



MIDAS AWARDS

2018 WINNERS

Grand Award

FUTURELITE AG
Credit Suisse (Schweiz) AG
Switzerland
"The Bellboy"
Direction

Gold Midas

303 MULLENLOWE

Magellan

AUSTRALIA

"Invest in the World's Best"

Financial Advisers

CJ WORX

Krungthai Bank

THAILAND

"HI-SA-TI Brand"

Direct Response

CJ WORX

Krungthai Bank

THAILAND

"HI-SA-TI Brand"

Public Relations

CJ WORX

Krungthai Bank

THAILAND

"HI-SA-TI Brand"

Corporate Image

CJ WORX

Krungthai Bank

THAILAND

"HI-SA-TI Brand"

Integrated (Mixed Media)

CJ WORX

Krungsri Auto

THAILAND

"The MV That Knows Where You Are"

Location-Based Media

CJ WORX

Krungthai Bank

THAILAND

"HI-SA-TI Brand"

Online

DECODED ADVERTISING

Visa

USA

"Money is Changing"

Illustration

FCB AFRICA (PTY) LTD

Absa Card Usage

SOUTH AFRICA

"Swiish Music Video"

Banks: Retail

GROUPE CONNECT

Bank of America

USA

"Friends Again"

Banks: Retail

FUTURELITE AG

CREDIT SUISSE (SCHWEIZ) AG

SWITZERLAND

"THE BELLBOY"

Acting/Presentation/Narration

GROUPE CONNECT

Bank of America

USA

"Friends Again"

Social Media

FUTURELITE AG

CREDIT SUISSE (SCHWEIZ) AG

SWITZERLAND

"THE BELLBOY"

Direction

HUGE

Quicken Loans

USA

"Translator :60"

TV/Cinema

FUTURELITE AG

CREDIT SUISSE (SCHWEIZ)
AG

SWITZERLAND

"THE BELLBOY"

Cinematography

HUGE

Quicken Loans

USA

"Translator :60"

Lending

FUTURELITE AG

CREDIT SUISSE (SCHWEIZ) AG

SWITZERLAND

"THE BELLBOY"

Online

KING JAMES

Sanlam

SOUTH AFRICA

"2 Minute Shower Songs"

Integrated (Mixed Media)

KING JAMES

Sanlam

SOUTH AFRICA

"200 Year Old"

Financial Planning

KING JAMES

Sanlam

SOUTH AFRICA

"Conversations with Yourself"

Integrated (Mixed Media)

KING JAMES

Sanlam

SOUTH AFRICA

"Lives of Grace"

Interactive

KING JAMES GROUP JOHANNESBURG

Allan Gray

SOUTH AFRICA

"Father's Share"

Financial Advisers

KING JAMES GROUP JOHANNESBURG

Allan Gray

SOUTH AFRICA

"Father's Share"

Marketing

KING JAMES GROUP JOHANNESBURG

Allan Gray

SOUTH AFRICA

"Father's Share"

Non-Broadcast Video

KING JAMES GROUP JOHANNESBURG

Allan Gray

SOUTH AFRICA

"Father's Share"

TV/Cinema

KING JAMES GROUP JOHANNESBURG

Allan Gray

SOUTH AFRICA

"Father's Share"

Marketing

KING JAMES GROUP JOHANNESBURG

Allan Gray

SOUTH AFRICA

"Father's Share"

Financial Advisers

KING JAMES GROUP JOHANNESBURG

Allan Gray

SOUTH AFRICA

"Father's Share"

Financial Advisers

McCANN NEW YORK

Mastercard

USA

"Can't Judge a Book"

Direction

McCANN NEW YORK

Mastercard

USA

"Can't Judge a Book"

Acting/Presentation/Narration

McCANN NEW YORK

Mastercard

USA

"Can't Judge a Book"

Public Relations

McCANN NEW YORK

Mastercard

USA

"Charlie's Perfect Pitch"

Events

McCANN SYDNEY

Mastercard

AUSTRALIA

"Tap For Your Town"

Credit Card

McCANN WORLDGROUP

SP. Z O.O.

Mastercard

POLAND

"Business Facelift"

Corporate Image

McCANN WORLDGROUP

SP. Z O.O.

Mastercard

POLAND

"Business Facelift"

Direct Response

McCANN WORLDGROUP

SP. Z O.O.

Mastercard

POLAND

"Business Facelift"

Outdoor/Transit/Out-of-Home

McCANN WORLDGROUP

SP. Z O.O.

Mastercard

POLAND

"Business Facelift"

Credit Card

McCANN WORLDGROUP

SP. Z O.O.

