

THE WINNERS

JUDGES' CHOICE

Trust & Will

Marketing Architects

Television (Linear/Streaming) (Campaign)

Trust & Will's "Make it Count"

BEST IN SHOW BUSINESS TO BUSINESS

American Express

Taylor Made Agency; OnBrand

Integrated Marketing

15 Stories

BEST IN SHOW CONSUMER

Invesco QQQ

Crossmedia; Episode Four

Investopedia and Food & Wine

Branded Content with Media Partner: Partnered
Events

*Celebrating Innovation in Food and Wine in
partnership with Invesco QQQ*

BEST IN SHOW CORPORATE IMAGE

Bank of America

GroupeConnect

Organic Social

*2024 Boston Marathon presented by Bank of
America*

BEST IN SHOW CORPORATE SOCIAL RESPONSIBILITY

Bank of America

GroupeConnect

Organic Social

*2024 Boston Marathon presented by Bank of
America*

BEST IN SHOW DIVERSITY, EQUITY & INCLUSION

Bank of America

GroupeConnect

Branded Content with Media Partner: Partnered
Videos

*2024 Boston Marathon presented by Bank of
America*

BEST IN SHOW EMPLOYEE COMMUNICATIONS

PNC Bank

Arnold Worldwide

Internal Presentation

Brilliantly Boring

EMPLOYEE COMMUNICATIONS

Internal Visual Identity

BRONZE

American Century Investments
Tech Expo

SILVER

M&T Bank
AMP Creative Studio
Employee Resource Group visual identity system

GOLD

PIMCO
Ready Set Rocket
PIMCO Employer Brand Guidelines

GOLD

Mizuho Americas
Heritage Months Visual Identity Strategy

Employee Video

BRONZE

BNY
What Connects It All

SILVER

Mizuho Americas
Mic'd Up with Mizuho

SILVER

Bank of America
GroupeConnect
2025 Bullish Sizzle Video

GOLD

American Express
OnBrand
Delta Benefits Unpacked: A CCP Education Series

Internal Podcast

SILVER

Tradeweb Markets
Native American Heritage Month: Seven Grandfather Teachings

Internal Email

BRONZE

Tradeweb
Introducing Slack

SILVER

Mizuho Americas
Mizuho Americas Open Employee Engagement

GOLD

AllianceBernstein
New Employee Onboarding Experience

Employee Event

BRONZE

Synchrony
Synchrony's In-House Agency, Goldmind
Global Diversity Experience 2024

SILVER

Moody's
Jack Morton Worldwide; In-House
Moody's at MetLife Stadium

GOLD

Barclays
Iris
Barclays Summer Intern Welcome Event

Internal Website

BRONZE

AllianceBernstein
AB Brand Hub

SILVER

Ameriprise Financial
Advisor Business Planning and Coaching

GOLD

Prudential Financial
PRUDENTIAL 150TH ANNIVERSARY EMPLOYEE WEBSITE

Internal Presentation

BRONZE

Bank of America
Sullivan
Warm Welcome Package

SILVER

Bank of America

Bank of America - Enterprise Creative Solutions
Bank of America Securities Global Trading Guide and Calendar

GOLD

PNC Bank

Arnold Worldwide
Brilliantly Boring

Integrated Internal Campaign

BRONZE

Ameriprise Financial

Uffindell Group
Unique story of Ameriprise: 130th anniversary communications

SILVER

Moody's

Moody's Rebrand

SILVER

BlackRock

The Superfan Effect: The Bid Podcast Internal Ad Campaign

GOLD

AllianceBernstein

Spiral Bound

Recruiting Campaign

BRONZE

Bank of America

GroupeConnect
GHR Careers Site Project 2024

SILVER

Synchrony

Synchrony's In-House Agency, Goldmind
Business Leadership Program Sizzle

GOLD

Citadel and Citadel Securities

Code and Theory
Boundless by Citadel and Citadel Securities

COLLATERAL

Annual Reports

Corporate Image

SILVER

Arbor Realty Trust

Arbor's 2023 Annual Report and Arbor's Annual ESG Summary Report

B2B

BRONZE

DTCC

ChappellRoberts
Financial Markets. Forward.

