

# MINTZ+HOKE

## Mintz + Hoke Wins Second Gramercy Institute Award of 2025

**AVON, Conn. (Oct. 3, 2025)** – Mintz + Hoke, an Immersively Different, full-service advertising agency with the goal of building brands, was celebrated at the [Gramercy Institute Financial Content Marketing Awards](#) in New York City for their work with partner Citizens Commercial Banking.

Hosted by the Gramercy Institute, the awards ceremony recognizes excellence in content marketing in the financial marketing field. Content marketing has proven to resonate with target audiences and help them move toward business objectives.

All award winners were honored at the ceremony on Sept. 25.



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

The work included marketing materials for Citizen's Mergers and Acquisitions Outlook annual publication that predicts industry trends. Citizens saw 8,500+ website visits from the campaign and a 300 percent click through rate, setting them up for meaningful engagement with target accounts.

"We are proud to collaborate with our clients on high-quality work," said Michelle Ormsby, Account Director. "We appreciate our long-time partnership with Citizens, and we look forward to continuing to evolve and innovate with them!"

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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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