

Press Release

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Publicis and The Martin Agency Earn Grand Midas Awards

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The Midas Awards® announced the winners of their 2011 competition for the World's Best Financial Marketing & Advertising™. Founded in 2001, the Midas Awards is the only competition that recognizes excellence in financial services communications on a global scale, and honors advertising in banking, brokerage, insurance, mutual funds, and credit, in addition to real estate, accounting, and consulting. This year the competition received entries from 31 countries around the world. The Midas Grand Jury awarded two Grand Midas Awards, 22 Gold Ingots, 41 Silver Ingots, and 63 Finalists.

Publicis New York earned the Grand Midas Award in Products & Services/Moving Image category for the "Stephen Wiltshire Film" for client UBS. The award-winning entry features British artist Stephen Wiltshire creating a detailed panoramic drawing of New York from memory. The film was part of "UBS's new brand campaign "We Will Not Rest." The project represents commitment, service, and attention to detail, an analogy of how the Swiss bank UBS approaches finance. Creative Credits include: Rob Feakins, Chief Creative Officer; Jay Williams, Executive Vice President/Executive Creative Director; Haj Ando, Art Director; and Jason Savage, Writer.

"Winning the Grand Midas – in a global show featuring the best financial services work in the world - is a tremendous honor for our team. UBS and Publicis have a long and successful relationship together. The trust, understanding and shared commitment to excellence we've developed helped bring this project to life. Jason Savage, Haj Ando and Tim Bierbaum deserve kudos for thinking beyond the constraints of the original assignment and turning it into the broader, richer experience that the Wiltshire project became. And, of course, the amazing, gifted and endlessly inspirational Stephen Wiltshire - who truly made this all possible." - Jay Williams, Executive Vice President/Executive Creative Director, Publicis NY

All winning entries are featured at: <http://www.midasawards.com>

