



The community takes home three Effies centered around climate action

October 29, 2021

At the Effie Awards in September, the community took home three Effies for our work with Bank of the West, "The First Account Designed for Climate Action," and Potential Energy, "Vote Like a Madre."

These campaigns are all centered around climate action, whether through your bank account or through your vote. Between these awards, we won two Effies in the category of Positive Change, Environmental track.

With "The First Account Designed for Climate Action," we helped Bank of the West create, design and launch a first-of-its-kind checking account—putting sustainable finance directly into consumers' wallets. The 1% for the Planet Account is the ultimate proof of the bank's values. It gives back 1% of the account's net revenue to the planet and helps consumers track their carbon impact on the bank's mobile app. You can read more about the campaign [here](#).

"#VoteLikeAMadre" was a movement to energize Latino moms and remind them that the fight for their kids' futures is on and that they can actually make a big difference. It was spearheaded by some of the most recognizable Latina moms, including Jennifer Lopez, Eva Longoria, Salma Hayek, Zoe Saldana, Jessica Alba, Jordana Brewster, Joy Huerta, and Desi Perkins, to name a few. The goal was simple —have Latina moms, regardless of their political views, pinky promise their kids they'll get out to vote on or before November 3rd, prioritizing candidates who support climate action. And every mom knows a pinky promise is an unbreakable promise. You can read more about the campaign [here](#).

The 2021 Effie Award winners are listed [here](#).

We're proud of the work we did together with Bank of the West and Potential Energy, and proud to continue to support clients who are fighting the good fight for the climate.

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