

# Midas Awards reveals inaugural Brand Rankings Report

NEW YORK CITY, US: MasterCard, Absa, Citibank Top the List.



Alisun Armstrong: "The Midas Brand Report will celebrate the innovative advertisers that adapt and continue to elevate this evolving industry."

The [Midas Awards](#) World's Best Financial Advertising released the first-ever Midas Brand Report, a new yearly ranking of the most successful advertisers according to their achievements in the Midas Awards.

"Gutsy, effective, and creative financial service campaigns deserve a ton of credit, and so do the brands that greenlight them," said Alisun Armstrong, executive director of Midas Awards. "They deserve to be recognised and awarded for their important creative contribution. The Midas Brand Report will celebrate the innovative advertisers that adapt and continue to elevate this evolving industry."

Congratulations to the outstanding advertisers who earned a spot on the first-ever Midas Brand Report, and to the agencies whose campaigns were worth their weight in gold:

Rank	Brand	Contributing Agencies
1	MasterCard	McCann XBC*; R/GA*; FP7/DXB* (Part of McCann Worldgroup); MacLaren McCann
2	Absa	The Jupiter Drawing Room Johannesburg*; Base2
3	Citi	Publicis*
4	TD Bank	Diamond Integrated Marketing/Leo Burnett*; Tierney, Leo Burnett, Toronto
5	Sanlam	King James Capetown*
6	Akbank T.A.S	41? 29!*
7	Nedbank	Joe Public (Pty) Ltd*
8	Emirates NBD	FP7/DXB* (Part of McCann Worldgroup); Liwa Advertising
9	First National Bank	DDB South Africa; Gloo
10	Synovus	Fitzgerald+Co*
*Also Featured on the 2014 Midas Report		

The [Midas Brand Report](#) determines the top 10 advertisers based on the same criteria used for the [Midas Report](#), the annual ranking of the best financial advertising and marketing agencies:

- King Midas Grand Award - 9 Points
- Midas Award for Innovation - 7 Points
- Gold Award - 6 Points
- Silver Award - 4 Points
- Finalist Certificate - 1 Point

Further evidence of the strong work submitted this year on behalf of brands earning a place on the Midas Brand Ranking

Report can be seen in the number of agencies whose award-winning work also earned them a spot on this year's [Midas Report](#), annual rankings of the best financial agencies.

Learn more about the 2014 Midas Brand Report [here](#).

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