

28th FCS ANNUAL PORTFOLIO AWARDS



May 5, 2022
Ziegfeld Ballroom
New York City



Celebrating creative excellence in financial marketing and communications

Welcome

Welcome from the FCS CEO

QUANTUM OF EXCELLENCE



Kevin Windorf
CEO,
Financial Communications Society

Dear Members and Friends of the FCS,

Welcome to the 28th Annual FCS Portfolio Awards Gala – a night that celebrates our own quantum of excellence – the very best in financial marketing and communications.

Tonight we – a community of ‘secret agents’ – continue to come out of hiding, from behind masks and from out of forced isolation. As marketers and strategists, designers and writers, we toil behind the scenes, tasked with challenging mission after challenging mission, always to reach our targets while protecting our brands.

It takes a special breed to be a financial marketer. You need certain skills, you need to be adept with the latest technology. You need an unwavering work ethic. You need integrity and character and a cunning ability to navigate industry social events. Maybe I just described James Bond – the patron saint of our “Portfolio Royale” – or maybe I just described every award winner here tonight.

During tonight’s awards ceremony, we will honor the secret agents of 72 companies (out of more than 100 that entered this year’s competition). We’ll announce over 230 trophies – recognizing the best of the best from a record-smashing 525 entries. That means fewer than half of those entries were selected by our judges as ‘trophy-worthy.’ Keep that in mind as you take your well-deserved bows. Kudos to all of you!

Yet the FCS isn’t just about Recognition. Our own – not so secret – mission is expressed in three simple but impactful words: Community, Education, Philanthropy.

Despite the pandemic keeping us from getting together in-person across the country, our Community remains strong, whether you measure that by the quantity of our Corporate and Individual Members or by the quality of

our members-only Mentoring Program, now thriving in its 3rd year.

Since the shutdown of March 2020, we’ve kept our Education drive alive with more than 70 virtual events – and our New York in-person luncheon series started up again last September and continues to attract CMO-level executives from our industry’s leading brands – many of them picking up trophies tonight.

Through the monthly FCS Members Only Virtual Event Series (MOVES), we continue to donate \$1,000 checks to children’s charities selected by our speakers (see page 44). And with the successful return of the FCS Race for Kids charity fundraiser in Stowe, Vermont, this past January, we’re proud to say that our total donations since 2000 now surpass \$2,800,000.

We have all been through much over the past two years, personally and professionally. And the FCS is grateful to be in a position of continued growth and success. We could not have done it without the support of every one of our members, our sponsors, our committees, our Board of 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 the Gala such a success. Our thanks to the Portfolio Committee (see page 47) for their tireless efforts in managing the record number of entries 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 19).

Cheers to FCS Board Director Krissie Hart of Reuters for returning again 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 social media videos, and tonight’s event journal – and tomorrow’s online winners journal. And finally we offer a perennial 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 celebrate this, our 55th Anniversary year (1967-2022), 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, live and let live!

Kevin Windorf,
CEO

Enjoy the evening!

Sponsors

Gold



Silver



Bronze



DINNER



JUDGES' CHOICE AWARD



B2B BEST IN SHOW AWARD



AGENCY OF RECORD



PRODUCTION PARTNER FOR THE AWARDS COMPETITION & GALA



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| Forbes | McCann | UBS |
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| GroupeConnect | Eaton Vance | PereiraO'Dell |
| Havas BNY Mellon | Morning Brew | |

PORTFOLIO FRIENDS

Integreon



OUR
JUDGES



THE
WINNERS

Welcome | **The judges**

The judges



Beth Woodruff
Director - Brand,
Ally Financial



Caitlin Schillig
Senior Director, Advertising &
Integrated Marketing,
Ameriprise Financial



Elaine Villas-Obusan
Head of Retail Marketing,
Amundi Asset Management



Michele Barlow
Brand Strategy, Content and
Media Investment Executive,
Bank of America



Cheryl Krauss
Chief Communications Officer,
Barings



Nicole Huynh
Head of Enterprise Growth
Marketing and Communications,
BNY Mellon



Jessie Chapman
VP, Global Brand,
Broadridge



Aparna Menon
Director, Bank Customer
Marketing,
Capital One



Meco Sparks
Director, Head of Client
Segment Marketing, Carillon
Tower Advisers



Michelle Crecca
Senior Vice President, Head of
Americas Advisory Marketing,
CBRE



Martha Foster
Global Senior Vice President –
Brand, Citi



Devon Dougherty
Director of Product
Management & Development,
Clark Capital



Joanne Ybe
Director, Creative Services,
CME Group



Leslie Walstrom
Global Head of Marketing,
Columbia Threadneedle



Dave Blackburn
Head of Digital Marketing,
DTCC

Welcome | **The judges**

The judges



Victoria Aldrich
Assistant Vice President,
E*TRADE from Morgan Stanley



Alma Rodriguez-Piscitello
Executive Vice President,
Global Financial Services,
Edelman



Andrew Corn
Chief Executive Officer,
ESA Integrated Marketing



Keri Lubanski
Vice President, Marketing
Manager, Glenmede



Madhu Pai
Marketing Transformation Lead,
Global Marketing, Goldman Sachs



Emily Pachuta
Chief Marketing & Analytics
Officer, Americas, Invesco



Jonathan Freedman
Head of Marketing and
Communications, Jefferies



Wendy Dill
Executive Director, Head of Field
Marketing, J.P. Morgan Wealth
Management



Justin Garcia
Executive Director – Brand
Marketing, J.P. Morgan Asset
Management



David Langton
President, Langton Creative



Elena French
Senior Vice President, Corporate
Marketing, Communications and
Brand, Lincoln Financial Group



Duncan Shaw
Co-Founder & Chief Creative
Officer, Living Group



Dawn Fitzgerald
CMO of Wealth Management,
M&T Bank



Devin Davis
Head of Digital & Demand
Generation, Macquarie Asset
Management



Jennifer Halloran
CMO, Head of Marketing &
Brand, MassMutual



Welcome | **The judges**

The judges



Tess Skoller
Associate Brand and
Advertising Manager,
MFS Investment Management



Max Alex
Executive Director, Head of
Brand and Creative Services,
Mizuho Group



Kevin Heine
Head of Corporate
Communications, New York Life



Chris Trice
SVP, Group Media Manager,
PNC



Dan Allocca
Managing Director,
Prosek Partners



Joe Volpicelli
Vice President, Head of Creative,
Prudential



Kimberly Boone
Managing Director - Americas,
Ptarmigan Media



Ben Hall
Vice President, Managing Director,
R/GA



Laura Burke
U.S. Chief Communications
Officer, Santander



Scott McKay
Head of Marketing &
Communications, Schroders



Sarah Estwick
Managing Director, Head of ETF
Marketing, State Street Global
Advisors



Kevin Steen
Principal,
Sullivan



Diana Awed
Head of Distribution Enablement
and Marketing, T. Rowe Price



Terry McDougall
Leadership Consultant, Host of
"Marketing Mambo" podcast,
Terry B. McDougall Coaching



Jennifer Ogden
Global Strategist, Head of Brand
& Communications Strategy,
The Ricciardi Group



Welcome | **The judges**

The judges



Marty Willis
Former Enterprise CMO,
TIAA



Sue Childs
SVP and Head of Marketing Venn,
Two Sigma



Jeanie Ulicny
Managing Partner,
Ulicny Financial Communications



Francie Staub
CMO,
United Community Bank



Eric Hazard
CEO,
Vested Ventures



Evelyn Lee
Head of IHA & Agency
Management, Wells Fargo



Welcome | The judges | The winners | **Judges' Choice**

Judges' Choice



Invesco QQQ

Corporate Image: LEO Learning, Preloaded,
Grey New York, 160/90, Edelman, Crossmedia

Integrated Marketing

How Not To Suck At Money

Integrated Launch

Client: Emily Pachuta, Jon Holding

Best in Show



B2B



Invesco
Adler Branding and Marketing
Digital Collateral: *DC Language*
Study-Watch Your Language
Creative: Cate Sanders,
Holly Donovan, Shelby Watson,
Katie Chow, Adrienne Metzinger,
Saritte Rogers
Client: Cate Sanders, Holly Donovan

