

## Clarity Global toasts IFAonline award

by Jennifer Bollen Friday 16th November 2007: 16:24

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.

A full list of the winners at IFAonline's eighth Online Finance Awards:

- Best online financial adviser - JPMorgan Asset Management
- Best online IFA - Clarity Global
- Best data and quotation service - Webline
- Best financial advice site - Hargreaves Lansdown
- Best online branding - Artemis

- Best online creative - Fundsnetwork Rewriting Retirement
- Best online customer relationship initiative - Platform
- Best online educational initiative - Reita, property investment education
- Best online financial community - M&E Network
- Best online financial spread betting provider - CMS Markets
- Best online IFA tool - GMAC-RFC
- Best online investment provider - Scottish Widows
- Best online life and pensions provider - Standard Life
- Best online mortgage provider - GMAC-RFC
- Best online protection provider - Standard Life
- Best online regulatory initiative - Aegon, Industry activity and blog
- Best online share dealing provider - Interactive Investor
- Best online wrap or fund supermarket - James Hay
- Most successful online product launch - Prudential, flexible protection plan

Highly commended list:

- Best online financial adviser - Gartmore
- Best online IFA - Hargreaves Lansdown
- Best data and quotation service - results too close to call
- Best financial advice site - clarity
- Best online branding - Resolution Asset Management
- Best online creative - Aegon
- Best online customer relationship initiative - edeus
- Best online educational initiative - Fidelity International
- Best online financial community - Scottish Life
- Best online financial spread betting provider - TD Waterhouse
- Best online IFA tool - Royal Liver, progress
- Best online investment provider - Fidelity International
- Best online life and pensions provider - Scottish Life
- Best online mortgage provider - Intelligent Finance
- Best online protection provider - Prudential
- Best online regulatory initiative - Winterthur
- Best online share dealing provider - Hoodless Brennan
- Best online wrap or fund supermarket - Fidelity FundsNetwork
- Most successful online product launch - The Mortgage Works

For the original article please [click here](#).