

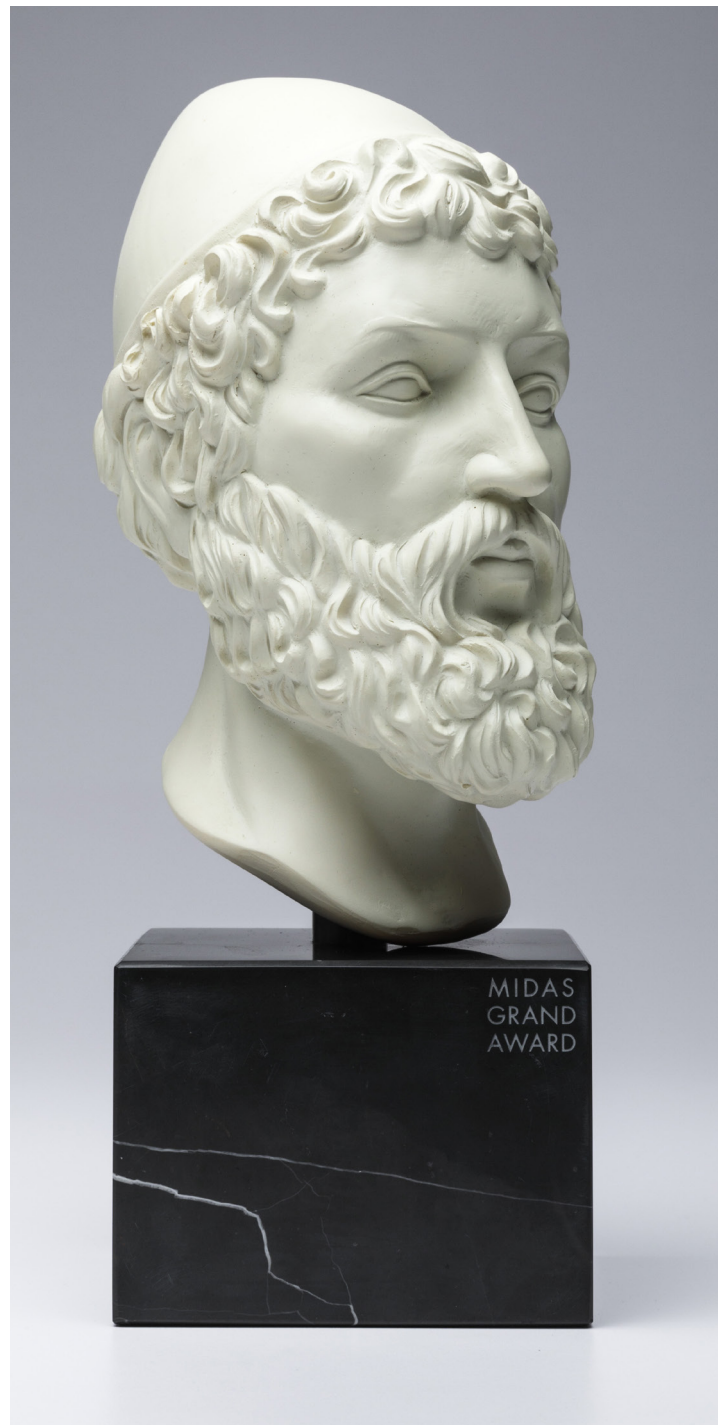


MIDAS AWARDS
2018 REPORT

ABOUT

The Midas Awards® competition is the only awards show to recognize excellence in financial marketing and advertising on a global scale, honoring the World's Best Financial Advertising® from all over the world. The competition extends over regional, national and continental boundaries to provide a true worldview of advertising and corporate communications in the international financial community.

Founded in 2001, the Midas Awards panel of judges includes client and agency leaders from the creative and marketing disciplines, as well as internationally recognized experts in financial policy and communications. These judges offer their perspectives not only on how well a message is delivered, but how it is received. Gold and Silver Midas ingots are presented to the highest-scoring entries. The King Midas Award is selected by the competition's Board of Judges and Advisors as the "Best of Show."



MIDAS REPORT

The annual Agency Report Ranking, Brand Report Ranking and Network Report Ranking, recognizes and ranks the most successful companies demonstrating creative excellence in the financial advertising and marketing communication industry.

POINT RANKING SYSTEM:

9 PTS	KING MIDAS GRAND AWARD
6 PTS	GOLD AWARD
4 PTS	SILVER AWARD
1 PT	FINALIST CERTIFICATE

MIDAS AGENCY REPORT

Agencies from around the globe with a robust number of points compete annually for a slot on this report, with only the most creative making the cut. Earning a place on the prestigious Midas Agency Report solidifies an agency's place as a leader in the industry.

MIDAS BRAND REPORT

The Midas Brand Report recognizes the most effective and creative financial campaigns created on behalf of prominent brands around the globe. The Brand Report salutes innovative brands for their game-changing creative campaigns and the forward-thinking advertisers who approved these compelling campaigns.

MIDAS NETWORK REPORT

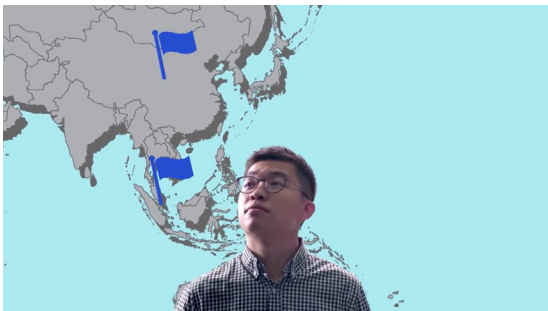
The Midas Network Report will honor global agency networks who have produced the most creative and measurably effective caliber of work on behalf of prominent brands, and whose entries have achieved the highest number of points earned. The Midas Network Report recognizes Agency Networks that are the foremost leaders in the world of financial advertising.

AGENCY REPORT



1

McCANN NEW YORK



2

GREY GROUP HONG KONG



3

FCB AFRICA (PTY) LTD



4

McCANN XBC



KING JAMES GROUP JOHANNESBURG



5

McCANN WORLDGROUP SP. Z O.O.



6

CJ WORX



7

MORTIMER HARVEY



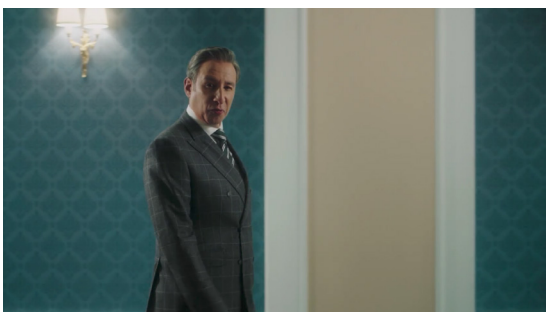
8

GROUPE CONNECT



9

MULLENLOWE



FUTURELITE AG



10

KING JAMES

BRAND REPORT



1

MASTERCARD



2

HSBC



3

OPPENHEIMERFUNDS



4

ALLAN GRAY



5

KRUNGTHAI BANK

BRAND REPORT



6

CITI



7

ABSA CORPORATE AND INVESTMENT BANKING



8

STATE STREET GLOBAL ADVISORS



9

BANK OF AMERICA



10

NUVEEN

NETWORK REPORT

McCANN WORLDGROUP

1

PUBLICIS WORLDWIDE

2

KING JAMES GROUP

3

GREY GROUP

4

MULLENLOWE

5