Consumer Retail



Ally
R/GA
Direct Mail: Campaign
Ally Invest 'Cash That Grows'
Direct Mail Campaign
Client: Lukas Pearson,
Sohee Kim, Amanda Wu, Katie
Moran, Erica Jensen, Jessie Morton

Corporate Image



Ally
NeonxGLAAD
Audacy - Channel Q
Branded Content: *Integrated*
Changemakers
Creative: Abdool Corlette,
Alexa Roberts, Tim Gerstenberger,
Samantha Bond, Allie Weber,
Penny Mann
Client: Selim Ayyildiz,
Steven Marques

Multicultural



Ally
NeonxGLAAD
Audacy - Channel Q
Branded Content: *Integrated*
Changemakers
Creative: Abdool Corlette,
Alexa Roberts, Tim Gerstenberger,
Samantha Bond, Allie Weber,
Penny Mann
Client: Selim Ayyildiz,
Steven Marques

Corporate Social Responsibility



Citi
Publicis New York
Television: Single
STARE – Ntando
Creative: Andy Bird,
Jeremy Filgate,
Aaron Blazey, Rit Bottorf

Employee Communications



Travelers
In-House
Video: *Salesforce Forcecasts 2021*
Creative: Carolyn Capshaw,
Chris Lenox, Jen Gadowski,
Dave Ramser, Liz Tagatac
Client: Cindy Leslie,
Nicole Van Ausdall

Winners Index



[ANNUAL REPORTS](#)

[APPS AND TOOLS](#)

[AUDIO](#)

[AUDIO ADVERTISING](#)

[BRANDED CONTENT: AUDIO](#)

[BRANDED CONTENT:
COPY & DESIGN](#)

[BRANDED CONTENT:
INTEGRATED](#)

[BRANDED CONTENT: VIDEO](#)

[DIGITAL COLLATERAL](#)

[DIRECT MAIL](#)

[DISPLAY / RICH MEDIA](#)

[EMAIL](#)

[EMPLOYEE
COMMUNICATIONS](#)

[EVENT MARKETING](#)

[INTEGRATED MARKETING](#)

[MEDIA STRATEGY:
INNOVATION](#)

[MEDIA STRATEGY:
PROGRAMMATIC](#)

[MEDIA STRATEGY:
TRADITIONAL](#)

[OUT-OF-HOME](#)

[PRINT](#)

[PRINT COLLATERAL](#)

[PUBLIC RELATIONS](#)

[SOCIAL MEDIA: ORGANIC](#)

[SOCIAL MEDIA: PAID](#)

[SPONSORSHIP MARKETING](#)

[TELEVISION](#)

[VISUAL IDENTITY LOGO](#)

[VISUAL IDENTITY SYSTEM](#)

[WEB VIDEO](#)

[WEBSITE](#)



BRANDING & ADVERTISING


VISUAL IDENTITY LOGO

CORPORATE IMAGE

 **Intergy Private Wealth ♦**
Leibowitz
Intergy Private Wealth Logo
Creative: Gerald Morin, Ivan Caro, John Staton, Paul Leibowitz
Client: Gordy Abel, Charlie Dunn

 **Nilsine Partners ♦**
Leibowitz
Nilsine Partners Logo
Creative: Ivan Caro, Gerald Morin, Benjamin Swanson, Paul Leibowitz
Client: Gordy Abel, Scott Bills


CONSUMER RETAIL


 **M&T Bank / Wilmington Trust ♦**
In-House
Wilmington Trust - Capital Considerations podcast branding
Creative: Devin Short, Leslie McGeoch, Nancy Mayer, Marcy Tolkoff
Client: Tony Roth

 **First Financial Bank ♦**
Bradley and Montgomery (BaM)
Yellow Cardinal Advisory Group Logo

VISUAL IDENTITY SYSTEM


CORPORATE IMAGE


 **Edelman Financial Engines ♦**
In-House
Everyday Wealth
Creative: Venkat Patla, Denisa Trenkle, Michael Taylor, Tory Knappenberger, Stephen Berry, Quinn Mills
Client: Lisa Johnston, Jim Sillburn


 **Invesco ♦**
In-House, Prophet
Invesco Brand Evolution
Creative: Jessica Decker, Katie Chow, Anastasia Casaliggi, Nicole Williams
Client: Jessica Decker, Jon Holding


 **Hightower Advisors ♦**
In-House
HIGHFlex
Creative: Natalie Kirst, Jocelyn Gilbertson

B2B

 **Prudential Financial ♦**
In-House
PGIM Brand Guidelines Refresh
Creative: Brian Hagen, Mark Drilon, David Liemer, Tamara Burke
Client: Ken Poliziani

 **Barclays ♦**
In-House, Huge
Corporate and Investment Bank Brand Expression
Creative: Sarah Jackson, Tadeu Magalhães, Keith Locke, Athalia Rahim
Client: Kimberlee Mertzg, Matt Slivinski

 **ADP ♣**
Sullivan
Roll by ADP
Creative: Nicole Ferry, John Paolini, Mike Last
Client: Robert Ciccone

 **FairX ♣**
Gate 39 Media
FairX Logo and Brand Identity Structure
Creative: Nick Landsberger, Monica Galdes, Mike Forrester, Sarah McNabb, Zach Mau, Feiying Hu
Client: Tom Rafferty

CONSUMER RETAIL


 **Bank of America ♦**
Enterprise Creative Solutions
Bank of America Consumer and Debit Rebranded Cards
Creative: Ken Tattersall, Nancy Grube, Joe Shock, Sharon Hanway, Stacy Stigelman, Charissa Messer
Client: Lisa Lawler, Robin Growley

 **Bank of America ♦**
GroupeConnect
Digital Banking Cohesive Microsite Experience
Creative: Abby Grieco, Kenneth Muti, David Kane, Joseph Palmer, Shannon Whalen, Michelle Rafferty
Client: Heather Tselentis, Keri McDermott

 **Financial Institution**  **Financial Industry**

 **First Financial Bank ♦**
Bradley and Montgomery (BaM)
Yellow Cardinal Advisory Group Visual Identity


 **Alumni Ventures ♦**
Varvet, In-House
Alumni Ventures Visual Refresh
Creative: Alex Critch, Tony DiTomasso
Client: Luke Antal, Mike Giordano

 **Invesco QQQ ♦**
In-House, Prophet
Invesco QQQ Brand Evolution
Creative: Jessica Decker, Katie Chow, Anastasia Casaliggi, Nicole Williams
Client: Jessica Decker, Jon Holding

DIRECT MAIL

CORPORATE IMAGE

SINGLE

 **Instinet ♣**
Thinkso
Instinet DealMatch
Creative: Brett Traylor, Shelley Batuyong, Emily Wack, Jay Sherman-Godfrey, Amie Ruhé
Client: Lorna Boucher, Meaghan Fitzpatrick

B2B

SINGLE

 **Bank of America ♦**
Enterprise Creative Solutions
Economy and Gastronomy direct mail, Bank of America Merchant Services
Creative: Teresa Mraz, Patty McKinney, Steve Strohm, Christine Taylor, Deena Dimmer, Charissa Messer
Client: Sara Fulton, Nathan Mays

 **Bank of America ♦**
Enterprise Creative Solutions
Zelle for Business Statement Messaging
Creative: Steve Strohm, James Koonce, Al Andrien, Kristen Miller, Patty Sinkus, Charissa Messer
Client: Heather Davis, Jeneen Marziani




CAMPAIGN

 **Yieldstreet** ♦
In-House
Yieldstreet Direct Mail '22
Client: Madeleine Worrall


CONSUMER RETAIL

SINGLE

 **First Financial Bank** ♦
Bradley and Montgomery (BaM)
"Plans Change" Builder Mailer

 **Bank of America** ♦
Enterprise Creative Solutions
Bank of America Premium Rewards Elite Welcome Kit
Creative: Trish Kerr, Liz Krewson, Christine Taylor, Kara Schemmel, Mary Becker, Charissa Messer
Client: Chrissy Silverman

