

Clarity Global wins best online IFA award

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Clarity Global won the best online IFA award last night at *IFAonline's* eighth Online Finance Awards.

The event, at the Royal Horticultural Halls, awarded the online finance community on product and customer service quality.

Ventriloquist Paul Zerdin and his puppet Sam hosted the awards, with some help from Incisive Media's head of online sales, Bryan Verster, who stepped in to become Zerdin's puppet, Tracy.

This year's awards included new categories such as best online financial community, which went to M&E Network, and best online creative, which went to Fundsnetwork Rewriting Retirement.

JPMorgan Asset Management won best online financial adviser site while Hargreaves Lansdown won best online financial advice site.

The judges panel included Jim Roberts, previously group investment director at Skandia; Nick Cann, chief executive of the Institute of Financial Planning; Kate Marsden, group marketing director of Defaqto; Julian Marr, editorial director of Incisive Media's investment division and Jon Cudby, Incisive Media's head of online content.

Deborah Benn, financial journalist and former editor of International Investment, chaired the panel.

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