Mastercard

POLAND

"Business Facelift"

Point-of-Purchase

McCANN WORLDGROUP
SP. Z O.O.

Mastercard

POLAND

"Business Facelift"

Public Relations

McCANN WORLDGROUP
SP. Z O.O.

Mastercard

POLAND

"Business Facelift"

Guerrilla/Alternative Media

McCANN XBC

OppenheimerFunds

USA

"5 Senses/Get Smart/Cowboy"

Non-Broadcast Video

McCANN XBC

OppenheimerFunds

USA

"Global Campaign"

Financial Advisers

McCANN XBC

OppenheimerFunds

USA

"Global Campaign"

Integrated (Mixed Media)

MORTIERBRIGADE
ING Belgium

BELGIUM

"A Mascot For The Red Devils"

Sponsorship

MULLENLOWE

Nuveen

USA

"Nuveen"

Animation

MULLENLOWE

Nuveen

USA

"Nuveen"

Direction

POL

DNB

NORWAY

"The Ripple Effect Generator"

Website

PUBLICIS

Citi

USA

"THE CITI MOBILE® APP"

Integrated (Mixed Media)

R/GA SAO PAULO

Banco Bradesco

BRAZIL

"Bank next: Swamp or Lolla"

Interactive

STRAWBERRYFROG

SunTrust Foundation

USA

"The Bridge"

Corporate Image

R/GA SAO PAULO

Banco Bradesco

BRAZIL

"Bank next: Swamp or Lolla"

Sponsorship

SUPERUNION

YUNAR

GERMANY

"Turn something boring into something happy"

Illustration

RAHOFFER WERBEAGENTUR CHRISTIAN RAHOFFER GMBH PALFINGER AG

AUSTRIA

*"Palfinger Annual Report 2017: 'The future is:
whatever is imaginable.'"*

Annual Reports

WHITE64

PenFed Foundation

USA

"KING"

Non-Broadcast Video

STRAWBERRYFROG

SunTrust Foundation

USA

"The Bridge"

TV/Cinema

ZULU ALPHA KILO

Interac Association

CANADA

"The Musician"

TV/Cinema

Silver Awards

AGENTUR AM FLUGHAFEN

Lend.ch

SWITZERLAND

"Hueber Needs Money!"

Lending

AGENTUR AM FLUGHAFEN

Lend.ch

SWITZERLAND

"Hueber Needs Money!"

TV/Cinema

2018 Winners

ATOMIC WASH

First Data

USA

"Connected Magazine Volume 3"

Copywriting

ATOMIC WASH

First Data

USA

"Connected Magazine Volume 3"

Design/Identity

ATOMIC WASH

Security & Fraud Solutions

Division of First Data

USA

"Security & Fraud Solutions 2018

Brand Awareness Campaign"

Integrated (Mixed Media)

C3

YUNAR

GERMANY

"The happy moments of

smartly affording more"

Music: Original Content or Integration



CITI

Citi

USA

"Citi Open Banking"

Financial Software/Technology

CITI

Citi

USA

"Freelancer, by Canvas"

Website

CJ WORX

Krungthai Bank

THAILAND

"HI-SA-TI Brand"

Social Media

CJ WORX

Krungthai Bank

THAILAND

"HI-SA-TI Brand"

Branding

CONCEPT

ALLIANZ TURKEY

TURKEY

"ALLIANZ IS WITH YOU"

Insurance: Auto

DECODED ADVERTISING

Visa

USA

"Money is Changing"

Social Media

DEVITO/VERDI

Laurel Road

USA

"Laurel Road Videos"

Low-budget (<\$100,000USD)

FCB AFRICA (PTY) LTD

ABSA

SOUTH AFRICA

"#Africanacity"

Editing

FCB AFRICA (PTY) LTD

ABSA

SOUTH AFRICA

"#Africanacity"

Sound Design/Effects

FCB AFRICA (PTY) LTD

ABSA

SOUTH AFRICA

"#Africanacity Social Media Campaign"

Online

FCB AFRICA (PTY) LTD

ABSA

SOUTH AFRICA

"#Africanacity Social Media Campaign"

Social Media

FCB AFRICA (PTY) LTD

Absa Breast Cancer

Awareness Month

SOUTH AFRICA

"Breast Cancer Awareness"

Public Relations

FCB AFRICA (PTY) LTD

ABSA Legal Insurance

SOUTH AFRICA

"Law For You Social Posts"

Humor

FCB AFRICA (PTY) LTD

ABSA Legal Insurance

SOUTH AFRICA

"Law For You Social Posts"

Social Media

FCB AFRICA (PTY) LTD

ABSA Legal Insurance

SOUTH AFRICA

"Law For You Social Posts"