SILVER

Alpine Investors

The Ricciardi Group
Force for Good Annual Report 2024

Print Collateral

Corporate Image

BRONZE

Bank of America

Bank of America - Enterprise Creative Solutions
Security Scams Flyer

SILVER

Mizuho Americas

Mizuho Americas DrivHER Summit

GOLD

MassMutual

258° Creative Group
MassMutual/Boston Red Sox: Fenway Park Learning Lab Workbook

B2B

BRONZE

Principal Financial Group - Benefits and Protection

Women Owned Business Brochure

SILVER

TIAA

Transport New York
TIAA Product Primer

GOLD

Barclays

Teamspirit; In-House

Impact Series 12: AI & Productivity

GOLD

BNY Wealth

Marketcolor; The Harris Poll

2024 Investment Insights for Single Family Offices

Consumer

BRONZE

UBS

UBS Family Office Quarterly

SILVER

Morgan Stanley

The Creative Studio

Insights & Outcomes

GOLD

M&T Bank/Wilmington Trust

AMP Creative Studio (internal)

Wilmington Trust Capital Markets Forecast report

Digital Collateral

Corporate Image

BRONZE

Bank of America

Bank of America - Enterprise Creative Solutions

Next Generation Financial Education Program eBrochure

SILVER

Bank of America

Bank of America - Enterprise Creative Solutions

Neurodiversity and Intersectionality Whitepaper

GOLD

Bank of America

Bank of America - Enterprise Creative Solutions

Cognitive impairment in the workplace: Compassionate approaches for a hidden but growing concern Whitepaper

B2B

BRONZE

Prudential

Prudential Blueprints to Black Wealth

SILVER

BMO Financial Group

Inaugural 2024 BMO Wine Market Report

GOLD

TIAA

Transport NY

Building a Better Retirement plan sponsor survey

GOLD

Prudential

Prudential Benefits & Beyond

Consumer

BRONZE

Morgan Stanley

The Creative Studio

Insights & Outcomes

SILVER

Bank of America

Bank of America - Enterprise Creative Solutions

Invest for the Journey eBrochure

GOLD

BNY Wealth

Marketcolor

2025 Outlook: Runway in Sight

GOLD

Bank of America

Bank of America - Enterprise Creative Solutions

Next Generation Financial Education Program eBrochure

Financial Industry

B2B

BRONZE

Cambridge Investment Research, Inc.

Getting to 'Yes' White Paper

BRANDING

Visual Identity System

Corporate Image

BRONZE

State Street Global Advisors

Living Group

GMO 2025. Finding the right path in times of disruption

SILVER

VistaShares

Leibowitz Branding & Design

VistaShares Supercycle ETFs Company Launch

SILVER

Lexington Partners

Leibowitz Branding & Design

Lexington Partners Rebrand

GOLD

Morgan Stanley

The Creative Studio

Morgan Stanley Brand Refresh

B2B

BRONZE

Ara Partners

Bladonmore

Brand building that captures a leadership position in decarbonization

SILVER

State Street

Lippincott

A new chapter for a storied financial institution

GOLD

Moody's

Interbrand; In-House

Moody's Visual Identity System

Consumer

BRONZE

American Express

OnBrand

Amex Experiences VI

SILVER

Northwestern Mutual

Interbrand, Northwestern Mutual Creative Team

A Better Way to Money

GOLD

State Street Global Advisors

McCann New York

Getting There Starts Here

Financial Industry

Corporate Image

SILVER

TOI

Living Group

A blockchain revolution starts here

Logo

Corporate Image

BRONZE

TritonPoint Wealth

Leibowitz Branding & Design

TritonPoint Wealth Logo

SILVER

MassMutual

258° Creative Group

MassMutual/Boston Red Sox - Fenway Park Learning Lab Logo

B2B

SILVER

BNY

VSA Partners

BNY Rebrand

GOLD

Tradr ETFs

GK3 Capital

Tradr ETFs - Logo for Launch

Consumer

BRONZE

M&T Bank/Wilmington Trust

AMP Creative Studio (internal)