CAMPAIGN

 **Ally** ♦
R/GA
Ally Invest 'Cash That Grows' Direct Mail Campaign
Creative: Lukas Pearson, Sohee Kim, Amanda Wu, Katie Moran, Erica Jensen, Jessie Morton


OUT-OF- HOME

CORPORATE IMAGE

SINGLE

 **Goldman Sachs** ♦
Forsman & Bodenfors
10,000 Small Businesses Voices
Creative: Rob Hirst-Hermans, Claudette Martin, Jose Maria Almeida Neves, Yuna Park, Alvaro Romero, Kyla Taub
Client: Rosie Johnson, Jason Hill

CAMPAIGN


 **Morgan Stanley** ♦
In-House
Morgan Stanley Headquarters Employee Engagement External Signage

 **Morgan Stanley** ♦
In-House
Morgan Stanley Headquarters External Signage

 **Morgan Stanley** ♦
In-House/ Framestore
Lights on Summer Analysts and Associates

B2B


CAMPAIGN


 **Barclays** ♦
In-House, ESI Design
Currencies
Creative: Sarah Jackson, Jonathan Grimm, Cara Buckley, Jay Sienkiewicz
Client: Kimberlee Mertz, Tania van Bergen

 **Barclays** ♦
In-House
Client Deals
Creative: Tania van Bergen, Matt Slivinski
Client: Kimberlee Mertz, Matt Slivinski

CONSUMER RETAIL

CAMPAIGN

 **M&T Bank** ♦
In-House
M&T Bank Branch Digital Screen Content
Creative: Devin Short, Colleen Darby, Kyle Vines, Ben Coleman, Sheralyn Silverstein
Client: Francesco Lagutaine


 **Travelers Insurance** ♦
In-House
Legends Made
Creative: Chris Lenox, Jim Foster, Chris Matthews, Kate Hernandez
Client: Andy Bessette

 **Financial Institution**  **Financial Industry**

PRINT

CORPORATE IMAGE

CAMPAIGN

 **Morgan Stanley** ♦
In-House/EP and CO
What Do You See Print Campaign

 **Bank of America** ♦
Enterprise Creative Solutions
Bank of America Chicago Marathon Merrill Ads
Creative: Mike Pilotte, Kara Schemmel, Ken Berl, Mary Becker, Jim Clark, Charissa Messer
Client: Lila Lynch


B2B

SINGLE

 **FTSE** ♣
Carpenter Group
FTSE Climate
Creative: Claire Taylor, Chris Hoch, Bruce Felton, Katina Zulakis, Victoria Pohlmann
Client: Tamas Szarvas, Laura McCrackle

CONSUMER RETAIL

SINGLE


 **Bank of America** ♦
Enterprise Creative Solutions
Merrill Barron's Top 1200 Advisor ad
Creative: Mike Pilotte, Priscilla Person, Kara Schemmel, Keri O'Brien, Mary Becker, Charissa Messer
Client: Kaitlyn Cassidy

 **Bank of America** ♦
Enterprise Creative Solutions
Merrill Barron's Top 100 Women Advisor ad
Creative: Mike Pilotte, Priscilla Person, Joe Simone, Kara Schemmel, Mary Becker, Charissa Messer
Client: Kaitlyn Cassidy



DISPLAY RICH MEDIA

B2B



GOLD

State Street Global Advisors ♦
McCann New York
Fixed Income: Don't get left with less
Creative: Catherine Peta, Gene Campanelli, Peter Powell, Amber Greenwalt, Todd Brown, Rob Rawley
Client: Kristie Tillinghast, John Brockelman



SILVER

Sector SPDR ETFs ♦
DNA Creative/SBA
Market Data PreRoll
Creative: Philip Byrne, Carmen Soubriet
Client: Dan Dolan

CONSUMER RETAIL



GOLD

BNY Mellon Wealth Management ♦
Havas New York
Active Wealth Accelerator
Creative: Kathrin Hoffmann, Kate Hofstra, Danny Wang, Joe McHeffey, Joe Cahill , Laura Beale
Client: Kirti Naik, Jane Post



SILVER

State Street Global Advisors ♦
McCann New York
MDY: Get Up
Creative: Catherine Peta, Gene Campanelli, Peter Powell, Amber Greenwalt, Rob Rawley
Client: Kristie Tillinghast, John Brockelman




BRONZE

State Street Global Advisors ♦
McCann New York
Think you know gold? Think again
Creative: Catherine Peta, Gene Campanelli, Peter Powell, Amber Greenwalt, Rob Rawley, Cheryl Edwards
Client: Kristie Tillinghast, John Brockelman

EMAIL

CORPORATE IMAGE



GOLD

American Century Investments ♦
In-House and Coffee WW
Spot the Changes Holiday Campaign
Creative: Maria Huggins, Debbie Ashmore, Ky Miller, Al Silvestri, Elly Jahnz
Client: Erik Schneberger, Wylie Kainn

B2B




SILVER

State Street Global Advisors ♦
EMI Strategic Marketing
SSGA Product Email Campaign
Creative: Anthony Nygren, Trisha Langlois, Mark Malloy
Client: Rob Quan, Megan Raftery



BRONZE

Bank of America ♦
Enterprise Creative Solutions
Home Loans April Monthly Insights Trade Newsletter
Creative: Ken Tattersall, Richard Schneider, Jennifer Murphy, Mark Lazur, Stacy Stigelman, Charissa Messer
Client: Tim Davis, Julie Lewis



BRONZE

Hartford Funds ♦
Substance Strategy & Creative
"Follow the Gold Line" Email Executions
Creative: Phil Edelstein, Andrea MacCullough, Susan Schneider Hennelly, Megan Flynn, Jon Yucis
Client: Jeff Cohan, Lauren Kitson



BRONZE

Lazard Asset Management ♦
In-House
Quality Driven Growth
Creative: Petek Pekgoz, Michael Adelman, Leo Salazar, Ashley Kindergarten, Erika White

CONSUMER RETAIL



GOLD

Morgan Stanley ♦
In-House
Morgan Stanley at Work Key Moments Campaign



SILVER

Morgan Stanley ♦
In-House
CashPlus Brokerage Account Acquisition Email Campaign




BRONZE

TD Ameritrade ♦
Studio1 (In-House)
thinkorswim Suite Onboarding
Creative: Stephanie Krysl, Yekaterina Voevodkin, Joanna Thompson, Dan Greve, Robert Bollweg, Elayne Karp
Client: Patrick Smith, Eric Vicedomini


SOCIAL MEDIA PAID

CORPORATE IMAGE



GOLD

Ally ♦
In-House
Finance Like I'm Five
Creative: Andrea Brimmer, Jennifer Brockington, Megan Audette, Meredith Dack, Kaity Edelmann, Sean Stapleton




GOLD

Bank of America ♦
GroupeConnect
Better Money Habits Gen Z Campaign
Creative: Kelsey Dermody, Azul De Mendieta, Meaghan Flynn, Mark Philip, Kelly Gardner, Madeline Howd
Client: Misty Hadzima, Brian Jones



GOLD

Goldman Sachs ♦
Forsman & Bodenfors
10,000 Small Businesses Holiday Market 2021
Creative: Rob Hirst-Hermans, Claudette Martin, Sarah Ratinetz, Axel Söderlund, Jaun Raza, Kyla Taub
Client: Rosie Johnson, Matt Jorgensen



SILVER


Morgan Stanley ♦
In-House/EP and CO
What Do You See Social Campaign

B2B




GOLD

HSBC Bank USA ♦
Wunderman Thompson Canada
Behind the Business
Creative: Ari Elkouby, Kyle Carpenter, Mike Butler, Chitty Krishnappa, Chandler Powell, Stephanie Gyles
Client: Allison Warren, Ryan McWilliams



SILVER

Prudential Financial ♦
In-House
Who's Your Rock? Group Insurance Paid Social Campaign
Creative: Joanne Austin, Michelle Kwiatkowski, Alicia Millane, John Renz, Bridget Esposito, Joe Volpicelli
Client: Susan Somersille Johnson, Ketty Trived



