

THE WINNERS

JUDGES' CHOICE

Cboe Global Markets

tms

Integrated Marketing (Consumer)

Cboe - Life is Better With Options

BEST IN SHOW BUSINESS-TO-BUSINESS

Nuveen, a TIAA company

72andSunny

Branding | Visual Identity System

Nuveen 2025 New Visual Identity

BEST IN SHOW CONSUMER

Cboe Global Markets

tms

Integrated Marketing

Cboe - Life is Better With Options

BEST IN SHOW CORPORATE IMAGE

Bank of America

GroupeConnect

Media Strategy

*Bank of America x The Masters + Augusta National
Women's Amateur Tournaments 2025*

BEST IN SHOW CORPORATE SOCIAL RESPONSIBILITY

Esquire Bank

Park & Battery

Integrated Marketing (B2B)

Champions of Social Justice

BEST IN SHOW DIVERSITY, EQUITY & INCLUSION

United Nations Federal Credit Union

Barkas

Integrated Marketing (Consumer)

For (y)our future

BEST IN SHOW EMPLOYEE COMMUNICATIONS

Bank of America

GroupeConnect

Recruiting Campaign

Grow at Bank of America

ADVERTISING

Television (Single Entry)

Corporate Image

BRONZE

CME Group

Substance Collective

Find the Edge

SILVER

Barclays

M&C Saatchi, All Pro Res

Francis Tiafoe: We're Ready

GOLD

Cboe Global Markets

tms

Cboe - Life is Better With Options

B2B

BRONZE

Federated Hermes, Inc.

Big Spaceship

Stress Test Campaign

SILVER

Barclays

Team One

Hidden Connections

SILVER

Barclays

Team One

Message Overload

GOLD

Nuveen, a TIAA company

72andSunny

Nuveen ILTFIW Launch TV

Consumer

BRONZE

Grayscale

In-House

2025 Idioms Campaign: Rocket Science

SILVER

Citi® / AAdvantage®

Havas Chicago

Citi® / AAdvantage® Get Global

GOLD

Invesco QQQ

In-House, Mullen Lowe

Invesco QQQ TV Advertisement "Caesar"

Television (Campaign)

Corporate Image

BRONZE

Mizuho Americas

In-House

Changing the Game

SILVER

Travelers Insurance Company

TBWA \ Chiat \ Day New York

Travelers 2025 "Remarkable Things Happen When People Care" Campaign

GOLD

Bank of America

GroupeConnect

Bank of America x The Masters Tournament 2025 - Television

B2B

SILVER

American Century: Avantis Investors

TiNY

Really, Really Rough

GOLD

Federated Hermes, Inc.

Big Spaceship

Stress Test Campaign

Consumer

BRONZE

MassMutual

258° Creative Group, NHL Studios

MassMutual/NHL 2025 Playoffs Spot - Goals Start with Assists

BRONZE

E*TRADE from Morgan Stanley
72andSunny
More to Love

SILVER

Prudential
McCann
PYLW: Umbrella TV Campaign

GOLD

Prudential
McCann
Beta Babies: TV Campaign

Print (Single Entry)

Corporate Image

BRONZE

Bank of America
In-House - Enterprise Creative Solutions
Women's Sports Foundation Ad

SILVER

Bank of America
GroupeConnect
2025 LA Dodgers WS Win Ad

SILVER

Bank of America
In-House - Enterprise Creative Solutions
Hope and Heroes Gala Ad

B2B

SILVER

Bank of America
In-House - Enterprise Creative Solutions
*National Association of Women Business Owners
Program Ad*

Consumer

BRONZE

American Century Investments
Sand Trap

SILVER

Citizens
Full Contact
"Blank"

GOLD

Lincoln Financial
Havas
*The Action Plan by Lincoln Financial: Make your pastimes
last a lifetime*

Print (Campaign)

B2B

GOLD

Nuveen, a TIAA company
72andSunny
Nuveen ILTFIW Launch Print

Consumer

BRONZE

Bank of America
GroupeConnect
Private Bank Brand Print Advertising

SILVER

Crowd Street
Mai La Thai; Harvey Design; Peter Moore Smith
Possible, Private, Missing

