabeth Gersabeck, Anne Mader, Candice Pollock, Chelsey Shir-Shekar, Chelsea Benninger
*Client:* Lisa Grutta, Lauren Green
Out-of-Home: Campaign

**GOLD**
Citi
Publicis New York
*Now that you see me*
Creative: Andy Bird, Jeremy Filgate, Nicholas Rezabek, Lea Platz, Chloe Grindle, Deanna Solis
Client: Carla Hassan, Nikki Darden

**SILVER**
E*TRADE Financial
MullenLowe NY
*Beyond Trading OOH*
Creative: Zack Menna, Rich Singer, Carrie Zettler, Taylor Whitlock
Client: Dawn Burke, Natalie Labuda

**BRONZE**
Bank of America
Enterprise Creative Solutions
*Merrill Value Cards, Communication Cards and Materials*
Creative: Michael Pilotte, Priscilla Person, Kara Schemmel, Mary Becker, Kara Foley, Charissa Messer
Client: Kaitlyn Cassidy

Print: Campaign

**GOLD**
Bank of America
Enterprise Creative Solutions
*Go Digital First Statement Ads*
Creative: Kristen Miller, Charles Fote, Mike Discavage, Steve Strohm, Laura Keehan, Charissa Messer
Client: Debbie Falgou, Jeneen Marziani

**SILVER**
UBS
Creative Solutions In-House
*Family Office Solutions Group Matriarch Whitepaper*
Creative: Amy Rhett, Andy Lau, Maria Chang-Nichols, Alicia Lennard, Janette Jovic, Joe Holden
Client: Ann Rybak

Print Collateral

**GOLD**
UBS
Creative Solutions In-House
*Family Advisory & Philanthropy Services My Money Book*
Creative: Amy Rhett, Andy Lau, Maria Chang-Nichols, Alicia Lennard, Janette Jovic, Joe Holden
Client: Judy Spalthoff

**SILVER**
Bank of America
Enterprise Creative Solutions
*Merrill Special Needs Brochure*
Creative: Michael Pilotte, Elise Daher, Kara Schemmel, Mary Becker, Kara Foley, Charissa Messer
Client: Karla Streger

Public Relations

**GOLD**
Ameriprise Financial
MSL Group
*Financial Comebacks study*
Creative: John Brine, Kathleen McClung, Cassandra Osei, Stephanie Siegle, Stephanie Butler
Client: Krissie Darr, Emma Patrone

**SILVER**
Prudential Financial
In-House
*Prudential FlexGuard Launch*
Creative: Ben Jaffe, Evan Stisser, Sheila Dixon, Jeff McKenzie
<table>
<thead>
<tr>
<th>Contents</th>
<th>Welcome</th>
<th>The judges</th>
<th>The winners</th>
<th>Consumer retail</th>
</tr>
</thead>
</table>

**Social Media: Paid**

- **GOLD**
  - **Ally Financial**
  - **R/GA**
  - **r/Bank**
  - **Client:** Jennifer Brockington

- **SILVER**
  - **Bank of America**
  - **GroupeConnect**
  - **Bank of America Presents: Women’s Small Business Month (WSBM)**
  - **Creative:** Lydia Cox, Kate Jurras-Buchanan, TJ Klink, Jessica Lillian, Kelly Mulligan, Nicole Streeter
  - **Client:** Renee Weiler, Nathan Mays

- **BRONZE**
  - **TD Ameritrade**
  - **Infrequently Asked Questions**
  - **Creative:** Dan Lucey, Peter Gosselin, Nick Novich, Kyle Janisch, Kevin Kearse, Jamie Massam
  - **Client:** Kerin Morrison, Tiziana Green

**Social Media: Organic**

- **GOLD**
  - **E*TRADE Financial**
  - **MullenLowe NY**
  - **COVID Response - Organic Social**
  - **Creative:** Zack Menna, Rich Singer, Nick Arzhantsev
  - **Client:** Natalie Labuda, Victoria Aldrich

- **SILVER**
  - **E*TRADE Financial**
  - **MullenLowe NY**
  - **Real Time Response - Organic Social**
  - **Creative:** Zack Menna, Rich Singer, Nick Arzhantsev
  - **Client:** Natalie Labuda, Victoria Aldrich

