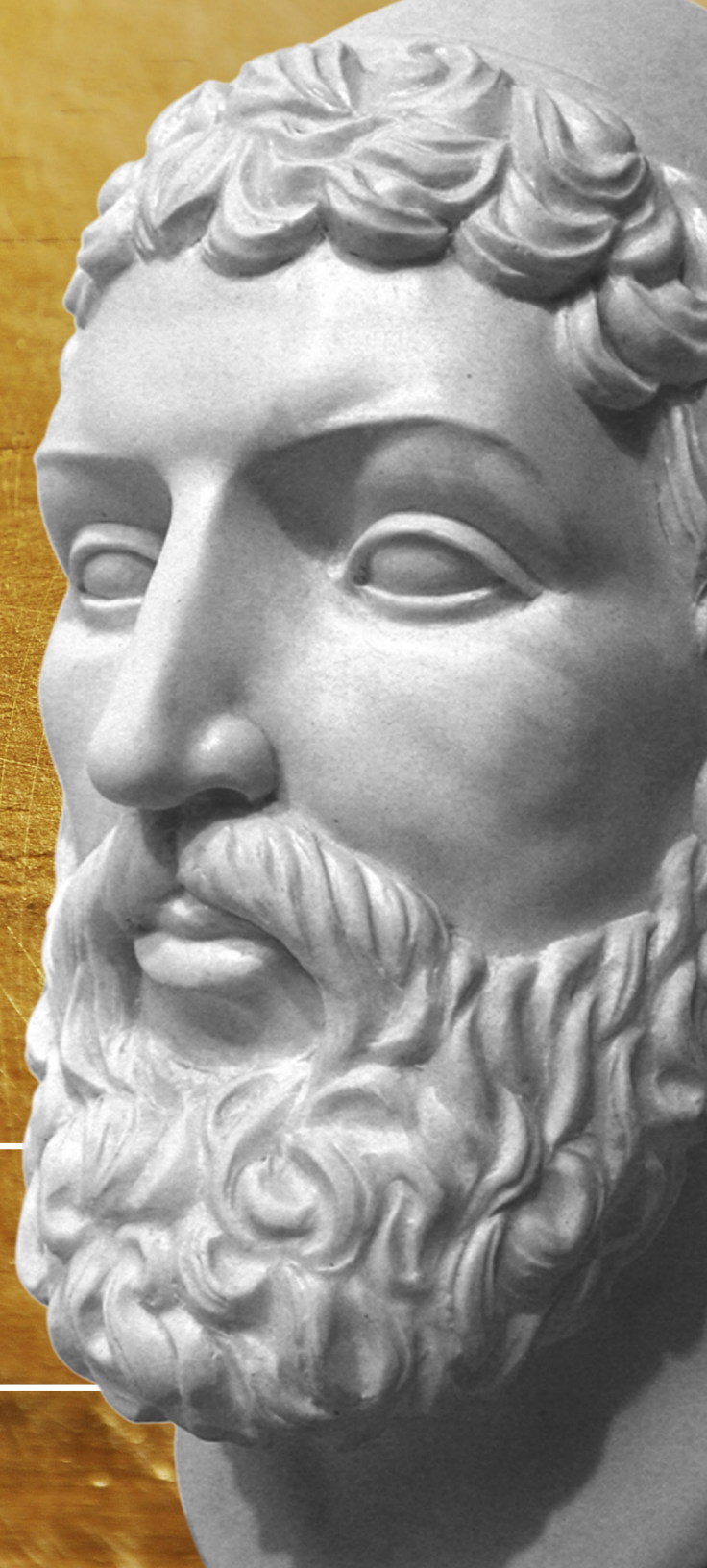


WINNERS
—2014—
& FINALISTS

MIDAS AWARDS[®]
WORLD'S BEST FINANCIAL ADVERTISING[™]