Low-budget (<\$100,000USD)

FCB AFRICA (PTY) LTD

Absa Card Usage

SOUTH AFRICA

"Swiish Music Video"

Music: Original Content or Integration

FCB AFRICA (PTY) LTD

Absa Card Usage

SOUTH AFRICA

"Swiish Music Video"

Non-Broadcast Video

FCB AFRICA (PTY) LTD

Absa Card Usage

SOUTH AFRICA

"Swiish Music Video"

TV/Cinema

FIRST DATA/ATOMIC WASH

First Data

USA

*"First Data Connected Magazine: The
Innovators"*

Design/Identity

FITZCO

Navy Federal Credit Union

USA

"Members Are the Mission"

Credit Unions

GRAVITY GLOBAL

Sage

UNITED KINGDOM

"Peter Jones Ambition Campaign"

Accounting, Audit & Tax Services

GREY GROUP HONG KONG

HSBC

HONG KONG

"Innovative Business Exchange"

Banks: Commercial

GREY GROUP HONG KONG

HSBC

HONG KONG

"Innovative Business Exchange"

Acting/Presentation/Narration

GREY GROUP HONG KONG

HSBC

HONG KONG

"Innovative Business Exchange"

Art Direction

GREY GROUP HONG KONG

HSBC

HONG KONG

"Innovative Business Exchange"

Corporate Image

GREY GROUP HONG KONG

HSBC

HONG KONG

"Innovative Business Exchange"

Corporate Image

GREY GROUP HONG KONG
HSBC
HONG KONG
"Innovative Business Exchange"
Editing

GREY GROUP HONG KONG
HSBC
HONG KONG
"Innovative Business Exchange"
TV/Cinema

GREY GROUP HONG KONG
HSBC
HONG KONG
"Innovative Business Exchange"
Branding

GREY GROUP HONG KONG
HSBC
HONG KONG
"Innovative Business Exchange"
Direction

GREY GROUP HONG KONG
HSBC
HONG KONG
"Innovative Business Exchange"
TV/Cinema

GREY GROUP HONG KONG
HSBC
HONG KONG
"Innovative Business Exchange"
Editing

GREY GROUP HONG KONG
HSBC
HONG KONG
"Innovative Business Exchange"
Banks: Commercial

GREY GROUP HONG KONG
HSBC
HONG KONG
"Innovative Business Exchange"
Direction

GREY GROUP HONG KONG
HSBC
HONG KONG
"Innovative Business Exchange"
Acting/Presentation/Narration

GROUPE CONNECT
Bank of America
USA
"Friends Again"
Events

GROUPE CONNECT

Bank of America

USA

"Friends Again"

Integrated (Mixed Media)

McCANN CANADA

Mastercard

CANADA

"Spending Time With Cobie Smulders"

Non-Broadcast Video

GROUPE CONNECT

Bank of America

USA

"Friends Again"

Financial Software/Technology

McCANN CANADA

Mastercard

CANADA

"Spending Time With Cobie Smulders"

Social Media

GROUPE CONNECT

Bank of America

USA

"Friends Again Personas"

Illustration

McCANN ERICKSON

Mastercard

UNITED KINGDOM

"Listening Room"

Music: Original Content or Integration

KING JAMES GROUP JOHANNESBURG

Allan Gray

SOUTH AFRICA

"Father's Share"

Online

McCANN NEW YORK

Mastercard

USA

"Can't Judge a Book"

Non-Broadcast Video

McCANN CANADA

Mastercard

CANADA

"Spending Time With Cobie Smulders"

Credit Card

McCANN NEW YORK

State Street Global Advisors

USA

"Crazy Enough to Work"

Financial Advisers

McCANN NEW YORK

State Street Global Advisors

USA

"Crazy Enough to Work"

Editing

McCANN NEW YORK

Mastercard

USA

"Charlie's Perfect Pitch"

Low-budget (<\$100,000USD)

McCANN NEW YORK

Mastercard

USA

"Can't Judge a Book"

Corporate Image

McCANN NEW YORK

Mastercard

USA

"A"

TV/Cinema

McCANN NEW YORK

Mastercard

USA

"Can't Judge a Book"

Copywriting

McCANN NEW YORK

Mastercard

USA

"Can't Judge a Book"

Corporate Image

McCANN NEW YORK

Mastercard

USA

"Can't Judge A Book"

Music: Original Content or Integration

McCANN NEW YORK

Mastercard

USA

"Can't Judge a Book"

Editing

McCANN NEW YORK

Mastercard

USA

"Can't Judge a Book"