Paid Social

Corporate Image

BRONZE

Bank of America
GroupeConnect
*Bank of America x The Masters Tournament 2025
Campaign*

SILVER

BlackRock
In-House, Mindshare
*BlackRock - US Corporate Affairs earned media strategic
amplification*

GOLD

PGIM

In-House
"Craft Meets Craft: Morimoto x PGIM"

B2B

BRONZE

State Street Investment Management
McCann New York

SILVER

Bank of America
GroupeConnect
Bank of America: Elevating Tech Leadership Through Social Media

Consumer

BRONZE

Prudential
McCann
PYLW: Worth Protecting Paid Social
xf

SILVER

American Century Investments
ACC Fantasy Golf: "Bullseye"

GOLD

Lincoln Financial
Havas
The Action Plan by Lincoln Financial: Make your pastimes last a lifetime

Financial Industry

B2B

SILVER

DTCC
Semi-Famous
Dear Front Office

Audio Advertising

B2B

BRONZE

PGIM
In-House
PGIM Sponsorship of the FT's Unhedged Podcast

SILVER

Barclays
Living Group
Barclays Brief Tactical Placements

Consumer

BRONZE

Crowd Street
Peter Moore Smith
Economics of Everyday Things Podcast

SILVER

Bank of America
GroupeConnect
PB Brand Audio

GOLD

Crowd Street
Peter Moore Smith
Independently

Out-Of-Home (Single Entry)

Corporate Image

BRONZE

Barclays
HUSH
Prismatic

SILVER

Barclays
HUSH
Monumental Waves

GOLD

Barclays
HUSH
Solar Blocks

B2B

BRONZE

Janney
Substance Strategy & Creative
Janney Recruitment Out-Of-Home Single

SILVER

Esquire Bank
Park & Battery
The World's Largest Step-and-Repeat

GOLD

PGIM
In-House
"Locating Dislocations, One Ride at a Time"

Consumer

BRONZE

Bank of America
In-House - Enterprise Creative Solutions
Zelle Special Moments ATM creative

SILVER

Prudential
McCann
Beta Babies: OOH

GOLD

MassMutual
258° Creative Group
FI: Las Vegas Grand Prix Partnership - Sphere

Financial Industry

Corporate Image

GOLD

Reuters
Gravity Road
Strawberry Frog
Reuters: Pure News, Straight from the Source

Out-Of-Home (Campaign)

Corporate Image

GOLD

Mizuho Americas
In-House
Commuter Hub Brand Campaign

B2B

BRONZE

Janney
Substance Strategy & Creative
Janney Recruitment Out-Of-Home Campaign

SILVER

BNY
Critical Mass
Money20/20 OOH

GOLD

TIAA
The Martin Agency
Hit the Jackpot without Gambling

Consumer

BRONZE

Citi® / AAdvantage®
Havas Chicago
Citi® / AAdvantage® Airport

SILVER

MassMutual
258° Creative Group
Stable Voyage Plus/JPMC Awareness Campaign

SILVER

State Street Investment Management
Fundamental Media
Schwab Impact

GOLD

American Express
In-House
Delta If You Travel You Know Airport Out of Home

Financial Industry

Corporate Image

SILVER

Moody's
Jack Morton Worldwide
Moody's - Ode to Risk Campaign

Digital Display

Corporate Image

SILVER

Barclays
Iris
Reuters Liberty Video Banner

B2B

BRONZE

Bank of America
GroupeConnect
BofA's Capital Market Journeys™ — Advisory Stories
That Turn Listens Into Credibility

SILVER

Northern Trust Asset Management
Ogilvy
If you know, you know Northern Trust

Consumer

BRONZE

Bank of America
In-House - Enterprise Creative Solutions
FIFA 2026 Ticket Offer digital display

SILVER

Mawer Investment Management
Living Group
Mawer. It pays to be boring campaign

GOLD

BNY Wealth
Forpeople
2026 Outlook: Interactive Mobile Unit

Financial Industry

B2B

SILVER

Broadridge
The Ricciardi Group
Broadridge's Unifying Brand Campaign

Influencer Marketing

Corporate Image

SILVER

Bank of America
GroupeConnect
*2025 Chicago Marathon presented by Bank of America /
Upworthy Partnership*

