



## PRESS RELEASE

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Member FDIC



**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 25, 2025

### **BANK OF GUAM® WINS SIX VIDDY AWARDS FOR EXCELLENCE IN VIDEO CAMPAIGNS**

Hagåtña, Guam – Bank of Guam proudly announces its wins of six Viddy Awards, one of the most coveted awards in the video industry.

A “Viddy” covers a range of video formats including commercials, clips, feeds, and music videos. Now in its 30<sup>th</sup> year, Viddy is one of the oldest, largest, and most respected awards programs, receiving over 50,000 entries worldwide from over 100 countries.

*Our people are truly the heart of our business, and these commercials allowed us to showcase their inspiring stories and expertise in unique and meaningful ways. From celebrating award-winning partners in their element to showcasing local talent, these fun and heartfelt videos have connected with so many people across different platforms. We're proud to bring these stories to life that resonate with our customers, and we're incredibly honored to be recognized on an international level.*

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

**“Solid” Online Banking:** This commercial highlights Bank of Guam's innovative digital banking services in a Super Bowl LVIII commercial. Featuring local talent Francis Cruz, the humorous and relatable story follows a man over-preparing for a bank visit, only to discover the ease of online banking. With vibrant cinematography, local flair, and engaging visuals, the ad promotes the simplicity and convenience of digital banking, empowering customers to spend less time in lines and more time enjoying life.

- Platinum Award: Commercials – Cinematography
- Gold Award: Web Video – Marketing
- Gold Award: Commercials – Products & Services

**Proud To Be MoSa's Bank:** This commercial celebrates the dynamic duo behind MoSa's and the 2024 Veteran Small Business Champion of the Year for Guam. You get to meet Sara Pleadwell Doctor and Monique Genereux Amani, as they share their journey from humble beginnings in the restaurant business with a food truck and growing into a vibrant, fast-paced restaurant. The video captures the energy of their kitchen, the preparation of their signature dishes, and the colorful atmosphere of the restaurant, all set to upbeat music. It's a tribute to MoSa's entrepreneurial spirit and its partnership with Bank of Guam.

- Platinum Award: Commercials – Products & Services

**Proud to Be M80's Bank:** This commercial features Jessica Leon Guerrero, President of M80 Inc. and the 2024 Guam Small Business Person of the Year, showcasing M80's innovative work as a leading solutions provider in the region. The video highlights their resilience, leap of faith, and commitment to presenting unique, out-of-the-box creations. With upbeat music and vibrant visuals, it celebrates M80's growth, dedication to excellence, and partnership with Bank of Guam.

- Gold Award: Commercial – Products & Services



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**Hagåtña City Run and Block Party:** Designed for Instagram stories, these fun and relatable content engaged the community and brought excitement for Bank of Guam's signature event. The short videos showcased local artists like John Dank Show and SKIP Entertainment Company actively promoting the event while running and highlighting the event's beneficiaries. These lighthearted and energetic videos helped get runners ready for the big race – featuring the racecourse, exclusive merchandise and fitness tips.

- Gold Award: Influencer Endorsement Campaign

The Viddy Awards are administered and judged by the Association of Marketing and Communication Professionals (AMCP) and honors video excellence in a digital world.

To learn more about the Viddy Awards and for a complete list of 2024 winners, visit [viddyawards.com](http://viddyawards.com).

