



**MIDAS** AWARDS

2017 WINNERS

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# Grand Award

**McCann New York**  
State Street Global Advisors  
New York, USA  
*"Fearless Girl"*  
Corporate Image

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## Gold Midas

### CP+B

Charles Schwab  
Los Angeles, USA  
*"Schwab Intelligent Advisory"*  
Financial Planning

### CP+B

PayPal  
Los Angeles, USA  
*"Local Selects"*  
Point-of-Purchase

### CULLINAN

Absa/Barclays  
Johannesburg, SOUTH AFRICA  
*"Give Art Life"*  
Illustration

### CULLINAN

Absa/Barclays  
Johannesburg, SOUTH AFRICA  
*"Give Art Life"*  
Photography

### CP+B

PayPal  
Los Angeles, USA  
*"Local Selects"*  
Direct Response

### CULLINAN

Absa/Barclays  
Johannesburg, SOUTH AFRICA  
*"Give Art Life"*  
Direct Mail/Collateral

### CULLINAN

Absa/Barclays  
Johannesburg, SOUTH AFRICA  
*"Give Art Life"*  
Outdoor/Transit/Out-of-Home

### CULLINAN

Absa/Barclays  
Johannesburg, SOUTH AFRICA  
*"Give Art Life"*  
Print

## CULLINAN

Absa/Barclays

Johannesburg, SOUTH AFRICA

*"Give Art Life"*

Typography

## fp7 Bey

Byblos Bank

Beirut, LEBANON

*"There's no home like home"*

New Product/Service launch

## Joe Public PTY LTD

Nedbank Brand

Johannesburg, SOUTH AFRICA

*"Tale of a Note - Brand TVC"*

TV/Cinema

## Joe Public PTY LTD

Nedbank CIB

Johannesburg, SOUTH AFRICA

*"Birds Eye View TVC"*

TV/Cinema

## KING JAMES GROUP

Sanlam

Cape Town, SOUTH AFRICA

*"Uk'shona Kwelanga An Original WhatsApp Drama"*

Interactive

## fp7 Bey

Byblos Bank

Beirut, LEBANON

*"There's no home like home"*

Direction

## Grey Global Group

Ally Financial

New York, USA

*"Ally Lucky Penny"*

Integrated (Mixed Media)

