



FINANCIAL MARKETING
SOLUTIONS

FINANCIAL MARKETING SOLUTION'S VIDEOS WIN GOLD AND SILVER IN THE 41ST ANNUAL TELLY AWARDS



FRANKLIN, TENN, JULY 8TH 2020 — [Financial Marketing Solutions \(FMS\)](#), a full-service branding and marketing agency for banks, announced today that FMS won two Telly Awards in the bank category. [The Telly Awards](#), the world's largest honor for video and television content across all screens, announced this year's winners, including Financial Marketing Solutions for its two television spots created for their client, Blue Foundry Bank. The "[Manifesto](#)" spot won a gold award, and the "[Axis Checking](#)" spot won a silver award.

Working in partnership with Gear 7, a production company, FMS crafted the spots to launch the bank's new name, new brand and brand messaging.

"It is exciting to be recognized even outside the industry for our work, and we are thrilled for Blue Foundry Bank that they can know their new brand television spots are 'award-winning'," shared Sean Hockenbery, President of FMS.

The Telly Awards are nationally recognized across a wide range of industries, company sizes and regions. Founded in 1979, the Telly Awards honors video and television made for all screens and is judged by leaders from video platforms, television, streaming networks, and production companies and including Dow Jones, Duplass Brothers Productions, Complex Networks, A&E Networks, Hearst Media, ESPN Films, RYOT, Vice+ and Vimeo.



“It’s an honor to win these national awards,” stated Clark Hook, Executive Creative Director of Financial Marketing Solutions. “I have this deep belief that telling these stories, doing these things in creative ways, always works. I just love doing things that are unexpected and giving voice to these beautiful stories, celebrating these people, and making people feel something. You could so easily just say, ‘We are a new bank.’ But they were more than that, and we wanted to do a spot that was more than that. Being recognized for it is icing on the cake.”

“Financial Marketing Solutions is pushing the boundaries for video and television innovation and creativity at a time when the industry is both rapidly changing and heavily impacted by the current crisis,” said Sabrina Dridje, Managing Director of the Telly Awards. “Our theme for this season, Telly Award Winners Tell Great Stories, is a true reflection of the diversity of stories the community is skillfully able to tell. Now, more than ever, do we need to celebrate them and those that bring global stories to our attention. This award is a tribute to the talent and vision of these creators.”

Last year, The Telly Awards attracted more than 12,000 entries from top video content producers. View all of the winners of the 41st Telly Awards at www.tellyawards.com/winners.

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About Financial Marketing Solutions:

FMS is an awarded, niche branding and marketing agency serving the financial services industry, with clients across the nation. For details about the leadership team or to view the agency’s work, visit **FinancialMarketingSolutions.com**, and follow FMS on **LinkedIn, Facebook, Twitter** and **Instagram**.

About The Telly Awards:

The Telly Awards is the premier award honoring video and television across all screens. Established in 1979, The Telly Awards received more than 12,000 entries from all 50 states and five continents.