Wilmington Trust logo

SILVER

T. Rowe Price

Prophet

Revitalizing Our Brand Symbol: T. Rowe Price Logo

Refresh

DIGITAL MEDIA

Apps and Tools

B2B

BRONZE

Bank of America

GroupeConnect

Center for Business Empowerment: Personalization Quiz

Transforming Business Support

SILVER

Ameriprise

Impact Analyzer

GOLD

CME Group

CMEGroup.com Subscription Center Redesign

Consumer

BRONZE

Fisher Investments

fishtank

Personalized Definitive Guide to Retirement Income

SILVER

Ameriprise Financial

eMeeting

GOLD

State Street Global Advisors

Fundamental Media

'Trade Now' Conversion Unit

Online Video

Corporate Image

BRONZE

Bank of America

Tongal

Mom Tried Her Best: Smile & Co. Client Story with Dr.

Ashley Joves

SILVER

JPMorgan Chase

Magnet

Rethinking the Perception of Public Housing

GOLD

Bank of America

GroupeConnect

2024 Boston Marathon presented by Bank of America

B2B

BRONZE

Bank of America

GroupeConnect

Workplace Benefits: New Name Launch Video

SILVER

Bank of America

Bank of America Preferred Rewards® Year-End

Summary Personalized Video for Business Clients

GOLD

Moody's

Moody's - The Infinite Game Docuseries

Consumer

BRONZE

Citi® / AAdvantage®

Havas Chicago

Citi® / AAdvantage® You Could Be Out West

SILVER

MassMutual

258° Creative Group

Disability Insurance - Man on the Street

SILVER

MassMutual

258° Creative Group

Brick by Brick

GOLD

Invesco QQQ

Episode Four; In-House

Invesco QQQ Recipe for Innovation Online Video

Websites

Corporate Image

BRONZE

Clark Capital Management Group

Substance Strategy & Creative

Corporate Website Redesign

SILVER

TIAA

Code and Theory

Securing the Financial Future of Millions More Americans

GOLD

JPMorganChase

Code and Theory

A Digital Transformation for a 225-Year Legacy

B2B

BRONZE

Prudential

Prudential Stop Loss Digital Sales Experience

SILVER

Moody's

Moody's Office Vacancies Data Story

GOLD

Columbia Threadneedle Investments

Advisor site firm-specific personalization

Consumer

BRONZE

American Express

OnBrand

Amex Experiences Landing Page

BRONZE

UBS

Advice is Our Craft Website

SILVER

Bank of America

GroupeConnect

Better Money Habits® x Money & the Mind Content Series

GOLD

Ameriprise Financial, Inc.

Uffindell Group

Digital Enhancement Design

Financial Industry

B2B

BRONZE

Cambridge Investment Research, Inc.

Digital Infokit

SILVER

Adviser Compliance Consulting

Mischa Communications, Inc.

ACC Website

Consumer

SILVER

Certified Financial Planner Board of Standards

Interactive Strategies; The Bliss Group; Buntin Group

LetsMakeAPlan.org & Connecting Consumers with CFP®

Professionals

EXTERNAL COMMUNICATIONS

Podcasts

Corporate Image

BRONZE

Goldman Sachs

Goldman Sachs Exchanges: Investing in Sports

SILVER

Goldman Sachs

Goldman Sachs Exchanges

GOLD

Mizuho Americas

Rationale

Storytellers in Business

B2B

BRONZE

BMO Financial Group

Puddle Creative

Markets Plus Podcast

SILVER

BMO Financial Group
Puddle Creative
Sustainability Leaders Podcast

GOLD

Barclays
Iris
The Flip Side: Creative Campaign

Consumer

BRONZE

BlackRock
The Bid Podcast

SILVER

J.P. Morgan Chase
Magnet
Women on The Move

GOLD

Morgan Stanley
Sequel
Podcast: What Should I Do With My Money?