AUSTRALIA

Showpony Advertising

Adelaide

Silver Midas

HomeStart Finance

Rapid Ageing

Lending

Lavender

Sydney

Silver Midas

American Express

How to Pick a PIN

Copywriting

MercerBell

Sydney

Silver Midas

BT Super for Life

Super Pups

Employee Communications

Lavender

Sydney

Midas Certificate

American Express

How to Pick a PIN

Credit Card

AUSTRIA

Rahofer Werbeagentur

Salzburg

Silver Midas

Palfinger AG

World 2013

Annual Reports

Serviceplan Austria

Vienna

Midas Certificate

Kapsch TrafficCom

Kapsch TrafficCom Annual Report 2013/14

IMAGINE

Annual Reports

BELGIUM

mortierbrigade

Brussels

Silver Midas

Deutsche Bank

Deutsche Bank promotes their competitors

Point-of-Purchase

CAMBODIA

Riverorchid Cambodia

Phnom Penh

Silver Midas

Infinity Insurance

Eggs

Public Service

Riverorchid Cambodia

Phnom Penh

Midas Certificate

Infinity Insurance

Mangos on Motorbikes

Guerrilla/Alternative Media

Riverorchid Cambodia

Phnom Penh

Midas Certificate

Infinity Insurance

Mango

Insurance

CANADA

Diamond Integrated Marketing/

Leo Burnett

Toronto

Gold Midas

TD Bank

#TDThanksYou

Public Relations

Customer Loyalty & Retention

Advertising: Online

Corporate Image

Guerrilla/Alternative Media

Social Media

MacLaren McCann

Toronto

Gold Midas

MasterCard Canada

#oldestrivalry

Social Media

MacLaren McCann

Toronto

Silver Midas

MasterCard Canada

Priceless Surprises Doug Gilmour

Advertising: Online

Zulu Alpha Kilo

Toronto

Silver Midas

Interac Association

Be in the Black

Branding

Zulu Alpha Kilo

Toronto

Silver Midas

Interac Association

Make Cash & Cheques History

Art Direction



**Diamond Integrated Marketing/
Leo Burnett**
Toronto
Midas Certificate
TD Bank
#TDThanksYou
B2C
Non-Broadcast Video

Leo Burnett, Toronto
Toronto
Midas Certificate
TD Bank
Now You're Flying!
New Product/Service launch

Zulu Alpha Kilo
Toronto
Midas Certificate
Interac Association
Holiday Bill: Date Night
Humor

Zulu Alpha Kilo
Toronto
Midas Certificate
Interac
Be In The Black
Advertising: TV & Cinema

CZECH REPUBLIC
Havas Worldwide Prague
Prague
Midas Certificate
Komerční banka
"Gentlemen" platform
Financial Services

GERMANY
KMS TEAM GmbH
Munich
Silver Midas
TOM TAILOR GmbH & Co. KG
TOM TAILOR Annual Report 2013
Annual Reports

KMS TEAM GmbH
Munich
Midas Certificate
OSRAM AG
OSRAM Annual Report 2013
Annual Reports

Sherpa
Hamburg
Midas Certificate
KTG Group
The Report
Annual Reports

WOLLMERSTAEDT.
COMMUNICATIONS
Dresden
Midas Certificate
Sparkasse Aurich-Norden
United - East Friesland Plays Sport
Annual Reports

HONDURAS
McCANN HONDURAS
SAN PEDRO SULA
Gold Midas
Banco Atlántida
Letters from heaven
Typography

INDIA
**M&C Saatchi Direct &
Digita Communications**
Mumbai
Gold Midas
Birla Sun Life Asset Management Company
Belan
Direct Mail/Collateral

**M&C Saatchi Direct &
Digital Communications**
Mumbai
Silver Midas
Birla Sun Life Asset Management Company
Financial Prayer
Direct Mail/Collateral

Dentsu Creative Impact Pvt. Ltd.
New Delhi
Midas Certificate
Max India
Annual Report 2013-14 Max India Limited
Annual Reports

MEXICO
Wunderman S de RL de CV
Mexico
Gold Midas
Banamex
Postcards from the future
Illustration

Wunderman S de RL de CV
Mexico
Silver Midas
Banamex
Banamex CyberMartes
E-Commerce Site

Wunderman S de RL de CV
Mexico
Midas Certificate
Banamex
Don't let it go
Direct Mail/Collateral



