

**2026**



**NEFMA**  
NEW ENGLAND FINANCIAL MARKETING ASSOCIATION

# Call for entries!



# 2026 NEFFIES

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## OVERVIEW

The New England Financial Marketing Association (NEFMA) is proud to host the Annual NEFFIES Award Show, recognizing the outstanding achievements and campaigns produced in financial marketing across New England. The NEFFIES celebrate excellence, innovation, and measurable impact within the financial marketing community.

These awards honor individuals, teams, and institutions that demonstrate creativity, leadership, and results-driven success in advancing their mission. From groundbreaking campaigns to exceptional performance, the NEFFIES highlight those who set the standard for best practices and inspire their peers across the region.

**NEW IN 2026**, the NEFFIES will be hosted in conjunction with the NEFMA Fall Conference, taking place October 8-9, 2026 at The Verve Hotel, in Natick, MA. The Awards Show will be held on the evening of October 8th, offering an elevated and celebratory experience for attendees.

We encourage entrants to explore each category description carefully to ensure submissions clearly reflect the unique achievements and outcomes of their work.

## RULES & ELIGIBILITY

### ELIGIBILITY

**Submission to the NEFFIES is for members-only.** Entries must reflect work completed within the eligibility window of January 1, 2025 through June 30, 2026, including demonstrated results.

Entries must represent work completed by financial institutions, agencies, or marketing professionals serving the financial services industry within New England. Submissions may be entered by the organization responsible for the work or on behalf of a client.

All entries must be original work and must accurately represent the contributions of the submitting organization or team.



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## DEADLINES

- Call for Entries Opens: June 1, 2026
- Early Bird Deadline: June 30, 2026
- Final Submission Deadline: July 15, 2026
- Judging Period: July 20 – August 17, 2026

All entries must be submitted by 11:59 PM (ET) on July 15, 2026.

## COST/PAYMENT

Payment must be received in full before entries are eligible for judging. All fees are non-refundable.

- **NEFMA Members (early bird):** \$150 per entry
- **NEFMA Members (standard):** \$200 per entry

## DISQUALIFICATIONS

Entries may be disqualified at the discretion of NEFMA if they:

- Do not meet eligibility requirements
- Include false, misleading, or incomplete information
- Violate copyright, trademark, or confidentiality agreements
- Fail to comply with submission guidelines or category requirements, including duplicate entries.

Disqualified entries will not be refunded.

## REVIEW & JUDGING

All submissions are evaluated by a panel of carefully selected, non-biased, third-party judges with expertise in marketing and communications.

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Judges are intentionally selected from outside of NEFMA membership to ensure objectivity and impartiality.

- Entries are evaluated based on:
- Strategy & Objectives
- Creativity & Innovation
- Execution
- Results & Measurable Impact

Judging is conducted confidentially, and all decisions are final.

Teams whose submissions have earned an award will be contacted in advance of the Fall Conference to let them know their entry has been recognized. The specific level of award will **not** be shared until the Awards Gala, preserving the excitement and suspense of the evening.

## PRODUCED IN-HOUSE VS AGENCY

To better recognize the range of creative approaches across the industry, select categories are divided between in-house and agency-produced entries.

Classification should reflect where the primary creative vision and execution originated. Work led by external partners should be entered as agency-produced, while work developed and driven by internal teams should be submitted as in-house, even when supported by external resources.

## SUBMISSION GUIDELINES

Please note that when submitting your creative work, each entry may be submitted to **one category only**. Duplicate submissions of the same entry across multiple categories will not be accepted.

Entrants are encouraged to carefully review category descriptions and select the one that best aligns with the primary objectives and outcomes of their work.

All entries must be submitted through the official NEFFIES awards platform, **Reviewr**.

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Each submission should include:

- A completed entry form outlining objectives, strategy, execution, and results
- Supporting materials such as images, videos, PDFs, or links in accordance with specifications in each category.
- Clear metrics and data demonstrating impact, where applicable

Entrants are responsible for ensuring that all links are active and that materials are accessible during the judging period. Supporting materials should enhance the submission and provide strong evidence of success.

## AWARDS CATEGORIES

### PAID VIDEO ADVERTISING (BROADCAST, CABLE, & STREAMING)

#### Subdivision: In-House vs Agency

This category recognizes single video executions or integrated video campaigns developed for **paid media distribution** by a Financial Institution (FI), including broadcast television, cable, and streaming platforms (e.g., OTT, connected TV, Hulu, YouTube pre-roll, etc.).

Entries should demonstrate how video was used strategically to reach a defined audience, communicate a clear and compelling message, and drive measurable results.