B2B

GOLD

Nuveen, a TIAA Company
Front Office Sports
How Bobby Bonilla Guarantees Income - The Big Deal

Consumer

SILVER

Bank of America
GroupeConnect
*Bank of America x Golf with Us 2025 Campaign -
Influencer Marketing*

GOLD

Invesco QQQ
In-House, Episode Four, 160/90, Crossmedia, Swanhaus
Productions, Groove Jones, TH Experiential, Johnny
Miller Photography
Invesco QQQ Recipe for Innovation Season 2

Financial Industry

B2B

SILVER

Ramp
Coming of Age
Ramp

PUBLIC RELATIONS

B2B

BRONZE

Praxis Investment Management
Lowe Group
*Using proprietary research to generate crucial launch
momentum for two ETFs*

Consumer

SILVER

Ameriprise Financial
Prosek Partners; Artemis Strategy Group; Uffindell
Strategy Group
Ameriprise Financial Parents & Finances Study

MEDIA STRATEGY

Corporate Image

BRONZE

BlackRock
In-House, Indigenous Media, Narrative Strategies,
Mindshare
BlackRock - US Corporate Affairs paid media strategy

SILVER

Brookfield
Criterion Global
*From Industrials → PE: The Attention-First PE Media
Playbook*

GOLD

Bank of America

GroupeConnect

Bank of America x The Masters + Augusta National

Women's Amateur Tournaments 2025 - Media Strategy

B2B

BRONZE

Northern Trust Asset Management

Fundamental Media

If you know, you know Northern Trust

SILVER

Columbia Threadneedle Investments

Prosek Partners

Columbia Threadneedle Media Strategy

SILVER

Esquire Bank

Park & Battery

Champions of Social Justice

GOLD

PGIM

In-House

"No Spot? No Problem."

Consumer

BRONZE

State Street Investment Management

Fundamental Media

Getting There Starts Here 2.0

SILVER

Northern Trust Wealth Management

Fundamental Media

From Influence to Intent: Engineering Full-Funnel Wealth

Management Demand

GOLD

E*TRADE from Morgan Stanley

MediaHub

More to Love

EXTERNAL COMMUNICATIONS

Podcasts

Corporate Image

BRONZE

Goldman Sachs

In-House

Exchanges at Goldman Sachs

SILVER

J.P. Morgan Asset Management

In-House

Insights Now

GOLD

J.P. Morgan Asset Management

In-House

Alternative Realities

B2B

BRONZE

Morgan Stanley

Sequel Media Inc.

Invested at Work

SILVER

BMO Financial Group

Jonah Geil-Neufeld, Puddle Creative

Markets Plus Podcast

GOLD

AllianceBernstein

In-House

Beyond Consensus™: Thoughts from the Dismal

Roundtable

Consumer

BRONZE

Morgan Stanley

Sequel & The Creative Studio

Thoughts on the Market

SILVER

BlackRock

In-House

The Bid Investing Podcast

GOLD

Morgan Stanley
Sequel Media Inc.
What Should I Do With My Money?

Organic Social

Corporate Image

BRONZE

Mizuho Americas
In-House
Hanging Out with Michelle Wie West

SILVER

AllianceBernstein
In-House
From A to B

GOLD

Barclays
Born Social
Elevator Series

B2B

SILVER

Barclays
Born Social
Morning Matcha Series

Consumer

BRONZE

Synchrony
Goldmind, Synchrony's In-House agency
Today's Way to Pay: Synchrony Mastercard on Apple Pay

SILVER

M&T Bank
Crowley Webb
Team M&T Athlete & Advocate Social Series

GOLD

M&T Bank
Crowley Webb
Keon Coleman Surprise & Delight

Financial Industry

Corporate Image

BRONZE

CFA Institute
In-House team and Living Group
CFA Institute CEO LinkedIn

SILVER

Ascensus
In-House
Humanizing the Ascensus Brand

Consumer

SILVER

Certified Financial Planner Board of Standards
In-House
CFP Board's Organic Social Presence

Email

B2B

BRONZE

American Century Investments
Homeward for the New Year

SILVER

American Century Investments
Propaganda 3
The True Meaning

GOLD

SBG Funding
Leibowitz
SBG Funding Email Template System

Consumer

BRONZE

Reform Pension Board
Thinkso Creative LLC
RPB 2025 Financial Wellness Month Email Campaign