Cinematography

McCANN NEW YORK

State Street Global Advisors

USA

"Bring Home the Dow"

Outdoor/Transit/Out-of-Home

McCANN NEW YORK

Mastercard

USA

"Charlie's Perfect Pitch"

Non-Broadcast Video

McCANN NEW YORK

State Street Global Advisors

USA

"Crazy Enough to Work Podcast"

Other

McCANN NEW YORK

Mastercard

USA

"Can't Judge a Book"

Cinematography

McCANN NEW YORK

Mastercard

USA

"Charlie's Perfect Pitch"

Acting/Presentation/Narration

McCANN NEW YORK

Mastercard

USA

"Stand Up To Cancer with Mindy Kaling"

TV/Cinema

McCANN NEW YORK

Mastercard

USA

"Can't Judge a Book"

Integrated (Mixed Media)

McCANN NEW YORK

Mastercard

USA

"Can't Judge a Book"

Credit Card

McCANN NEW YORK

Mastercard

USA

"Whale"

Acting/Presentation/Narration

McCANN NEW YORK

Mastercard

USA

"Stand Up To Cancer with Mindy Kaling"

Online

McCANN NEW YORK

Mastercard

USA

"Whale"

Acting/Presentation/Narration

McCANN SYDNEY

Mastercard

AUSTRALIA

"Tap For Your Town"

Direct Response

McCANN WORLDGROUP

SP. Z O.O.

Mastercard

POLAND

"Business Facelift"

Location-Based Media

McCANN XBC

OppenheimerFunds

USA

"5 Senses Multi-Factor Campaign"

Integrated (Mixed Media)

McCANN XBC

OppenheimerFunds

USA

"Get Smart :30"

Humor

McCANN XBC

OppenheimerFunds

USA

"Global Campaign"

Mutual Funds

McCANN XBC

OppenheimerFunds

USA

"The OppenheimerFunds Challenge the Index Campaign"

Integrated (Mixed Media)

McCANN XBC

OppenheimerFunds

USA

"The OppenheimerFunds Challenge the Index Campaign"

Financial Advisors

MORTIMER HARVEY

Absa Corporate and

Investment Banking

SOUTH AFRICA

"I Want to Make That"

Copywriting

MORTIMER HARVEY

Absa Corporate and

Investment Banking

SOUTH AFRICA

"I Want to Make That"

Cinematography

MORTIMER HARVEY

Absa Corporate and

Investment Banking

SOUTH AFRICA

"I Want to Make That"

Integrated (Mixed Media)

MORTIMER HARVEY

Absa Corporate and
Investment Banking

SOUTH AFRICA

"The Making Of 'I Want to Make That'"
Corporate Image

MORTIMER HARVEY

Absa Corporate and
Investment Banking

SOUTH AFRICA

"Insights Series"
Art Direction

MORTIMER HARVEY

Absa Corporate and
Investment Banking

SOUTH AFRICA

"I Want to Make That"
Acting/Presentation/Narration

MORTIMER HARVEY

Absa Corporate and
Investment Banking

SOUTH AFRICA

"I Want to Make That"
TV/Cinema

MULLENLOWE

Nuveen

USA

"Nuveen"
Sponsorship

MULLENLOWE

Nuveen

USA

"Nuveen"
Copywriting

OMELET

Guardian Life Insurance

USA

"Everyone Deserves a Guardian"
Insurance: Business

OMELET

Guardian Life Insurance

USA

"Everyone Deserves a Guardian"
Corporate Image

POL

DNB

NORWAY

"The Ripple Effect Generator"
Corporate Image

PUBLICIS

Citi

USA

"THE CITI MOBILE® APP"
Financial Media

PUBLICIS

Citi

USA

"THE CITI MOBILE® APP"

Financial Software/Technology

PUBLICIS

Citi

USA

*"Citi's "That Giving Feeling" Campaign
for No Kid Hungry"*

Social Media

PUBLICIS

Citi

USA

*"Citi's "That Giving Feeling" Campaign
for No Kid Hungry"*

Integrated (Mixed Media)

PUBLICIS ISTANBUL

ING Bank Turkey

TURKEY

"International Women's Day"

TV/Cinema

PUBLICIS ISTANBUL

ING Bank

TURKEY

*"April 23rd National Sovereignty and
Children's Day"*

Corporate Image

PUBLICIS ISTANBUL

ING Bank Turkey

TURKEY

"Basketball Sponsorship "We apologize" TVC"
Sponsorship

PUBLICIS ISTANBUL

ING Bank

TURKEY

*"April 23rd National Sovereignty and
Children's Day"*

TV/Cinema

PUBLICIS ISTANBUL

ING Bank Turkey

TURKEY

"Mother's Day"