BRONZE

PGIM Investments ♦
In-House
Manager Minutes
Creative: Heather Ramos, Seema Patel, Nali Patel, Eugene Peterson
Client: Heather Garland



CONSUMER RETAIL

E*TRADE ♦
MullenLowe
GOLD
Stop Waiting, Start Investing
Creative: Ricard Valero, Tim Vaccarino, Zack Menna, Rich Singer, Alice Burton, Sharon Park
Client: Dawn Burke, Victoria Aldrich

UBS ♦
Creative Solutions
GOLD
UBS Wealth Way - 3 Key Strategies - Social Media
Creative: Andy Lau, Andy Srygley, Maria Chang Nichols, Alicia Lennard
Client: Patrick Corry, Jessica Goldstein

BNY Mellon Wealth Management ♦
Havas New York
SILVER
Active Wealth Accelerator
Creative: Kathrin Hoffmann, Kate Hofstra, Danny Wang, Joe Mcheffy, Joe Cahill, Laura Beale
Client: Kirti Naik, Jane Post

E*TRADE ♦
MullenLowe
BRONZE
Investing Myths Work
Creative: Zack Menna, Rich Singer, Alice Burton, Sharon Park, Nick Arzhantsev, Alisha Branch
Client: Dawn Burke, Jenny Hu

TELEVISION

CORPORATE IMAGE

SINGLE

Citi ♦
Publicis New York
GOLD
STARE - Ntando
Creative: Andy Bird, Jeremy Filgate, Aaron Blazey, Rit Bottorf

Citi ♦
Publicis New York
SILVER
STARE - Madison
Creative: Andy Bird, Jeremy Filgate, Aaron Blazey, Rit Bottorf

Ally ♦
Anomaly
BRONZE
We're All Better Off With an Ally
Creative: Andrea Brimmer, Jennifer Brockington, Megan Audette, Meredith Dack, Kaity Edelmann, Alison Aron

CAMPAIGN

Citi ♦
Publicis New York
GOLD
STARE - Campaign
Creative: Andy Bird, Jeremy Filgate, Aaron Blazey, Rit Bottorf
Client: Tina Davis, Ian Cropp

Ally ♦
Anomaly
SILVER
Allies/The Unsponsored
Creative: Andrea Brimmer, Jennifer Brockington, Megan Audette, Meredith Dack, Kaity Edelmann, Alison Arons

Ameriprise Financial ♦
Invisible Man
BRONZE
Even Professionals Need a Professional
Creative: Rachel Howald
Client: Marie O'Neill, Joanna McCormick

B2B

SINGLE

American Century Investments ♦
Deirdre Virgie and Audrey Huffenreuter
GOLD
Why Not
Creative: Deidre Virgie, Audrey Huffenreuter
Client: Erik Schneberger, Wylie Kain

CAMPAIGN

Sector SPDR ETFs ♦
DNA Creative/SBA
GOLD
Driver Spots
Creative: Philip Byrne, Carmen Soubriet
Client: Dan Dolan

♦ Financial Institution ♣ Financial Industry

State Street Global Advisors ♦
McCann New York
SILVER
Think you know gold? Think again.
Creative: Catherine Peta, Gene Campanelli, Peter Powell, Amber Greenwalt, Rob Rawley, Cheryl Edwards
Client: Kristie Tillinghast, John Brockelman

Institute of Management Accountants ♣
The Gate NY
GOLD
Always in Demand
Creative: David Bernstein, Charlie Williamson, Scott Singow, Mike Abadi
Client: Ellen Gurevich

CONSUMER RETAIL

SINGLE

E*TRADE ♦
MullenLowe
GOLD
Workout
Creative: Tim Vaccarino, Dave Weist, Zack Menna, Rich Singer, Colin Frawley, Dan Pappas
Client: Andrea Zaretsky, Dawn Burke


CommunityAmerica Credit Union ♦
Cactus
SILVER
Unbelievable
Creative: Brian Watson, Andy Bartosch, Hailey Simon, Martha Douglas, Nat Balli, Jon Barnett
Client: Whitney Bartelli, Kathryn Anastasio

Invesco QQQ ♦
Grey New York
SILVER
Agents of Innovation - Ladonna
Creative: Brian Pluta, Jon Cochran, Chams Abdelhafidh, Andre Grey
Client: Katy Brady, Stephanie Fiset

First Financial Bank ♦
Bradley and Montgomery (BaM)
BRONZE
"Enjoy Life" TV Spot




CAMPAIGN

- 
GOLD

MassMutual ♦
Grey New York

Uncomfortable Truths


Creative: Joe Mongognia, Mike Abell, Kevin Gentile

Client: Jennifer Halloran, Spencer Deadrick
- 
SILVER

E*TRADE ♦
MullenLowe

Stop Waiting, Start Investing

Creative: Ricard Valero, Tim Vaccarino, Zack Menna, Rich Singer, Alice Burton, Sharon Park

Client: Andrea Zaretsky, Dawn Burke
- 
BRONZE

Invesco QQQ ♦
Grey New York


Agents of Innovation NCAA Campaign

Creative: Brian Pluta, Jon Cochran

Client: Katy Brady, Stephanie Fiset

AUDIO ADVERTISING


CORPORATE IMAGE

- 
GOLD

Bank of America ♦
GroupeConnect, Lopez Negrete Communications

Better Money Habits Hispanic Audio

Creative: Taylor Thomas, Rodney Raftery, Kara Canole, Katie Roberts, Ana Maria Montero, Alex Garcia

Client: Kara Crippen, Dani Dody
- 
SILVER

Prudential Financial ♦
Strawberry Frog

Who's Your Rock?

Creative: Tyler DeAngelo, Danielle Vieth, Erica Donovaro

Client: Susan Somersille Johnson, Richard Parkinson


B2B

- 
SILVER


Yieldstreet ♦
In-House

Yieldstreet Accredited Investor Podcast Campaign


CONSUMER RETAIL

- 
GOLD

Morgan Stanley ♦
In-House

WorkLife with Adam Grant Podcast Ad: Mandell Crawley
- 
SILVER

Morgan Stanley ♦
In-House

WorkLife with Adam Grant Podcast Ad: Coffee Cart Couple
- 
BRONZE


First Financial Bank ♦
Bradley and Montgomery (BaM)

First Financial Bank "Enjoy Life" Radio Spot

EXTERNAL COMMUNICATIONS

ANNUAL REPORTS


CORPORATE IMAGE

- 
BRONZE

Goldman Sachs ♦
Daughter

Accelerating Transition: Task Force on Climate-Related Financial Disclosures Report 2021

Creative: Lee Jackson, Gareth Hopkins, Amber Wilson, Stuart Jackson, Mark Walters, Fergus Pitcher

