AAPC POLLIE AWARDS & CONFERENCE
MARCH 14-16, 2017
HUNTINGTON BEACH
CALIFORNIA
#2017POLLIES

AAPC
AMERICAN ASSOCIATION OF POLITICAL CONSULTANTS

WINNERS BOOK
AAPC THANKS THOSE WHO MADE THE 2017 POLLIE AWARDS & CONFERENCE A SUCCESS

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AAPC is honored to have had 279 judges participate in the 2017 Pollie Awards. To ensure the fairest possible treatment of every entrant’s work, our judge pool was comprised in balanced proportion between Democrats and Republicans, as well as nonpartisan/Independent and international judges. These judges are essential to the success and integrity of the Pollie Awards program and we are truly appreciative of their time and efforts.

To all of our judges, thank you! Without you, the Pollie Awards would not be possible.
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FORWARD SOLUTION STRATEGY GROUP

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BERGMANN ZWERDLING DIRECT
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<tr>
<th>Judges</th>
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<td>Scott Alevy</td>
<td>Passantino Andersen Communications</td>
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<tr>
<td>Andrew Arulanandan</td>
<td>National Rifle Association</td>
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<tr>
<td>Alex Avetoom</td>
<td>Venture Strategic Public Affairs Consulting</td>
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<tr>
<td>Megan Bedera</td>
<td>Amplify Relations</td>
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<td>Paul Bentz</td>
<td>Highground, Inc.</td>
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<td>Matthew Brownfield</td>
<td>Murphy Nasica &amp; Associates</td>
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<td>Brent Buchanan</td>
<td>Cygnal Political</td>
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<td>Ben Burger</td>
<td>SRCP Media Inc.</td>
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<td>Luke Byars</td>
<td>First Tuesday Strategies</td>
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<td>Seth Colton</td>
<td>The Lukens Company</td>
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<td>Chuck Coolidge</td>
<td>Lincoln Strategy Group</td>
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<tr>
<td>Jeff Corless</td>
<td>Venture Strategic Public Affairs Consulting</td>
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<td>J. Charles Coughlin</td>
<td>Highground, Inc.</td>
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<td>Meghan Cox</td>
<td>Lincoln Strategy Group</td>
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<td>Chad Crow</td>
<td>KC Strategies</td>
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<td>Christian Curto</td>
<td>Campaign Solutions</td>
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<td>Steve Davey</td>
<td>Golden West Strategies</td>
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<td>Fred Davis</td>
<td>Strategic Perception Inc.</td>
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<td>Jeff Davis</td>
<td>Victory Media Group, LTD.</td>
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<td>Olivia Delgado</td>
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<td>Tony Delgado</td>
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<td>Becki Donatelli</td>
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<td>Peter Dorsch</td>
<td>Venture Strategic Public Affairs Consulting</td>
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<td>Jon Downs</td>
<td>FP1 Strategies</td>
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<td>Joseph Dozier</td>
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<td>Michael Duncan</td>
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<td>Matthew Dybwad</td>
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<td>Justin Epker</td>
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<td>Steve Grand</td>
<td>Wilson Grand Communications</td>
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<td>Upstream Communications</td>
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<td>April Hackney</td>
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<td>Ralph Hallow</td>
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<td>Ryan Horn</td>
<td>Sandler-Innocenzi</td>
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<td>Jim Innocenzi</td>
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<td>Wayne Johnson</td>
<td>The Wayne Johnson Agency</td>
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<td>Steve Johnston</td>
<td>Google</td>
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<td>Dan Judy</td>
<td>North Star Opinion Research</td>
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<td>Doug Kaplan</td>
<td>Gravis Marketing, Inc.</td>
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<tr>
<td>Kyle Kasting</td>
<td>Midwest Communications Group LLC</td>
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<td>Josiah Keane</td>
<td>Meridian Pacific/Central, Inc.</td>
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<td>Thomas Keeley</td>
<td>Connectivist Media</td>
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<tr>
<td>John Kerry</td>
<td>Kerry Holdings, Inc</td>
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The Pollie Awards have always been the hallmark of the best work in political advertising. While creativity and quality of execution remain important, this year’s Pollie Awards Contest again placed greater emphasis on political effectiveness and raised the curve for trophy eligibility (each winning entry placed in the 85th percentile or higher), making each win even more significant.

