



**2017
MIDAS
REPORT**

Each year the Midas Awards presents “The Midas Report” to the global advertising industry. The annual Agency Report Ranking, Brand Report Ranking, and this year adding the Network Report Ranking; recognizes and ranks the most successful companies demonstrating creative excellence in the financial advertising and marketing communication industry.

The Midas Report points ranking system is as follows:

09 pts: King Midas Grand Award

06 pts: Gold Award

04 pts: Silver Award

01 pts: 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

For the first time in the history of the Midas Awards, Midas 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.

2017 MIDAS REPORT

AGENCY REPORT



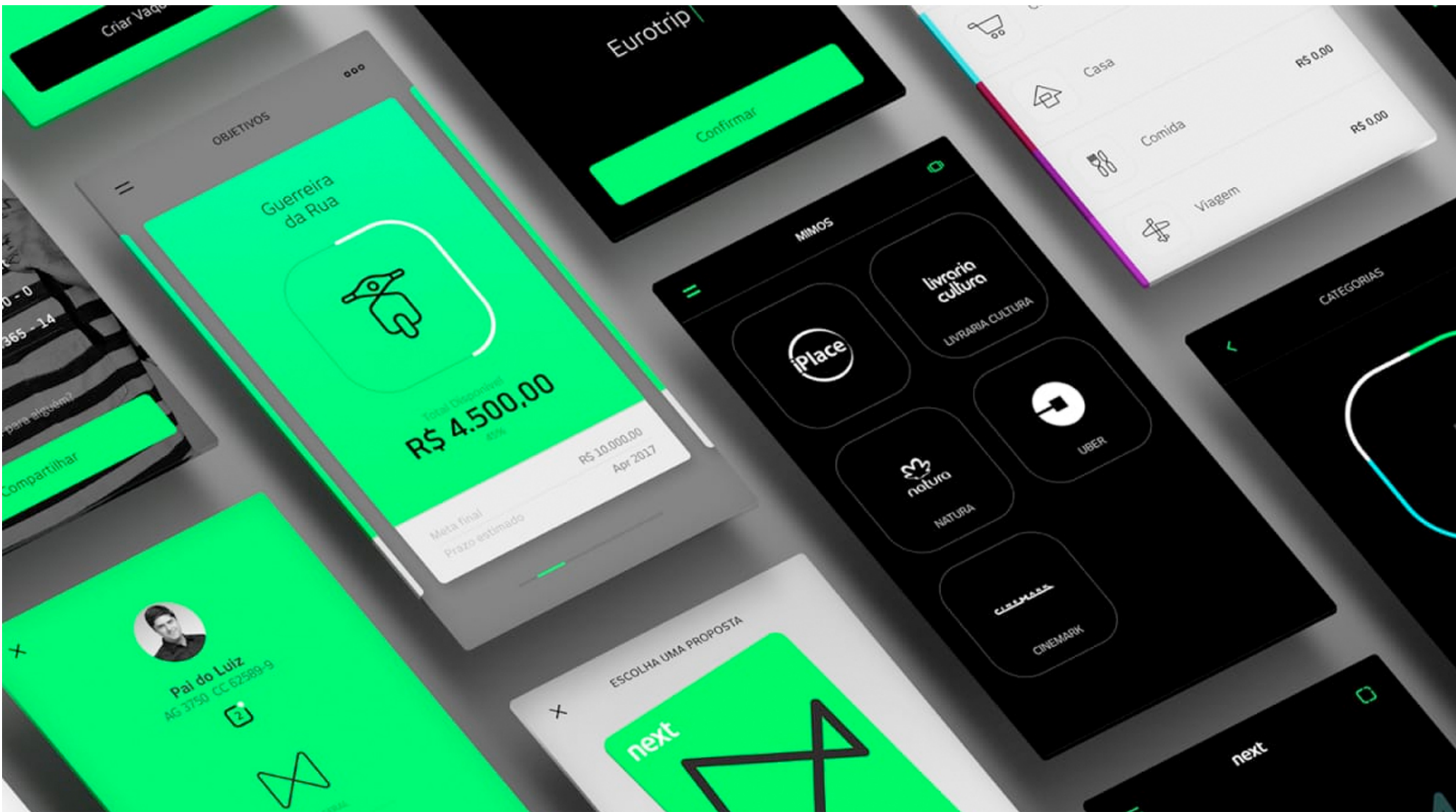
01

McCann NY



02

Cullinan



03

R/GA Sao Paulo



04

McCann London



05

The OneTeam



06

FP7/MENA



07

MullenLowe Boston



Kiley Stone
Haha this has to be the best day

Carly Michelle
*I had a fabulous time at LA Market !!
the bombdotcom!*

Jacqueline Scarf
*Sick clothes! Who do you look to for
inspiration?*