Corporate Image

QUICKEN LOANS

Quicken Loans

USA

"Confidence 2 Campaign"

Branding

R/GA SAO PAULO

Banco Bradesco

BRAZIL

"Bank next: Swamp or Lolla"

Banks: Retail

R/GA SAO PAULO

Banco Bradesco

BRAZIL

"Bank next: Swamp or Lolla"

Art Direction

STRAWBERRYFROG

SunTrust Foundation

USA

"The Bridge"

Low-budget (<\$100,000USD)

SUPERUNION

YUNAR

GERMANY

"Turn something boring into something happy"

Design

UBS SWITZERLAND

UBS Swiss Skills

SWITZERLAND

"UBS Swiss Skills"

Banks: Commercial

UBS SWITZERLAND

UBS Provision

SWITZERLAND

"UBS Provision"

Banks: Commercial

UBS SWITZERLAND

UBS Provision

SWITZERLAND

"UBS Alp Professionals"

Banks: Commercial

WHITE64

PenFed Foundation

USA

"KING"

Editing

WHITE64

PenFed Foundation

USA

"The Cat In The Dugout"

Editing

WHITE64

PenFed Foundation

USA

"Home Away From Home"

Editing

ZULU ALPHA KILO

Interac Association

CANADA

"Own Your World"

Integrated (Mixed Media)

ZULU ALPHA KILO

HomeEquity Bank

CANADA

"There's No Retirement Like Home"

Integrated (Mixed Media)

Finalist Awards

AGENTUR AM FLUGHAFEN

Lend.ch

SWITZERLAND

"Hueber Needs Money!"

Marketing

AML GROUP

AXA IM

UNITED KINGDOM

*"A better tomorrow starts today: Salone del
Risparmio video"*

Non-Broadcast Video

AML GROUP

Hennion & Walsh

UNITED KINGDOM

"Frustrated Disclaimer"

Radio

BANK OF AMERICA

Bank of America Merrill Lynch

USA

*"ESG Primer Consolidated
Integrated Campaign"*

Integrated (Mixed Media)

BANK OF AMERICA

Bank of America Merrill Lynch

USA

"Insights for Growth eNewsletter Campaign"

Other

BANK OF AMERICA

Bank of America Merrill Lynch

USA

"Outfest Pride Ad"

Corporate Image

BANK OF AMERICA

Bank of America Merrill Lynch

USA

"Virtual Payables Video"

Other

BARKER AGENCY

IDB Bank

USA

*"Annual Report 2017 - It's Personal,
Stories of our Remarkable Clients"*

Annual Reports

2018 Winners

BARRETT AND WELSH

TD Bank

CANADA

"Don't Let ATM Fees Take A Bite"

Banks: Retail

CITI

Citi

USA

"Canvas, designed by Citi"

Apps

CITI

Citi

USA

"Citi Open Banking"

Website

CITI

Citi

USA

"Citi Open Banking"

Interactive

CITI

Citi

USA

"Freelancer, by Canvas"

Design

CITI

Citi

USA

"Freelancer, by Canvas"

Interactive

CJ WORX

Krungsri Auto

THAILAND

"The MV That Knows Where You Are"

Direct Response

CONCEPT

SEKERBANK TURKEY

TURKEY

"SEKERBANK-CORN"

Corporate Image

CONCEPT

SEKERBANK

TURKEY

"SEKERBANK-ARTICHOKE"

Corporate Image

CREATIVE FILTER

United Heritage Credit Union

USA

"UHCU Interactive ATM"

Non-Broadcast Video

CROWLEY WEBB

Retail Banking

USA

"M&T Is Important TV Campaign"

Banks: Retail

CROWLEY WEBB

Financial Planning

USA

*"Wilmington Trust Family Wealth Love
Print Ad"*

Financial Planning

DEVITO/VERDI

Laurel Road

USA

"Laurel Road OOH - Campaign 3"

Outdoor/Transit/Out-of-Home

DeVITO/VERDI

Laurel Road

USA

"Laurel Road OOH - Campaign 7"

Outdoor/Transit/Out-of-Home

DEVITO/VERDI

Laurel Road

USA

"Laurel Road OOH - Campaign 5"

Outdoor/Transit/Out-of-Home

DEVITO/VERDI

Laurel Road

USA

"Laurel Road OOH - Campaign 6"

Outdoor/Transit/Out-of-Home

DEVITO/VERDI

Laurel Road

USA

"Laurel Road PRINT Campaign"

Print

FACTSET

FactSet

USA

"FactSet Video Campaign 2018"