Only 18% of some 2,200 entries received a Pollie nod this year. AAPC salutes these winners for their outstanding creative and technical achievements in the 2016 political season!
OVERALL - CANDIDATE DIVISION

A01 - Best Direct Mail Campaign
Gold
Rick Nolan for Congress
Bergmann Zwerdling Direct

Silver
New Hampshire for Bernie
Convergence Targeted Communications

Bronze
Don Bacon Congressional Campaign
The Singularis Group

A02 - Best Television Campaign
Gold
One of Us
EIS Solutions / Patchwork Creative

Silver
Todd Young for Senate
BrabenderCox

Bronze
Donald J. Trump for President
Jamestown Associates

A03 - Best Digital or Internet Campaign
Gold
Bernie 2016
Revolution Messaging

Silver
Jayapal for Congress
GMMB

Bronze
“34 No More”
Victory Enterprises

A04 - Best Phone Campaign
Gold
The Early Voter Gets the Senate Seat
Stones’ Phones

Silver
IL House Democratic Caucus Bilingual Campaign
Winning Connections Inc.

Bronze
Olsen for Senate
Right Angle Consulting

A05 - Best Radio Campaign
Bronze
Olsen for Senate
Right Angle Consulting

A06 - Best Fundraising Campaign
Gold
Cruz Fundraising
CFB Strategies

Silver
Pat Toomey Online Fundraising
Campaign Solutions

Bronze
Great America PAC
Campaign Solutions

A07 - Best Use of Opposition Research
Gold
Olsen for Senate
Right Angle Consulting

Silver
Sharon Quirk-Silva for Assembly 2016
Young Kim Tax Lien Research
Wagaman Strategies / Reilly Consulting

Bronze
Todd Young for U.S. Senate
Cavalry

A08 - Best in Show
Gold
Portman for Senate
FP1 Strategies

Silver
AMERICA
Devine Mulvey Longabaugh

Bronze
Gerald Daugherty Campaign
KC Strategies

OVERALL - BALLOT INITIATIVE DIVISION

A09 - Best Direct Mail Campaign
Silver
One Columbus
Bergmann Zwerdling Direct

Bronze
Nevadans for Affordable Clean Energy Choices
Lincoln Strategy Group

A10 - Best Television Campaign
Gold
PFD Automatic Voter Registration
GMMB

Silver
No on Prop. 205
McCarthy Hennings Whalen, Inc.

Bronze
Save Lives California - Yes on 56
GMMB

A11 - Best Digital or Internet Campaign
Gold
Save Lives California - Yes on 56
GMMB

Silver
Democratic Values = Latino Values:
Latino Independent Voter Online Advertisement Program
Los Angeles County Democratic Party

Bronze
Save Our Public Schools
The New Media Firm

A12 - Best Phone Campaign
Gold
Controlling the Conversation: Passing Gun Reform in Hostile Territory
Stones’ Phones

Bronze
Trenton’s Bad Bet
FP1 Strategies

A13 - Best Radio Campaign
Bronze
Trenton’s Bad Bet
FP1 Strategies

A14 - Best in Show
Gold
“Voices”
The Strategy Group Company

Silver
Close the Freeloader Loophole
Media One Advertising/Marketing

Bronze
Trenton’s Bad Bet
FP1 Strategies

OVERALL - PUBLIC AFFAIRS DIVISION

A15 - Best Direct Mail Campaign
Silver
Even in Texas Sometimes Smaller is Better
Davies

Bronze
Midlothian ISD Proud Series
Mayes Media Group
**WINNERS**

**A16 - Best Television Campaign**
Gold
VOTE.UTAH.GOV
2016 Awareness Campaign
Love Communications

Silver
NJEA PRIDE Campaign
The New Media Firm

Bronze
Alaska’s Future
FP1 Strategies

**A17 - Best Digital or Internet Campaign**
Gold
Beacon Center Ends the Hall Tax
The Zoldak Agency

Silver
Try COMPETIFY Campaign
Engage

Bronze
Time is Precious
WHITE64

**A18 - Best Phone Campaign**
Gold
The “Phone-a-Friend” Campaign
Member Outreach, Education, and PAC Fundraising
Aristotle