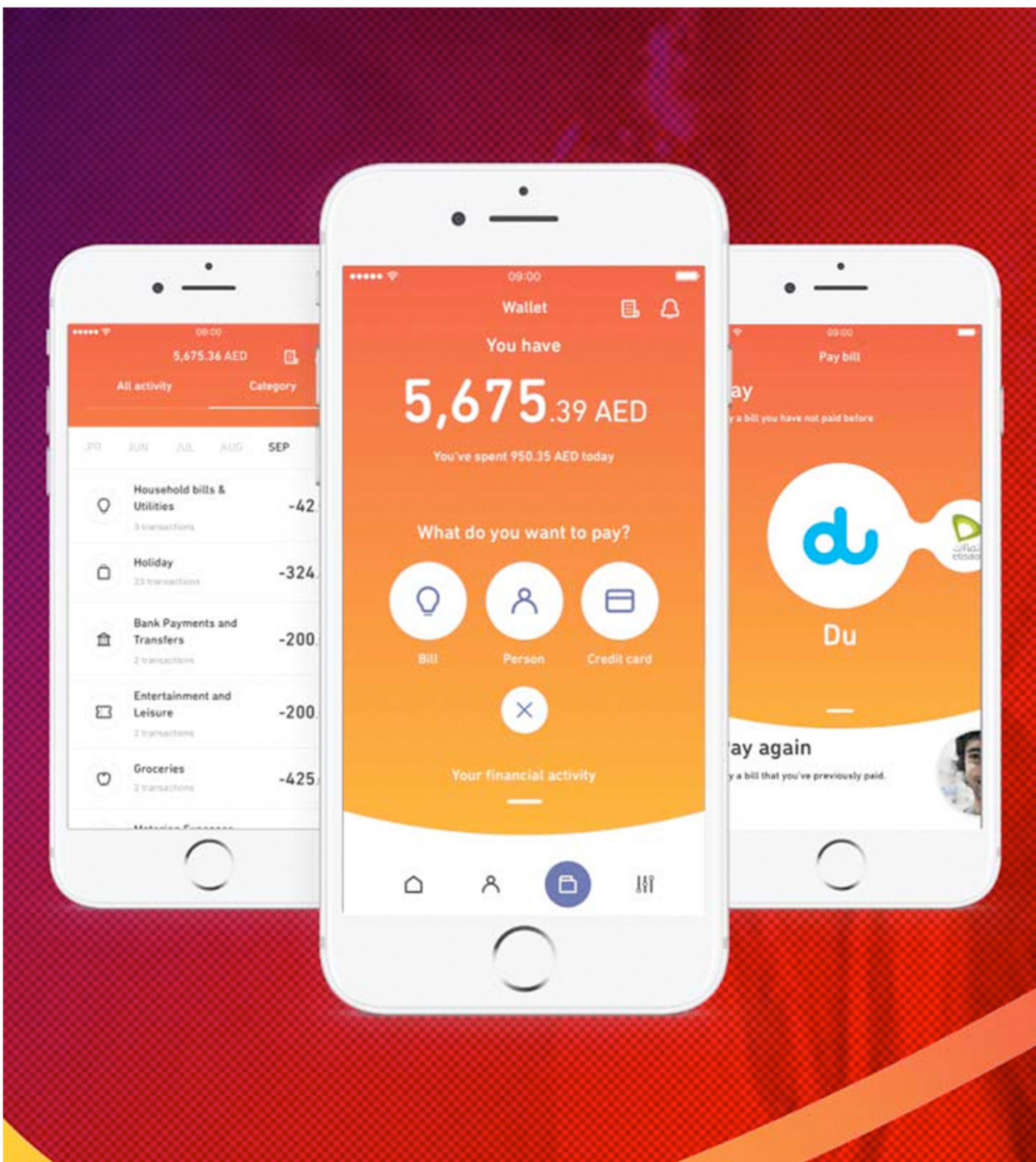
08

CP+B LA



09

Joe Public



10

***R/GA London / Zulu Alpha Kilo**

*TIE

2017 MIDAS REPORT

BRAND REPORT



01

Mastercard



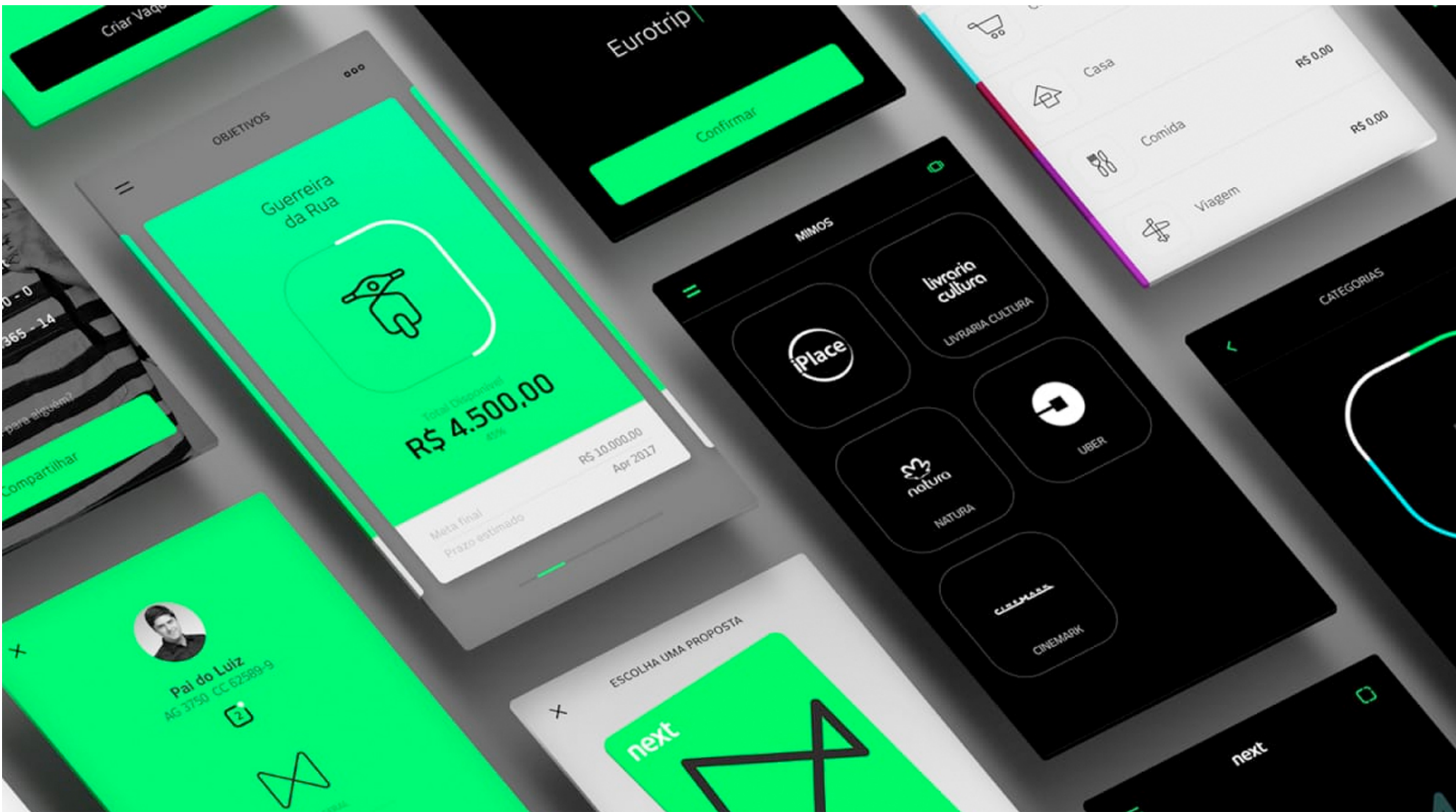
02

Absa/Barclays



03

State Street Global Advisors



04

Bradesco Bank



05

CITI



06

Byblos Bank



07

E*Trade



08

Emirates National

DIE BÖSE NULL



09

DWS