Wunderman S de RL de CV
Mexico

Midas Certificate

Banamex
Pantitlan Music Fest
Direct Mail/Collateral

NEW ZEALAND
Y&R New Zealand
Wellington

Gold Midas
The Co-Operative Bank
The Record Profit
Advertising: TV & Cinema

Joe Public
Johannesburg

Gold Midas
Nedbank
Ice Bed
Outdoor/Transit/Out-of-Home

The Jupiter Drawing Room
Johannesburg

Gold Midas
Absa
Blood Sweat and Tears
Sponsorship

Wunderman S de RL de CV
Mexico

Midas Certificate

Banamex
Banamex, the Bank sponsor of client's
Dreams (Hoy no me puedo levantar)
Social Media

Rapp New Zealand
Auckland

Silver Midas
Westpac
Future Gazillionaire?
Student

KING JAMES CAPE TOWN
Cape Town

Gold Midas
Sanlam
Wealthsmiths Integrated Campaign
Financial Services

Joe Public
Johannesburg

Gold Midas
Nedbank
Ice Bed
Guerrilla/Alternative Media

Wunderman S de RL de CV
Mexico

Midas Certificate

Banamex
Banamex Teleton Credit Card
Film

SOUTH AFRICA
The Jupiter Drawing Room
Johannesburg

The Midas Award for Innovation
Absa
Make Think Did
Digital

KING JAMES CAPE TOWN
Cape Town

Gold Midas
Sanlam
One Rand Man
Public Relations
Financial Services
Integrated (Mixed Media)
Advertising: Online
Social Media

Joe Public
Johannesburg

Gold Midas
Nedbank
Water Billboard
Financial Planning

Wunderman S de RL de CV
Mexico

Midas Certificate

Banamex
Miraculous Gum
Direct Mail/Collateral

DDB South Africa
Johannesburg

Gold Midas
First National Bank
Reinvention
Cinematography

Gloo
Cape Town

Gold Midas
First National Bank
FNB
Promotions



The Jupiter Drawing Room
Johannesburg
Gold Midas

Absa
Make Think Did
Digital

The Jupiter Drawing Room
(South Africa) Johannesburg
Johannesburg
Silver Midas

Absa
Payment Pebble
New Product/Service launch

Gloo
Cape Town
Silver Midas
First National Bank
FNB
Digital

Base2
Johannesburg
Silver Midas
Absa / Barclays Africa
Absa April Fools' 2014
Social Media

Joe Public
Johannesburg
Silver Midas

Nedbank
Water Billboard
Outdoor/Transit/Out-of-Home

Joe Public
Johannesburg
Silver Midas

Nedbank
Ice Bed
Events

DDB South Africa
Johannesburg
Silver Midas
First National Bank
Reinvention
Copywriting

Joe Public
Johannesburg
Silver Midas
Nedbank Cup
Future Soccer Stars
Events

KING JAMES CAPE TOWN
Cape Town
Silver Midas

Sanlam
Through the Eyes of a Child
Public Relations

KING JAMES CAPE TOWN
Cape Town
Silver Midas

Sanlam
One Rand Man
Non-Broadcast Video

KING JAMES CAPE TOWN
Cape Town
Silver Midas

Allan Gray
The Slip
Financial Services
Cinematography

The Jupiter Drawing Room
Johannesburg
Midas Certificate

Absa
Tooth Fairy
Humor
Financial Services

The Jupiter Drawing Room
Johannesburg
Silver Midas

Absa
Make Think Did
Interactive
Events
Sponsorship
Integrated (Mixed Media)

The Jupiter Drawing Room
Johannesburg
Silver Midas

Absa
Blood Sweat and Tears
Direct Mail/Collateral

KING JAMES CAPE TOWN
Cape Town
Silver Midas

Sanlam
Super Boy
Financial Services

Base2
Johannesburg
Midas Certificate
Absa / Barclays Africa
Absa April Fools' 2014
Sponsorship



Joe Public
Johannesburg
Midas Certificate
Nedbank
Moneybabies
Acting/Presentation/Narration

KING JAMES CAPE TOWN
Cape Town
Midas Certificate
Sanlam
Sanlam Radio campaign
Financial Services