SILVER

Synchrony
Goldmind, Synchrony's In-House agency
Get Your Card in Play

GOLD

Synchrony
Goldmind, Synchrony's In-House agency
Infinately Rewarding

Consumer

SILVER

Ascensus
In-House
Ascensus Transforming Participant Engagement Through Personalized Video

COLLATERAL

Corporate Image

BRONZE

Wilmington Trust, a division of M&T Bank
In-House
Wilmington Trust 2025 Capital Markets Forecast: Investing in a Chutes & Ladders Economy

SILVER

TIAA Institute
Content Solutions @ People Inc.
'Transforming American Financial Security' - Three Decades of Groundbreaking Research Recognized by the TIAA Paul A. Samuelson Award

GOLD

Morgan Stanley
The Creative Studio
Global Offices Art Books

B2B

BRONZE

AllianceBernstein
Living Group
AllianceBernstein. Helping financial advisors work 'SMArter'

SILVER

BNY Wealth
In-House
Investment Insights for Single Family Offices

SILVER

Nuveen
In-House, The Dubs, IM Consulting
Equilibrium global Financial Institutional investor survey

GOLD

AllianceBernstein
In-House
AB's Trade-War Thought Leadership Pivot Leads the Conversation

Consumer

BRONZE

Synchrony
Goldmind, Synchrony's In-House agency
Synchrony Luxury Credit Card Point-of-Purchase Campaign

SILVER

BNY Wealth
In-House
Mastering the Sale

GOLD

BNY Wealth
In-House
2026 Outlook

Financial Industry

Corporate Image

GOLD

Certified Financial Planner Board of Standards
Pentagram
The Standard: A Defining Expression of CFP Board's Brand and Mission

B2B

BRONZE

DTCC
ChappellRoberts
Our Year of Execution

SILVER

Navan
The Ricciardi Group
Turning Proprietary Data Into a Powerful Renewable Marketing Resource

DIGITAL MEDIA

Online Video

Corporate Image

BRONZE

Morgan Stanley
The Creative Studio
Morgan Stanley 90th Anniversary Documentary

SILVER

Bank of America
Tongal
Business Owner Spotlight: Changing Lives GH

GOLD

Goldman Sachs
Forsman & Bodenfors
Across America with Goldman Sachs 10,000 Small Businesses

B2B

BRONZE

Crowd Street
Nomad Editing Co.; Peter Moore Smith
Manifesto Film

SILVER

EagleBank Corp
RP3 Agency
The EagleBank Effect

GOLD

American Express
In-House
American Express Business Stories

Consumer

BRONZE

Bank of America
Tongal
Real Talk with Better Money Habits

SILVER

Prudential Financial
Fusion Family (a partnership between Look Listen Studios and KTC)
Blueprints Building Black Wealth Series

GOLD

Cboe Global Markets
tms
Cboe - Life is Better With Options

Financial Industry

Corporate Image

BRONZE

Cambridge Investment Research, Inc.
In-House
Spirit of Cambridge Video Series

B2B

BRONZE

FIS
Sidlee & Marketbridge
FIS

SILVER

Moody's
In-House
Moody's - Eye of the Storm Documentary

GOLD

Fiserv
Fusion92
Fiserv CashFlow CentralSM

Websites

Corporate Image

BRONZE

Bank of America

GroupeConnect

Sports Rich Landing Page

SILVER

Morgan Stanley

The Creative Studio

Morgan Stanley AI Site

GOLD

Crowd Street

Misterwolf; Dear Future; Literate AI

CrowdStreet.com

B2B

BRONZE

Golub Capital

In-House

Golub Capital - Private Credit Education

SILVER

CME Group

In-House

Product Campaign Destination Pages

GOLD

Future Standard

argodesign, Perpetual

A New Future Standard Website

Consumer

BRONZE

BNY Wealth

Marketcolor

2026 Outlook

SILVER

Bank of America

In-House - Enterprise Creative Solutions

Consumer Vehicle Lending Microsite

GOLD

Prudential

McCann

Blue Prints: Website

Financial Industry

B2B

BRONZE

Moody's

In-House

Moody's - Insurance Emerging Risks Data Story

SILVER

MSCI

Work & Co

MSCI.com Website Revamp

GOLD

Moody's

In-House

Moody's - Wildfires Data Story

GOLD

Living Group

Living Ratings of Asset Managers: The brand and digital benchmark CMOs can't ignore

