

# MINTZ+HOKE

## Mintz + Hoke Recognized for Development and Execution of First-of-its-Kind Campaign

**AVON, Conn. (April 4, 2025)** — Mintz + Hoke, New England’s Immersively Different advertising agency in the business of building brands since 1971, is proud to announce its strategic work with Citizens Commercial Banking won an award at the [22<sup>nd</sup> Annual Gramercy Institute Financial Marketing Strategy Awards](#).

For 22 years, the Gramercy Institute has been recognizing strategic excellence across the financial marketing sector with the belief that strategy is the most critical element of a successful marketing endeavor.

Winners were honored at a ceremony in New York City on March 27.



*Mintz + Hoke Account Director, Michelle Ormsby, second from the left, pictured at the awards ceremony with the Citizens Commercial Banking team.*

The award-winning work, Citizens New York Metro campaign, was the first-of-its-kind effort within Citizens Commercial to reach targeted accounts to gain insights, optimize the campaign and prime leads for the sales team.

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The agency's efforts reached 97% of the accounts targeted and resulted in nearly 900 first-time website visits, leading to an improvement in Citizens Commercial's overall reputation score as reported annually by an independent Commercial Reputation Study.

"We're beyond excited to be recognized for our work with the Citizens team on this innovative campaign," said Michelle Ormsby, Account Director. "It was all about smart strategy and great collaboration, and seeing the results speak for themselves is so rewarding. Huge thanks to our team and our partners at Citizens—we're proud of what we created together!"

See the full list of winners [here](#).

## **About Mintz + Hoke**

Mintz + Hoke is an Immersively Different full-service advertising agency established over 50 years ago. Today, the agency offers an array of services including branding, campaign analytics, creative, design, digital, event management, media, public relations, research, strategy, and social media services. Mintz + Hoke has been recognized as one of Connecticut's Best Places to Work by the Hartford Business Journal. Connect with them at [www.mintz-hoke.com](http://www.mintz-hoke.com) and follow them on [Facebook](#), [LinkedIn](#) and [Instagram](#).

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