**A20 - Best in Show**
Gold
SUWA - “Utah’s Public Lands Initiative” Campaign
Love Communications

Silver
Airbnb Campaign to Legalize Home Sharing in New Orleans
Strother Nuckels Strategies

Bronze
VOTE.UTAH.GOV
2016 Awareness Campaign
Love Communications

**DIRECT MAIL - CANDIDATE DIVISION**

**B01 - For President**
Gold
Unbreakable
Convergence Targeted Communications

Silver
“Glasses” for Civic Innovation USA on behalf of Hillary Clinton for President
Moxie Media

Bronze
Bernie 2016 - WA
Solidarity Strategies

**B02 - For Governor**
Gold
Outsider-vs-Politician Booklet
Axiom Strategies

Silver
“Governor” for Washington Conservation Voters on behalf of Jay Inslee
Moxie Media

Bronze
Deflated
The Strategy Group

**B03 - For U.S. Senate**
Silver
Leading by Example
The Strategy Group

Bronze
Tube
Bergmann Zwerdling Direct

**B04 - For U.S. House of Representatives**
Gold
Iran Vending Machine
Axiom Strategies

Silver
Shredder
Bergmann Zwerdling Direct

Bronze
Cancer
CR Consulting

**B05 - For Down-Ballot Statewide**
Gold
Shaking Up the Establishment
The Singularis Group

Silver
Forgot
Rainmaker

Bronze
Tough on Crime
Right Angle Consulting

**B06 - For State Legislature**
Gold
Stickers
Rainmaker

Silver
Freeman - Swiss Army Knife
The Lukens Company

Bronze
School Tax
Jamestown Associates

**B07 - For Local/Municipal/Regional**
Gold
Follow the Money
CR Consulting

Silver
Ward - Fingers Crossed
Tom Shepard & Associates, Inc.

Bronze
Violation
Publicits

**B08 - For PAC/Super PAC**
Gold
Hillary’s Birthday Card with Greg Stumbo
Grit Creative

Silver
Little Stewie
Wildfire Contact

Bronze
“Green Water”
MDWCOMM

**B09 - For Organization**
Gold
Guns
The Balduzzi Group

Silver
Diles Que Voten
Heuristica Comunicacion
Instituto
NDMX

Bronze
Conservative Solutions Project - National Security (Snowden)
First Tuesday Strategies
LIVE SPORTS IS THE LAST REMAINING CONTENT VEHICLE THAT PROVIDES BIG REACH AND CONSISTENT FREQUENCY.

PARTICIPATION BY POLITICAL ENTITIES IN LOCAL HOME TEAM SPORTS CONTINUES TO GROW AT AN EXPONENTIAL RATE EVERY CYCLE.

COME SEE HOW AND WHY HOME TEAM SPORTS AND POLITICAL CAMPAIGNS ARE A WINNING TEAM.

<table>
<thead>
<tr>
<th>HTS Viewers vs:</th>
<th>Local News Viewers</th>
<th>National Sports Viewers</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1.8X MORE LIKELY</strong></td>
<td>TO REMEMBER CANDIDATE OR ISSUE ADS</td>
<td>TO REMEMBER CANDIDATE OR ISSUE ADS</td>
</tr>
<tr>
<td><strong>2.5X MORE LIKELY</strong></td>
<td>TO TRUST CANDIDATE OR ISSUE ADS</td>
<td>TO TRUST CANDIDATE OR ISSUE ADS</td>
</tr>
<tr>
<td><strong>2.0X MORE LIKELY</strong></td>
<td>TO VOTE FOR CANDIDATE OR ISSUE SEEN IN ADS</td>
<td>TO VOTE FOR CANDIDATE OR ISSUE SEEN IN ADS</td>
</tr>
</tbody>
</table>

DRIVES CAMPAIGN RESULTS

SOURCE: ANALYTICS MEDIA GROUP AND DEEP ROOT ANALYTICS 2015 AUDIENCE AND VIEWERSHIP STUDY
B10 - For Special Election
Silver
Two-Step
Red Horse Strategies