Client: Sophie Ramsay, Rosie Johnson
- 
BRONZE


Glenmede Trust ♦
Yamamoto

2020 Annual Review

Client: Melissa Stonberg, Carol McGinn

PRINT COLLATERAL

CORPORATE IMAGE


- 
GOLD

The Penn Mutual Life Insurance Company ♦
In-House and M/H

"You, Stronger" Collateral

Creative: Kevin Mercer, Karen Eross, Rusty Miller, Jesse Wilks, Gerardo Agbuya


Client: Lauren Kane

- 
SILVER

UBS ♦
Creative Solutions

For the long run: Sustainability means growth for business owners

Creative: Lisa Klausung, Maria Chang Nichols, Alicia Lennard

Client: Jane Schwartzberg, James Jack
- 
BRONZE

Wilmington Trust/M&T Bank ♦
In-House

Capital Markets Forecast

Creative: Devin Short, Nancy Mayer, Leslie McGeoch, Marcy Tolkoff

Client: Tony Roth


B2B

- 
BRONZE

Morgan Stanley ♦
In-House

International Equity Team Engage Report


CONSUMER RETAIL

- 
GOLD

UBS ♦
Creative Solutions

UBS Private Wealth Management: Conversation Kits


Creative: Amy Rhett, Andy Lau, Maria Chang Nichols

Client: Sarah Salomon
- 
SILVER

Bank of America ♦
Enterprise Creative Solutions

Merrill Advice for What Matters Most ebrochure


Creative: Mike Pilotte, Priscilla Person, Joe Simone, Kara Schemmel, Mary Becker

Client: Charissa Messer, Kaitlyn Cassidy
- 
BRONZE

Bank of America ♦
Enterprise Creative Solutions

Merrill Private Wealth Management Capabilities brochure

Creative: Liz Krewson, Greg Rodowsky, Kara Schemmel, Elise Daher, Stacy Carcacr

Client: Charissa Messer, Kathleen Galligan
- 
BRONZE

Glenmede ♦
Pockers Creative


Collateral Template System, New Brand Visual Identity

Client: Taylor Bechtel




DIGITAL COLLATERAL

CORPORATE IMAGE


BRONZE

Goldman Sachs ♦
Daughter
Accelerating Transition: Task Force on Climate-Related Financial Disclosures Report 2021
Creative: Lee Jackson, Gareth Hopkins, Amber Wilson, Stuart Jackson, Mark Walters, Fergus Pitcher
Client: Rosie Johnson, Sophie Ramsay

B2B


GOLD

Invesco ♦
Adler Branding and Marketing
DC Language Study-Watch Your Language
Creative: Cate Sanders, Holly Donovan, Shelby Watson, Katie Chow, Adrienne Metzinger, Saritte Rogers
Client: Cate Sanders, Holly Donovan


SILVER


Invesco ♦
In-House
Year End ETF Tax Campaign
Creative: Jessica Decker, Katie Chow, Anastasia Casaliggi, Nicole Williams
Client: Michelle Dewitt, Andrew Garson


BRONZE

Invesco ♦
In-House
Invesco Investment Outlook Digital Experience
Client: Jodi Phillips, Jerell Jordan



BRONZE

Prudential Financial ♦
In-House
2021 Trimester Marketing Campaign Microsite
Creative: Darlene Schild, Annette von Brandis, John Connor, Ryan McNany, Carl Sastram, John Renz
Client: Susan Somersille Johnson, Michele Frey



SILVER

GK3 Capital ♣
In-House
Asset Manager's Guide to Growing Assets with Digital Advertising
Creative: John Gulino, Rick Lake, Tom Venner, Josh Lawson, Mona Aly

CONSUMER RETAIL


SILVER


Bank of America ♦
Foundry 360
Diversity
Creative: Bob Mirales, Gail Harlow, Bill McCoy, Josh Lerman, Syndi Becker, Jennifer Tuozzolo


BRONZE

Citi ♦
Publicis New York
*How Well Do You Know Your Investing Personality?***Creative:** Laura House
Client: Jon Sellman

AUDIO

CORPORATE IMAGE


GOLD

Bank of America ♦
GroupeConnect
That Made All the Difference Podcast
Creative: Kristen Sargeon, Carly Caputo, Sara Hill, Thom Crowley, Kelsey Power, Nima Fallahi
Client: Alicia Burke, Bob Mirales



SILVER

Goldman Sachs ♦
In-House
Exchanges at Goldman Sachs
Creative: Allison Nathan, Jane Kim, Julia McGonagle, Sean Elms



BRONZE

BlackRock ♦
In-House
The Bid podcast by BlackRock
Creative: Rich Latour, Shilpa Pesaru, Kelli Hill, Ann Jacobs, Emma Sweet
Client: Rich Latour

B2B


GOLD


Morgan Stanley ♦
In-House
At Scale: A Sustainability Podcast


SILVER

Invesco ♦
In-House
Greater Possibilities Podcast
Creative: Jodi Phillips, Brian Levitt, Tim Smithlo
Client: Jodi Phillips, Jon Holding

♦ Financial Institution

♣ Financial Industry


SILVER

Voya Financial ♦
In-House
Hire thru Retire: A Health and Wealth Podcast
Creative: Laura Maulucci, Caitlin Scanlon
Client: Heather Lavallee, Bill Harmon



BRONZE

Mizuho Americas ♦
Rationale
Digital Horizons Leaders Series Podcast


CONSUMER RETAIL


GOLD

Morgan Stanley ♦
In-House
Morgan Stanley Alexa Skill and Google Action


SILVER


Bank of America ♦
Foundry 360
Moonshots: Tech That Could Change the World
Creative: Bob Mirales, Pam Faatz, Jenn Sharpe, Josh Lerman, Syndi Becker, Jennifer Tuozzolo
Client: Bank of America


BRONZE


Edelman Financial Engines ♦
In-House
Everyday Wealth
Creative: Jim Silburn, Michelle Connelly, Sara Merker, Venkat Patla, Stephen Berry, Quinn Mills
Client: Lisa Johnston, Jim Silburn

SOCIAL MEDIA: ORGANIC

CORPORATE IMAGE


GOLD

Citi ♦
Publicis New York
Stop Asian Hate
Creative: Andy Bird, Jeremy Filgate, Aaron Blazey, Rit Bottorf, Sungkwon Ha, Matt Fuller
Client: Tina Davis, Martha Foster


SILVER

Bank of America ♦
VOX Global
Women in Tech: Making Their Mark
Creative: Brandon Callahan, Maggie Kinnealey
Client: John Von Brachel, Jeremy Dillahunt



UBS ♦

Creative Solutions

@ubstrending Instagram Channel
Creative: Erin Sanders, Andy Lau, Paul Schlott, Maria Chang Nichols, Alicia Lennard
Client: Filippo Ilardi, Maria Chang Nichols



CFA Institute ♣
Living Group

Amplifying one of the leading voices in financial services
Creative: Kevin Windorf, Hannah Gilmore, Emma Overeem, Danielle Courtney, Brian Murphy
Client: Matthew Hickerson, Carly Hall

B2B



Bank of America ♦
GroupeConnect

Global Research Weeklies
Creative: Dower Phillips, Alexis Scott, Lauren Baker, Olivia Sheehan, Brittany Davenport, Scott Eagerman
Client: Nancy Brennan, Amy Leith



Barclays ♦
Click2View

Nature-Based Solutions
Creative: David Austin, Edward Finnegan, Victor Goh
Client: Kimberlee Mertz, Oliver Choi

CONSUMER RETAIL



E*TRADE ♦
MullenLowe

Me and My Finances Series
Creative: Zack Menna, Rich Singer, Alice Burton, Sharon Park, Nick Arzhantsev, Alisha Branch
Client: Dawn Burke, Victoria Aldrich



E*TRADE ♦
MullenLowe

Current Events Series
Creative: Zack Menna, Rich Singer, Alice Burton, Sharon Park, Nick Arzhantsev, Alisha Branch
Client: Dawn Burke, Victoria Aldrich



E*TRADE ♦
MullenLowe

Financial Fortunes - Tarot Cards
Creative: Zack Menna, Rich Singer, Alice Burton, Sharon Park, Nick Arzhantsev, Alisha Branch
Client: Dawn Burke, Victoria Aldrich

PUBLIC RELATIONS, EVENT MARKETING & MEDIA STRATEGY

PUBLIC RELATIONS

CONSUMER RETAIL



Marcus by Goldman Sachs ♦
Zeno

The Myers-Briggs Financial Personality Quiz
Creative: Tim Mcgeever, Courtney Klopfer, Dana Uher, Molly Moran, Sophia Ponce, Mary Kate Mulligan
Client: Megan Georgeson, Tom Hafen



BNY Mellon Wealth Management ♦
In-House
Active Wealth

EVENT MARKETING

CORPORATE IMAGE



Invesco ♦
160/90

How Not To Suck at Money Georgia Tech Launch Event
Creative: Mila Golubov, Matt Maddox, Jaime Beveridge
Client: Katy Brady, Tom Clifford



Ally ♦
UnitedMasters

Earn Your Masters
Creative: Selim Ayyildiz, Erica Hughes, Eden Gorcey, Allison Cane, Jon Weidman, Michael Bart
Client: Andrea Brimmer, Bridget Sponsky