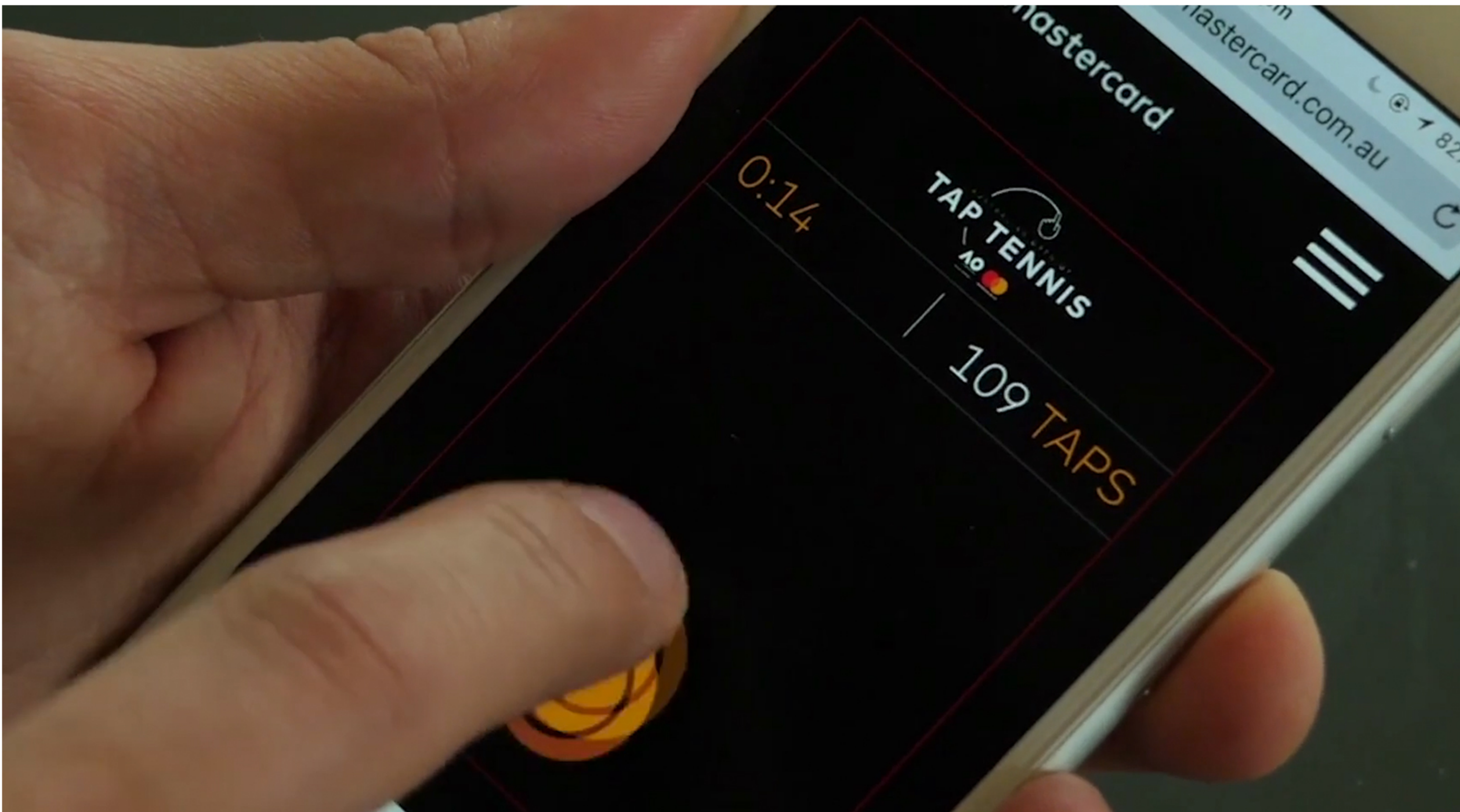


10

DWS

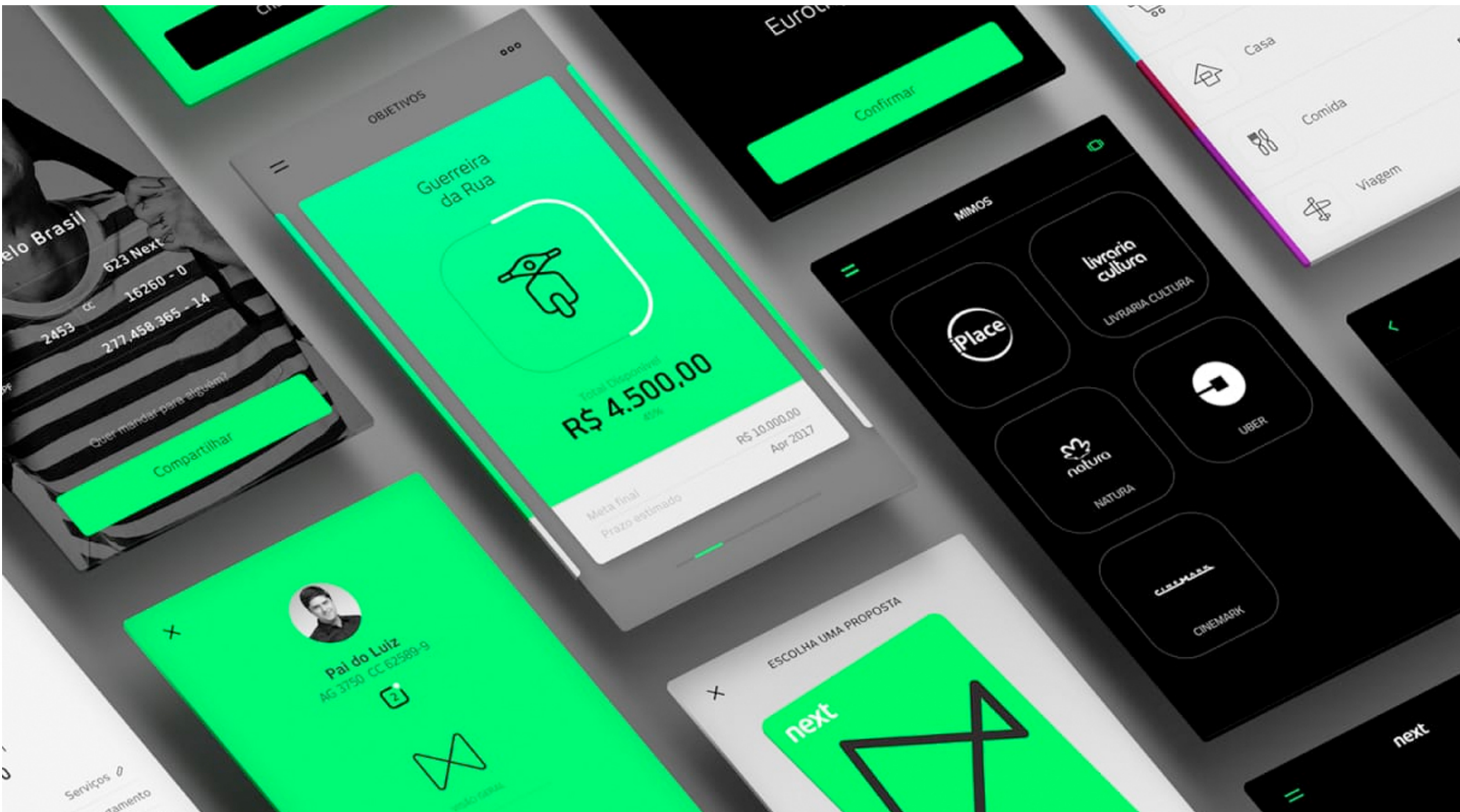
2017 MIDAS REPORT

NETWORK REPORT



01

McCann Worldgroup



02

R/GA



03

Mullen Lowe Group

DIE BÖSE NULL



04

HAVAS WORLDWIDE



05

Saatchi & Saatchi

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*SM 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."