B11 - Bilingual/Multilingual/Foreign Language
Gold
Diles Que Voten
Heuristica Comunicacion
Instituto
NDMX
Silver
Spanish
“Guns”
Chadderdon Lestingi
Creative Strategies
Bronze
Voto
Bergmann Zwerdling Direct

B12 - Early Voting/Absentee Ballot/Vote-by-Mail
Gold
Standing in Line
The Singularis Group
Silver
100 Years!
Murphy Nasica & Associates
Bronze
VBM Virginia
Bergmann Zwerdling Direct

B13 - Best Use of Humor
Gold
Little Stewie
Wildfire Contact
Silver
TOLL TROLLS
Lisella Public Affairs, LLC
Bronze
The Lobbyist Superhero
Direct Edge Campaigns

B14 - Best Use of Negative or Contrast
Gold
Hillary’s Birthday Card with Greg Stumbo
Grit Creative
Silver
Morph
The Parkside Group

B15 - Best Use of Illustration or Photography
Gold
Morph
Bergmann Zwerdling Direct
Silver
Little Stewie
Wildfire Contact
Bronze
Pacheco and Lobbyist
The Campaign Workshop

B16 - Best Use of Social Pressure
Gold
Blunt Social Pressure Program
Axiom Strategies
Bronze
Fast Pass to the Polls
Mad Dog Mail

B17 - Best Use of Slate Mail
Silver
WV Mooney Morrissey 2nd Amendment
Direct Edge Campaigns
Bronze
Cornerstone Solutions

B18 - GOTV
Silver
Stand Together
Axiom Strategies
Bronze
Smart Phone
NYS Democratic Assembly Campaign Committee

B19 - Independent Expenditure Campaign - U.S. Senate
Gold
License Plate
The Strategy Group
Silver
Katie McGinty is a Job Killer
Red Maverick Media
Bronze
SBA Clinton Court
The Lukens Company

B20 - Independent Expenditure Campaign - U.S. House of Representatives
Gold
Tarkanian’s Extreme Record
SKDKnickerbocker
Silver
In Bed
Wildfire Contact
Bronze
The Zenzinger Fortune Cookies
Clear Creek Strategies

B21 - Independent Expenditure Campaign - Down-Ballot
Gold
School-to-Prison
BerlinRosen
Silver
The Report Card Is In
Cornerstone Solutions
Bronze
Hanging
Lisella Public Affairs, LLC

B22 - Independent Expenditure Campaign - U.S. House of Representatives
Gold
Tarkanian’s Extreme Record
SKDKnickerbocker
Silver
In Bed
Wildfire Contact
Bronze
The Zenzinger Fortune Cookies
Clear Creek Strategies

B23 - Independent Expenditure Campaign - Down-Ballot
Gold
School-to-Prison
BerlinRosen
Silver
The Report Card Is In
Cornerstone Solutions
Bronze
Hanging
Lisella Public Affairs, LLC

DIRECT MAIL - BALLOT INITIATIVE DIVISION
B24 - For Statewide
Gold
Yes on Initiative 1491
NWP Consulting
Silver
Yes 22, South Dakotans for Integrity
Mammoth Agency
Bronze
No on Measure 97 House Infographic
Amplified Strategies

B25 - For Local
Gold
Yes on T Mailer
Imprenta Communications Group
Silver
The 200 Year Tax
Cerillion N4 Partners
Bronze
Dont Bankrupt Our Public Schools
Cerillion N4 Partners
**WINNERS**

**B26 - GOTV**
- **Silver**
  - ARP Missouri Voter Guide Mailing
  - Victory Enterprises

**B28 - Best Use of Negative or Contrast**
- **Gold**
  - Cufflinks
  - Bergmann Zwerdling Direct

- **Bronze**
  - No on A - Happy Birthday!
  - Republican Party of San Diego County

**B29 - Best Use of Social Pressure**
- **Gold**
  - From Your Neighbor
  - EIS Solutions

- **Silver**
  - Nevadans for Affordable Clean Energy Choices
  - Lincoln Strategy Group

- **Bronze**
  - Social Pressure
  - JVA Campaigns

**DIRECT MAIL - PUBLIC AFFAIRS DIVISION**

**B30 - For National**
- **Gold**
  - The Home Depot PAC “Building Lasting Careers” Targeted Postcard to Congress
  - Sagac Public Affairs