Apps and Tools

B2B

BRONZE

Barclays

In-House

Barclays Live

SILVER

AllianceBernstein

In-House

Project Slide Generator - Automation In Action

GOLD

AllianceBernstein

In-House

Reimagining Discovery: AB's Next Generation AI Search Experience

Consumer

SILVER

Bernstein Private Wealth Management

In-House

My Bernstein

SILVER

Prudential Financial

In-House

Prudential MyBenefits App

GOLD

BNY Wealth

Forpeople

Business Transition Assessment

GOLD

Ameriprise Financial Services

In-House

Design System Transformation

BRANDING

Visual Identity System

Corporate Image

BRONZE

BNY

Critical Mass

Product Marketing Design System

SILVER

Morgan Stanley

The Creative Studio

Morgan Stanley 90th Anniversary

GOLD

Bank of America

Lippincott

Raising the new standard

B2B

BRONZE

BNY

Critical Mass

Platforms Design System

SILVER

Teucrium ETFs

GK3 Capital

Teucrium Reimagined: From Crops to Crypto

GOLD

Nuveen, a TIAA company

72andSunny

Nuveen 2025 New Visual Identity

Consumer

BRONZE

Fasten

Substance Strategy & Creative

Fasten Visual Identity System

SILVER

State Street Investment Management

McCann New York

State Street x WNBA Partnership

SILVER

Morgan Stanley

The Creative Studio

Thoughts on the Market

GOLD

BNY Wealth

In-House

Banking Experience Redesign

Financial Industry

B2B

BRONZE

Cambridge Investment Research, Inc.

In-House

Circle of Excellence Event Branding

BRONZE

Broadridge

Forpeople

Broadridge's reimagined brand guidelines: creating a cohesive global identity

Logo

Corporate Image

BRONZE

Crowd Street
Misterwolf; Dear Future
Crowd Street Logo

SILVER

TIAA
The Martin Agency
Ensuring Today. Securing Tomorrow.

GOLD

Prudential
McCann
Branding: Prudential 150th Logo

B2B

BRONZE

Jennison
2112
Jennison Logo Evolution

SILVER

Arohi Asset Management
Prophecy
For Those Who Create, Not Chase

GOLD

Ridgepost Capital
Prophecy
Clarity at Scale

EVENTS

Event Marketing

Corporate Image

BRONZE

Ameriprise Financial
Uffindell Group
Ameriprise Financial 20th NYSE Anniversary

SILVER

American Century Investments
Coffee Labs
Smash for Cash

B2B

BRONZE

Nuveen
In-House, Harris House Events
nPOWERED

BRONZE

AllianceBernstein
In-House
Charting a Course: 2025 Climate Change and Investment Academy

SILVER

Bank of America
Sullivan
Win as a team

GOLD

Esquire Bank
Park & Battery
Ex Parte at Nasdaq

Consumer

BRONZE

Grayscale
In-House
GDLC Flatiron Activation

SILVER

Invesco QQQ
In-House, Groove Jones, 3D Exhibits
Invesco QQQ Race for Innovation Digital Experience

GOLD

State Street Investment Management
McCann New York
State Street x WNBA Partnership

Financial Industry

Corporate Image

GOLD

Financial Communications Society
2112, Water & Wall
FCS Portfolio Awards Gala 2025

B2B

BRONZE

Broadridge
In-House, The Pedowitz Group, and Rockway Exhibits
SIFMA Ops - a flagship event for Broadridge

SILVER

Forbes
In-House
Forbes Iconoclast Summit

GOLD

Reuters Events
Reuters Plus
Reuters NEXT Finance Stage

Sponsorship Marketing

Corporate Image

BRONZE

Crowd Street
Harvey Design; Manifest; Peter Moore Smith; Mai La Thai
Tournament of Champions

