

Recognize Excellence in the Marketplace

Only the top-performing providers are recognized as Greenwich Leaders. In creating our award programs, our idea was simple: Recognize excellence in the marketplace!



Promote Your Awards

We encourage winners to use their designation on publicly-released information and in their internal and external marketing communications to support their efforts to win new business or increase business with existing clients.



Print/banner ads



Business cards



Email signature blocks



Boilerplate mentions



Websites



Team or sales meetings



Office promotions (lobby/elevator posters)



Social media



Press releases, newsletters annual reports

Awards Calendar

Banking	Estimated Release Date
U.K.—Middle Market Banking	Jan
U.S.—Commercial Banking (Share, Brand, Excellence)	Jan/Feb
Asia—Large Corporate Banking & Cash Management, FX	Jan/Feb
Europe—Large Corporate Banking & Cash Management, FX	Jan/Feb
U.S.—Corporate FX	March
UAE—Large Corporate Banking	March
UAE—Commercial Banking, Cash Management & Trade Finance	March
India—Middle Market Banking	June
Asia—Trade Finance	Sept/Oct
Europe—Trade Finance	Sept/Oct
U.S.—Large Corporate Banking, Cash Management, Trade Finance	Dec/Jan
Investment Management	
U.S.—Institutional Investment Management	Jan/Feb
Canada—Institutional Investment Management	Jan/Feb
Continental Europe—Institutional Investment Management	Jan/Feb
Germany—Institutional Investment Management	Jan/Feb
U.K.—Institutional Investment Management	Jan/Feb
Japan—Institutional Investment Management	Jan/Feb
U.S.—Institutional Investment Consulting	April
Asia—Institutional Investment Management	Oct
Asia/Europe—Intermediary Distribution	Nov

Award Usage Guidelines

External/Internal Communications—Publicly Released

Firms are permitted to use the appropriate award logo to highlight only their own designation (rank/score) for external advertising after it is publicly announced by Coalition Greenwich.

The Quality, Share, CX Leader, Excellence, and Best Brand award designations must be listed appropriately in all promotional material.

—Please use exact wording of the designation as it appears on materials publicly released by Coalition Greenwich—includes market segment, category(ies) won, year, and geographic region

—Other firms may not be cited by name, rank or score

Acceptable

Bank X is a (year) Greenwich Quality Leader in Asian Cash Management.

Bank X received the (year) Greenwich Small Business Banking Excellence Awards for both overall satisfaction and cash management in the Midwest.

Unacceptable

Bank X is a (year) Greenwich Leader in Cash Management beating Bank Y.

Bank X joined Bank Y as Greenwich Share Leader in Corporate Banking.

Bank X received the (year) Greenwich Business Award in Nevada.

Logo Usage

Use of a Coalition Greenwich Award logo is available for 12 months (from the date of release). Incremental licensing fees may apply for certain public uses of Coalition Greenwich information.

Coalition Greenwich requests the opportunity to approve all mentions.

Please don't hesitate to contact us with any questions about appropriate usage.

Contact Us

EMAIL joan.weber@greenwich.com

alison.horton@greenwich.com

PHONE +1 203.625.4354

+1 203.625.5029