- **BRONZE**
  - **E*TRADE Financial**
  - **MullenLowe NY**
  - **Financial Fortunes - Organic Social**
  - **Creative:** Zack Menna, Rich Singer, Nick Arzhantsev
  - **Client:** Natalie Labuda, Victoria Aldrich

**Television: Single**

- **GOLD**
  - **Citi**
  - **Publicis New York**
  - **The List**
  - **Creative:** Andy Bird, Jeremy Filgate, Nicholas Rezabek, Lea Platz, Chloe Grindle, Deanna Solis
  - **Client:** Carla Hassan, Nikki Darden

- **SILVER**
  - **Ally Financial**
  - **R/GA, MediaCom**
  - **Keep Saving For What Matters**
  - **Creative:** Jennifer Brockington, Megan Audette, Daciay Quenah
  - **Client:** Ally Financial

- **BRONZE**
  - **E*TRADE Financial**
  - **MullenLowe NY**
  - **Bear Market TV/OLV**
  - **Creative:** Zack Menna, Rich Singer
  - **Client:** Dawn Burke, Natalie Labuda
Television: Campaign

**Gold**
- **E*TRADE Financial**
  - Creative: Zack Menna, Rich Singer
  - Client: Dawn Burke, Natalie Labuda

**Silver**
- **E*TRADE Financial**
  - Creative: Zack Menna, Rich Singer, Alex Avis, Andy Sciamanna
  - Client: Dawn Burke, Natalie Labuda

**Bronze**
- **First Financial Bank**
  - Creative: Bradly and Montgomery (BaM)
  - Client: John Brockelman, Kristie Tillinghast

**Silver**
- **State Street Global Advisors**
  - Creative: Peter Powell, Gene Campanelli, Tamara Lecker, Amber Greenwalt, Rob Rawley, Daniel Lammon
  - Client: John Brockett, Kristie Tillinghast

Visual Identity: System

**Gold**
- **J.P. Morgan**
  - Creative: Tim Gordon, Nate Scott, Mariana Gorn, Albie Eloy, Lee Pozin, Silke Mennenga Vishah
  - Client: Leanne Fremar, Dipti Kachru

**Silver**
- **PGIM Investments**
  - Creative: Valentine Laval, Seema Patel, Shira Goldman, Irene Frangos, Nali Patel
  - Client: Debra Probst, Heather Garland

Web Video

**Gold**
- **Citi**
  - Creative: Andy Bird, Jeremy Filgate, Nicholas Rezabek Lea Platz, Chloe Grindle, Deanna Solis
  - Client: Carla Hassan, Nikki Darden

**Silver**
- **Citi / American Airlines**
  - Creative: Michelle Underwood, Cara Gigante, Kevin Bush, Zach Murman-Freer, Jamie Baumann, Ricky Brandt
  - Client: Hailey Brent, Jennifer Loyless
Website