KING JAMES CAPE TOWN
Cape Town
Midas Certificate
Sanlam
Tarantula Radio
Sound Design/Effects

The Jupiter Drawing Room
Johannesburg
Midas Certificate
Absa
Prosper
Integrated (Mixed Media)

Joe Public
Johannesburg
Midas Certificate
Nedbank Capital
Future News
Copywriting
Advertising: Newspaper

Joe Public
Johannesburg
Midas Certificate
Nedbank
Ice Bed
Public Service

The Jupiter Drawing Room
Johannesburg
Midas Certificate
Absa
Prosper
Cinematography

SOUTH KOREA
AdQUA Interactive
Seoul
Silver Midas
American International Assurance Korea
Real Life Cheer-up Project
Insurance

Gloo
Cape Town
Midas Certificate
First National Bank
FNB
Public Relations

KING JAMES CAPE TOWN
Cape Town
Midas Certificate
Allan Gray
Allan Gray Print Campaign
Financial Services: Retirement

KING JAMES CAPE TOWN
Cape Town
Midas Certificate
Sanlam
Hands
Illustration

SRI LANKA
TBWASri Lanka
Colombo
Silver Midas
AIA INSURANCE
AIA 'SPACE TO PRAY AD'
Newspaper
Insurance

Joe Public
Johannesburg
Midas Certificate
Nedbank Cup
Future Soccer Stars
Guerrilla/Alternative Media
Sponsorship

DDB South Africa
Johannesburg
Midas Certificate
First National Bank
Reinvention
Financial Planning

KING JAMES CAPE TOWN
Cape Town
Midas Certificate
Sanlam
Super Boy
Cinematography

SWEDEN
Volontaire
Stockholm
Gold Midas
Ikano Bank
Ikano Flappy Saver
Apps



Thinkable
Stockholm
Gold Midas
Swedbank
*Expense Control - Get to know
your spending*
Financial Software/Technology

Thinkable
Stockholm
Midas Certificate
Swedbank
*Expense Control - Get to know
your spending*
New Product/Service launch
Electronic Banking

Volontaire
Stockholm
Midas Certificate
Ikano Bank
Ikano Flappy Saver
Public Relations

TURKEY
41? 29!
Istanbul
Gold Midas
Akbank T.A.S
The Legendary Journey
Website
Promotions
Interactive
Art Direction
Credit Card

Voden
Istanbul
Gold Midas
Axa Insurance Turkey
Good Drivers Movement
Non-Broadcast Video

41? 29!
Istanbul
Silver Midas
Akbank T.A.S
The Legendary Journey
Digital
Film

Publicis Modem Turkey
Istanbul
Silver Midas
ING Bank
*Real Time Content Creation
for ING Bank Turkey*
Social Media

Publicis Modem Turkey
Istanbul
Midas Certificate
ING Bank
ING Orange Support's Big Banking Surprise!
Film

Voden
Istanbul
Midas Certificate
Axa Insurance Turkey
Good Drivers Movement
Events

41? 29!
Istanbul
Midas Certificate
Akbank T.A.S
The Game From The Future
Events

UNITED ARAB EMIRATES
FP7/DXB
(Part of McCann Worldgroup)
Dubai
Gold Midas
Emirates NBD
"Hey Future Me..."
Direct Response

FP7/DXB
(Part of McCann Worldgroup)
Dubai
Gold Midas
Emirates NBD
The Culture Dispensing Machine
Corporate Image

FP7/DXB
(Part of McCann Worldgroup)
Dubai
Gold Midas
Emirates NBD
Hey Future Me...
Film

IMPACT BBDO Dubai
Dubai
Silver Midas
Commercial Insurance
Your Destiny
Copywriting



FP7/DXB
(Part of McCann Worldgroup)
Dubai
Silver Midas
MasterCard
Priceless Arabia - Tell Tales Few Can Tell
Credit Card

FP7/DXB
(Part of McCann Worldgroup)
Dubai
Silver Midas
Emirates NBD
"Hey Future Me..."
Financial Planning
Low-budget (<\$100,000USD)

Liwa Advertising
Dubai
Silver Midas
Emirates NBD
Shake N' Save - An Instant Savings App
Banking: Online