SILVER

Bank of America
GroupeConnect
2025 Chicago Marathon QRC Installation

GOLD

Carlyle
In-House
Carlyle & Oracle Red Bull Racing Partnership Activation

B2B

BRONZE

Bank of America
In-House - Enterprise Creative Solutions
National Association of Realtors Conference and Expo

SILVER

Bank of America
In-House - Enterprise Creative Solutions
National Association of Women Business Owners Conference

GOLD

Synchrony
Goldmind, Synchrony's In-House agency
MGMA Transformational Moments w/ CareCredit

Consumer

BRONZE

BNY Wealth
In-House
IFPDA Print Fair

SILVER

M&T Bank
Crowley Webb
Billie Together Playoff Campaign

GOLD

Cboe Global Markets
In-House
Cboe - Life is Better with Options

Financial Industry

Corporate Image

BRONZE

Adviser Compliance Consulting
Mischa Communications
Adviser Compliance Consulting's 2025 NSCP Conference Diamond Sponsorship

B2B

BRONZE

Ascensus
In-House
Helping Advisors Reach Peak Performance at the NAPA 401(K) Summit

BRANDED CONTENT WITH MEDIA PARTNER

Articles & Infographics

Corporate Image

SILVER

TIAA
Horizon Next
Annuities Unwrapped

B2B

BRONZE

LPL Financial

The Ricciardi Group

Barron's

Building Trust and Consideration with Financial Advisors

SILVER

Binance

FT Commercial Department

Binance 'Web3: buzzword to byword' 2025 FT Partner Content Campaign

GOLD

Barclays

In-House with FT

Critical Minerals Quiz

Consumer

BRONZE

BNY Wealth

In-House

Bloomberg

Bloomberg Smart Paper: Mastering the Sale

SILVER

TIAA

Forbes

TIAA x Forbes - Are you making the most of your retirement plan?

GOLD

Athene

Trilix

Forbes

The Sandwich Generation: When Everyone Needs You

Financial Industry

Corporate Image

GOLD

Equitable

o2kl

The Trust (Custom Content from WSJ)

Approaching Retirement: Getting Gen X from Good to Great

Partnered Events

Corporate Image

GOLD

Ally Financial

Essence Mediacom

Forbes Most Powerful Women in Sports Presented by Ally Financial

B2B

SILVER

Invesco QQQ

In-House, 16Over90, Crossmedia

Bloomberg

Invesco QQQ Innovation in Play Bloomberg Event

Partnered Podcasts

Consumer

SILVER

Vanguard

Razorfish Spark

The Trust (Custom Content from WSJ)

Better Vantage by Vanguard

Partnered Videos

Corporate Image

BRONZE

Invesco QQQ

Improbable Media, In-House

Front Office Sports

Invesco QQQ Innovation in Play Content Series

SILVER

PGIM

Reuters Plus, UM

Reuters

PGIM: OutFront

GOLD

NYSE

The Trust (Custom Content from WSJ)

Cannes Lions International Festival of Creativity

B2B

BRONZE

CME Group

In House

Bloomberg Media

CME Group + Bloomberg Media Studios "Always On"

Custom Video Partnership

SILVER

Vanguard

Spark Foundry

Bloomberg Media Studios

Turning Market Uncertainty Into Fixed Income

Opportunity

Consumer

SILVER

Prudential

Disney Creativeworks

The Oscars

Prudential x Oscars Prudential Content Partnership

GOLD

UBS

Bloomberg Media Studios

Bloomberg Media Studios

Craft Matters, presented by UBS and Bloomberg Media

Studios

Integrated Partnered Campaigns

Corporate Image

BRONZE

Nuveen

The Trust (Custom Content from WSJ)

Advisor Edge

SILVER

Bank of America

GroupeConnect

Bustle Digital Group

BMH BDG Media Content Partnership

GOLD

TIAA

Horizon Next

The New York Times, T Brand Studio

Longevity Fitness: Rethinking Retirement in the Age of

100-Year Lives

B2B

BRONZE

BlackRock x FTSE Russell

In-House, Mindshare

Wall Street Journal/Barron's Group

BlackRock x FTSE Russell: WSJ/Barron's Group Models

Program

SILVER

Manulife Investments

In-House

Forbes

Iconoclast: Inside the Minds that Move Markets

GOLD

Mastercard

In-House

Forbes

Creating Connections: Conversations from Davos

Consumer

BRONZE

Bernstein Private Wealth Management

Deloitte Digital

What's Next? Campaign

BRONZE

Mastercard

Carat

FT Commercial Department

Mastercard Move money in motion campaign

SILVER

Invesco QQQ

Crossmedia

Forbes

How Invesco QQQ Wins With Advisors

GOLD

Citi & American Airlines

Studio at People Inc.