## Joe Public PTY LTD

Nedbank CIB

Johannesburg, SOUTH AFRICA

*"Birds Eye View TVC"*

Cinematography

## KING JAMES GROUP

Sanlam

Cape Town, SOUTH AFRICA

*"Uk'shona Kwelanga An Original*

*WhatsApp Drama"*

Copywriting

## KING JAMES GROUP

Sanlam

Cape Town, SOUTH AFRICA

*"Uk'shona Kwelanga An Original WhatsApp Drama"*

Social Media

## McCann Brazil

Mastercard

Rio, BRAZIL

*"Priceless Rio"*

Location-Based Media

## McCann London

Mastercard

London, UNITED KINGDOM

*"BRIT Awards 2017"*

Sponsorship

## McCann New York

State Street Global Advisors

New York, USA

*"Fearless Girl"*

Design/Identity

## McCann New York

State Street Global Advisors

New York, USA

*"Fearless Girl"*

Events

## McCann New York

State Street Global Advisors

New York, USA

*"Fearless Girl"*

Outdoor/Transit/Out-of-Home

## McCann Canada

Mastercard

Toronto, CANADA

*"Priceless Surprises - Ball Hockey"*

Sponsorship

## McCann New York

State Street Global Advisors

New York, USA

*"Fearless Girl"*

Corporate Image

## McCann New York

State Street Global Advisors

New York, USA

*"Fearless Girl"*

Events

## McCann New York

State Street Global Advisors

New York, USA

*"Fearless Girl"*

Investment Banks

## McCann New York

State Street Global Advisors

New York, USA

*"Fearless Girl"*

Public Relations

## McCann New York

State Street Global Advisors

New York, USA

*"Fearless Girl"*

Social Media

## MullenLowe Boston

E\*Trade

Boston, USA

*"Don't Get Mad"*

Financial Advisers

## MullenLowe Boston

E\*Trade

Boston, USA

*"Plane Truth"*

Humor

## R/GA

Bradesco Bank

Sao Paulo, BRAZIL

*"next Bank"*

Design

## R/GA

Bradesco Bank

Sao Paulo, BRAZIL

*"next Bank"*

Financial Software/Technology

## Mccann Worldgroup Singapore

Mastercard

Sydney, AUSTRALIA

*"Tap Tennis"*

Online

## MullenLowe Boston

E\*Trade

Boston, USA

*"Don't Get Mad"*

Music: Original Content or Integration

## R/GA

Bradesco Bank

Sao Paulo, BRAZIL

*"next Bank"*

Branding

## R/GA

Bradesco Bank

Sao Paulo, BRAZIL

*"next Bank"*

Design/Identity

## R/GA

Bradesco Bank

Sao Paulo, BRAZIL

*"next Bank"*

Interactive

## R/GA

Emirates National Bank of Dubai

London, UNITED KINGDOM

*“Liv. - Digital Lifestyle Bank”*

Apps

## R/GA

Emirates National Bank of Dubai

London, UNITED KINGDOM

*“Liv. - Digital Lifestyle Bank”*

New Product/Service launch

## Saatchi & Saatchi Australia

Westpac Banking Corporation Australia Ltd

Sydney, AUSTRALIA

*“Rescue Rashie”*

New Product/Service launch

## Special Group

TSB

Auckland, NEW ZEALAND

*“Changes”*

Music: Original Content or Integration

## TBWASingapore

Standard Chartered Bank

Singapore, SINGAPORE

*“Unlimited Joy Machine”*

Animation

## R/GA

Emirates National Bank of Dubai

London, UNITED KINGDOM

*“Liv. - Digital Lifestyle Bank”*

Financial Software/Technology

## R/GA

Goldman Sachs

New York, USA

*“Blockchain - The New Technology of Trust”*

Website

## Saatchi & Saatchi Australia

Westpac Banking Corporation Australia Ltd

Sydney, AUSTRALIA

*“Rescue Rashie”*

Public Relations

## Special Group

TSB

Auckland, NEW ZEALAND

*“Changes”*

TV/Cinema

## TBWASingapore

Standard Chartered Bank

Singapore, SINGAPORE

*“Unlimited Joy Machine”*

Credit Card

## The VIA Agency

T. Rowe Price

Portland, USA

*"The Power of Adjustments"*

Financial Advisers

## Zulu Alpha Kilo

Interac Association

Toronto, CANADA

*"Mysterious Man"*

TV/Cinema

## Silver Midas

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### Arnold Worldwide

Certified Financial Planners

Boston, USA

*"Exterminator"*

Financial Planning

### CONCEPT

SEKERBANK

Istanbul, TURKEY

*"Sekerbank-So Lucky To Have You"*

Banks: Commercial

### CULLINAN

Absa/Barclays

Johannesburg, SOUTH AFRICA

*"Give Art Life"*

Art Direction

## WHITE64

PenFed Foundation

Tysons, USA

*"Claudia Avila"*

Editing

### Atomic Wash

First Data

Norcross, USA

*"First Data Connected Magazine"*

Design/Identity

### CP+B

PayPal

Los Angeles, USA

*"Local Selects"*

Financial Software/Technology

### CULLINAN

Absa/Barclays

Johannesburg, SOUTH AFRICA

*"Give Art Life"*

Art Direction

## **CULLINAN**

Absa/Barclays

Johannesburg, SOUTH AFRICA

*“Give Art Life”*

Art Direction

## **CULLINAN**

Absa/Barclays

Johannesburg, SOUTH AFRICA

*“Give Art Life”*

Design

## **CULLINAN**

Absa/Barclays

Johannesburg, SOUTH AFRICA

*“Give Art Life”*

Events

## **CULLINAN**

Absa/Barclays

Johannesburg, SOUTH AFRICA

*“Give Art Life”*

Integrated (Mixed Media)

