

Best financial ad agencies can enter Midas Awards now

The Midas Awards for the World's Best Financial Advertising are now open for entries until 29 September 2017. This year, there is an executive jury to select the best financial advertising and marketing on a global scale.



Scott Rose, executive director of the Midas Awards.

Within the five sections, new categories have been added, reflecting the growth of the Midas Awards and the extensive scope that the world of financial advertising and marketing encompasses. The sections are consumer, business-to-business, use of discipline, use of medium and craft, with 12 new categories, 8 within the consumer, 3 into business-to-business categories and 1 in use of discipline.

Scott Rose has been appointed as executive director of the Midas Awards. Rose, a creative session producer and digital assets manager, has produced and created showcase presentations for 4-plus years for New York Festivals' six brands. As executive director of the competition, he will recruit industry executives to serve on the 2017 juries, create strategic alliances to benefit both the competition and its entrants and expand its global footprint.

Launch of the inaugural Midas Awards executive jury

This year marks the launch of the inaugural Midas Awards executive jury, a panel comprised of creative officers and executive creative directors from the world's foremost advertising agencies as well as internationally recognised experts in financial policy and communications. The executive jury will review the shortlisted entries selected by the grand jury and will provide an even more comprehensive evaluation of global creative work.

"Midas' expanded roster of categories mirror the changes taking place within the industry today," said Rose. "By offering additional categories in consumer within the banking and insurance sectors provides opportunities to showcase the terrific creative emanating from around the globe. Additional categories in business-to-business address the growth we are seeing in work created within the financial planning and retirement arena."

Midas awards Gold and Silver Ingots to the highest scoring entries and presents the Grand Midas to the entry considered 'Best in Show'. The results of the juries are parsed in an annual rankings brief, *The Midas Report*, which includes three individual reports: Agency, Brand and Network. For more information, click [here](https://www.bizcommunity.com).

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