IMPACT BBDO Dubai
Dubai
Silver Midas
Commercial Insurance
Your Destiny
Advertising: Radio

FP7/DXB
(Part of McCann Worldgroup)
Dubai
Midas Certificate
Emirates NBD
The Culture Dispensing Machine
Low-budget (<\$100,000USD)

FP7/DXB
(Part of McCann Worldgroup)
Dubai
Midas Certificate
Emirates NBD
Eat. Pay. Love.
Low-budget (<\$100,000USD)
Guerrilla/Alternative Media

IMPACT BBDO Dubai
Dubai
Midas Certificate
Commercial Insurance
Your Destiny
Sound Design/Effects

FP7/DXB
(Part of McCann Worldgroup)
Dubai
Midas Certificate
MasterCard
Priceless Arabia - Tell Tales Few Can Tell
Customer Loyalty & Retention

UNITED KINGDOM
AML
London
Midas Certificate
Iveagh Wealth Management
Iveagh Brand Campaign
Copywriting

USA
McCann XBC
New York
Grand Midas
MasterCard
Priceless Table
Promotions

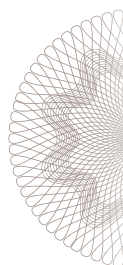
Publicis Kaplan Thaler
New York
Gold Midas
Citi
CitiBike
Outdoor/Transit/Out-of-Home
Integrated (Mixed Media)
Guerrilla/Alternative Media
Branding
Corporate Image

R/GA
New York
Gold Midas
MasterCard
Stand Up To Cancer
Social Media

Publicis Kaplan Thaler
New York
Gold Midas
Citi
Every Step of the Way Website
Website

McCann XBC
New York
Gold Midas
MasterCard
Kids
Credit Card
Copywriting

Fitzgerald+CO
Atlanta
Gold Midas
Synovus
Rebel Teen
Advertising: TV & Cinema
Banking: Traditional



R/GA
New York
Gold Midas
Ameriprise Financial
Real Questions, Real Answers
Financial Services: Retirement

McCann XBC
New York
Gold Midas
MasterCard
Priceless Table
Guerrilla/Alternative Media

Havas Worldwide New York
New York, NY
Silver Midas
OppenheimerFunds
Growth, Income, Protection Campaign Video
B2C

Prudential Advertising
Newark, NJ
Silver Midas
Prudential - Bring Your Challenges
2014 Brand Social Media Program
Social Media

Rocket Works Group, Inc.
New York
Gold Midas
Goldman Sachs
Solazyme Film
Cinematography

National Bank of Arizona
Phoenix
Silver Midas
National Bank of Arizona
Elevate AZ
Design

Bloomberg
New York
Silver Midas
GE Capital
'Diplomat'
Financial Services

R/GA
New York
Silver Midas
MasterCard
Priceless New Year
Social Media

Leo Burnett Chicago
Chicago
Gold Midas
Esurance
#EsuranceSave30
Social Media

Rocket Works Group, Inc.
New York
Silver Midas
Goldman Sachs
Solazyme Film
Editing

RadicalMedia
New York
Silver Midas
Bloomberg Businessweek
HANK: 5 Years from the Brink
Film

Publicis Kaplan Thaler
New York
Silver Midas
Citi
CitiBike
Public Relations
Design/Identity

R/GA
New York
Gold Midas
MasterCard
Priceless Surprises
Financial Services

Fitzgerald+CO
Atlanta
Silver Midas
Synovus Bank
"We're reading this, too" Campaign
Advertising: Newspaper

R/GA
Chicago
Silver Midas
Capital One
The Venture #BucketList
Typography

McCann XBC
New York
Silver Midas
MasterCard
Priceless Table
Events



Tierney
Philadelphia
Silver Midas
TD Bank
Almost Magic
Advertising: TV & Cinema

MRY
New York
Silver Midas
Visa, Inc.
Visa NFL Sponsorship: Michael Sam Film
Sponsorship

Commonwealth Financial Network
Waltham, MA
Silver Midas
Commonwealth
Declare Your Independence
Direct Mail/Collateral