- **Bronze**
  - NCLR GOTV
  - Solidarity Strategies

**B31 - For Statewide**
- **Gold**
  - Insert Your Money Here
  - Red Maverick Media

- **Silver**
  - Cents
  - Bouchard Gold Communications

- **Bronze**
  - Florida GOTV Lenticular
  - The Lukens Company

**B32 - For Local**
- **Silver**
  - Look Deeper
  - Convergence Targeted Communications

**DIRECT MAIL - MISCELLANEOUS**

**B33 - Best Use of Opposition Research**
- **Gold**
  - "Chervony's Emails"
  - MDWCOMM

- **Bronze**
  - Bad Water
  - Right Angle Consulting

**TELEVISION - CANDIDATE DIVISION**

**C01 - For President**
- **Gold**
  - Mirrors
  - HFA Media Team

- **Silver**
  - Proud To Be Latinos
  - Heuristica Comunicacion
  - Instituto NDMX

- **Bronze**
  - "Livelihood 30"
  - The Strategy Group Company

**C02 - For Governor**
- **Gold**
  - Eric Greitens for Governor “Boxer”
  - Something Else Strategies

- **Silver**
  - Roy Cooper for Governor “Pickup Games”
  - Putnam Partners, LLC

- **Bronze**
  - Navy
  - BrabenderCox

**C03 - For U.S. Senate**
- **Gold**
  - Portman for Senate ‘Coal Miners’
  - FP1 Strategies

- **Silver**
  - Jason Kander for U.S. Senate “Background Checks”
  - Putnam Partners, LLC

- **Bronze**
  - “Sixty-seven 60”
  - Strategic Perception Inc.

**C04 - For U.S. House of Representatives**
- **Gold**
  - Job Interview
  - BrabenderCox

- **Silver**
  - “Conservative Outsider”
  - The Strategy Group Company

- **Bronze**
  - Katko for Congress “Continue This Fight”
  - Honold Communications, Inc.

**C05 - For Down-Ballot Statewide**
- **Gold**
  - “Calls”
  - Jackson Group Media

- **Silver**
  - Schmitt for Missouri ‘Inspiration’
  - FP1 Strategies

- **Bronze**
  - Captain of Cronyism
  - POOLHOUSE

**C06 - For State Legislature**
- **Gold**
  - Laughlin for Senate - Gas Tax
  - Gold Spark Media

- **Silver**
  - “Ben - Education”
  - The Strategy Group Company

- **Bronze**
  - Hard to Swallow ‘16 76 Words

**C07 - For Local/Municipal/Regional**
- **Gold**
  - “Please Re-Elect Gerald...Please!”
  - KC Strategies

- **Gold**
  - “You've Got A Friend In Ben”
  - Love Communications

- **Silver**
  - Kim Foxx, Amen
  - Three Point Media

- **Bronze**
  - BART Rider
  - SCN Strategies
<table>
<thead>
<tr>
<th>Category</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
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</thead>
<tbody>
<tr>
<td>C08 - For PAC/Super PAC</td>
<td>Yes Woman, Revolution Agency</td>
<td>Badgertank - Midwest Growth PAC, The Lukens Company</td>
<td>Deportation, ARMOUR MEDIA</td>
</tr>
<tr>
<td>C10 - Bilingual/Multilingual/Foreign Language</td>
<td>Faulconer for Mayor 2016: “Lo Mejor”, Monument Communications</td>
<td>“R and R”, Behr Communications</td>
<td>Portman for Senate, ‘Mi Prioridad’, FP1 Strategies</td>
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<tr>
<td>C11 - Best Use of Humor</td>
<td>“Please Re-Elect Gerald…Please!”, KC Strategies</td>
<td>Cruz Christmas Classics, Madison McQueen</td>
<td>Charlie Crist for Congress: May Not Know, GMMB</td>
</tr>
<tr>
<td>C12 - Best Use of Negative or Contrast</td>
<td>Sheila the Grinch, Indigo Strategies LLC</td>
<td>Jodey Arrington - “Bull”, OnMessage, Inc.</td>
<td>Strategic Partners and Media, FP1 Strategies</td>
</tr>
<tr>
<td>C15 - Independent Expenditure Campaign - Governor</td>
<td>Good Jobs Montana: Hooked, GMMB</td>
<td>Fighting for Ohio - “Polish”, McCarthy Hennings Whalen, Inc.</td>
<td>FP1 Strategies</td>
</tr>
<tr>
<td>C16 - Independent Expenditure Campaign - U.S. Senate</td>
<td>Vote Vets: Blackhawks, GMMB</td>
<td>Vote No on Amendment 3 “Playground”, Madison McQueen</td>
<td></td>
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<tr>
<td>C19 - For Statewide</td>
<td>Can We Play, The Kenney Group</td>
<td>Trenton’s Bad Bet ‘Einstein’, FP1 Strategies</td>
<td>Vote No on Amendment 3 “Playground”, Madison McQueen</td>
</tr>
<tr>
<td>C20 - For Local</td>
<td>Backpack, Siegel Strategies</td>
<td>Soda Machine, Siegel Strategies</td>
<td>“We Can Do Better”, Whitehurst/Mosher Campaign Strategy and Media</td>
</tr>
<tr>
<td>C21 - Bilingual/Multilingual/Foreign Language</td>
<td>Save Lives California: Mariposa, GMMB</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
TELEVISION – PUBLIC AFFAIRS DIVISION