Prudential Financial ♦
In-House

Women Presidents Organization - "WOW" Campaign
Creative: Patty O'Brien, Juan Bazan, Valeria Moumdjian, Chad Christopher, Cabral Zimele-keita, Asia Giles
Client: Susan Somersille Johnson, Salene Hitchcock-Gear



Instinet ♣
Thinkso

TradeTech Europe 2021 Experience
Creative: Brett Traylor, Shelley Batuyong, Jay Sherman-Godfrey, Amie Ruhé
Client: Lorna Boucher, Meaghan Fitzpatrick



Financial Institution



Financial Industry

B2B



BMO ♦
In-House

COVID-19 Digital Client Events
Creative: Rick Kuwayti, Kim Hanson, Pav Jordan, Kristin Danekas, Gina Christie, Anthony Locaylocayn



Morgan Stanley ♦
In-House

Thrive by Morgan Stanley at Work



Morgan Stanley ♦
In-House

Morgan Stanley at Work Finwell Retreat

CONSUMER RETAIL



Ally ♦
MKTG

Ally: Charlotte FC Kit Reveal



Yieldstreet ♦
In-House

Yieldstreet Artspark at LA Friezes
Creative: Madeleine Worrall

SPONSORSHIP MARKETING

CORPORATE IMAGE



Prudential Financial ♦
In-House

Curtain Up!
Creative: Michael Dilorio, Michael Dillon, Ryan Lockwood, Patty O'Brien, Juan Bazan, Matthew Devasto
Client: Susan Somersille Johnson, Richard Parkinson



Wells Fargo ♦
The Marketing Jersey

Mexican Pride
Creative: Guillermo Zamarripa, Wiso Vazquez, Amelia Lopez
Client: Pam Batalis, Sara Toussaint



Invesco QQQ ♦
160/90

Invesco QQQ Legacy Classic
Client: Tom Clifford, Rob Stewart



CONSUMER RETAIL



Ally ♦
MKTG

Ally: Charlotte FC Kit Reveal



Marcus by Goldman Sachs ♦
72 & Sunny

Patrick Cantlay Sponsorship

Creative: Scott Balalas, Tony Kalathara, Ian Hart,
Katie Schad

Client: Megan Georgeson, Lindsey Harris



American Century Investments ♦
Coffee WW

#ACCFantasyGolf

Creative: Maria Huggins, Tony Frerking,
Jandle Johnson, Pam Murphy, Ky Miller, Al Silvestri

Client: Erik Schneberger, Wylie Kain

MEDIA STRATEGY PLANNING: TRADITIONAL

CORPORATE IMAGE



Morgan Stanley ♦
In-House

*Bringing Morgan Stanley & E*TRADE Media Planning
Together to Drive Gains*



Prudential Financial ♦
In-House

Who's Your Rock? – Prudential Brand Media Plan

Creative: Kalli Chapman, Jennifer Mahovlic,
Kimberly Venedam, Andrew Street, Zaher Hatoum,
Anna Papadopoulos

Client: Susan Somersille Johnson, Richard Parkinson

MEDIA STRATEGY: PROGRAMMATIC

CORPORATE IMAGE



Morgan Stanley ♦
In-House

Morgan Stanley Global Campus Recruiting Campaign



Prudential Financial ♦
In-House

Who's Your Rock? – Prudential Brand Audience Strategy

Creative: Kalli Chapman, Jennifer Mahovlic,
Zaher Hatoum, Anna Papadopoulos

Client: Susan Somersille Johnson, Richard Parkinson

B2B



MFS ♦
Imprint

MFS North American Institutional Active YouTube Campaign

Creative: Meg Sullivan, Jenna Gardner

Client: Kathryn Kennedy, Dana McCullough

MEDIA STRATEGY: INNOVATION

CORPORATE IMAGE



Ally ♦
CAMP Inc.

Ally and CAMP Tree Topple Board Game



Goldman Sachs ♦
Dentsu

One Million Black Women

Creative: Kevin Fraser, Alyssa Cooper, Alicia Scordo,
Alex Brezzi, Sarah Franck, Noah Siegel

Client: Nadine Karp McHugh, Mohamed Jalloh

B2B



Sector SPDR ETFs ♦
DNA Creative/SBA

Market Data

Creative: Philip Byrne, Carmen Soubriet

Client: Dan Dolan



J.P. Morgan Asset Management ♦
COFFEE Labs

Guide to the Markets® in Augmented Reality

Creative: Al Silvestri, Troy Fingold, Christie Boyle,
Faith Hill

Client: Leonor Palao, Meghan Jacobson



State Street Global Advisors ♦
Fundamental Media

SSGA's MDY 'Get Up' campaign

Client: John C Brockelman, Sarah Estwick



TD Bank ♦
Forbes

Business Banking Custom Content Series with TD Bank

Creative: Nicholas Clunn, Martine Ehrhart,
Ashley Grado, Erica Ferraro, Hannah Davidson,
Jessica Blitzer

Client: Becca Eggert, Julia Krezel



Financial Institution



Financial Industry

DIGITAL MEDIA & INTEGRATED MARKETING

APPS & TOOLS

CORPORATE IMAGE



Ally ♦
R/GA

Fintropolis

B2B



State Street Global Advisors ♦
Living Group

Visualizing complex investment strategies

Creative: Sarah Fink, Lilyana Petkova, Dylan Friars,
Kate Shaw, Duncan Shaw

Client: Christina Nagler, Peter Kookan



J.P. Morgan Asset Management ♦
COFFEE Labs

Guide to the Markets® in Augmented Reality

Creative: Al Silvestri, Troy Fingold, Christie Boyle,
Faith Hill

Client: Leonor Palao, Meghan Jacobson



CME Group ♦
In-House

Streamlining the Login Experience

Creative: Julie Khoper, Cara Darcy, Tony Keers

Client: Vic Litterio



Instinet ♣
Thinkso

Instinet Market Calendar

Creative: Shelley Batuyong, Olive Miller,
Jay Sherman-Godfrey, Amie Ruhé, Casey Cobb,
Joel Granholm

Client: Lorna Boucher, Meaghan Fitzpatrick



AdNode ♣
In-House

*Operational Efficiencies for Aberdeen and
AllianceBernstein via The Gate Worldwide*



Financial Institution



Financial Industry

CONSUMER RETAIL



GOLD

BNY Mellon Wealth Management ♦

Havas New York

Active Wealth Accelerator

Creative: Kathrin Hoffmann, Kate Hofstra, Danny Wang, Joe Mcheffy, Joe Cahill, Laura Beale
Client: Kirti Naik, Jane Post



SILVER

Bank of America ♦

GroupeConnect

Bank of America presents: Consumer Card Selector Tool

Creative: Mayur Patil, Christine Harbaugh, Luis Chaves, David Kane, Magdiel Cordero, Bridgette Pierce
Client: Roger Boschulte, Ann DiStefano



BRONZE

Invesco QQQ ♦

Coffee

Invesco QQQ Hoops AR Game

Creative: Troy Fingold, Al Silvestri, Joseph Weitzel, Andrew Weitzel
Client: Kyle Kleinbart, Tom Clifford

WEB VIDEO

CORPORATE IMAGE



GOLD

Citi ♦

Publicis New York

Stop Asian Hate

Creative: Andy Bird, Jeremy Filgate, Aaron Blazey, Rit Bottorf, Sungkwon Ha, Matt Fuller
Client: Tina Davis, Martha Foster



SILVER

Invesco QQQ ♦

Grey New York

How Not To Suck At Money

Creative: Brian Pluta, Jon Cochran
Client: Rob Stewartm, Cate Megley



BRONZE

The Penn Mutual Life Insurance Company ♦

M/H and In-House

“You, Stronger” Anthem Video

Creative: Kevin Mercer, John Matejczyk, Adam Ledbury
Client: Lauren Kane

B2B



GOLD

State Street Global Advisors ♦

McCann New York

MDY: Get Up

Creative: Catherine Peta, Gene Campanelli, Peter Powell, Amber Greenwalt, Rob Rawley
Client: Kristie Tillinghast, John Brockelman



