

30TH ANNUAL FCS PORTFOLIO AWARDS



Deadline: Wed. Feb. 21

Questions about the FCS Portfolio Portal can be directed to FCS Portfolio Coordinator Maggie DeCapua, maggie@thefcs.org.

INSTRUCTIONS *(Please read before submitting an entry)*

How to determine the appropriate category for your entry

STEP ONE

A. Are you entering the work by a financial institution?

If yes, choose: FINANCIAL INSTITUTION

Examples: asset management firms, consumer banks, credit card companies, investment banks, brokerages and exchanges, insurance companies, mutual funds, ETFs, alternative asset managers, accounting firms, clearing corporations and commercial banks.

NOTE: For insurance companies, only life insurance and investment products/services are eligible. Healthcare/medical, P&C, auto etc. are not eligible.

B. Are you entering work that promotes a fintech company, professional association, agency, or media company?

If yes, choose: FINANCIAL INDUSTRY

Qualified organizations include marketing, advertising, communications, PR, digital and media-buying agencies; resource providers dedicated to financial services clients; industry focused media outlets – all of whom are dedicated to the financial industry or are entering their own work focused on the financial industry.

STEP TWO

Based on the entry's target audience, choose one Group. *[An entry can be entered in only one Group.]*

- **B2B**
Targeting a corporate, institutional, or intermediary audience; typically offering a particular product or service
- **Consumer**
Targeting a B2C, end consumer audience; typically offering a particular product or service
- **Corporate Image**
Targeting audiences across B2B and B2C – and not offering a particular product or service; typically focused on brand awareness, image/reputation campaigns, etc.
- **Employee Communications**
Targeting an internal audience AND/OR recruiting new employees; note: This Group is open to Financial Institutions only.

30TH ANNUAL FCS PORTFOLIO AWARDS



Deadline: Wed. Feb. 21

Questions about the FCS Portfolio Portal can be directed to FCS Portfolio Coordinator Maggie DeCapua, maggie@thefcs.org.

STEP THREE

C. Should your entry be considered for a Best-in-Show Award for Diversity, Equity & Inclusion (DEI) or Corporate Social Responsibility (CSR)?

- **DEI** (*formerly known as Multicultural*)
Targeting a specific audience based on language, ethnicity, affiliation, or community
- **CSR**
Promoting your company's messaging/actions in support of a specific social cause(s), mission(s), charity(ies), etc.

STEP FOUR

D. Entries can be submitted in the following categories/subcategories

ADVERTISING

Category	Description
Audio Advertising	Any advertising that has aired on terrestrial radio, satellite radio, podcasts, or digital/streaming platforms. NOTE: To enter Audio Content, see External Communications: Podcasts.
Direct Mail	Any communication, including traditional "DM" packages and dimensional mailers, that is physically mailed to a target audience with the purpose of eliciting action/response.
Digital Display	Online advertising in any format/size, using any web-based technology.
Out-Of-Home (Single Entry / Campaign)	Advertising in a publicly viewable space. Example: billboard, transit, kiosks. Enter a Single Entry or up to 3 works as a Campaign.
Print (Single Entry / Campaign)	Advertising placed in paid print media. Example: Magazines and newspapers. Enter a Single Entry or up to 3 works as a Campaign.
Paid Social	Any work that involves paid placement of an ad (static, animated, video, etc.) on a social media platform (Facebook, Twitter, LinkedIn, etc.).
Influencer Marketing	Any work that leverages a paid partnership with an influencer(s) on a social media platform.
Television (Linear/Streaming) (Single Entry / Campaign)	Advertising produced for television, streaming, online, or elsewhere. Enter a Single Entry or up to 3 works as a Campaign.

continued on next page

30TH ANNUAL FCS PORTFOLIO AWARDS



Deadline: Wed. Feb. 21

Questions about the FCS Portfolio Portal can be directed to FCS Portfolio Coordinator Maggie DeCapua, maggie@thefcs.org.

BRANDING

Category	Description
Logo	Any new or refreshed logo for a company, division, business line, or product or service.
Visual Identity System	Any new or refreshed brand architecture or visual identity system (beyond a logo), including typography and imagery, for a company, a division, a business line, or a product or service.

EXTERNAL COMMUNICATIONS

Category	Description
Email	Any marketing communication sent via email to a target audience.
Podcasts	Podcasts that have been packaged for distribution via a podcast platform, a corporate website, etc. NOTES: If the podcast was created with a media partner, see Branded Content: Podcasts. To enter an ad placed within audio content, see Advertising: Audio Advertising.
Organic Social	Organic, unpaid social media campaign on one or more social media platforms for consumer communications, content delivery, and brand engagement.