C22 - For National
Gold
My Story
Metropolitan Public Strategies
Silver
HumaneWatch: Would You?
Berman and Company
Bronze
Innovation Saves
WHITE64

C23 - For Statewide/Local
Gold
VOTE.UTAH.GOV
2016 Awareness Campaign
Love Communications
Silver
El Agua Es Asunto De Todos
Merino, Barajas & Allen
Bronze
Jerald
RALLY Campaigns

DIGITAL/INTERNET – CANDIDATE DIVISION

D01 - Internet Advertising - President
Gold
American Comeback Story
WeRPolitics, LLC.
Silver
Setting a New Standard for SMS Fundraising
The Prosper Group
Bronze
Hillary Clinton for President
“Last Search”
Putnam Partners, LLC

D02 - Internet Advertising - Governor
Gold
Bullock For Governor
Rising Tide Interactive
Silver
Doug Burgum for Governor: Traditional GOP Primary Voter Targeting and Delivery
AdVictory

D03 - Internet Advertising - U.S. Senate
Gold
"Judge 15"
Strategic Perception Inc.
Silver
It’s Kamala
SCN Strategies
Bronze
"Facade"
Todd Young for Senate
BrabenderCox

D04 - Internet Advertising - U.S. House of Representatives
Gold
Everything Changed
The New Media Firm
Silver
Neal Dunn Lobbyist
Jamestown Associates
Bronze
Driving
BrabenderCox

D05 - Internet Advertising - Down-Ballot
Gold
Social Media Campaign for Assemblywoman Melissa Melendez
Venture Strategic
Silver
“Risk”
The Strategy Group Company
Silver
Avery Bourne: Online Targeting
FP1 Strategies
Bronze
Police and Fire for Camilleri Carousel Ad
Change Media Group

D07 - Internet Advertising - Best Use of Search Engine Marketing
Gold
Bernie 2016
Revolution Messaging
Silver
Toomey Google Search
Campaign Solutions

D08 - Internet Advertising - Best Use of Targeting
Gold
Grassley Works Targets Millennials with a Cult Classic
Vertical Strategies
Silver
Everybody Loves Bacon Online
Smart Media Group
Bronze
Mobilizing Second Amendment Stalwarts for Sen. Johnny Isakson (R-GA)
SABIO mobile
Strategic Partners & Media

D09 - Website - President
Silver
Real World Hillary
BrabenderCox
Bronze
Bernie 2016
Revolution Messaging

D10 - Website - Governor
Gold
Republican Governor's Association
Upstream Communications
Silver
Kate Brown for Oregon Governor
Blueprint

D12 - Website - U.S. House of Representatives
Gold
HurdforCongress.com
Harris Media, LLC

D13 - Website - Down-Ballot
Gold
Assemblywoman Melissa Melendez
Venture Strategic
Silver
jaywasson.com
Alien Media, Inc
Bronze
Heath Mello for Mayor
BCom Solutions, LLC
D14 - Bilingual/Multilingual/Foreign Language
Gold
Diles Que Voten
Heuristica Comunicacion
Instituto
NDMX