Organic Social

Corporate Image

BRONZE

Goldman Sachs
Signal/Noise

BRONZE

Bank of America
Newfangled Studios
Play It Forward Clinic - Chicago Marathon

SILVER

Bank of America
Merrill on Instagram

GOLD

Bank of America
GroupeConnect
2024 Boston Marathon presented by Bank of America

B2B

BRONZE

Bank of America
GroupeConnect
Workplace Benefits 'Benefitness' Campaign

SILVER

Invesco
MullenLowe; In-House
Invesco Income Advantage Kenny-G Activation, Organic Social

GOLD

Invesco
160over90; Golin; In-House
Break Time and Elevator Pitch Social Video Series

Consumer

BRONZE

Bank of America
GroupeConnect
Q4 Preferred New Professionals Media Pilot

SILVER

Bank of America
GroupeConnect
Better Money Habits x Holly O'Neill Content Series

GOLD

MassMutual
258° Creative Group
Financial Horror Stories - TikTok

Financial Industry

Corporate Image

SILVER

CFA Institute
Living Group
Executive communications for an evolving landscape

B2B

SILVER

LinkedIn
Cream Publishing; Barambambu
The Business of Influence in Financial Services

Email

Corporate Image

GOLD

Goldman Sachs

Briefings from Goldman Sachs

B2B

BRONZE

Prudential

Prudential FlexGuard FOMO Campaign

SILVER

Synchrony

Goldmind

NAPA Campaign

GOLD

FS Investments

What kind of vest are you?: A holiday card from FS Investments

Consumer

BRONZE

J.P. Morgan Wealth Management

R/GA

Deepening Client Engagement with Hyper-Personalization

BRONZE

Bank of America

Bank of America - Enterprise Creative Solutions
Preferred Rewards Lifestyle Benefits Email Series

SILVER

State Street Global Advisors

Fundamental Media

The Knot Email Campaign

GOLD

J.P. Morgan Wealth Management

R/GA

Reimagined Offer Campaigns w/ MovableInk

Financial Industry

GOLD

Ascensus

Ascensus Helping Employees Reach Their Financial End Zone

EVENTS

Event Marketing

Corporate Image

BRONZE

Bank of America

Bank of America - Enterprise Creative Solutions
Better Money Habits Managing Your Money Seminar Material

BRONZE

Bank of America

Bank of America - Enterprise Creative Solutions
Better Money Habits Budgeting for Real Life Numbers Game

SILVER

Bank of America

GroupeConnect
GHR Grace Hopper 2024

GOLD

Prudential Financial

McCann NY

Flash Forward into Retirement

B2B

BRONZE

Neuberger Berman

COFFEE Labs

Neuberger Berman Private Wealth at the Parrish Museum

SILVER

BNY

Malka

Insite 2024

GOLD

American Century Investments
'Ice Breakers' Event Activation

GOLD

Bank of America
Sullivan
The Power of Participation

Consumer

BRONZE

Morgan Stanley
Morgan Stanley Wealth Management: 2024 Election Insights Series

SILVER

State Street Global Advisors
McCann New York
Getting There Starts Here

GOLD

BNY Wealth
Convvene 24

Financial Industry

Corporate Image

GOLD

Financial Communications Society
2112 Communications; Water & Wall
30th Annual FCS Portfolio Awards Gala

B2B

SILVER

Cambridge Investment Research, Inc.
Cambridge Community of Women

GOLD

Forbes Media
Forbes 2024 Iconoclast Summit

Sponsorship Marketing

Corporate Image

BRONZE

Travelers Insurance
TBWA\Chiat\Day; Spark Foundry
Travelers Championship "There Is Only One"

SILVER

Invesco QQQ
16Over90; In-House
Invesco QQQ Innovation Arena

SILVER

Mizuho Americas
Mizuho Americas Open LPGA Tournament

GOLD

Bank of America
GroupeConnect
2024 Boston Marathon presented by Bank of America

B2B

BRONZE

PGIM

Czech Us Out!