Corporate Image

FACTSET

FactSet

USA

"FactSet Video Campaign 2018"

Financial Software/Technology

FCB AFRICA (PTY) LTD

ABSA

SOUTH AFRICA

"#Africanacity"

TV/Cinema

FCB AFRICA (PTY) LTD

Absa Card Usage

SOUTH AFRICA

"Swiish Radio Campaign"

Radio

FCB AFRICA (PTY) LTD

ABSA Legal Insurance

SOUTH AFRICA

"Law For You Social Posts"

Banks: Commercial

FCB AFRICA (PTY) LTD

Absa Breast Cancer

Awareness Month

SOUTH AFRICA

"Breast Cancer Awareness"

Social Media

FIRST DATA/ATOMIC WASH

First Data

USA

"First Data Connected Magazine:

The Innovators"

Print

GECU

GECU

USA

"Imagine Possibilities: First Lien/Home Equity"

Low-budget (<\$100,000USD)

GECU

GECU

USA

"Imagine Possibilities: First Lien/Home Equity"

Credit Unions

GRAVITY GLOBAL

Sage

UNITED KINGDOM

"Peter Jones Ambition Campaign"

Accounting, Audit & Tax Services

GREY GROUP HONG KONG

HSBC

HONG KONG

"Innovative Business Exchange"

Non-Broadcast Video

GREY GROUP HONG KONG

HSBC

HONG KONG

"Innovative Business Exchange"

Art Direction

GREY GROUP HONG KONG

HSBC

HONG KONG

"Innovative Business Exchange"

Integrated (Mixed Media)

HAVAS CHICAGO

Citi

USA

"This is the Year"

Banks: Retail

HAVAS WORLDWIDE CHICAGO

Citi / AAdvantage

USA

"Built For Adventure"

Social Media

HAVAS WORLDWIDE CHICAGO

CitiBusiness / AAdvantage

USA

"Business of Adventuring"

Integrated (Mixed Media)

HAVAS WORLDWIDE CHICAGO

CitiBusiness / AAdvantage

USA

"Business of Adventuring"

Credit Card

HAVAS WORLDWIDE CHICAGO

Citi / AAdvantage

USA

"Built For Adventure"

Credit Card

HAVAS WORLDWIDE CHICAGO

Citi / AAdvantage

USA

"Built For Adventure"

Integrated (Mixed Media)

J. WALTER THOMPSON NEW YORK

T. Rowe Price

USA

"The Full Story Campaign"

Integrated (Mixed Media)

J. WALTER THOMPSON NEW YORK

T. Rowe Price

USA

"The Full Story Campaign"

Mutual Funds

J. WALTER THOMPSON NEW YORK

T. Rowe Price

USA

"The Full Story Campaign"

Outdoor/Transit/Out-of-Home

JWT MUMBAI

Association of Mutual
Funds in India

INDIA

"Mutual Funds Sahi Hai...lekin, kintu, parantu"

Mutual Funds

McCANN ERICKSON

Mastercard

UNITED KINGDOM

"Listening Room"

Sponsorship

McCANN NEW YORK

State Street Global Advisors

USA

"Bring Home the Dow"

Financial Media

McCANN ERICKSON

Mastercard

UNITED KINGDOM

"Listening Room"

Marketing

McCANN NEW YORK

State Street Global Advisors

USA

"Bring Home the Dow"

Mutual Funds

McCANN NEW YORK

Mastercard

USA

"A"

Humor

McCANN NEW YORK

State Street Global Advisors

USA

"Bring Home the Dow"

Non-Broadcast Video

McCANN NEW YORK

Mastercard

USA

"AAAdvantage Mastercard Airport OOH"

Photography

McCANN NEW YORK

State Street Global Advisors

USA

"Bring Home the Dow"

Mutual Funds

McCANN NEW YORK

Mastercard

USA

"AAAdvantage Mastercard Airport OOH"

Art Direction

McCANN NEW YORK

Mastercard

USA

"Can't Judge a Book"

Music: Original Content or Integration

McCANN NEW YORK

Mastercard

USA

"Can't Judge a Book"

Editing

McCANN NEW YORK

Mastercard

USA

"Can't Judge A Book"

Credit Card

McCANN NEW YORK

Mastercard

USA

"Can't Judge a Book"

Photography

McCANN NEW YORK

Mastercard

USA

"Can't Judge a Book"

Outdoor/Transit/Out-of-Home

McCANN NEW YORK

Mastercard

USA

"Can't Judge a Book"

Online

McCANN NEW YORK

Mastercard

USA

"Can't Judge a Book"

