

2012 Midas Awards for The World's Best Financial Advertising: Call for entries

NEW YORK, US: The World's Best Financial Advertising, presented by the [Midas Awards](#), has announced its call for entries. The Midas Awards is claimed to be the only international competition to recognise excellence in financial advertising and marketing on a global scale. Among the companies honoured in the *2011 Midas Report* was SA's The Jupiter Drawing Room.



Since 2001, the Midas Awards has honoured the World's Best Financial Advertising in banking, brokerage, insurance, mutual fund, credit card, real estate, accounting, and consulting. The Midas Awards invites entries in four specific categories: Consumer & Business-to-Business Communications, Corporate Communications, Craft & Technique, and Best Use of Medium.

In 2011, the competition received entries from 34 countries around the world, experiencing a 29% increase in entries. The Midas [Grand Jury](#) awarded two King Midas Awards, 22 Gold Ingots, 41 Silver Ingots, and 63 Finalists. Publicis New York earned the King Midas Award in Products & Services/Moving Image category for "Stephen Wiltshire Film" for client UBS, and The Martin Agency of Richmond, Virginia earned a King Midas Award in Mixed Media for their "freecreditscore.com Band Search." 41? 29! Istanbul was the most awarded agency in the 2011 Midas awards, earning three Gold Ingots, four Silvers Ingots, and two Finalist Certificates.

In 2010, commemorating the 10 year anniversary of the competition, the Midas Awards announced the creation of the *Midas Report*, an annual report that recognises the most successful companies in the financial advertising and marketing communications industry. The report uses a creative ranking system based on points earned within the Midas Awards competition. Prominent companies honoured in the [2011 Midas Report](#) include: 41? 29! Istanbul, Turkey; Publicis New York, USA; The Jupiter Drawing Room, South Africa; and Fred & Farid Paris, France.

The Midas Grand Jury is composed of client and agency leaders from the creative and marketing disciplines, as well as internationally recognised experts in financial policy and communications. Jury panels award Midas Gold and Silver Ingots to the highest scoring entries in each category. The King Midas Award is recognised as the "Best of Show."

The deadline to enter the 2012 Midas Awards is 21 September 2012. For entry details and competition rules and

regulations, go to the Midas website: <http://www.midasawards.com/main.php?p=2,1>.

For more, visit: <https://www.bizcommunity.com>