COLLATERAL

Note: *The content in the Collateral category may not be read fully by the judging panel as part of their evaluation; judging will focus on the quality of the creative presentation.*

Category	Description
Annual Reports	Printed and digital annual reports will compete for overall creative design and effectiveness. Reports for fiscal 2022 or 2023 published in 2023 are eligible. Any digital report/article targeting an external audience that typically appears on the company website. Example: digital whitepaper; infographics.
Digital Collateral	NOTES: If the content was created with a media partner, see Branded Content: Articles & Infographics. If the content is emailed to a large public audience, consider the External Communications: Email category. If the content appears online as a microsite, consider the Digital Media: Websites category.

continued on next page

30TH ANNUAL FCS PORTFOLIO AWARDS



Deadline: Wed. Feb. 21

Questions about the FCS Portfolio Portal can be directed to FCS Portfolio Coordinator Maggie DeCapua, maggie@thefcs.org.

Print Collateral

Any report/article printed for an external target external audience. Example: Capabilities brochures, sales material; product catalogs; infographics.

NOTES: If the content was created with a media partner, see Branded Content: Articles & Infographics. If the content is mailed to a public audience, consider the Advertising: Direct Mail category.

PUBLIC RELATIONS

Category	Description
Public Relations	A campaign or initiative involving earned, unpaid, and/or social media that promotes a company, product, or service, etc.

EVENTS

Category	Description
Event Marketing	Execution of any public/client-facing in-person or virtual event, including trade shows, conferences, seminars, etc. All components of the experience, from physical to digital, will be evaluated.
Sponsorship Marketing	Execution of the paid sponsorship of any public/client-facing in-person or virtual event created by a third party for their audience, including sporting events, performing arts and concerts, online awards, hospitality, etc. All components of the experience, from physical to digital, will be evaluated.

MEDIA STRATEGY

Category	Description
Media Strategy	Demonstration of a creative media plan that aligns with marketing strategy and provides meaningful results through traditional and/or programmatic planning.

DIGITAL MEDIA

Category	Description
Apps and Tools	Any application that serves to engage an external audience with a financial brand for education, information, data management, or just fun. Example: retirement calculator; event scheduling app.

continued on next page

30TH ANNUAL FCS PORTFOLIO AWARDS



Deadline: Wed. Feb. 21

Questions about the FCS Portfolio Portal can be directed to FCS Portfolio Coordinator Maggie DeCapua, maggie@thefcs.org.

Online Video Video content created for and distributed on a website or web media channel. Content can be talking head, animated, etc.

Websites A full company website, web pages, or microsites created to promote a specific product line or to support a specific communications campaign. All work submitted for consideration must be newly created/first launched in calendar 2023.

INTEGRATED MARKETING

Category	Description
Integrated Marketing	A campaign that uses three or more of the distinct channels/tactics listed on this page to communicate the same or complementary messages.

BRANDED CONTENT WITH MEDIA PARTNER

NOTE: These categories cover any content (video, audio, thought leadership, etc.) created by a brand in collaboration with a third-party media partner who also distributed the work through its media platform in a manner similar to editorial content and clearly identified as advertising or sponsored content. The award will recognize the brand, its agency (if applicable) and the media partner. If the work is created by the brand (and agency) and ONLY distributed by the media company, then it is not Branded Content; enter the work in the relevant Advertising or External Communications category.

Category	Description
Articles & Infographics	Articles and infographics created and distributed in collaboration with a media company.
Podcasts	Podcasts created and distributed in collaboration with a media company.
Videos	Videos created and distributed in collaboration with a media company.
Events	Events created and hosted in collaboration with a media company.
Integrated Campaigns	A campaign using three or more of the above tactics created and distributed in collaboration with a media company.

continued on next page

30TH ANNUAL FCS PORTFOLIO AWARDS



Deadline: Wed. Feb. 21

Questions about the FCS Portfolio Portal can be directed to FCS Portfolio Coordinator Maggie DeCapua, maggie@thefcs.org.

EMPLOYEE COMMUNICATIONS: (Financial Institutions Only)

Category	Description
Podcast	Podcasts created and distributed strictly for an internal audience.
Blog	Written online periodic communication targeting an internal audience.
Email	Messaging/communication (single or campaign) distributed internally only.
Event	In-person or virtual live or pre-recorded event for employees.
Internal Website	A full company intranet, web pages, or microsites. All work submitted for consideration must be newly created/first launched in calendar 2023.
Presentation	PowerPoint or other presentation material created for an internal audience.
Video	Video created and distributed strictly for an internal audience.
Visual Identity	Logo or identity system not intended to be seen by an external audience.
Integrated	Multiple executions of marketing/communications work as part of a single internal campaign.
Recruiting Campaign	Any marketing material specifically created to attract new employees.