SILVER

Blue Owl Capital
The Ricciardi Group
Blue Owl Soars at the Grand Slams

GOLD

Moody's
Jack Morton Worldwide; In-House
Moody's at MetLife Stadium

Consumer

BRONZE

Invesco QQQ
Episode Four; Groove Jones; In-House
Invesco QQQ New York Wine & Food Festival Sponsorship

BRONZE

PNC Bank
Arnold Worldwide
Boring Before Brilliance

SILVER

Prudential Financial
PRUDENTIAL NORTH 2 SHORE SPONSORSHIP

GOLD

M&T Bank
Crowley Webb
Zay Flowers x M&T Bank | All 4 the Flock Campaign

PUBLIC RELATIONS

B2B

BRONZE

Voya Financial

Open Enrollment Campaign

Consumer

BRONZE

Ameriprise Financial

Prosek Partners; Artemis Strategy Group; Uffindell Strategy Group

Ameriprise Financial Couples, Money & Retirement Study

SILVER

Bank of America

Burson

The Bank of America Better Money Habits 2024 Gen Z Report

Financial Industry

Corporate Image

GOLD

Pagaya

Vested

Leveraging Global Endorsements to Fuel Innovation

ADVERTISING

Influencer Marketing

Consumer

BRONZE

Bank of America

GroupeConnect

ANWA

SILVER

State Street Global Advisors

McCann New York

Getting There Starts Here

GOLD

Prudential Financial

McCann New York

Social Edutainment

GOLD

Invesco QQQ

Episode Four; In-House

Invesco QQQ Recipe for Innovation Influencer Marketing

Audio Advertising

Corporate Image

GOLD

Bank of America

GroupeConnect

2024 Boston Marathon presented by Bank of America

B2B

SILVER

PGIM

Unhedged

Consumer

BRONZE

Bank of America

GroupeConnect

2024 Customized Cash Rewards Campaign

SILVER

Bank of America

GroupeConnect

Q4 Preferred New Professionals Media Pilot

GOLD

MassMutual

258° Creative Group; Brickyard Filmworks

MassMutual/Boston Red Sox Radio - Crowd Noise Meditation

Direct Mail

B2B

BRONZE

Bank of America

Bank of America - Enterprise Creative Solutions

Business Banking Direct Mail

SILVER

Ameriprise s Group

AFIG team

Re-Engagement Campaign

SILVER

American Century Investments

Tree Rings

GOLD

Ocean Park Asset Management

In-House & Norton Agency

Leveraging the Duck

Consumer

SILVER

Bank of America

Bank of America - Enterprise Creative Solutions

Zelle Scheduled & Recurring Statement Mailer

GOLD

American Century Investments

All. The. Things.

Digital Display

Corporate Image

BRONZE

UBS Group AG

TeamUBS, part of Publicis Groupe Switzerland;

PROPHET

Crafted for You

SILVER

FM Enterprise

Ptarmigan Media

FM Enterprise: Risk, Resilience, and Recognition

GOLD

Bank of America

GroupeConnect

2024 Boston Marathon presented by Bank of America

B2B

BRONZE

FS Investments

Cash on the Sidelines

SILVER

Hartford Funds

Substance Strategy & Creative

Wall Street Journal Fixed Income Trivia Ad

GOLD

PGIM

Your Strategy Is Showing!