## **CULLINAN**

Absa/Barclays

Johannesburg, SOUTH AFRICA

*“Give Art Life”*

Sponsorship

## **CULLINAN**

Absa/Barclays

Johannesburg, SOUTH AFRICA

*“Give Art Life”*

Design

## **CULLINAN**

Absa/Barclays

Johannesburg, SOUTH AFRICA

*“Give Art Life”*

Design/Identity

## **CULLINAN**

Absa/Barclays

Johannesburg, SOUTH AFRICA

*“Give Art Life”*

Events

## **CULLINAN**

Absa/Barclays

Johannesburg, SOUTH AFRICA

*“Give Art Life”*

Outdoor/Transit/Out-of-Home

## **Etiket Brand Design**

FNB - First National Bank

Pretoria, SOUTH AFRICA

*“Harmonograph”*

Events

## FCB Africa (Pty) Ltd

ABSA

Johannesburg, SOUTH AFRICA

*"Absa Premiership Rivalry"*

Editing

## Fitzgerald & Co

Synovus

Atlanta, USA

*"Just a Horse"*

Banks: Commercial

## fp7 Bey

Byblos Bank

Beirut, LEBANON

*"There's no home like home"*

Cinematography

## fp7 Bey

Byblos Bank

Beirut, LEBANON

*"There's no home like home"*

Social Media

## Havas Düsseldorf GmbH

DWS Investments

Duesseldorf, GERMANY

*"Evil Zero"*

Mutual Funds

## FCB Africa (Pty) Ltd

ABSA

Johannesburg, SOUTH AFRICA

*"Absa Premiership Rivalry"*

Sponsorship

## fp7 Bey

Byblos Bank

Beirut, LEBANON

*"There's no home like home"*

Art Direction

## fp7 Bey

Byblos Bank

Beirut, LEBANON

*"There's no home like home"*

Integrated (Mixed Media)

## Havas Düsseldorf GmbH

DWS Investments

Duesseldorf, GERMANY

*"Evil Zero"*

Events

## Havas Düsseldorf GmbH

DWS Investments

Duesseldorf, GERMANY

*"Evil Zero"*

Social Media

## FCB Africa (Pty) Ltd

ABSA

Johannesburg, SOUTH AFRICA

*"Absa Premiership Rivalry"*

Direction

## Havas Riverorchid Cambodia

Wave Money

Yangon, MYANMAR

*"Pwint Campaign TVC"*

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

## McCann London

Mastercard

London, UNITED KINGDOM

*"BRIT Awards 2017"*

Credit Card

## McCann London

Mastercard

London, UNITED KINGDOM

*"UEFA Champion's League Women's Final"*

Cinematography

## McCann London

Mastercard

London, UNITED KINGDOM

*"UEFA Champion's League Women's Final"*

Corporate Image

## Havas Riverorchid Cambodia

Wave Money

Yangon, MYANMAR

*"Pwint Campaign TVC"*

Humor

## McCann Canada

Mastercard

Toronto, CANADA

*"Priceless Surprises - Ball Hockey"*

Banks: Retail

## McCann London

Mastercard

London, UNITED KINGDOM

*"BRIT Awards 2017"*

Music: Original Content or Integration

## McCann London

Mastercard

London, UNITED KINGDOM

*"UEFA Champion's League Women's Final"*

Corporate Image

## McCann London

Mastercard

London, UNITED KINGDOM

*"UEFA Champion's League Women's Final"*

Editing

## McCann London

Mastercard

London, UNITED KINGDOM

*“UEFA Champion’s League Women’s Final”*

Online

## McCann New York

Mastercard

New York, USA

*“#ArnieWould”*

Credit Card

## McCann New York

Mastercard

New York, USA

*“Advantage Card Integrated”*

Integrated (Mixed Media)

