

South Africa wins 12 Midas Gold Ingots at Midas Awards!

The Midas Awards for the World's Best Financial Advertising has announced its 2017 winners and South Africa has struck gold with 12 Midas Gold Ingots in the bag.



Nedbank's A Tale of Note TVC- Joe Public.

Cullinan Johannesburg's "Give Art Life" for Absa/Barclays earned total of 6 Gold Ingots for their campaign launched to inspire young artists in Africa and create awareness for the Annual L'Atelier Art Competition.

Joe Public PTY LTD Johannesburg scored 1 Gold for "Tale of a Note - Brand TVC" and 2 Gold Ingots for "Birds Eye View TVC" for Nedbank.



A tale of note: Joe Public helps Nedbank's customers see money differently

Leigh Andrews 7 Mar 2017



Meanwhile, King James Group Cape Town's campaign "Uk'shona Kwelanga An Original WhatsApp Drama" was recognised with 3 Gold Ingots for their drama chronicling a family in real time leading up to the funeral of the deceased father and illustrating the need for funeral coverage.



Move aside, TV soaps: Welcome the WhatsApp drama series

Leigh Andrews 29 Jun 2017



[NEDBANK 'A Tale of Note'](#) from [Starfilms](#) on [Vimeo](#).

[Nedbank - Bird's Eye View](#) from [Jamie D Ramsay, SASC](#) on [Vimeo](#).

Grand Midas Award for “Fearless Girl”

Altogether, the 2017 Midas Awards executive jury honoured entries with 1 Grand Midas Award, 52 Midas Gold Ingots, 88 Midas Silver Ingots, and 102 Finalist Certificates from creative submitted from 21 countries.

McCann New York earned the Grand Midas Award for “Fearless Girl” for State Street Global Advisors. The winning entry promoted State Street Global Advisors’ She fund: an investment fund for companies with more women in leadership. The statue of a young girl standing up to Wall Street’s Charging Bull became a symbol of female empowerment, the icon of International Women’s Day, a piece of city art, and a social media phenomenon. “Fearless Girl” swept the Midas Awards earning an impressive 9 Midas Gold Ingots.

"We are honoured that "Fearless Girl" and our State Street Global Advisors partners have been recognised by the Midas Awards. This recognition reflects how extraordinarily disruptive a simple creative idea can be, and the impact it can have in the world, across industries, platforms and technologies." – Devika Bulchandani, president of McCann New York

Gold Ingot winning entries from around the globe employed celebrity-driven engagement, personalised consumer experiences, high-profile event marketing, cause marketing, technology, and experiential marketing to gain market share, boost recognition and increase consumer engagement.

Brazilian agencies were in the winner's circle earning 6 Midas Gold Ingots. R/GA Sao Paulo's "Next Bank," for client Bradesco Bank was recognised with 5 Gold Ingots. The campaign promoted the brand's mobile-only bank that empowers digital-savvy millennials while seamlessly integrating into their lifestyle. McCann Brazil earned a Gold Ingot for "Priceless Rio" for client Mastercard's delivery of priceless experiences in Rio.

US agencies tops the list

US agencies were out front earning a total of 19 Midas Gold Ingots. MullenLowe Boston was honoured with 3 Gold Ingots for client E*Trade for their humorous campaign placing financial dissatisfaction front and center, "Don't Get Mad" earned 2 Gold Ingots and "Plane Truth" was honoured with a single Gold Ingot. CP+B LA was recognised with 2 Gold Ingots "Local Selects" for client Paypal showcasing the ease and accessibility of online shopping via PayPal's live experiential sales platform. CP+N also earned the Gold Ingot for "Schwab Intelligent Advisory" for client Charles Schwab. Grey Group Global "Ally Lucky Penny" for Ally Financial earned the Gold for their campaign designed to change the way people look at pennies. 100 pennies were distributed in 10 American cities marked with an Ally logo on one side, and the opportunity to win \$1,000.

Gold Ingots were also awarded to R/GA's "Blockchain – The New Technology of Trust" for client Goldman Sachs for their website experience presenting the firm's research about the revolutionary Blockchain technology. VIA Agency's campaign "The Power of Adjustments" for T. Rowe Price earned the Gold Ingot for demonstrating T. Rowe Price's tenured Target Date investment team, via an acrobat's routine, illustrating how even the smallest adjustments lead to powerful results. WHITE64 earned the Gold Ingot for "Claudia Avila" for PenFed Foundation, the Foundation honours one caregiver who exemplifies the dedication of a "Hero at Home" by caring for a wounded warrior.

TBWASingapore earned 2 Gold Ingots Ingot for "Unlimited Joy Machine" for Standard Chartered Bank for their launch campaign, offering unlimited cashback on travel, dining and shopping spends. Zulu Alpha Kilo Canada was honoured with the Midas Gold Ingot for "Mysterious Man" for Interac Association, capturing the era of payments utilising mobile wallets and instant Interac e-Transfer®. McCann Canada's "Priceless Surprises - Ball Hockey" scored the Gold Ingot for Mastercard. The campaign leveraged Mastercard's shared sponsorship of the Maple Leafs and provided a fan with a personalised experience, an ultimate ball hockey court and meeting his hero, alumni player, Darryl Sittler.

Fans competed in Australian Open

Fp7/MENA scored 2 Gold Ingots for “There’s No Home Like Home” for Byblos Bank, their campaign that tackled the decline in home loans in Lebanon by targeting Lebanese ex-pats abroad.

Saatchi & Saatchi Australia earned 2 Gold Ingots for “Rescue Rashie” for putting CPR instructions on swimming vests, making CPR easy to follow and access, for Westpac Banking Corporation Australia Ltd. McCann Australia earned a Gold Ingot for “Tap Tennis” for client Mastercard for creating their own digital and onsite tennis tournament that allowed fans to compete during the Mastercard sponsored 2017 Australian Open.

New Zealand’s Special Group earned 2 Gold Ingots for “Changes” for their relaunch for client TSB with the promise of “banking your way.”

The United Kingdom was honoured with 4 Gold Ingots. R/GA London earned 3 Gold Ingots for “Liv. - Digital Lifestyle Bank,” a digital bank for UAE millennials, for Emirates National Bank of Dubai. McCann London earned the Gold Ingot for their Mastercard campaign “Brit Awards 2017”. The campaign inspired fans to “Live the Priceless Side of Music” by chronicling a fan’s family-wide experience with English singer, Robbie Williams.

To view the 2017 Midas Awards Winners, please click [here](#). The results of the juries are parsed in an annual rankings brief, *The Midas Report*, a veritable who’s-who in the world of financial services advertising that includes the 3 individual reports: Agency, Brand and Network.

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