TV/Cinema

McCANN NEW YORK

Mastercard

USA

"Can't Judge a Book"

Online

McCANN NEW YORK

Mastercard

USA

"Can't Judge a Book"

Sound Design/Effects

McCANN NEW YORK

Mastercard

USA

"Can't Judge a Book"

Sponsorship

McCANN NEW YORK

Mastercard

USA

"Can't Judge a Book"

Non-Broadcast Video

McCANN NEW YORK

Mastercard

USA

"Charlie's Perfect Pitch"

Sound Design/Effects

McCANN NEW YORK

Mastercard

USA

"Charlie's Perfect Pitch"

Credit Card

McCANN NEW YORK

State Street Global Advisors

USA

"Crazy Enough to Work"

Financial Media

McCANN NEW YORK

State Street Global Advisors

USA

"Crazy Enough to Work"

Mutual Funds

McCANN NEW YORK

State Street Global Advisors

USA

"Crazy Enough to Work"

Music: Original Content or Integration

McCANN NEW YORK

State Street Global Advisors

USA

"Crazy Enough to Work"

Integrated (Mixed Media)

McCANN NEW YORK

State Street Global Advisors

USA

"Crazy Enough to Work"

Non-Broadcast Video

McCANN NEW YORK

State Street Global Advisors

USA

"Crazy Enough to Work"

Mutual Funds

McCANN NEW YORK

State Street Global Advisors

USA

"Crazy Enough to Work"

Editing

McCANN NEW YORK

State Street Global Advisors

USA

"Crazy Enough to Work"

Financial Advisors

McCANN NEW YORK

State Street Global Advisors

USA

"Crazy Enough to Work"

Direction

McCANN NEW YORK

Mastercard

USA

"Masterpass Holiday"

Illustration

McCANN NEW YORK

Mastercard

USA

"Masterpass Holiday"

Art Direction

McCANN NEW YORK

Mastercard

USA

"Stand Up To Cancer with Mindy Kaling"

Non-Broadcast Video

McCANN NEW YORK

Mastercard

USA

"Stand Up To Cancer with Mindy Kaling"

Humor

McCANN NEW YORK

Mastercard

USA

"Stand Up To Cancer with Mindy Kaling"

Social Media

McCANN NEW YORK

Mastercard

USA

"Stand Up To Cancer with Mindy Kaling"

Promotions

McCANN NEW YORK

Mastercard

USA

"Whale"

TV/Cinema

McCANN NEW YORK

Mastercard

USA

"Whale"

Copywriting

McCANN SYDNEY

Mastercard

AUSTRALIA

"Tap For Your Town"

Location-Based Media

McCANN SYDNEY

Mastercard

AUSTRALIA

"Tap For Your Town"

Events

McCANN SYDNEY

Mastercard

AUSTRALIA

"Tap For Your Town"

Promotions

McCANN SYDNEY

Mastercard

AUSTRALIA

"Tap For Your Town"

Social Media

McCANN SYDNEY

Mastercard

AUSTRALIA

"Tap For Your Town"

Events

McCANN XBC

OppenheimerFunds

USA

"5 Senses :30"

Humor

McCANN XBC

OppenheimerFunds

USA

"5 Senses :30"

Online

McCANN XBC

OppenheimerFunds

USA

"5 Senses :30"

Non-Broadcast Video

McCANN XBC

OppenheimerFunds

USA

"5 Senses Multi-Factor Campaign"

Financial Advisers

McCANN XBC

OppenheimerFunds

USA

"Challenge Borders"

Print

McCANN XBC

OppenheimerFunds

USA

"Cowboy :15"

Online

McCANN XBC

OppenheimerFunds
USA

"Cowboy :15"

Non-Broadcast Video

McCANN XBC

OppenheimerFunds
USA

"Forbes Women's Summit"

Sponsorship

McCANN XBC

OppenheimerFunds
USA

"Get Smart :30"

Online

McCANN XBC

OppenheimerFunds
USA

"Get Smart :30"

Non-Broadcast Video

McCANN XBC

OppenheimerFunds
USA

"The Multi-Factor Equalizer"

Interactive

McCANN XBC

OppenheimerFunds
USA

*"The OppenheimerFunds Challenge
the Index Campaign"*

Mutual Funds

MORTIMER HARVEY

Absa Corporate and
Investment Banking

SOUTH AFRICA

"I Want to Make That"

Art Direction

MORTIMER HARVEY

Absa Corporate and
Investment Banking

SOUTH AFRICA

"I Want to Make That"

Branding

MORTIMER HARVEY

Absa Corporate and
Investment Banking

SOUTH AFRICA

"I Want to Make That"

