



PRESS RELEASE

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Bank of Guam was established 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, 2022

BANK OF GUAM® RECEIVES 3 AWARDS IN VIDEO COMPETITION 50th Anniversary Campaign Wins Platinum

December 29, 2022, Hagåtña, GU.: Bank of Guam announced today that their 50th Anniversary Brand campaign, ***Proud to Be*** has been awarded three (3) Viddy Awards.

The Viddy Awards, formerly the Videographer Awards, is one of the most coveted awards in the video industry. Since 1995, thousands of production and communication professionals from various industries have entered their best and most creative work. The goal of the Viddy Awards is to identify and recognize the video artisans who excel in the scope of their own environment. The Platinum Award is awarded to those projects that the judges deem are written, produced, shot and/or edited in an exceptional manner. The Gold Award is awarded for projects that exceed industry standards.

Proud to Be 50, one of a series of videos under the Bank's 50th Anniversary campaign, was recognized with two (2) Platinum Viddy Awards under Branding Campaign and Culture/Lifestyle Short Form Video categories. *Proud to Be the People's Bank* television commercial received a Gold Viddy in the same category.

The *Proud to Be 50* and *Proud to Be the People's Bank* videos, along with other media deliverables, came together to create Bank of Guam's 50th anniversary campaign. Both short form videos featured vignettes of the people of the People's Bank—their customers and employees. Through these vignettes, viewers had an opportunity to see the *People*, celebrating who they are, their heritage, their future and their dreams.

"We'd like to think of ourselves as being in the business of storytelling. Everyone has a story and we believe the spots were a great reminder that Bank of Guam's story is inherently the same as all of our stories—a story with a vision rooted in the same fundamental values that our diverse and ever-growing community shares. It was a privilege to work with Bank of Guam on their 50th anniversary project as well as the amazing cast that brought it to life and we look forward to what the future holds for Mighty Island and Bank of Guam."

-Nia Serneo, Producer, Mighty Island

"The stories of our People are at the very heart of our business and our Bank. For the past 50 years, their shared stories and experiences have shaped our communities, our business, our families and individual lives. And to be able to capture the voices and images of our People through video in a way that receives recognition on an international scale is an honor that we celebrate proudly as the People's Bank."

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

The Viddy Awards is administered and judged by the Association of Marketing and Communication Professionals (AMCP). The international organization consists of several thousand marketing, communication, advertising, public relations, media production, and freelance professionals who have entered AMCP programs.

To learn more about the Viddy Awards and for a complete list of 2022 winners, please visit viddyawards.com.

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