Consumer

BRONZE

Bank of America

GroupeConnect

ANWA

SILVER

tastytrade

The Trust (Custom Content from WSJ); Noble People

Dynamic Stock Ticker Ad Unit

GOLD

BNY Wealth

Forpeople

Active Wealth Campaign

Out-Of-Home (Single Entry)

Corporate Image

BRONZE

Grayscale

Elephant

Grand Central Domination

SILVER

Barclays

In-House; ESI; NBBJ

Barclays Sports Eagle

Consumer

BRONZE

Ameriprise Financial

Uffindell

130th Anniversary HQ Billboard

SILVER

Invesco QQQ

MullenLowe; In-House

Invesco QQQ 25th Anniversary 3D Billboard, OOH

Single Entry

GOLD

Citi® / AAdvantage®

Havas Chicago

Citi® / AAdvantage® Why Be Here Takeover

Out-Of-Home (Campaign)

Corporate Image

BRONZE

Citi

Publicis One Team

Citi: What Happened?

SILVER

Bank of America

GroupeConnect

2024 Boston Marathon presented by Bank of America

GOLD

Mizuho Americas

Mizuho Americas Open Ferry Wrap & Terminal Ads

B2B

BRONZE

Cboe Global Markets

tms

Cboe - Global Market Access

SILVER

Moody's

T&P; In-House

Moody's at the Oculus

GOLD

VanEck

Vested

Owning the Journey: FutureProof Takeover

Consumer

BRONZE

Bank of America

GroupeConnect

Guide By Your Side Campaign

SILVER

American Express

OnBrand

New York MTA Out-of-Home Campaign

GOLD

State Street Global Advisors

McCann New York

Getting There Starts Here

Print (Single Entry)

Corporate Image

BRONZE

Barclays

Iris

Barclays x New York Liberty: "Champions Ad"

SILVER

Bank of America

GroupeConnect

Sports Sponsorship World Series Print

GOLD

Bank of America - Enterprise Creative Solutions

Bank of America - Enterprise Creative Solutions

More Possibilities for Women in Sports Ad

B2B

GOLD

TIAA

The Future of Work Retirement | NYT Sunday Magazine

Takeover

Consumer

BRONZE

Fisher Investments

fishtank

Rule the Road

SILVER

UBS

UBS Art Advisory - Aspen Art Museum Magazine

Print (Campaign)

Corporate Image

SILVER

UBS Group AG

TeamUBS, part of Publicis Groupe Switzerland;

PROPHET

Advice is Our Craft

GOLD

Bank of America

GroupeConnect

2024 Boston Marathon presented by Bank of America

Consumer

BRONZE

Bank of America

GroupeConnect

Community Homeownership Commitment 2024

Campaign

SILVER

J.P. Morgan Wealth Management

Pockers Creative; The Rudin Group

J.P. Morgan Wealth Management Jackson, WY Launch

Strategy

GOLD

MassMutual

258° Creative Group

MassMutual Cultural Moments - It Starts with You.

Paid Social

Corporate Image

BRONZE

JPMorganChase

Code and Theory

Crafting the Future of Work

SILVER

UBS Group AG

TeamUBS, part of Publicis Groupe Switzerland;

PROPHET

Crafted for You

GOLD

UBS Group AG

PROPHET; TeamUBS, part of Publicis Groupe

Switzerland

UBS Craftmakers

B2B

BRONZE

Lincoln Financial

Substance Strategy & Creative

Meet the HENRYs

SILVER

Invesco

MullenLowe

Invesco QQA Income Advantage Kenny-G Activation,

Paid Social Media

GOLD

Bank of America

GroupeConnect

Center for Business Empowerment: Empowering

Entrepreneurs Through Paid Social

Consumer

BRONZE

Bank of America

GroupeConnect

Guide By Your Side Campaign

SILVER

American Century Investments

Chillful Holiday

SILVER

Prudential Financial

McCann New York

Social Edutainment

GOLD

State Street Global Advisors

McCann New York

Getting There Starts Here

Television (Linear/Streaming) (Single Entry)

