

News Release

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ANZ claims six awards at Cannes Lions for campaigns supporting diversity and inclusion

ANZ's commitment to diversity and inclusion has been acknowledged with the bank taking out six Cannes Lions awards for its Equal Future initiatives and GAYNZ campaign.

The bank was awarded Gold Lions in both the PR category for Equal Future – Pocket Money and the media category for GAYNZ; on top of a further four Bronze Lions.

ANZ Group General Manager Marketing Louise Eyres said: "We're thrilled to have our work supporting diversity, inclusion and financial equality recognised on the world stage. These awards are a testament to the marketing teams at ANZ and our world class partners, led by Whybin/TBWA with the support of PR agency Haystac and media agency PHD."

The Pocket Money video created for International Women's Day highlights the gender pay gap in Australia by capturing the reactions of brothers and sisters doing the same chores but not receiving equal pay. The campaign, an extension of ANZ's Equal Future Women's Initiative, reached more than 1.5 billion people globally.

To mark ten years of partnership with Sydney Gay and Lesbian Mardi Gras, ANZ's Oxford Street branch - at the heart of the parade route - was rebranded as a GAYNZ branch, a baroque-inspired celebration of LGBTI culture.

The GAYNZ logo was extended across anz.com, social media channels and company business cards and in collaboration with Twitter ANZ developed a rainbow coloured flag emoji which appeared whenever #GAYNZ was used – a brand first for Australia. The GAYNZ campaign reached 840 million people globally.

Cannes Lions is the world's pre-eminent awards festival recognising excellence in marketing, communications and advertising.

In 2016, ANZ was the second most awarded bank by number of Lions with only nine banks to be awarded at the festival.

To view the Pocket Money video visit [here](#) and the GAYNZ campaign visit [here](#).

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Notes for editors:

Pocket Money Gold - Financial Products & Services (PR Category)
 Bronze - Business Citizenship/Corporate Responsibility (PR Category)
 Bronze - Financial Products & Services (Direct Category)

Smart Girls Bronze – Financial Products & Services (Media Category)

GAYNZ Gold - Financial Products & Services (Media Category)
 Bronze - (Promo & Activation Category)

Agency Credits Whybin TBWA – Creative
 Haystac – PR
 PHD - Media