Silver
Dmitry Gudkov - Putin’s LAST Critic in Parliament
Inventum.Group

Bronze
Kamoji - Spanish
SCN Strategies

D15 - Best Use of Email Marketing (Non-Fundraising)
Gold
Jeff Clemens for State Senate Email Program
Impact Politics

Silver
40 Tests in 40 Days
FP1 Strategies

Bronze
Eric Holcomb for Indiana Governor IMGE

D16 - Best Use of Humor
Gold
Damn it Feels Good to be a Clinton
Madison McQueen

Silver
Playing Trump
Madison McQueen

Bronze
“Risk”
The Strategy Group Company

D17 - Best Use of Negative or Contrast
Gold
We the People
Heuristica Comunicacion · Instituto · NDMX

Silver
Pay My Foundation
Madison McQueen

Bronze
War Room
Madison McQueen

D18 - Best Use of Internet Radio
Gold
LVF for Soto
Solidarity Strategies

Bronze
Amy Schumer Helps Her Cousin Chuck Trilogy Interactive

D19 - Best Use of Social Media
Gold
Diles Que Voten
Heuristica Comunicacion
Instituto
NDMX

Silver
Toomey for Senate Content Marketing
Cold Spark Media

Bronze
Kamala Harris for U.S. Senate Revolution Messaging

D20 - Web Video
Gold
Congressman Garret Graves Unbroken
Innovative Politics

Silver
Bully
HFA Media Team

Bronze
Marco Rubio: Catching Footballs, Fielding Questions
POOLHOUSE

D21 - Independent Expenditure Campaign - President
Gold
NRA - Donald Trump for President
OnMessage, Inc.

Silver
Mic Drop
Go Big Media Inc.

Bronze
The Scariest Trump Video Ever
CauseComms: Communications for the Common Good

D22 - Independent Expenditure Campaign - Governor
Silver
NC Governor
Rising Tide Interactive

Bronze
Turned His Back
United Steelworkers / JVA Campaigns

D23 - Independent Expenditure Campaign - U.S. Senate
Gold
Planned Parenthood New Hampshire U.S. Senate Blueprint

Silver
The Arena
Madison McQueen

Bronze
Bolton SuperPAC “Didn’t See it Coming”
Sandler-Innocenzi

D24 - Independent Expenditure Campaign - U.S. House of Representatives
Gold
Real Talk With Ruth Advoc8

Silver
End Citizens United IE - Illinois Congressional 10
Precision Network

Bronze
Typical Politician
In the Field Global

D25 - Independent Expenditure Campaign - Down-Ballot
Gold
Bob the Bilker
Go Big Media Inc.

Silver
“Mauryne”
McNally Temple Associates, Inc.

Bronze
Protect
The Campaign Workshop
DIGITAL/INTERNET - BALLOT INITIATIVE DIVISION

D26 - Internet Advertising
**Gold**
Yes on Colorado End-of-Life Options
DSPolitical
Rising Tide Interactive
76 Words

**Silver**
"Cruel"
McNally Temple Associates, Inc.

**Bronze**
Catholic Mobilizing Network
"Father Loecker"
Sandler-Innocenzi

D27 - Website
**Gold**
Trenton’s Bad Bet
FP1 Strategies

**Silver**
Yes on 55
Trilogy Interactive

**Bronze**
Yes for a Better Boston
GPS Impact

D30 - Best Use of Social Media
**Gold**
Yes on 56 - Save Lives California
EMJ Public Affairs

**Silver**
Yes on K&L. More Voters, Better Decisions.
IVC Media LLC

**Bronze**
Making Nevada Safe
Yes on 1 - Social Push
New Blue Interactive

D31 - Web Video
**Gold**
Scared
The New Media Firm

**Silver**
Boardroom
Axiom Public Affairs

**Bronze**
Trenton’s Bad Bet ‘Popcorn’
FP1 Strategies

**Bronze**
Yes on 58 - Multilingual Kids
LG Campaigns

DIGITAL/INTERNET - PUBLIC AFFAIRS DIVISION

D32 - Internet Advertising
**Gold**
Aziz Ansari Wants You to Vote
NextGen Climate