Corporate Image

BRONZE

Mizuho Americas

Quirk Creative

"A Name Worth Knowing" Caddie Commercial

SILVER

Grayscale

Alone

GOLD

Bank of America

GroupeConnect

Bank of America Keep Trying :30

B2B

BRONZE

Barclays

VCCP

Wimbledon 2024

SILVER

Capital Group
Ptarmigan Media
Wholistic Audience Targeted Video Approach

GOLD

Prudential Financial
McCann New York
Protect Your Life's Work

Consumer

BRONZE

Citi
Publicis One Team
Citi Shop: Can I Click It?

SILVER

Bank of America
GroupeConnect
2024 Chicago Marathon "Ara's Story"

GOLD

Invesco QQQ
MullenLowe
Future Isn't Scary "Self-driving Car :60"

Television (Linear/Streaming) (Campaign)

Corporate Image

BRONZE

Wells Fargo
BBDO New York
The Bank of Doing

BRONZE

JPMorganChase
SS+K
Make Momentum Happen

SILVER

Bank of America
GroupeConnect
2024 Boston Marathon presented by Bank of America

GOLD

Travelers Insurance
TBWA\Chiat\Day; Spark Foundry
Who Cares? 2024

B2B

SILVER

Sector SPDR ETFs
DNA Creative/SBA
Top 10

GOLD

Citi
Publicis One Team
Citi Client Stories

Consumer

BRONZE

Prudential Financial
McCann New York
Protect Your Life's Work

BRONZE

Invesco QQQ
MullenLowe
Invesco QQQ Future Isn't Scary, TV Campaign

SILVER

Bank of America
GroupeConnect
Guide By Your Side Campaign

GOLD

Wells Fargo Credit Cards
BBDO New York
Wells Fargo Active Cash Credit Card "Be a 2%er" Campaign

Financial Industry

Consumer

SILVER

Certified Financial Planner Board of Standards
Buntin Group; Heart+Minds Strategies; The Bliss Group
"It's Gotta Be A CFP®" Public Awareness Campaign

GOLD

Trust & Will
Marketing Architects
Trust & Will's "Make it Count"

MEDIA STRATEGY

Corporate Image

BRONZE

PGIM Fixed Income

Value Stands Out Video Series

BRONZE

Mizuho Americas

Ptarmigan Media, Tatari

A Name Worth Knowing

SILVER

BlackRock

Indigenous Media

"Out of Office with BlackRock" Video Series

GOLD

Bank of America

GroupeConnect

2024 Boston Marathon presented by Bank of America

B2B

BRONZE

FM

Ptarmigan Media

FM Brand Media Strategy

SILVER

HSBC

Ptarmigan Media

HSBC x Fortune: Business of Sports

Consumer

BRONZE

Bank of America

GroupeConnect

Q4 Preferred New Professionals Media Pilot

SILVER

E*TRADE from Morgan Stanley

72&Sunny

Super Bowl 58 & Money Monday

GOLD

Prudential Financial

McCann NY

Protect Your Life's Work

Financial Industry

B2B

GOLD

EY

Water & Wall

The Role of Earned Media in EY's Election-Year

Excellence

BRANDED CONTENT WITH MEDIA PARTNER

Articles & Infographics

Corporate Image

BRONZE

PGIM

Reuters Plus; Ptarmigan; UM

Reuters

OutFront

SILVER

Binance

Binance

Financial Times

2024 Binance x FT Partner Content

GOLD

Equitable

o2kl

The Trust (Custom Content from WSJ)

The Great Wealth Transfer

B2B

SILVER

American Express

Forbes Media

American Express B2B Payments

GOLD

Nuveen

Economist Impact

Benefits 2.0

Consumer

BRONZE

Fannie Mae

Reuters Plus; Mediassociates

Reuters

On a Mission: Attracting Capital to US Housing

SILVER

Vanguard

Spark; WP Creative Group; BLK SHP

The Washington Post

"Breaking Bread, Building Legacy"