In your submission, consider addressing:

- What was the objective and target audience?
- What insight or idea drove the creative concept?
- How was video used to effectively tell the story and engage viewers?
- Where was the campaign distributed and how did media strategy support performance?
- What results were achieved and how did they align with goals?
- What makes this work stand out in financial services video advertising?

*Requirements: Video submissions must be 90 seconds or less. Include at least one example via file upload or live link (YouTube, Vimeo, etc.). If multiple versions were used, include representative samples.*

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## INTEGRATED MARKETING CAMPAIGN

### Subdivision: In-House vs Agency

Recognize fully developed, multi-channel marketing campaigns executed by a Financial Institution that deliver a unified message across multiple paid and owned channels.

Eligible campaigns should demonstrate a cohesive, omni-channel approach integrating creative assets such as video, digital display, out-of-home, email, social, and supporting digital experiences (e.g., landing pages, microsites, or conversion paths). Entries should clearly show how channels worked together to reinforce messaging, amplify impact, and drive measurable results.

In your submission, consider addressing:

- What was the objective and target audience?
- What insight or idea drove the campaign?
- How was the core concept executed across channels?
- Which channels were used and what role did they play?
- How did the campaign guide customers from awareness to action?
- What results were achieved and how did they align with goals?
- What makes this campaign stand out in financial services marketing?

*Requirements: Include representative examples of all major campaign components (e.g., video, digital ads, out-of-home, email, landing pages or microsites). Supporting links should be included where applicable.*

## RADIO ADVERTISING

### Subdivision: In-House vs Agency

Highlight a radio campaign that effectively captured attention and delivered results.

In your submission, consider addressing:

- What was the primary objective of the campaign, and who was your target audience?
- What was the core message or insight that shaped the creative concept?
- How did format (e.g., :15, :30, :60) influence your approach to scripting and storytelling?
- How did the tone, script, and production to make the ad stand out?

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- Where and how was the ad distributed (stations, timing, frequency, and any supporting channels)?
- What outcomes did the campaign achieve? (e.g., reach, frequency, traffic, inquiries) and/or qualitative indicators (e.g., customer feedback, brand recognition, internal observations).
- What made this campaign particularly effective or unique?

*Requirements: Include at least one audio file or live link. Multiple versions are welcome.*

## OUT OF HOME

### **Subdivision: In-House vs Agency**

Showcase a campaign leveraging out-of-home channels such as billboards, transit, events, or experiential activations. This may also include guerilla marketing efforts that creatively engage audiences in physical spaces.

In your submission, consider addressing:

- What was the primary objective of the campaign, and who was your target audience?
- Which out-of-home elements were included (billboards, transit, events, etc.), and how were they selected? How did the creative capture attention and communicate quickly?
- How did the creative approach capture attention quickly and communicate your message clearly?
- How were different placements or formats connected to create a cohesive campaign?
- What outcomes did the campaign deliver? Please include any measurable results (e.g., impressions, traffic lift, engagement) and/or qualitative indicators (e.g., community visibility, anecdotal feedback, brand recall).
- How did location, timing, or audience behavior influence your strategy?

*Requirements: Include photos, mockups, or in-market examples representing the campaign.*

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## WEBSITE DESIGN

### Subdivision: In-House vs Agency

Recognize excellence in website design, user experience, and functionality, whether through a full redesign or meaningful enhancements. *NOTE: for micro-sites and landing pages, please refer to Integrated Marketing category.*

In your submission, consider addressing:

- What prompted the website update or redesign, and what goals were you aiming to achieve?
- How did you approach user experience and navigation to better serve your audiences?
- What key design elements or features are you most proud of, and why?
- How does the website reflect your brand and differentiate you from competitors?
- What outcomes have you seen since launch? Please include any measurable improvements (e.g., traffic, time on site, conversions, SEO performance) and/or qualitative indicators (e.g., user feedback, internal efficiency, improved customer experience).
- How did you incorporate accessibility, mobile optimization, or future scalability into the design?

*Requirements: Include a live website link. Before-and-after visuals are strongly encouraged for redesigns.*

## IN-BRANCH MARKETING

### Subdivision: In-House vs Agency

Highlight marketing materials and experiences designed to engage customers within the branch environment. This may include posters, point-of-sale signage, displays, handouts, or in-branch activations that enhance the customer experience.

In your submission, consider addressing:

- What was the objective of the in-branch marketing effort?
- What types of materials or activations were developed?
- How did the creative approach align with your brand and connect with customers?
- How did these elements enhance the in-branch experience?
- What results or impact did this effort achieve?

*Requirements: Include photos or examples of materials in use within the branch.*

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## BRANCH DESIGN

### Subdivision: In-House vs Agency

Recognize excellence in the design, renovation, or development of a branch location, with a focus on customer experience, functionality, and brand integration.