**Synchrony Bank**
Foundry 360

*Milie*

**Creative:** Catey Hill, Emily Silber, Leslie Xia, Jennifer Tuozzollo, Victoria Rich, Rudine Manning

**Client:** Amanda Curtin

**AIG Life & Retirement**
In-House and with Primacy

*Get more out of life (insurance)*

**Creative:** Kirsten Thorp, Chrisann Lambert, Joanne Moore, Chris Szodoray, Karen Kolodziej

**J.P. Morgan Wealth Management**
R/GA

**J.P. Morgan Wealth Management Website**

**Creative:** Jess Vande Werken, Shashank Raval, Leah Alfonso, Richard Smith, John Berman, William Frean

**Client:** Dipti Kachru, Matthew Pisciotta
Employee Communications

Email
Event
Integrated
Intranet
Presentation
Video
Visual Identity
<table>
<thead>
<tr>
<th>Category</th>
<th>Gold</th>
<th>Creative</th>
<th>Client</th>
<th>Silver</th>
<th>Creative</th>
<th>Client</th>
<th>Bronze</th>
<th>Creative</th>
<th>Client</th>
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</thead>
<tbody>
<tr>
<td>Email</td>
<td>Cambridge Investment Group</td>
<td><em>Cambridge Today Communications</em> &lt;br&gt;<strong>Creative:</strong> Sarah Ledger, Nick Mitchell, Lauren Lynch, Brandon Horn</td>
<td></td>
<td>Hightower Advisors</td>
<td><em>Impact Investing Guidebook</em> &lt;br&gt;<strong>Creative:</strong> Natalie Kirst, Theresa Gralinski, Nicole Engel, Tara Means, Adam Drawve, Joelle Pyle</td>
<td></td>
<td>PGIM</td>
<td><em>Together in Pride (Pride Month 2020)</em> &lt;br&gt;<strong>Creative:</strong> Barbara Fuchs, Julia O’Brien, Tim Staples, Haley Rubin, Marielis Martinez, Marie O’Donnell</td>
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<td>Integrated</td>
<td>Morgan Stanley</td>
<td><em>Morgan Stanley At Work Employee Communications</em> &lt;br&gt;<strong>Creative:</strong> Lisa Kolker Brocato, Bill Anstadt, Leigh Solomon, Blair Prentice, Victoria LaVilla, Michelle Kessel</td>
<td>Morgan Stanley At Work Employee Communications</td>
<td>Mizuho Americas</td>
<td><em>Work-From-Home Employee Engagement Campaign</em> &lt;br&gt;<strong>Creative:</strong> Cheryl Gilberg, Casey Waitz, Jim Gorman, Laura London, Kate Gresham, Hiroko Muroshima</td>
<td>Mizuho Americas</td>
<td>Janus Henderson Investors</td>
<td><em>Together in Pride (Pride Month 2020)</em> &lt;br&gt;<strong>Creative:</strong> Barbara Fuchs, Julia O’Brien, Tim Staples, Haley Rubin, Marielis Martinez, Marie O’Donnell</td>
<td>Janus Henderson Investors</td>
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<td>Intranet</td>
<td>Morgan Stanley</td>
<td><em>Return to Work Place</em> &lt;br&gt;<strong>Creative:</strong> Adam Greiss, Eugene Buddy King, Jason Wheeler</td>
<td>Morgan Stanley At Work Employee Communications</td>
<td>Synchrony</td>
<td><em>Studio Policy Handbook</em> &lt;br&gt;<strong>Creative:</strong> Duncan Stone, Andy Nystrom, Carolee Coker, David Eisnaugle, Vicky Babcock</td>
<td>Synchrony</td>
<td>Janus Henderson Investors</td>
<td><em>Together in Pride (Pride Month 2020)</em> &lt;br&gt;<strong>Creative:</strong> Barbara Fuchs, Julia O’Brien, Tim Staples, Haley Rubin, Marielis Martinez, Marie O’Donnell</td>
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<td>Presentation</td>
<td>Synchrony</td>
<td><em>Studio Policy Handbook</em> &lt;br&gt;<strong>Creative:</strong> Duncan Stone, Andy Nystrom, Carolee Coker, David Eisnaugle, Vicky Babcock</td>
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<td>Janus Henderson Investors</td>
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Video

**Travelers**
In-House
Black Women of Power Summit
Creative: Bryan Milkie, Max Moraga, Liz Tagatac, Molly Gilmore
Client: Barbara Ramirez-Kerecz, Nicola Smith

**DLL**
Substance Strategy & Creative
Stronger Together: DLL Annual Meeting Kickoff Video
Creative: Phil Edelstein, Susan Schneider, Andrea MacCullough, Koi Fly Creative
Client: Kate Heavener

**Travelers**
In-House
The Salesforce Forecasts
Creative: Chris Lenox, Carolyn Capshaw, Hiten Bhavasar, Lisa Santoro, Liz Tagatac, Dave Ramsey
Client: Tracy Avery, Cristina Phelps

Visual Identity

**Mizuho Americas**
In-House
Employee Resource Groups Brand Strategy & Visual Identity

**TD Ameritrade**
Studio1 (In-House)
Culture Club Nostalgia Merchandise
Creative: Elayne Karp, Paul Lempa, Vincent Russo
Client: Melissa Cicero, Chris Enzolera
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