GOLD

BNY Wealth

The New York Times

Passing the Baton

Partnered Events

Consumer

GOLD

Invesco QQQ

Crossmedia; Episode Four

Investopedia and Food & Wine

Celebrating Innovation in Food and Wine in partnership with Invesco QQQ

Integrated Partnered Campaigns

Corporate Image

BRONZE

Ally

Dotdash Meredith; Condé Nast

Ally Publisher Partnerships

SILVER

PGIM

Reuters Plus; UM

Reuters

OutFront: Hyperscale

GOLD

U.S. Bank

Crossmedia

New York Times Advertising; T Brand Studio

Legacy: A Modern Renaissance

GOLD

Bank of America

GroupeConnect

Boston Globe

2024 Boston Marathon presented by Bank of America

B2B

BRONZE

PGIM Investments

Shook Research

SHOOK Best Idea Competition Campaign

SILVER

KPMG

Reuters Plus; Initiative

Reuters

The AI Blueprint

GOLD

Capital Group

Ptarmigan Media

FOXBusiness.com

The ETF Report: A Strategic Partnership

Consumer

GOLD

Citi® / AAdvantage®

Publicis OneTeam; Havas Chicago

Dotdash Meredith

Explore the Tastes and Hidden Treasures of Thailand

Partnered Videos

Corporate Image

BRONZE

J.P. Morgan

WPP EssenceMediacom

Bloomberg Media

Defining Moments

SILVER

UBS Group AG

TeamUBS, part of Publicis Groupe Switzerland;

PROPHET; Bloomberg

Bloomberg

Craft Matters "The Art of Detail"

GOLD

Bank of America

GroupeConnect

Springhill

2024 Boston Marathon presented by Bank of America

B2B

GOLD

PGIM

In-House and Bloomberg Media Studios

Bloomberg Media

"Mapping Risk"

Consumer

SILVER

Bank of America

GroupeConnect

The Player's Tribune

ANWA

GOLD

Chase and Marriott Bonvoy

Quigley-Simpson

Business Insider/ Insider Studios

Connected Journeys

Financial Industry

Corporate Image

SILVER

EY

Essence MediaCom

Reuters

Real Time Business

Consumer

GOLD

NerdWallet

Mediahub Worldwide

WBD's Courageous Studios

NerdWallet & WBD "SuperNerds: Fighting Financial Misinformation" Custom Branded Content Campaign

Partnered Podcasts

B2B

GOLD

Coinbase

Wavemaker

Bloomberg Media Studios

Evolving Money

INTEGRATED MARKETING

Corporate Image

BRONZE

Lincoln Financial Group

Heart and Hustle Productions

Be the Quarterback of Your Financial Future - Jalen

Hurts x Lincoln Financial

SILVER

UBS Group AG

TeamUBS, part of Publicis Groupe Switzerland;

PROPHET

Advice is Our Craft

SILVER

Bank of America

GroupeConnect

2024 Boston Marathon presented by Bank of America

GOLD

Invesco

MullenLowe

Let's Rethink Possibility Launch, Integrated Marketing

B2B

BRONZE

Lincoln Financial

Substance Strategy & Creative

Meet the HENRYs

SILVER

BNY

Brunswick Group

Making Money Work for the World

GOLD

American Express

Taylor Made Agency; OnBrand

15 Stories

Consumer

BRONZE

iShares by BlackRock

Sherwood Media

TOPT: Access the 20 largest U.S. stocks

SILVER

PNC Bank

Arnold Worldwide

Brilliantly Boring

GOLD

Prudential Financial

McCann NY

Protect Your Life's Work

Financial Industry

B2B

SILVER

Ascensus

Pooled Employer Plan Integrated Marketing Campaign

SILVER

Cambridge Investment Research, Inc.

Business Development Boomerang Campaign