Factory Detroit, Inc.
Royal Oak
Midas Certificate
First Citizens Bank
Forever First: A Dog's Life / Together / First Love
Advertising: TV & Cinema

R/GA
New York
Silver Midas
PwC
PwC 365
Mobile/Cellular/Hand-Held Device

American Express
New York
Silver Midas
American Express
Card Benefits
Website

Kirshenbaum Bond
Senecal + Partners
New York
Silver Midas
Goldman Sachs
Goldman Sachs 10,000 Small Businesses + Huffington Post Partnership
B2B

R/GA
New York
Midas Certificate
PwC
PwC 365
Consulting Services
Accounting, Audit & Tax Services
B2B

Bank of America/ECS
Wilmington
Silver Midas
Bank of America
Manning School Video
Low-budget (<\$100,000USD)

R/GA
New York
Silver Midas
MasterCard
Priceless New Year
Outdoor/Transit/Out-of-Home

Tierney
Philadelphia
Silver Midas
TD Bank
Late Arrival
Advertising: TV & Cinema

R/GA
New York
Midas Certificate
MasterCard
Priceless Surprises - Northside Festival
Location-Based Media
Mobile/Cellular/Hand-Held Device

R/GA
New York
Silver Midas
MasterCard
#AcceptanceMatters
Social Media

Publicis Kaplan Thaler
New York
Silver Midas
Citi
Citi Olympic Sponsorship Corporate TV
Campaign
Sponsorship

Leo Burnett Chicago
Chicago
Silver Midas
Esurance
#EsuranceSave30
Insurance

McCann XBC
New York
Midas Certificate
MasterCard
Priceless Table
Outdoor/Transit/Out-of-Home



Alma DDB
Miami
Midas Certificate
State Farm
Worry Free
Music: Original Content or Integration

Publicis Kaplan Thaler
New York
Midas Certificate
Citi
Mets
Art Direction

Tierney
Philadelphia
Midas Certificate
TD Bank
TD Mobile Forest
Events

R/GA
New York
Midas Certificate
MasterCard
Priceless Surprises
Social Media

MRY
New York
Midas Certificate
Visa, Inc.
Visa NFL Sponsorship: Michael Sam Film
Social Media

Publicis Kaplan Thaler
New York
Midas Certificate
Citi
Olympic Consumer TV Campaign
Sponsorship

Bank of America
Wilmington
Midas Certificate
Bank of America Merrill Lynch
BAML Global Trading Guide and Calendar
Brochure

Fitzgerald+Co
Atlanta
Midas Certificate
Navy Federal Credit Union
A Day in the Life
Animation

McCann XBC
New York
Midas Certificate
MasterCard
Kids
Humor
Editing

o2kl
New York
Midas Certificate
Anthem Blue Cross and Blue Shield
Get it Together
Direct Mail/Collateral

National Bank of Arizona
Phoenix
Midas Certificate
National Bank of Arizona
Elevate AZ
Magazine

Tierney
Philadelphia
Midas Certificate
TD Bank
Human Truths Campaign
Advertising: TV & Cinema

Fitzgerald+Co
Atlanta
Midas Certificate
Navy Federal Credit Union
Stories Campaign
Advertising: TV & Cinema

Publicis Kaplan Thaler
New York
Midas Certificate
Citi
Every Step of the Way Website
Sponsorship

Fitzgerald+CO
Atlanta
Midas Certificate
Synovus Bank
Brand Print Campaign
Advertising: Newspaper

R/GA
New York
Midas Certificate
Ameriprise Financial
Real Questions, Real Answers
Social Media



U.S. Trust
New York

Midas Certificate

U.S. Trust
U.S. Trust Capital Acumen Online
Website

Leo Burnett Chicago
Chicago

Midas Certificate

Esurance
Depositioning Campaign
Insurance

Woodruff Sweitzer
Columbia

Midas Certificate

Boone County National Bank
Roots Campaign
Lending

MRY
New York

Midas Certificate

Visa, Inc.
Visa NFL Sponsorship: Michael Sam Film
Cinematography

Publicis Kaplan Thaler
New York

Midas Certificate

Citi
CitiBike
New Product/Service launch

Congratulations to all winners!

See the work at midasawards.com

