

## MAX Awards Finalists

Now in its 28th year running, the MAX Awards recognises leading individuals, teams and organisations in the Australian financial services industry who have achieved excellence in marketing, advertising and sales.

In 2022 the MAX Awards will celebrate 105 finalists across 21 award categories.

We thank you for your support of the awards and encourage you to [book your seats here](#).

For any questions please [contact us](#).

### Finalists

#### **Agency Campaign of the Year**

**D3** - Milford Asset Management

**Fundamental Media** - Centuria

**Spark Foundry** - BT

**Spark Foundry** - TAL

**True Sydney** - Charter Hall

#### **Agency Executive of the Year - Financial Services**

**Anthony Clarke** - Mindshare

**Cristina Chiorean** - True Sydney

**Ellie Beryl** - Fundamental Media

**Reina Yuguchi** - Ptarmigan Media

#### **Agency of the Year - Financial Services**

**D3**

**Fundamental Media**

**Ptarmigan Media**

**Spark Foundry**

**True Sydney**

#### **Creative Agency of the Year**

**Ascender Design**

**Creatik**

**Nibble Digital**

**RADAR**

**The Brand Agency**

#### **Digital Campaign of the Year**

**BT**

**Capital Group**

**Janus Henderson Investors**

**MetLife**

**Milford Asset Management**

**FinTech Solution of the Year**

**Alex Bank**

**Athena**

**Jaaims**

**Superhero**

**Yondr Money**

**Distribution Team of the Year**

**Bennelong Funds Management**

**Futurity Investment Group**

**La Trobe Financial**

**Neuberger Berman**

**Warakirri Asset Management**

**Executive of the Year – Distribution**

**Eti Amegor** - Axius Partners

**Jonas Daly** - Bennelong Funds Management

**Leah Willis** - Australian Ethical

**Michael Angwin** - BMO Global Asset Management

**Stuart Devlin** - Warakirri Asset Management

**Executive of the Year – Marketing**

**Jason Hunt**, Perpetual

**Katriona Mulham**, UBS Asset Management

**Khiem Tudo** - MFS International

**Renee Kaesler**, BNP Paribas Asset Management

**Russell Walsh**, MetLife

**Financial Education Campaign of the Year**

**Aware Super** - Retirement Readiness Education Campaign

**Jaaims** - Branding Campaign

**Netwealth** - Power of Y

**PIMCO** - Outlooks Tradefloor Video Series

**Zurich Australia** - Individual Disability Income Insurance Series - Zone Education

**Integrated Campaign of the Year**

**Allianz Retire+** - Brand 2022

**BT** - Brand Campaign 22

**Colonial First State** - Index Fund

**Milford Asset Management** - Australia Brand Awareness

**Superhero** - Super Booster

**Marketing Campaign of the Year - Consumer**

**Jaaims** - Branding Campaign

**La Trobe Financial** - Brand Campaign 2022

**Suncorp** - Bank of the Year Campaign

**Superhero** - Super Booster

**UniSuper** - Super Fund of the Year

**Marketing Campaign of the Year - Industry**

**Allianz Retire+** - Brand 2022

**BlackRock** - iShares

**BNP Paribas Asset Management** - BNP Paribas Earth Trust

**Janus Henderson Investors** - Global Sustainability Equity Fund

**UBS Asset Management** - Sustainable Investing

**Marketing Team of the Year**

**BetaShares**

**BNP Paribas Asset Management**

**La Trobe Financial**

**Praemium**

**UniSuper**

**Print Campaign of the Year - Consumer**

**Aware Super**

**Budget Direct**

**Fidelity**

**Hostplus**

**Print Campaign of the Year - Trade**

**Allianz Retire+**

**Challenger**

**Colonial First State**

**PGIM**

**Zurich**

**Product Launch of the Year**

**BetaShares Crypto Innovators ETF**

**BNP Paribas Green Bond Trust, EARTH Trust & China Equity Trust**

**Challenger Lifetime Annuities Campaign**

**Fidelity Sustainable Water & Waste Fund**

**Warakirri Diversified Agriculture Fund**

**Public Relation Agency of the Year**

**Financial & Corporate Relations (FCR)**

**Honner**

**PritchittBland**

**Reverb Media**

**Shed Connect**

**Social Media Campaign of the Year**

**Australian Ethical** - Open Your Eyes Campaign

**BT** - Digital Engagement Campaign

**Elliot Watson Financial Planning** - Client & Financial Adviser Relationship Facebook Campaign

**State Street Global Advisors** - Institutional Content Campaign

**Stockspot** - Reel Advisers

**Video Campaign of the Year**

**Centuria**

**PIMCO**

**Schroder Investment Management**

**Stockspot**

**Vanguard**

**Website of the Year**

**Australian Ethical** - [www.australianethical.com.au](http://www.australianethical.com.au)

**ClearBridge Investments** - [www.clearbridgeinvestments.com.au](http://www.clearbridgeinvestments.com.au)

**HUB24** - [www.hub24.com.au](http://www.hub24.com.au)

**PrimaryMarkets** - [www.primarymarkets.com](http://www.primarymarkets.com)

**Super SA** - [www.supersa.sa.gov.au](http://www.supersa.sa.gov.au)