

# Midas Awards World's Best Financial Advertising: 2013 Shortlist

NEW YORK CITY, US: USA leads with 61 Shortlisted entries, followed by South Africa, Turkey, and Australia.



The [Midas Awards World's Best Financial Advertising](#) announced the [Shortlist](#) for the 2013 competition. The Midas [Grand Jury](#) of 30 international client and agency leaders from financial creative and marketing disciplines, including nine judges participating in a live session in New York selected the Shortlist from entries submitted from 21 countries.

"This year marked the Midas Awards first live, collaborative judging session - which, combined with online judging sessions, allowed entries to be reviewed by prominent client and agency leaders around the globe, the people who set the standard for financial marketing excellence," said Alisun Armstrong, executive director, Midas Awards. "The choices of a jury of this calibre provide a true worldview of the best of advertising and corporate communications in the international financial community and reveal the creativity and innovation demonstrated in this very specific market."

Social media campaigns were at the forefront this year with multiple entries achieving Shortlist status for the following brands: Absa, Akbank, Banamex, Capital One, Carvalho Hosken, Deloitte, MasterCard, Prudential, and Visa. Direct Mail and Interactive entries tied for domination of the Shortlist followed by Digital and Guerrilla campaigns.

Inventive and compelling Collateral campaigns were in the spotlight at this year's live judging sessions. Shortlisted entries include: "Karva Chauth" M&C Saatchi Direct & Digital Communications India for client Birla Sun Life Insurance, which drew attention to a romantic traditional festival and the need for life insurance; "Whipping the Cat" from 34 South Africa that very literally defined a law firms 'tailored' legal solutions; and "The Mailing That Brings Satisfaction" from Publicis Frankfurt for client Commerzbank, featuring an invented chocolate brand for a delicious-smelling direct mail campaign.

## South Africa leads the pack

South Africa's Jupiter Drawing Room led the pack with 11 entries for client Absa moving on to Round 2; and King James Cape Town, 2012's Grand Midas Trophy winner, was a close second with 10 entries Shortlisted for client Santam Insurance.

The United States took the lead this year with a total of 61 entries Shortlisted, followed by strong showings from South Africa with 24 entries; and Turkey with 12. Australian agencies saw 11 entries advance to the next round.

Brazil was recognised with 6 Shortlisted entries, India with 5; France, Germany, Switzerland, and the United Kingdom each saw 4 entries advance; Austria and the United Arab Emirates received 3 Shortlisted entries; Canada, Mexico, The Netherlands, Slovak Republic and Thailand each had 1 entry recognised.

[View the complete Midas Awards Shortlist](#). The 2013 Midas Awards trophy winners will be announced on 18 December 2013.

Shortlisted entries now move on to Round 2, where the Midas Grand Jury will award Midas Gold and Silver Ingots to the highest scoring entries, and award the Grand Midas to the entry considered "Best in Show." The results of the jury are parsed in an annual rankings brief, [The Midas Report](#) - a veritable who's-who in the world of financial services advertising.

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