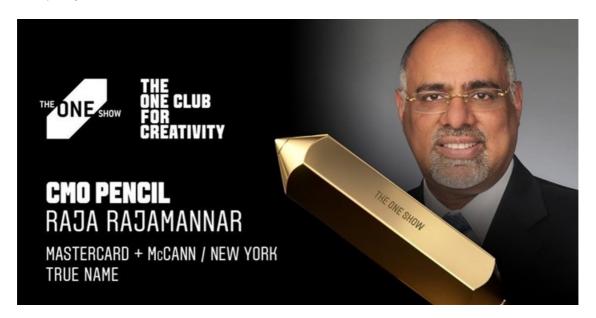


## Mastercard's Raja Rajamannar awarded The One Show 2021 CMO Pencil

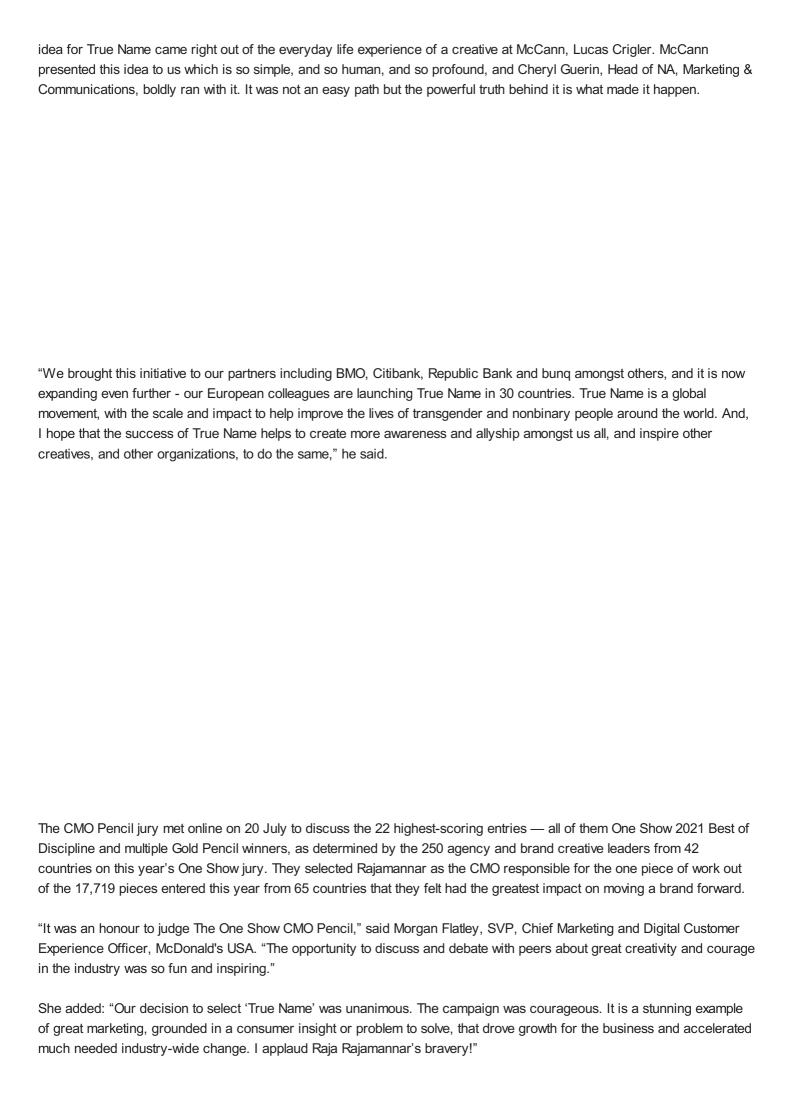
This year's awards season officially comes to a close, as a jury of leading global CMOs unanimously selected Raja Rajamannar, chief marketing and communications officer and president, Healthcare Business at Mastercard, as winner of The One Show 2021 CMO Pencil, honouring the brand marketer behind the world's single most impactful idea on a brand's business from the past year.



Rajamannar received the prestigious award for "True Name", created by McCann New York with Hungry Man Productions Los Angeles and JSM Music New York, one of the top winners at this year's show. In addition to the CMO Pencil, the work won two Best of Discipline awards (in IP & Products and Public Relations), eight Gold Pencils, three Silvers and two Merits at The One Show this year, and was the world's second-highest ranked entry in The One Show 2021 Creative Rankings.

McCann collaborated with Mastercard on the creation of the True Name card, which allows nonbinary and transgender people to have a credit card bearing their chosen name, rather than their birth name.

<sup>&</sup>quot;I am so proud of how Mastercard is committed to real actions that positively impact people's lives," said Rajamannar. "The



"All of these top One Show 2021 winners under consideration featured an extraordinary level of creativity," said Kevin Swanepoel, CEO, The One Club. "The jury unanimously felt 'True Name' was an extraordinarily brave campaign with a bold stance that will be remembered for its impact on society and driving a brand's business. We congratulate Raja Rajamannar, Mastercard and the team at McCann for this prestigious win".

This marks the second year in a row, and third time in the past four years, that McCann helped the CMO of a global client win this prestigious honour.

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