



PRESS RELEASE

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@BankofGuam

Bank of Guam was established over 50 years ago, and as The People's Bank, is Guam's first locally owned and chartered bank. Built on the vision of founder Jesus S. Leon Guerrero to be the driving force for prosperity in the communities it serves, the Bank's work continues through its network of over 500 employees spanning 6,000 miles and 16 branches across Guam, the Commonwealth of the Northern Mariana Islands, the Federated States of Micronesia, the Republic of the Marshall Islands, the Republic of Palau, and San Francisco, California.

March 18, 2025

BANK OF GUAM® RECEIVES NATIONAL RECOGNITION WITH MULTIPLE MARCOM AWARDS

Hagåtña, Guam – Bank of Guam announces they have received eight MarCom Awards, an internationally recognized competition celebrating excellence in marketing and communications.

Since its inception in 2004, MarCom has grown into one of the largest and most-respected creative competitions in the world, receiving about 6,500 print and digital entries from dozens of countries annually.

These awards reflect the heart of what Bank of Guam stands for—bringing people together and creating meaningful connections through bold, innovative campaigns. Each award is a celebration of our community while looking toward the future. We're incredibly proud of our team for crafting stories that truly resonate with our people, and these MarCom awards inspire us to continue building bridges between our island and the world.

-Joaquin P. L.G. Cook, President and Chief Executive Officer, Bank of Guam

These awards wouldn't be possible without the passion and dedication of every individual involved – our team, the talent of local artists, and our community – all united by a shared commitment to our people. This truly is a collaboration and a reminder that these campaigns are more than just about telling stories, we're empowering them to be seen and heard in bold and unforgettable ways!

-Lesley Leon Guerrero, Senior Vice President, Chief Experience Officer, Bank of Guam

Bank of Guam has been honored for the following campaigns:

Platinum in Video/Audio, Television (Single Spot)

- **“Solid” Online Banking:** The “Solid” campaign, launched during Super Bowl LVIII, was designed to drive awareness and adoption of Bank of Guam's online and digital banking services. Using humor and relatability, the TV commercial followed the story of an everyday man over-preparing for a trip to a bank branch, only to realize the ease of banking online. This lighthearted yet impactful narrative underscored the convenience of digital banking, freeing customers to spend their time enjoying life rather than waiting in lines.

Platinum in Strategic Communications, Marketing/Promotion Campaign (Integrated Marketing)

- **Keep Banking. Keep Moving. Don't Stop:** This campaign introduced Bank of Guam's digital-forward transacting and savings accounts, emphasizing convenience, flexibility, and adaptability. Showcasing a diverse range of real customers engaging in dynamic activities, the campaign highlighted how these new accounts seamlessly integrate into active, modern lifestyles. Through a vibrant TV commercial, targeted Google Ads, and in-branch digital signage, the message reinforced that no matter how you move, Bank of Guam has the right account to keep you going.



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Platinum in Strategic Communications, Marketing/Promotion Campaign (Special Event)

- **Hagåtña City Run & Block Party:** This signature Bank of Guam event united the community in the fight against cancer, benefiting Guam Cancer Care and the American Cancer Society's Guam Chapter. The campaign featured a holistic approach, promoting run registrations, corporate sponsorships, and a vibrant block party filled with vendors and activities. Through advertising, public relations, and digital platforms, the event fostered excitement, sentimentality, and a shared commitment to cancer prevention and support.

Platinum in Publications, Annual Report (Corporation)

- **Towards Tomorrow: 2023 Year In Review:** The *Towards Tomorrow: 2023 Year in Review* campaign celebrated a year of resilience and record-breaking growth despite challenges like Typhoon Mawar. Incorporating themes of progress, such as "Guiding Towards Tomorrow" and "Contributing Towards Tomorrow," the campaign highlighted milestones, financial achievements, and a forward-looking vision. With imagery inspired by Guam's ocean and community, the annual report showcased a workplace emboldened to innovate, inspire, and lead toward a brighter future.

