

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

ClearBridge Investments - www.clearbridgeinvestments.com.au

HUB24 - www.hub24.com.au

PrimaryMarkets - www.primarymarkets.com

Super SA - www.supersa.sa.gov.au