## McCann New York

Mastercard

New York, USA

*“Caregiving”*

Social Media

## McCann New York

Mastercard

New York, USA

*“My First Purchase”*

Editing

## McCann London

Mastercard

London, UNITED KINGDOM

*“UEFA Champion’s League Women’s Final”*

Sponsorship

## McCann New York

Mastercard

New York, USA

*“#ArnieWould”*

Sponsorship

## McCann New York

Mastercard

New York, USA

*“Arnie Would Make History”*

TV/Cinema

## McCann New York

Mastercard

New York, USA

*“My First Purchase”*

Corporate Image

## McCann New York

Mastercard

New York, USA

*“My First Purchase Exhibit”*

Corporate Image

## McCann New York

Mastercard

New York, USA

*"My First Purchase Exhibit"*

Employee Communications

## McCann New York

Mastercard

New York, USA

*"Sound of Priceless"*

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

## McCann New York

Mastercard

New York, USA

*"Sound of Priceless"*

Sponsorship

## McCann Worldgroup

Mastercard

London, UNITED KINGDOM

*"Painted Man"*

Online

## Mccann Worldgroup Japan

Mastercard

Tokyo, JAPAN

*"Choose Priceless"*

TV/Cinema

## McCann New York

Mastercard

New York, USA

*"My First Purchase Exhibit"*

Events

## McCann New York

Mastercard

New York, USA

*"Sound of Priceless"*

Social Media

## McCann Brazil

Mastercard

Rio, BRAZIL

*"Priceless Rio"*

Public Relations

## Mccann Worldgroup Singapore

Mastercard

Sydney, AUSTRALIA

*"Tap Tennis"*

Social Media

## Mortimer Harvey

Absa

Johannesburg, SOUTH AFRICA

*"Tears of Joy"*

Promotions

## MRM // McCann

OppenheimerFunds

New York, USA

*“A Focus on Optimism - Forbes Women’s Summit”*

Sponsorship

## MRM // McCann

OppenheimerFunds

New York, USA

*“Line Up/Grandma/Drone/Bear Challenges”*

Rich Media

## MullenLowe Boston

E\*Trade

Boston, USA

*“Don’t Get Mad, Get E\*Trade”*

TV/Cinema

## MullenLowe Boston

E\*Trade

Boston, USA

*“Yacht Life”*

Humor

## OneTeam

Citi

New York, USA

*“Citi Emotion Campaign - Integrated Campaign”*

Credit Card

## OneTeam

Citi

New York, USA

*“Citi Emotion Campaign - TV Campaign”*

Music: Original Content or Integration

## OneTeam

Citi

New York, USA

*“Citi@ / AAdvantage@ 30 Years Of Wow”*

Social Media

## OneTeam

Citi

New York, USA

*“Taste Of The Nation”*

Social Media

## OneTeam

Citi

New York, USA

*“ThankYou® Rewards Points-illism”*

Online

## OneTeam

Citi

New York, USA

*“The Citi Double Cash Card: “Means What It Says” Campaign - Neighborhood :30”*

Copywriting

## OneTeam

Citi

New York, USA

*"The Citi Double Cash Card: Means What It Says"*

Acting/Presentation/Narration

## Publicis Istanbul

ING Bank

Istanbul, TURKEY

*"ING Bank Father's Day Celebration"*

Social Media

## R/GA

Bradesco Bank

Sao Paulo, BRAZIL

*"next Bank"*

Banks: Retail

## R/GA

Bradesco Bank

Sao Paulo, BRAZIL

*"next Bank"*

Illustration

## R/GA

Goldman Sachs

New York, USA

*"Blockchain - The New Technology of Trust"*

Art Direction

## Prudential Advertising

Prudential

Newark, USA

*"Masterpiece of Love"*

Social Media

## R/GA

Bradesco Bank

Sao Paulo, BRAZIL

*"next Bank"*

Apps

## R/GA

Bradesco Bank

Sao Paulo, BRAZIL

*"next Bank"*

Credit Card

## R/GA

Bradesco Bank

Sao Paulo, BRAZIL

*"next Bank"*

New Product/Service launch

## Saatchi & Saatchi Australia

St.George Bank

Sydney, AUSTRALIA

*"St.George Little Dragon Integrated Campaign"*

Banks: Retail

## Soubriet Byrne & Associates

Select Sector SPDRs

New York, USA

*"The Next Chapter in Investing Campaign"*

Financial Advisers

## Soubriet Byrne & Associates

Select Sector SPDRs

New York, USA

*"The Next Chapter in Investing TV Campaign"*

TV/Cinema

## TBWASingapore

Standard Chartered Bank

Singapore, SINGAPORE

*"Unlimited Joy Machine"*

Non-Broadcast Video

## Voden

Mastercard

Istanbul, TURKEY

*"Mastercard Presents A Priceless Surprise at Starbucks"*

Point-of-Purchase

## Zulu Alpha Kilo

Interac Association

Toronto, CANADA

*"Flash Box"*

Events

## Soubriet Byrne & Associates

Select Sector SPDRs

New York, USA

*"The Next Chapter in Investing Campaign"*

Integrated (Mixed Media)

## Strawberryfrog

SunTrust

New York, USA

*"Sound of Confidence"*

Banks: Retail

## Voden

Mastercard

Istanbul, TURKEY

*"Mastercard Presents A Priceless Surprise at Starbucks"*

New Product/Service launch

## WHITE64

PenFed Foundation

Tysons, USA

*"Josh's Story"*

Non-Broadcast Video

## Zulu Alpha Kilo

Interac Association

Toronto, CANADA

*"Flash It"*

Outdoor/Transit/Out-of-Home

## Zulu Alpha Kilo

Interac Association

Toronto, CANADA

*"Story of Flash"*

Integrated (Mixed Media)

