

## Model Bank/Insurer/Insurer Asia Award Winners Press Release Guidelines

Winners of Celent's **Model Bank/Model Insurer/Model Insurer Asia** awards are free to issue a press release announcing this achievement. However, in order to ensure accuracy and consistent messaging across all of our winners, we at Celent ask that each company wishing to issue a release email it to Celent's PR team at [pr@celent.com](mailto:pr@celent.com) for review and approval.

In order to help guide the release writing process, below are some wording examples you can use to ensure a swift approval.

### **Wording examples on being recognized with an award:**

- Company X has been recognized by Celent as a Model Bank/Insurer/Insurer Asia for their work in Category Y. Celent is a global research and advisory firm for the financial services industry.
- Company X has been recognized by global financial services research firm Celent with a 201X Model Bank/Insurer/Insurer Asia Award for excellence in Category Y.

### **Wording example on explaining what the awards are:**

- Celent's annual **Model Bank/Insurer/Insurer Asia Awards** recognize the best practices of technology usage in different areas critical to success in banking/insurance. Nominations are submitted by financial institutions and technology vendors, and undergo a rigorous evaluation process by Celent analysts. Celent judges submissions on three core criteria: initiatives must be live and delivering demonstrable business benefits; the degree of innovation relative to the industry; and the quality of the technology or implementation excellence.
- Celent's annual award program selects 'Model Banks/Insurers' and recognizes them for their achievements in the strategic development, degree of innovation, and business and customer impact of banking/insurance technology.

### **Example Quote from an analyst (all quotes from Celent should be provided by an analyst):**

- According to Gareth Lodge, Senior Analyst at Celent: "The Model Bank Awards recognize how banks are using technology to change the face of banking. These banks should serve as an inspiration to others looking for strong examples of best practice implementation that will have a truly meaningful impact on business results and the industry overall. The entry from Company X clearly demonstrated this."