Investment Banks

MORTIMER HARVEY

Absa

SOUTH AFRICA

"Private Banking for Young Professionals"

Direct Response

MORTIMER HARVEY

Absa

SOUTH AFRICA

"Private Banking for Young Professionals"

Copywriting

MULLENLOWE

Nuveen

USA

"Nuveen"

Corporate Image

MULLENLOWE

Nuveen

USA

"Nuveen"

Financial Advisers

MULLENLOWE

Nuveen

USA

"Nuveen"

Interactive

MULLENLOWE

Nuveen

USA

"Nuveen"

Marketing

MULLENLOWE

Nuveen

USA

"Nuveen"

Outdoor/Transit/Out-of-Home

MULLENLOWE

Nuveen

USA

"Nuveen"

Print

NATIONAL BANK OF ARIZONA

National Bank of Arizona

USA

"Beyond Transactions: Lehi Valley episode"

Non-Broadcast Video

NATIONAL BANK OF ARIZONA

National Bank of Arizona

USA

"Meet Your Banker: Craig Robb"

Social Media

OMELET

Guardian Life Insurance

USA

"Everyone Deserves a Guardian"

Illustration

PUBLICIS

Citi

USA

"Life and Money by Citi"

Website

PUBLICIS ISTANBUL

ING Bank

TURKEY

*"April 23rd National Sovereignty and
Children's Day"*

Social Media

PUBLICIS ISTANBUL

ING Bank Turkey

TURKEY

"Money Matters"

Financial Advisers

PUBLICIS ISTANBUL

ING Bank Turkey

TURKEY

"Mother's Day"

Social Media

QUICKEN LOANS

Quicken Loans

USA

"Mascots College Football 'The Right Way'"

TV/Cinema

QUICKEN LOANS

Quicken Loans

USA

"Mascots College Basketball 'Villanova'"

TV/Cinema

QUICKEN LOANS

Quicken Loans

USA

"RateShield :60"

Lending

QUICKEN LOANS

Quicken Loans

USA

"Rickie Fowler Simple Moments"

TV/Cinema

QUIGLEY-SIMPSON

Marriott Rewards Premier

Plus Card

USA

"Marriott Rewards Premier Plus Card:

'Inspired by' Campaign"

Credit Card

QUIGLEY-SIMPSON

Chase United Explorer Card

USA

"United Explorer Card: 'Rewarded' TV"

Acting/Presentation/Narration

QUIGLEY-SIMPSON

United Explorer Card

USA

*"United Explorer Card: 'Rewarded'
Integrated Campaign"*

Credit Card

R/GA SAO PAULO

Banco Bradesco

BRAZIL

"Bank next: Swamp or Lolla"

Animation

RT. BRAND COMMUNICATIONS

United Heritage Credit Union

UNITED KINGDOM

"More Than Software Campaign"

Accounting, Audit & Tax Services

SAATCHI & SAATCHI SYDNEY

St.George Bank

AUSTRALIA

"Zombie Spending at Halloween"

Outdoor/Transit/Out-of-Home

SAATCHI & SAATCHI SYDNEY

St.George Bank

AUSTRALIA

"Zombie Spending at Halloween"

Integrated (Mixed Media)

SAATCHI & SAATCHI SYDNEY

St George

AUSTRALIA

"Zombie Spending at Halloween on Snapchat"

Social Media

SALLIE MAE

Sallie Mae

USA

"Dee-1's Knowledge for College Tour"

Integrated (Mixed Media)

SUPERUNION

YUNAR

GERMANY

"Turn something boring into something happy"

Design/Identity

SUPERUNION

YUNAR

GERMANY

"Turn something boring into something happy"

Branding

TBWA HONG KONG

Standard Chartered Bank

Hong Kong

HONG KONG

"Algorithm Agent"

Credit Card

THIRD RAIL CREATIVE

United Heritage Credit

Union

USA

"2017 Annual Report"

Annual Reports

UBS SWITZERLAND

UBS Digital Banking

SWITZERLAND

"UBS Digital Banking"

Banks: Commercial

WHITE64

PenFed Foundation

USA

"The Cat In The Dugout"

Non-Broadcast Video

WHITE64

CFP Board

USA

"With a CFP® Professional - Use of Discipline"

Public Relations

WHITE64

CFP Board

USA

"With A CFP® Professional Campaign"

Financial Planning

ZULU ALPHA KILO

HomeEquity Bank

CANADA

"There's No Retirement Like Home"

Banks: Commercial

ZULU ALPHA KILO

HomeEquity Bank

CANADA

"There's No Retirement Like Home"

Retirement Planning