## Midas Certificate

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### AML Group

Just Retirement

London, UNITED KINGDOM

*"Terms & Conditions"*

Humor

### Arnold Worldwide

Santander

Boston, USA

*"Prosper and Thrive"*

Interactive

### Atmosphere Proximity

CitiBank

New York, USA

*"CitiBank Let's Race New York"*

Banks: Retail

### Atomic Wash

First Data

Norcross, USA

*"First Data Connected"*

Copywriting

### Arnold Worldwide

Certified Financial Planners

Boston, USA

*"Exterminator"*

Humor

### Atmosphere Proximity

CitiBank

New York, USA

*"CitiBank Compact Branch"*

Banks: Retail

### Atomic Wash

First Data

Norcross, USA

*"First Data Connected Magazine"*

Corporate Image

### Bank of America

Bank of America

Wilmington, USA

*"Diversity and Inclusion Program*

*Ad What an inclusive brand looks like"*

Corporate Image

## Bank of America

Bank of America Merrill Lynch

Wilmington, USA

*"Foreign Currency Payments Guide"*

Website

## CONCEPT

Allianz

Istanbul, TURKEY

*"Allianz is with you"*

Insurance: Health

## CULLINAN

Absa

Johannesburg, SOUTH AFRICA

*"Conquer as One"*

Sponsorship

## CULLINAN

Absa/Barclays

Johannesburg, SOUTH AFRICA

*"Give Art Life"*

Branding

## CULLINAN

Absa/Barclays

Johannesburg, SOUTH AFRICA

*"Give Art Life"*

Print

## Bourros GmbH

DWS Invests

Frankfurt am Main, GERMANY

*"Halloween campaign"*

Online

## Crowley Webb

M&T Bank

Buffalo, USA

*"What's Important"*

Banks: Retail

## CULLINAN

Absa/Barclays

Johannesburg, SOUTH AFRICA

*"Give Art Life"*

Branding

## CULLINAN

Absa/Barclays

Johannesburg, SOUTH AFRICA

*"Give Art Life"*

Outdoor/Transit/Out-of-Home

## Factory Detroit Inc.

First Citizens Bank

Royal Oak, USA

*"Pop Up Dinner Invite"*

Events

## FCB Africa (Pty) Ltd

ABSA

Johannesburg, SOUTH AFRICA

*“ABSA Premium Banking”*

TV/Cinema

## finschau entertainment

DWS Investments

Berlin, GERMANY

*“Ach, du liebes Geld!”*

Online

## Framestore

Morgan Stanley

New York, USA

*“PGA Championships ‘Eagles for Impact’”*

Outdoor/Transit/Out-of-Home

## Havas Düsseldorf

DWS Investments

Duesseldorf, GERMANY

*“Evil Zero”*

Events

## Havas Düsseldorf

DWS Investments

Duesseldorf, GERMANY

*“Evil Zero”*

Guerrilla/Alternative Media

## FCB Africa (Pty) Ltd

ABSA

Johannesburg, SOUTH AFRICA

*“ABSA Rising Eagles Graduate Programme”*

Integrated (Mixed Media)

## fp7 Bey

Byblos Bank

Beirut, LEBANON

*“There’s no home like home”*

Music: Original Content or Integration

## Gravity Global

Janus Henderson Investors

London, UNITED KINGDOM

*“Knowledge. Shared”*

Mutual Funds

## Havas Düsseldorf

DWS Investments

Duesseldorf, GERMANY

*“Evil Zero”*

Financial Advisers

## Havas Düsseldorf

DWS Investments

Duesseldorf, GERMANY

*“Evil Zero”*

Illustration

## Havas Düsseldorf

DWS Investments

Duesseldorf, GERMANY

*“Evil Zero”*

Promotions

## Havas Riverorchid Cambodia

Wave Money

Yangon, MYANMAR

*“Pwint Market TVC”*

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

## Joe Public PTY LTD

Nedbank Brand

Johannesburg, SOUTH AFRICA

*“Tale of a Note Integrated Campaign”*

Integrated (Mixed Media)

