



Nationwide

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Nationwide Takes Top Honors at WealthManagement.com Industry Awards

Nationwide stood out among the best of the best at the 2021 WealthManagement.com Industry Awards on Sept. 9. The company was recognized with awards for excellence in marketing and diversity equity and inclusion.

Asset Managers: Digital Marketing Campaign of the Year - A New Approach to Income Generation

The winning campaign, spearheaded by Nationwide's Investment Management Group Marketing team, involved the delivery of an innovative, digital marketing approach fundamentally designed to address the evolving investment education needs and thought leadership consumption habits of advisors and their clients in the wake of the COVID-19 pandemic. The campaign drove awareness of the newly launched Nationwide Risk-Managed Income ETF (NUSI), serving as a catalyst for both early stage and long-term market adoption. NUSI launched at the end of 2019 and has performed exceptionally well even during the market volatility of 2020, [reaching \\$500 million in assets under management recently](#), making it the company's top fund by sales, net flows and asset growth.

Asset Managers: Diversity Equity and Inclusion - Financial Alliance for Racial Equity

The Financial Alliance for Racial Equity was recognized in the Asset Managers: Diversity, Equity and Inclusion category. Nationwide Financial partnered with leading financial services organizations, associations and historically Black colleges and universities (HBCUs) to [form FARE in late 2020](#). FARE's focus is on increasing the number of Black professionals entering the financial services industry and supporting and investing in them once there.

"Seeing the efforts of our team and partners recognized among the very best and brightest individuals and companies in the financial services industry reinforces what I've known all along: we have a great team at Nationwide," said [John Carter](#), President and COO of Nationwide Financial. "The work of the Nationwide teams that contributed to these awards is nothing less than extraordinary and a clear demonstration of our peoples' passion for driving change in our industry and helping more Americans achieve a secure retirement."

[View a complete recap of the WealthManagement.com Industry Awards.](#)

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