In your submission, consider addressing:

- What prompted the redesign, renovation, or new branch development?
- What aspects of the branch were altered or redesigned? (*Before-and-after visuals are encouraged.*)
- How did customer needs, behaviors, or technology influence the design?
- What brand elements did you use that provided the most impact?
- In your opinion, what specific changes elevated your customers' in-branch experience?

*Requirements: Include photos of the space. Before-and-after visuals are strongly encouraged where applicable.*

## BRANDING (NEW, REALIGNMENT, OR REBRAND)

### Subdivision: In-House vs Agency

Did you recently introduce a new brand, realign your brand, or rebrand your financial institution or a particular product? Share the process you used, what it involved, as well as the results. Include examples of the changes.

In your submission, consider addressing:

- How did you establish a new brand, realignment, or re-brand was needed?
- What were the goals of the new brand strategy?
- How did you choose the branding elements you used?
- How did you measure success against your goals?

*Requirements: Include representative visuals of materials or activations.*

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## COMMUNITY RELATIONS (FORMERLY EXPERIENTIAL ENGAGEMENT MARKETING)

### Subdivision: In-House vs Agency

Demonstrate how your organization built meaningful connections within the community through outreach, partnerships, or experiential efforts.

In your submission, consider addressing:

- How has this campaign engaged the community?
- What types of touchpoints or activities were implemented?
- What was the overall impact, both financially and socially?
- How did this effort strengthen your organization's brand and relationships?

*Requirements: Include examples, visuals, or supporting materials that demonstrate community impact.*

## DIGITAL ADVERTISING

### Subdivision: In-House vs Agency

Share your most impactful paid digital advertising campaign of the year.

In your submission, consider addressing:

- What assets were used?
- How did the campaign connect with the intended audience?
- Include who was targeted, where the campaign ran and for how long, what results you received, and what the creative assets looked like.

*Requirements: Include examples of ads and performance metrics where possible.*

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## SOCIAL MEDIA

### Subdivision: In-House vs Agency

Social media has become an essential tool for financial institutions to connect with, inform, and engage their customers/members and the broader community. Share with us the social media effort, like a standalone video or social post series, that had the greatest impact for your organization.

In your submission, consider addressing:

- What platforms were used?
- What were the goals?
- Who was the target audience?
- What were the results? Consider including reach, comments, and shares

*Requirements: Include links or examples of posts and performance highlights.*

## EMAIL MARKETING

### Subdivision: In-House vs Agency

Showcase an email campaign that effectively captured attention, delivered value, and drove engagement or conversions.

In your submission, consider addressing:

- What was the objective and target audience?
- How were messaging and design tailored to resonate with recipients?
- What segmentation or personalization strategies were used?
- What results were achieved (e.g., open rates, click-through rates, conversions)?
- What made this campaign stand out?

*Requirements: Include sample emails and performance metrics where available.*

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## PRINT MARKETING

### Subdivision: In-House vs Agency

Show us your best print ad or collateral – such as a direct mail piece, print ad, flyer, or annual report. Tell us why this print piece resonated with your intended audience.

In your submission, consider addressing:

- What type of print piece was used?
- How did it resonate with the intended audience?
- What was the impact of your print piece? Include metrics if applicable.

*Requirements: Include high-quality images or PDFs of the print materials. If part of a larger campaign, include representative examples.*

## FAN FAVORITE

Only the highest-scoring GOLD award winners across all categories will be showcased as finalists, representing the very best of the NEFFIES. Entry into the Fan Favorite competition is automatic, adding to the surprise reveal of finalists at the NEFFIES award show.

At the awards show, the audience will have the power to select their favorite campaign – **LIVE**. The winner will be revealed in real time, making it a thrilling and unforgettable moment of the evening.

This is a unique opportunity for top campaigns to shine, for the audience to celebrate creativity and impact, and for the NEFMA community to honor the work that truly stands out.

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## QUESTIONS?

Please contact NEFMA at [office@nefma.org](mailto:office@nefma.org) or any of our Awards Committee volunteers:

**Shelley Regin**, Chair, Country Bank  
[sregin@countrybank.com](mailto:sregin@countrybank.com)

**Gabriel Grondalski**, Sundin Marketing  
[gabby@sundininc.com](mailto:gabby@sundininc.com)

**Pete Stackpole**, Stackpole-PPG  
[pstack@stackpolepartners.com](mailto:pstack@stackpolepartners.com)

**Alison Brigham**, Lee Bank  
[abrigham@leebank.com](mailto:abrigham@leebank.com)