## McCann Canada

Mastercard

Toronto, CANADA

*“Priceless Cities Culinary Opt-In”*

Art Direction

## McCann Canada

Mastercard

Toronto, CANADA

*“Priceless Surprises - Ball Hockey”*

Non-Broadcast Video

## Havas New York

Citi / AAdvantage

Chicago, USA

*“Built For Adventure”*

Integrated (Mixed Media)

## J. Walter Thompson Mumbai

Association of Mutual Funds in India

Mumbai, INDIA

*“Mutual Funds Sahi Hai”*

Mutual Funds

## Joe Public PTY LTD

Nedbank Retail

Johannesburg, SOUTH AFRICA

*“National Savings Month Campaign”*

Integrated (Mixed Media)

## McCann Canada

Mastercard

Toronto, CANADA

*“Priceless Cities Culinary Opt-In”*

Design/Identity

## McCann Canada

Mastercard

Toronto, CANADA

*“Priceless Tables”*

Credit Card

## McCann Canada

Mastercard

Toronto, CANADA

*"Priceless Tables"*

Events

## McCann London

Mastercard

London, UNITED KINGDOM

*"UEFA Champion's League Women's Final"*

Credit Card

## McCann New York

Mastercard

New York, USA

*"A Priceless View"*

Interactive

## McCann New York

Mastercard

New York, USA

*"Arnie Would Make History"*

Editing

## McCann New York

Mastercard

New York, USA

*"Eclipse 2017: Through the Eyes of a Child"*

Events

## McCann London

Mastercard

London, UNITED KINGDOM

*"BRIT Awards 2017"*

Social Media

## McCann London

Mastercard

London, UNITED KINGDOM

*"UEFA Champion's League Women's Final"*

Social Media

## McCann New York

Mastercard

New York, USA

*"Arnie Would Make History"*

Copywriting

## McCann New York

Mastercard

New York, USA

*"Ballerina"*

Editing

## McCann New York

Mastercard

New York, USA

*"My First Purchase"*

Cinematography

## McCann New York

Mastercard

New York, USA

*"My First Purchase"*

Direction

## McCann New York

Mastercard

New York, USA

*"My First Purchase Exhibit"*

Music: Original Content or Integration

## McCann New York

Mastercard

New York, USA

*"Sound of Priceless"*

Credit Card

## McCann New York

Mastercard

Rio, BRAZIL

*"Priceless Rio"*

Branding

## McCann Worldgroup

Mastercard

London, UNITED KINGDOM

*"Double Shirt"*

Online

## McCann Worldgroup

Mastercard

Regional London, UNITED KINGDOM

*"Buffon Priceless Surprise"*

Credit Card

## McCann Worldgroup

Mastercard

Regional London, UNITED KINGDOM

*"Buffon Priceless Surprise"*

Online

## McCann Worldgroup

Mastercard

Regional London, UNITED KINGDOM

*"Buffon Priceless Surprise"*

Social Media

## McCann Worldgroup

Mastercard

Regional London, UNITED KINGDOM

*"Buffon Priceless Surprise"*

Sponsorship

## Mccann Worldgroup Singapore

Mastercard

Singapore, SINGAPORE

*"Travel Transforms"*

Direct Response

## **Mccann Worldgroup Singapore**

Mastercard

Singapore, SINGAPORE

*"Travel Transforms"*

Social Media

## **MRM // McCann**

OppenheimerFunds

New York, USA

*"The Challenge Campaign - 360 Video"*

Financial Advisers

## **MRM // McCann**

OppenheimerFunds

New York, USA

*"1957/Wild/Surprising"*

Non-Broadcast Video

## **MRM // McCann**

OppenheimerFunds

New York, USA

*"The Bear Challenge"*

Interactive

## **MRM // McCann**

OppenheimerFunds

New York, USA

*"The Bear Challenge"*

Online

## **Mortimer Harvey**

Absa

Johannesburg, SOUTH AFRICA

*"Honour Your Roots"*

Banks: Commercial

## **MRM // McCann**

OppenheimerFunds

New York, USA

*"The Challenge Campaign - 360 Video"*

Integrated (Mixed Media)

## **MRM // McCann**

OppenheimerFunds

New York, USA

*"The Bear Challenge"*

Financial Advisers

## **MRM // McCann**

OppenheimerFunds

New York, USA

*"The Bear Challenge"*

Mutual Funds

## **MRM // McCann**

OppenheimerFunds

New York, USA

*"The Bear Challenge"*

Rich Media

## MullenLowe Boston

E\*Trade

Boston, USA

*“Don’t Get Mad, Get E\*Trade”*

Financial Software/Technology

## OneTeam

Citi

New York, USA

*“Citi | Proud Global Partner of the Presidents Cup,  
Proud Sponsor of Progress”*