SILVER

Prudential Financial ♦

In-House

The Outperformers

Creative: Brian Hagen, David Liemer, Mark Drilon, Sally Ann Gyurcsak, Liam Cronin
Client: Ken Poliziani



BRONZE

Columbia Threadneedle Investments ♦

The AlphaGrid

A Financial Advisor’s Guide to Disability Inclusion

Creative: Joanna Harrison, Kathy Martinez, Andrea Gresh, Melanie Cordero, Daniel Romero
Client: Jennifer Harden, Andrew Most

CONSUMER RETAIL



GOLD

Bank of America ♦

GroupeConnect

Foundational Banking Videos

Creative: Shannon Whalen, Joseph Palmer, Rodney Raftery, Jessica Estes, Sarah Mitus, Amber Harris
Client: Karen Bernhardt, Merrilee Bridgeman



SILVER

Laurel Road ♦

DeVito/Verdi

Freudian Slip

Creative: Barbara Michelson, Sal DeVito, Rob Slosberg



BRONZE

Laurel Road ♦

DeVito/Verdi

Misdirect

Creative: Barbara Michelson, Sal DeVito, Vinny Tulley

WEBSITE

CORPORATE IMAGE



GOLD

Invesco QQQ ♦

LEO Learning, Preloaded, Grey, Jose Mendez

How Not To Suck At Money Website

Creative: Jose Mendez, Richard Winter, Chris Sinclair, Andrew Joly, Kasia Ingot, Ed Barlow
Client: Cate Megley, Kyle Kleinbart



SILVER

Goldman Sachs ♦

Hive, LGND

One Million Black Women

Creative: Tony Calianese, Stephen Zipp, Alexa Bober
Client: Jason Hill, Rosie Johnson



BRONZE

Ally ♦

R/GA

Planet Zeee

Creative: Barbara Michelson, Sal DeVito, Rob Slosberg

B2B



GOLD

Morgan Stanley ♦

In-House

Morgan Stanley at Work Website Redesign



SILVER

PGIM Investments ♦

Barron’s

Outspoken

Creative: Heather Garland, Rebecca Lasley, Eric Tyler, Shira Goldman
Client: Ray Ahn



BRONZE

Macquarie Asset Management ♦

In-House

The Sharpe Advisor: A practical guide for private markets nvesting

Creative: Neil Siegel, Devin Davis, Barry Slawter, Brittany Pezik, Nik Kukushkin, Steve Binnig



BRONZE

Investment Metrics ♣

BizMark

New Website Sets Record-Breaking Engagement

Creative: Kim Marsden, Allison Vadas, Travis McKee, Marcia Chithelen, Brian Gillespie, Matt Shea
Client: Isabella Mark, Connor Shugrue



CONSUMER RETAIL

- Bank of America ♦**
Enterprise Creative Solutions
Powerful Tools Landing Page
Creative: Kelvin Valencia, Ken Tattersall, Kathleen Johnson, Karen Sterkenburg, Stacy Stigelman, Charissa Messer
Client: Rory Boulden, Fabien Thiery
- ProShares ♦**
VShift
ProShares.com Enhanced Website
Creative: Matt Dunn, Pedro Rolo, Luis Torres, Sean Kilner, Michael O'Malley, Sam Nelson
Client: Dianne Anderson, Gareth Moss
- Bank of America ♦**
Enterprise Creative Solutions
Merrill Investing Basics microsite
Creative: Will Jacomme, Greg Rodowsky, Kara Schemmel, Mary Becker, Debbie Warburton, Charissa Messer
Client: Gillian Brindley, Julie Lewis

INTEGRATED MARKETING

CORPORATE IMAGE

- Invesco QQQ ♦**
LEO Learning, Preloaded, Grey New York, 160/90, Edelman, Cross Media
How Not To Suck At Money Integrated Launch
Client: Emily Pachuta, Jon Holding
- Ally ♦**
Anomaly
We're All Better Off With an Ally
Creative: Andrea Brimmer, Jennifer Brockington, Megan Audette, Meredith Dack, Kaity Edelmann, Alison Arons
- Prudential Financial ♦**
In-House
Curtain Up!
Creative: Michael Dilorio, Michael Dillon, Ryan Lockwood, Patty O'Brien, Juan Bazan, Mathew Devasto
Client: Susan Somersille Johnson, Richard Parkinson

B2B

- Morgan Stanley ♦**
In-House
Morgan Stanley at Work State of the Workplace Financial Benefits Study
- Invesco ♦**
Adler Branding and Marketing
DC Language Study-Watch Your Language
Creative: Cate Sanders, Holly Donovan, Shelby Watson, Katie Chow, Adrienne Metzinger, Saritte Rogers
Client: Cate Sanders, Holly Donovan
- Morgan Stanley At Work ♦**
In-House
Morgan Stanley At Work Rebranding Initiative
- State Street Global Advisors ♦**
McCann New York
MDY: Get Up
Creative: Catherine Peta, Gene Campanelli, Peter Powell, Amber Greenwalt, Rob Rawley
Client: Kristie Tillinghast, John Brockelman
- LinkedIn ♣**
This Machine
A Changing Landscape
Creative: Greg Rackages, Bob Goeldner, Fiona Ryan, Alex Gronke
Client: Karin Levi
- Sustainable Fitch ♣**
The Ricciardi Group
Sustainable Fitch Brand Positioning, Narrative and Awareness Campaign
Creative: Robert Smith
Client: Michelle Adler, Scott Rosenblatt
- Broadridge ♣**
Living Group
The Power of One campaign
Creative: Emma Overeem, Dylan Friars, Sarah Fink, Brigitte Josephson, Kevin Windorf, Duncan Shaw
Client: CJ Warriner, Paula Pullano

CONSUMER RETAIL

- Simmons Bank ♦**
Bradley and Montgomery (BaM)
"Winning Our Way" Campaign

- E*TRADE ♦**
MullenLowe
Super Bowl Workout Campaign
Creative: Tim Vaccarino, Dave Weist, Zack Menna, Rich Singer, Colin Frawley, Dan Pappas
Client: Andrea Zaretsky, Dawn Burke
- Wilmington Trust ♦**
In-House, Joe Zeff Design, Kyle Vines
2023 Capital Markets Forecast: Economic Arrhythmia
Creative: Devin Short, Marcy Tolkoff, Nancy Mayer, Leslie McGeoch, Briana Brown, Johanna Cap
Client: Tony Roth, Francesco Lagutaine
- Broadridge ♣**
Living Group
Empowering shareholders to own their vote
Creative: Emma Overeem, Dylan Friars, Sarah Fink, Brigitte Josephson, Kevin Windorf, Duncan Shaw
Client: Theresa Harvin, Paula Pullano

BRANDED CONTENT

COPY & DESIGN

CORPORATE IMAGE

- Ally ♦**
REVOLT TV
Moguls In The Making
Creative: Erica Hughes, Natalie Brown, Tina Kouchinsky, Jon Ames, Bryann Balogun
- PGIM ♦**
Reuters Plus, Ptarmigan Media
OutFront
Creative: Juliet Hindell, Devyn Tringali, Rupert Bruce, Roberto Gonzalez Rey, David Pollard, Tavia Davis
Client: Joey Castillo, Tom Granahan
- Ally ♦**
UnitedMasters
Earn Your Masters
Creative: Selim Ayyildiz, Erica Hughes, Eden Gorcey, Allison Cane, Jon Weidman, Michael Barth
Client: Andrea Brimmer, Bridget Sponsky



B2B



Barclays ♦
Quartz Creative
True Cost of Water Essentials Unit
Creative: Julia Hanson, Anna Donlan, Amy Perry
Client: Kimberlee Mertz, Kari Herrig



PayPal ♦
Edelman Dxl
The Creative Economy
Creative: Jessica Riddell, Maranda Janky, Joanna Harrison, Sean Ayers, Mackenzie Kyle, Molly Gerth
Client: Catherine Krebs, Laura Varela

