

2026 FCS BRAND REPUTATION NOMINATION

BRAND:	
MARKETING EXECUTIVE	NAME:
	TITLE:

Contact information for person submitting nomination

Name	
Email	
Phone:	

NOMINATION FORMS, DOCUMENTATION AND FILES MUST BE SUBMITTED NO LATER THAN 5:00PM ET ON THURSDAY, NOVEMBER 12, via email to: Juliet McAlee, juliet@thefcs.org.

The FCS Brand Reputation Award celebrates a financial/fintech company that has excelled in 2026 in building a positive, cohesive brand image while fostering loyalty and trust among stakeholders. The award recognizes the financial marketing executive who has:

- Created a cohesive brand strategy that reflects the company's mission, vision, and values
- Ensured consistency across channels to strengthen trust and loyalty
- Advanced brand reputation by leading initiatives that engage communities and stakeholders and foster lasting relationships.

IN A SEPARATE DOCUMENT, PLEASE SUBMIT ANSWERS TO THE FOLLOWING QUESTIONS AND PROVIDE SUPPORTING CREATIVE FILES AS YOU SEE FIT.

Cohesive Brand Strategy (40%) [250-500 words]

- Demonstrate a comprehensive brand strategy that aligns with the company's mission and values.
- Provide examples of how this strategy has influenced brand messaging across all channels.
- Show how your strategy differentiates your brand in the competitive landscape.

Stakeholder Engagement and Measurable Impact (30%) [100-250 words]

- Present specific examples of stakeholder engagement that have contributed to improved brand reputation.
- Offer evidence of measurable impact (e.g., improvements in brand sentiment, loyalty metrics, or customer trust scores).
- Include quantifiable results of brand initiatives that highlight the effectiveness of your strategy.

Corporate Citizenship Initiatives (20%) [100-500 words]

- Highlight how CSR, DEI, or other corporate citizenship programs have enhanced the brand's reputation.
- Provide examples of how these programs align with broader societal issues and positively impact communities or customers.

Employee Advocacy and Innovation (10%) [100-500 words]

- Describe how you've empowered employees to act as brand ambassadors.
- Explain any innovative communication tactics that have helped strengthen the brand's reputation.

If you're submitting files too large for email, please alert Juliet McAlee on how you'll be sending files (e.g., WeTransfer, Dropbox).