Sponsorship

## OneTeam

Citi

New York, USA

*“Citi Emotion Campaign - TV Campaign”*

Art Direction

## OneTeam

Citi

New York, USA

*“Emotion Campaign - Progressive Blue Wave”*

Design/Identity

## OneTeam

Citi

New York, USA

*“The Citi Double Cash Card:  
“Means What It Says” Mets Campaign”*

Social Media

## MullenLowe Boston

E\*Trade

Boston, USA

*“Don’t Get Mad, Get E\*Trade”*

Print

## OneTeam

Citi

New York, USA

*“Citi Emotion Campaign - Integrated Campaign”*

Integrated (Mixed Media)

## OneTeam

Citi

New York, USA

*“Dine & Do Good”*

Social Media

## OneTeam

Citi

New York, USA

*“ThankYou® Rewards Points-illism”*

Social Media

## OneTeam

Citi

New York, USA

*“The Citi Double Cash Card:  
“Means What It Says” Snapchat Campaign”*

Social Media

## OneTeam

Citi

New York, USA

*"The Citi Double Cash Card: Holiday Cards That"*

Direct Mail/Collateral

## OneTeam

Citi

New York, USA

*"The Citi Double Cash Card:  
Holiday Cards That "Say What They Mean""*

Social Media

## Playmakers Sponsorship & Marketing PTY Ltd

Absa

Johannesburg, SOUTH AFRICA

*"The ReadytoWork Absa Premiership campaign"*

Sponsorship

## Quicken Loans

Quicken Loans

Detroit, USA

*"Rickie Fowler Campaign"*

Sponsorship

## R/GA

Samsung

New York, USA

*"Samsung Pay Campaign"*

Credit Card

## OneTeam

Citi

New York, USA

*"The Citi Double Cash Card:  
Holiday Cards That "Say What They Mean""*

Copywriting

## OneTeam

Citi

New York, USA

*"The Citi Double Cash Card:  
Means What It Says"*

Copywriting

## PROOF

DLL

Amsterdam, NETHERLANDS

*"DLL - Company Review 2016"*

Annual Reports

## R/GA

Emirates National Bank of Dubai

London, UNITED KINGDOM

*"Liv. - Digital Lifestyle Bank"*

Banks: Retail

## R/GA

Samsung

New York, USA

*"Samsung Pay Campaign"*

Humor

## R/GA

Samsung

New York, USA

*“Samsung Pay Campaign”*

Non-Broadcast Video

## Saatchi & Saatchi Australia

BankSA

Sydney, AUSTRALIA

*“Piping Shrike Let’s Do This”*

Banks: Retail

## Saatchi & Saatchi Australia

St.George Bank

Sydney, AUSTRALIA

*“St.George Little Dragon Integrated Campaign”*

Animation

## Saatchi & Saatchi Australia

St.George Bank

Sydney, AUSTRALIA

*“St.George Little Dragon Snapchat Campaign”*

Interactive

## Strawberryfrog

SunTrust

New York, USA

*“Confidence King”*

Banks: Retail

## R/GA

Samsung

New York, USA

*“Samsung Pay Campaign”*

Online

## Saatchi & Saatchi Australia

St.George Bank

Sydney, AUSTRALIA

*“St.George Little Dragon Credit Card TVC”*

Credit Card

## Saatchi & Saatchi Australia

St.George Bank

Sydney, AUSTRALIA

*“St.George Little Dragon Integrated Campaign”*

Integrated (Mixed Media)

## Special Group

TSB

Auckland, NEW ZEALAND

*“Changes”*

Banks: Retail

## The Dylan Agency

HSBC

Sydney, AUSTRALIA

*“Bonus Points”*

Animation

## VCCP

ING

Sydney, AUSTRALIA

*"How Banking Can Be"*

Acting/Presentation/Narration

## VCCP

ING

Sydney, AUSTRALIA

*"How Banking Can Be"*

Humor

## VCCP

ING

Sydney, AUSTRALIA

*"How Banking Can Be"*

Banks: Retail

## Zulu Alpha Kilo

Interac Association

Toronto, CANADA

*"Life in Beeps"*

Online

**Congratulations to all the  
2017 Midas Awards Winners**