CONSUMER RETAIL



Discover Personal Loans ♦
iProspect, a Dentsu Company
2022 Debt Consolidation Campaign
Creative: Dotdash Meredith, Stephanie Gibbs, Stephanie Marshall, Rachel O’Block, Meghan Zazuri, Irene Huhulea, Ben Lin
Client: Julie Campbell, Ana Rios



Invesco ♦
Crossmedia
How to Determine Your ETF Investing Strategy
Creative: Dotdash Meredith, Danielle Gaglione, Dana Sorkin, Alannah Fay, Irene Huhulea, Sabrina Rodriguez

AUDIO

B2B



PGIM ♦
Ptarmigan Media, Bloomberg
The OUTThinking Investor podcast
Creative: Joey Castillo, Tom Granahan, Alex Israel, Dave Rodriguez, Mike Olson, Michael Walker

CONSUMER RETAIL



Fidelity ♦
Havas
Fresh Invest



Invesco QQQ ♦
T Brand Studio
Invesco QQQ/New York Times Innovation Uncovered Podcast Season 2

VIDEO

CORPORATE IMAGE



Ally ♦
In-House, Katie Couric Media
Daring to Disrupt



BlackRock ♦
In-House, Courageous Studios
Searching for purpose
Creative: Rich Latour, Piers North, Shilpa Pesaru, Lauren Busch, Jillian LaVinka, Danielle Ward
Client: Rich Latour

B2B



City National Bank ♦
Critical Mass
Relationships Matter
Creative: Mike Rucker, Jonah Weintraub, Elizabeth Barr, Justine Warwick, Lisa Marsh
Client: Melissa Adams, Shari Lynch



Sector SPDR ETFs ♦
DNA Creative/SBA
Market Watch Campaign
Creative: Philip Byrne, Carmen Soubriet
Client: Dan Dolan

CONSUMER RETAIL



Invesco QQQ ♦
Bleacher Report, Grey New York
Invesco QQQ Reunion Series with Bleacher Report
Creative: Brian Pluta, Jon Cochran
Client: Tom Mantzouranis, Stephanie Fiset



Financial Institution



Financial Industry

INTEGRATED

CORPORATE IMAGE



Ally ♦
NeonxGLAAD
Changemakers
Creative: Abdool Corlette, Alexa Roberts, Tim Gerstenberger, Samantha Bond, Allie Weber, Penny Mann
Client: Selim Ayyildiz, Steven Marques



Bank of America ♦
GroupeConnect
Merrill’s Diverse Viewpoints
Creative: Kristen Sargeon, Carly Caputo, Christine Vonch, Kate Sherrill, Amamarie Lugo, Kristen Fritz
Client: Heather Hallett, John von Brachel



Ameriprise Financial ♦
In-House
The value of goal-based advice
Creative: Colby Johnson, Teri Sele, Gina Cisneros, Kate Metzger, Caitlin Schillig
Client: Marie O’Neill, Joanna McCormick

B2B



Morgan Stanley ♦
Financial Times
The Moral Money Sponsorship
Creative: Brendan Spain, Jessica Truglia, Lyndsay Kelley, Jessica Riddell, Matt Fata
Client: Julie Collins



Galaxy Fund Management ♦
Ptarmigan
Digital Assets Demystified
Creative: Jessica Truglia, Jonathan Braunstein, Don Janocha, Peter Carnavas, Jessica Riddell
Client: Victoria Watters, Kim Boone



CONSUMER RETAIL

Zelle® ♦
Vox Creative, The Explainer Studio at Vox Creative, Pereira O'Dell
"The Science Behind Scams: Explainer Series"
Creative: Heather Pieske, Ed Barnes, Brittany Falussy, Jason Apaliski, Ricky Lu, Spencer Campbell
Client: Alexis Castorina, Josh Fajardo

Pacific Life ♦
What Matters Most
Creative: Louise Hanna, Brent Lowell, Julia Doran, Christopher Heireth, Charles Bales, Jacqueline Sweeney
Client: Milda Goodman, Tennyson Oyler

Global X ETFs ♦
Charting Disruption
Creative: Michael Barnwell, Mack Gelber, Kelly Spors, Brent Lowell, Carter McCall, Tori Kuhr
Client: Steve Munroe, Jay Jacobs

EMPLOYEE COMMUNICATIONS

AUDIO

Aon ♦
Vested
"On Aon" Podcast Series
Creative: Christina Bertinelli, Ellery Smith, Marian Daniels, Natalie Boyajan, Kerry Mullen, Sarah Richter
Client: Michael Marinello, Sue Fraccaroli

Mizuho Americas ♦
In-House
The Mizuho Perspective Podcast
Creative: Casey Waltz, Max Alex, Jim Gorman, Laura London

EVENT

Mizuho Americas ♦
In-House
September 11th Commemoration: 20 Years of Healing
Creative: Cheryl Gilbert, Casey Waltz, Max Alex, Jim Gorman, Beryl Bai, Ashley Horne

Tradeweb ♦
In-House
One Tradeweb
Creative: Stefanie Karis, Edward Doisy, Michael Cohen, Jenna Forman, Katie Muehle

Edelman Financial Engines ♦
In-House
Elevate
Creative: Venkat Patla, Michael Taylor, Gary Lo
Client: TJ Dunker

EMAIL

Mizuho Americas ♦
In-House
Unsung Heroes of the Pandemic Email Campaign
Creative: Cheryl Gilbert, Jim Gorman, Laura London, Hiroko Muroshima

INTRANET

The Penn Mutual Life Insurance Company ♦
In-House
The Cube: Building community through refreshed and expanded intranet

Mizuho Americas ♦
In-House
Human Resources Intranet Redesign
Creative: Cheryl Gilbert, Kate Gresham, Beryl Bai

Greystone ♦
In-House
Intranet Redesign: The Square
Creative: Ellen Cunningham, Heather Edmunds, Misty Cato, Alyssa Noto

VIDEO

Travelers ♦
In-House
Salesforce Forcecasts 2021
Creative: Carolyn Capshaw, Chris Lenox, Jen Gadomski, Dave Ramser, Liz Tagatac
Client: Cindy Leslie, Nicole Van Ausdall

♦ Financial Institution ♣ Financial Industry

Greystone ♦
In-House
Greystone's Weekly CEO Video Message
Creative: Ellen Cunningham, Ryan Gilleland, Heather Edmunds, Alyssa Noto, Maria Donado

Macquarie Group ♦
In-House, WeCinema Films
Americas Leadership End of Year Message
Creative: Alyssa McMahon, Mollie Applegate, Vanessa Boesmans, Stephen Yan, Shawn Lytle, Moira Thompson

INTEGRATED

Barclays ♦
Teamspirit
Power of 1 Barclays
Creative: Corin Long, Tim Glister, William Ng
Client: Kimberlee Mertz, Olivia Christiansen

Voya Financial ♦
In-House
Customer Service Week Campaign
Creative: Bill Sutton, Desi Ramos-Cooper, Tom Collins, Stacey Moses, Caitlin Scanlon, Nick Kapanke
Client: Mona Zielke

RECRUITING

Morgan Stanley ♦
In-House, Framestore
Who We Are Recruiting Campaign

Bank of America ♦
GroupeConnect
DE&I Recruitment
Creative: Nona Jenkins, Simon Ganet, Rachel Kling, Shane Kelley, Sami Tabibi, Dana Schueller
Client: Nicole Laudenslager, Matthew Cousineau

Goldman Sachs ♦
Forsman & Bodenfors
Apps Open
Creative: Rob Hirst-Hermans, Claudette Martin, Emma Eriksson, Nigel Gross, Axel Söderlund, Kathi Stark
Client: Tyler Harris, Lindsay Fees

A stylized illustration of a person in a dark suit and white shirt, holding a large, dark, triangular trophy. The background is a solid gold color.

Welcome | The judges | The winners | **Order your trophy**

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Welcome | The judges | The winners | Order your trophy

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To find out how we can help you to win over the hearts and minds of your audience, please contact Kate Shaw at kate.shaw@living-group.com.

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