



Press Release

SANTANDER BANK WINS PRESTIGIOUS CONTENT MARKETING AWARD

Bank's Millennial-Focused Content Hub – Prosper & Thrive - Recognized for Best Creative Collaboration

BOSTON –August 23, 2017 – Santander Bank has been awarded a 2017 Content Marketing Award from the Content Marketing Institute (CMI) for ‘Best Creative Collaboration in Content Marketing’ for its millennial-focused content hub, *Prosper & Thrive*. Santander’s *Prosper & Thrive* was also a finalist for the ‘Best Content Marketing Program in Financial Services’ award.

Launched in November 2016, *Prosper & Thrive* was designed by Santander in partnership with Arnold Worldwide and Sapient Razorfish to engage a millennial audience and provide them with relevant, engaging and educational financial content to improve their financial wellbeing. The site encourages millennials to master money and live their lives to the fullest with a variety of content types including blog posts, infographics and listicles featuring an array of topics across saving, spending and debt management.

“Millennials are a diverse, open-minded group entering a time in their lives when they are making important financial decisions and want information and products tailored to their needs in a voice that resonates with them,” said Decker Marquis, Director of Digital, Social Media, and Multi-Channel Marketing at Santander Bank. “We are focusing *Prosper & Thrive*’s content around their key moments in time versus what might be considered antiquated ‘life stages.’ We are honored to receive this recognition from CMI which tells us we’re getting it right.”

The Content Marketing Awards is the largest and longest-running international content marketing awards program in the world. This year’s panel of all-star judges, reviewed more than 1,100 entries to choose the “best of the best” in content marketing excellence, recognizing all aspects of content marketing, from strategy to distribution, and from editorial to design.

“It’s been another amazing year for the Content Marketing Awards,” said Joe Pulizzi, founder, Content Marketing Institute and co-author of the upcoming book *Killing Marketing*. “It’s an honor to be able to recognize companies and organizations who are the true leaders and innovators when it comes to implementing a content marketing strategy that is exceeding expectations and truly helping companies or clients succeed.”

A full list of the 2017 winners and finalists in all 93 categories are available on the Content Marketing Awards website: <http://contentmarketingawards.com/2017-winners/>.

Santander Bank, N.A. is one of the country’s largest retail and commercial banks with more than \$83 billion in assets. With its corporate offices in Boston, the Bank’s 9,500 employees, more than 650 branches, 2,100 ATMs and 2.1 million customers are principally located in Massachusetts, New Hampshire, Connecticut, Rhode Island, New York, New Jersey, Pennsylvania and Delaware. The Bank is a wholly-owned subsidiary of Madrid-based Banco Santander, S.A. (NYSE: SAN) - one of the most respected banking groups in the world with more than 125

million customers in the U.S., Europe, and Latin America. It is managed by Santander Holdings USA, Inc., Banco Santander's intermediate holding company in the U.S. For more information on Santander Bank, please visit www.santanderbank.com.

Content Marketing Institute is the leading global content marketing education and training organization, teaching enterprise brands how to attract and retain customers through compelling, multichannel storytelling. CMI's Content Marketing World event, the largest content marketing-focused event, is held every September in Cleveland, Ohio, and the Intelligent Content Conference event is held every spring. CMI publishes the bi-monthly magazine Chief Content Officer, and provides strategic consulting and content marketing research for some of the best-known brands in the world.

Content Marketing Institute is organized by UBM plc. UBM is the largest pure-play B2B events organizer in the world. Our 3,750+ people, based in more than 20 countries, serve more than 50 different sectors. Our deep knowledge and passion for these sectors allow us to create valuable experiences which enable our customers to succeed. Please visit www.ubm.com for the latest news and information about UBM.

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