



Headquarters

P.O. Box BW Hagåtña, Guam 96932

Tel: (671) 472-5300

Member FDIC

Bank of Guam® Wins 2 Top Honors in National Brand Competition

Stop COVID, Spread LOVE best in crisis communications and social media campaign

September 28, 2021, Hågatna, GU.: Bank of Guam announced today that their campaign *Stop COVID, Spread LOVE* has been awarded two (2) 2021 Brand Slam Awards for best crisis communications and social media campaign from the American Bankers Association (ABA).

The 2021 ABA Brand Slam Awards honor the nation's top marketing strategies from banks of all sizes with a volunteer panel of over 70 certified financial marketing professional-credentialed experts weighing in on campaigns from July 1, 2020 through June 30, 2021.

Stop COVID, Spread LOVE was awarded the 2021 ABA Brand Slam Award for best crisis communications and social media campaign based on weighted criteria for concept, strategy, creativity, execution, and impact. With profound insight, *the award-winning campaign* shares heartfelt perspectives from parents, caregivers, front-liners, executive decision-makers, and even COVID-19 survivors, all of whom are Bank employees. The campaign, delivered in a four-part series, aimed to capture a stay-at-home audience using an integrated strategy that combined traditional and social media channels along with out-of-home advertising, delivering compelling stories of resilience, courage, and compassion.

“Stop COVID, Spread LOVE was created during the early months of this pandemic and was our way to shed light on how this virus was touching every corner of our community. Shot on cell phones and over zoom, from our offices, homes, and even while in isolation, we shared the real stories of our employees and how this virus impacted our lives and changed the way we did business. To earn national recognition with 2 Brand Slam Awards is a huge win for our entire community and a tribute to the all the heroes who continue the fight to get this virus under control and to keep our community safe.”

—Lesley-Anne Leon Guerrero, Chief Experience Officer, Bank of Guam

“Stop COVID, Spread LOVE was created from the desire to support local, national and global efforts to contain the spread of COVID-19. As an essential industry during such a pivotal time, these stories capture the different perspectives of each of our employees and highlight the importance of being in this together while still inspiring action from behind the mask. To be honored for this piece twice hits differently to our Bank of Guam Familia who used their voice to raise awareness and should be especially meaningful to all within our community who live these stories every day and continue the fight against this virus.”

—Joaquin P. LG. Cook, President & Chief Executive Officer, Bank of Guam



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For a complete list of this year's American Bankers Association 2021 Brand Slam Awards, please visit www.aba.com.

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For additional information, please contact:
Lesley-Anne Leon Guerrero, Chief Experience Officer
671-472-5140 | 671-483-9600 | lesley-anne.leonguerrero@bankofguam.com

About the American Bankers Association

The American Bankers Association is the voice of the nation's \$22.8 trillion banking industry, which is composed of small, regional and large banks that together employ more than 2 million people, safeguard nearly \$19 trillion in deposits and extend \$11 trillion in loans.

About Bank of Guam

Bank of Guam was established nearly 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 600 employees spanning 6,000 miles and 18 branches across Guam, the Commonwealth of the Northern Mariana Islands, the Federated States of Micronesia, the Republic of the Marshall Islands, the Republic of Belau and San Francisco, California