



## PRESS RELEASE

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Member FDIC



@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 Belau, and San Francisco, California.

December 29, 2023

## BANK OF GUAM RECEIVES NATIONAL RECOGNITION WITH MULTIPLE MARCOM AWARDS

Hagåtña, Guam – Bank of Guam is proud to announce that they have received six MarCom Awards, an internationally recognized competition celebrating excellence in marketing and communications. With over 6,500 entries from across the globe, Bank of Guam has stood out, securing awards in several categories.

This year's competition saw entries from various organizations, ranging from large multinational corporations to individual creative professionals and is judged by a panel of industry veterans.

Bank of Guam has been honored for the following campaigns:

***Rebuild Stronger Every Day:*** This campaign includes all forms of communication from press releases, advertisements, and other deliverables developed in response to and during the aftermath of Typhoon Mawar.

- **Platinum** in Integrated Marketing
- **Platinum** in Crisis Communications/Response
- **Platinum** in Crisis Communications/Public Relations Program

***A Vision from the Past. A Plan for the Future. (2022 Year in Review):***

The Bank's annual report highlighting 2022's performance and events from the BankGuam Holding Company, to include Bank of Guam, BankGuam Insurance, ASC Trust, and BG Investment Services. The theme of this award-winning report was based on the memoir, *Jesus in Little America*, written by Bank of Guam founder, Mr. Jesus S. Leon Guerrero.

- **Gold** in Annual Report

***Hagåtña City Run & Block Party:*** This communications campaign worked to promote the Hagåtña City Run & Block Party, an event that helped raise funds for local non-profit organization, Guam Cancer Care. This campaign included advertising materials, public relations engagements, and other communications.

- **Gold** in Communications Public Relations

***Proud to Be Locally Owned:*** This multi-channel advertising campaign, launched during Super Bowl LVII, was an initiative to put a spotlight on local, game-changing small business owners. The campaign was a mosaic of inspiring stories, each told through a series of visual vignettes, capturing what it means to be a small business owner. These entrepreneurs, in their own authentic words, shared reflections on the challenges and triumphs they've experienced.

- **Honorable Mention** in Integrated Marketing

*The Bank has been a longtime champion of local talent and artists and we have been fortunate enough to work alongside so many within our community. Much of what we are being recognized for is a direct result of that collaboration and shared passion for our People and the commitment we have to sharing their stories.*

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



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*These wins are a huge testament to our team's passion to developing campaigns and communications that genuinely connect with our people. These accolades inspire us to continue our pursuit of excellence in brand, marketing, and communications, while always striving to engage with our audience in meaningful ways.*

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

The MarCom Awards, sponsored and judged by the Association of Marketing and Communication Professionals (AMCP), is one of the world's oldest, largest, and most-respected creative competitions. Winning a MarCom Award is a prestigious honor, reflecting peer recognition from the creative industry.

Bank of Guam's success in this competitive arena underscores its dedication to not only providing exceptional financial services but also to crafting meaningful and effective communications that resonate with its community and beyond.

For a full list of winners, visit [marcomawards.com](http://marcomawards.com).



Bank of Guam receives national recognition with six MarCom Awards, an internationally recognized competition celebrating excellence in marketing and communications. Pictured (from left are) Kuramitsu Iwanaga, Sr. Business Analyst; Carla Duenas, Customer Experience Management Officer; Ken Quintanilla, Community Relations Manager; Mia O'Mallan, Content Manager; Audrey Diaz, Creative Manager; Danny Daniel, Vice President, Director of Brand and Community Relations; Kyle Perron, Creative Director, Mighty Island; Lesley-Anne Leon Guerrero, Senior Vice President, Chief Experience Officer; Karen Gayle, Product Manager; Esther Reyes, Vice President, Senior Product Manager; Chartee Brennan, Digital Media Content Producer; Timothy Nauta, Customer Experience Management Officer; and Bonnie Alig, Human Resources Utility Officer III.