People Inc.

Citi/AA Destination of the Year

Financial Industry

Corporate Image

SILVER

Equitable Advisors

o2kl

The Trust (Custom Content from WSJ)

Supported Independence

B2B

SILVER

EY

Essence MediaCom

Reuters

EY: Real Time Business and On The Road

Integrated Marketing

Corporate Image

BRONZE

Western Alliance Bank

McGuffin

Achieving Brand Unity at Western Alliance Bank

SILVER

Bank of America

GroupeConnect

Bank of America x The Masters Tournament 2025

Campaign - Integrated Campaign

SILVER

Invesco QQQ

Mullen Lowe, 160over90, In-House, Crossmedia

Invesco QQQ 2025 March Madness Campaign

GOLD

Ally

Anomaly

Graduate Financially

B2B

BRONZE

Prudential

McCann

PYLW: B2B Umbrella Integrated Campaign

SILVER

Nuveen, a TIAA company

72andSunny, Ptarmigan Media

Nuveen ILTFIW Launch Campaign

GOLD

Esquire Bank

Park & Battery

Champions of Social Justice

Consumer

BRONZE

Lincoln Financial

Havas

The Action Plan by Lincoln Financial: Make your pastimes last a lifetime

SILVER

MassMutual

258° Creative Group

MassMutual/Boston Red Sox 2025 Campaign

GOLD

Cboe Global Markets

tms

Cboe - Life is Better With Options

Financial Industry

Corporate Image

GOLD

Leibowitz

In-House

Branding A to Z

B2B

BRONZE

DFIN (Donnelley Financial Solutions)

The Ricciardi Group

A Bold Product Relaunch to "Own the Room."

SILVER

Fiserv

Fusion92

Fiserv Think. Before You Link.

GOLD

DTCC

Semi-Famous

Dear Front Office

Consumer

SILVER

Ascensus

In-House

Advisor Central: A Smarter, Simpler Way for Advisors to Power Their Retirement Practice

GOLD

Certified Financial Planner Board of Standards

The Bliss Group; Heart+Mind Strategies; BUNTIN

CFP Board: It's Gotta Be A CFP® Public Awareness Campaign

EMPLOYEE COMMUNICATIONS

Internal Visual Identity

BRONZE

BNY

Fantasy

Eliza 2.0 Design

SILVER

Mizuho Americas

In-House

Connected Learning: Reimagining the Learning & Development Brand

GOLD

Morgan Stanley

The Creative Studio

Global Volunteer Month

Employee Video

BRONZE

BlackRock

In-House

BlackRock Quarterly Wins, Reimagined: AI@Work

SILVER

BNY

Informa TechTarget

End of Year Celebration Video "Like Only We Could"

GOLD

Travelers

In-House

Power of Travelers is Us: Save My Ride

Employee Event

BRONZE

Barclays

Iris, Naked City, In-House

Intern Event

SILVER

Prudential

In-House

"Here Then. Here Now. Here Tomorrow." – Prudential's 150th Anniversary Celebration

GOLD

Mizuho Americas

In-House

Dine 'n Drive with Pros

Integrated Internal Campaign

BRONZE

CME Group

Substance Collective

Lydia Ko Internal Brand Activation

SILVER

AllianceBernstein

In-House

Reimagining Content Distribution to Sellers - Connecting Sales & Marketing

GOLD

Ally

In-House

Delivering the Possible: Customer Service Week 2025

Recruiting Campaign

BRONZE

Janney

Substance Strategy & Creative

Janney Integrated Marketing

SILVER

Citadel and Citadel Securities

Code and Theory

Citadel and Citadel Securities' Boundless

GOLD

Bank of America

GroupeConnect

Grow at Bank of America