Gold in Strategic Communications, Media Relations/Publicity (Newspaper Placement)

- **Bank of Guam: From Island Roots to International Reach:** This campaign showcased the Bank's journey from humble beginnings on Guam to serving Micronesia and San Francisco. Featured in a Los Angeles Times insert, the story highlighted how Bank of Guam and TASI Bank exemplify community banking on a global scale. The campaign also included an ad emphasizing the connection between island roots and international expansion, celebrating the bank's ability to grow while staying true to its origins.

Gold in Strategic Communications, Marketing/Promotion Campaign (Integrated Marketing)

- **Branch of the Future:** The *Branch of the Future* campaign celebrated the reopening of Bank of Guam's Tamuning Branch, reimagined as a model for future branches focused on digital banking and customer education. Centered around an upbeat TV commercial featuring a local dance instructor, the campaign built excitement with dynamic visuals, music, and local talent. A complementary social media campaign spotlighted influencers showcasing the branch's innovative design, enhanced customer experience, and digital-first approach.

Honorable Mention in Strategic Communications, Communications/Public Relations (Social Media Campaign)

- **Loud & Proud Pride Campaign:** The Loud & Proud Pride campaign celebrated Pride Month with vibrant visuals, heartfelt messaging, and stories from LGBTQIA+ employees and allies. Highlighting favorite Pride anthems, we created a Spotify playlist to share the celebration beyond social media. Through authentic storytelling and bold, joyful content, the campaign fostered a sense of community, acceptance, and love.



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Honorable Mention in Strategic Communications, Communications/Public Relations (Public Relations Program)

- **Mission 100:** The Mission 100 campaign united employees, customers, and local businesses to gather essential school supplies for children in the Neighboring Islands. Interns played a key role in developing and marketing the campaign, bringing fresh ideas and engaging perspectives to its execution. Through initiatives like employee donations, discounted book purchases, and a sports clinic, the campaign fostered a strong sense of community and shared responsibility.

MarCom is administered by the Association of Marketing and Communication Professionals (AMCP), and consists of several thousand marketing, communication, advertising, public relations, digital, and web professionals. Winning a MarCom Award is a prestigious honor, reflecting peer recognition from the creative industry.

For a full list of winners, visit marcomawards.com.



Bank of Guam celebrates with its creative partners commemorating eight MarCom award wins. Pictured (bottom row) from left: Nico Serneo, Cinematographer and Co-Managing Member, Mighty Island; Amber Dydasco, Customer Experience Manager, Bank of Guam; Lorenzo Hosea Jorolan, Content Creator, Valuable Media; Ron Lansang, Content Creator, Valuable Media; Jacy Bravo, President, Valuable Media; and Ryan Eric Ramolete, Senior Account Executive, Big Fish Creative, Inc. and back row (standing from left) Ken Quintanilla, Community Relations Manager, Bank of Guam; Sharlene Guevara, Operations Manager, Big Fish Creative, Inc.; Travis Meno, Brand & Community Relations Officer, Bank of Guam; Danielle Arriola, Account Manager, Big Fish Creative Inc.; Kyle Perron, Creative Director and Co-Managing Member, Mighty Island; Gregory San Nicolas, Senior Art Director, Big Fish Creative Inc.; Danny Daniel, Vice President, Director of Brand and Community Relations, Bank of Guam; Marisol Delin, Creative Director, Big Fish Creative, Inc.; Lesley Leon Guerrero, Senior Vice President, Chief Experience Officer, Bank of Guam; Andrea Pellacani, Senior Account Executive, Big Fish Creative, Inc.; Mia O'Mallan, Content Manager, Bank of Guam; Audrey Diaz Cruz, Creative Manager, Bank of Guam; Oshay Sablan, Graphic Designer, Big Fish Creative, Inc.; Asia Marie Villareal, Intern, Big Fish Creative Inc.; and Deanne Torre, Managing Partner, Big Fish Creative Inc.