**Silver**
SUWA - “Oil Wells”
Love Communications

**Bronze**
Roger King
The Campaign Workshop

D33 - Website
**Gold**
Nevada Democratic Party
Caucus Registration Tool
GPS Impact

**Silver**
"Build with Strength"
DDC Public Affairs

**Bronze**
Coppell ISD Bond Referendum
Mayes Media Group

D35 - Best Use of Internet Radio
**Gold**
MN Nurses Strike
North Woods Advertising

**Bronze**
Pat Boone Calling to Support Donald Trump for President
CampaignHQ

D36 - Best Use of Social Media
**Gold**
Chip & PIN Public Awareness Campaign
NACS

**Silver**
New Jersey - Coverage Denied
RosalesSolutions

**Bronze**
The Republic and Democracy
Oyku / Dialogue International

D37 - Web Video
**Gold**
Dawn
The New Media Firm

**Silver**
Lennie and Pearl
Human Rights Campaign

PHONES - CANDIDATE DIVISION

E01 - Automated Calls - Statewide & State Legislature
**Gold**
Mel Brooks
Red Horse Strategies

**Silver**
“A Soldier’s Passion”
The Strategy Group Company

**Bronze**
President Barack Obama for Congresswoman Eddie Bernice Johnson
PoliticalRobocalls.com

E02 - Automated Calls - Local
**Gold**
Twelve Year Old Gets Out the Vote
HighGround, Inc.

**Silver**
Rocha for Delegate
Solidarity Strategies

E03 - Automated Calls - Independent Expenditure Campaign

**Bronze**
Pat Boone Calling to Support Donald Trump for President
CampaignHQ

E05 - Live Calls
**Gold**
Russ For Wisconsin March Prospecting
Nexus Direct

**Silver**
Chris Sununu for Governor
RightVoter, LLC

**Bronze**
Voting: A Family Affair
Stones’ Phones

PHONES - BALLOT INITIATIVE DIVISION

E09 - Live Calls

**Bronze**
AFP ND Defeats Measure 4
CampaignHQ
Make your point...

At IMG, we have the experience and resources to get your message across. FAST.

40 years of experience. Unparalleled Expertise.

WEB      TELEVISION         RADIO  PRINT

SCRIPT TO SCREEN VIDEO PRODUCTION
CREATIVE EDITING
SPOT DISTRIBUTION
WEB AND DIGITAL DEVELOPMENT STRATEGIES

STUDIO AND LOCATION SHOOTING
GRAPHIC DESIGN AND ANIMATION
RADIO PRODUCTION AND TV SOUND DESIGN
DIGITAL AD PLANNING AND BUYING

InterfaceMediaGroup

interfacemedia.com
PHONES - PUBLIC AFFAIRS DIVISION

E12 - Patch-Through Program Autodial/Live
Silver
Housing Opportunity
Ampersand Consulting

E14 - Telephone Town Hall Call/Forum Calls
Bronze
SANDAG Outreach
Barnes, Mosher, Whitehurst, Lauter, and Partners

PHONES - MISCELLANEOUS

E15 - Best Use of Mobile Application
Gold
America First
uCampaign

Silver
Wage Engage
Berman and Company

E16 - Best Use of Mobile Technology
Silver
Bernie 2016
Revolution Messaging

Bronze
The Dancing Puppet
SABIO mobile

E17 - Best Use of Social Pressure
Gold
The “Phone-a-Friend” Campaign
Member Outreach, Education, and PAC Fundraising
Aristotle

E18 - Best Use of Unusual Phone Techniques
Gold
Accessible Democracy: Engaging Remote Iowa Democrats in the 2016 Primary
Stones’ Phones

Silver
Twelve Year Old Gets Out the Vote
HighGround, Inc.
### RADIO - PUBLIC AFFAIRS DIVISION

**F12 - Best Use of Radio**
- **Gold**
  - Airbnb San Francisco
  - “Host”
  - Strother Nuckels Strategies
- **Silver**
  - Baraka Knows Better
  - Red Horse Strategies
- **Bronze**
  - MN Nurses Strike
  - North Woods Advertising

### FUNDRAISING

**G01 - Best Use of Direct Mail**
- **Gold**
  - Toomey Homestretch
  - HSP Direct, LLC
- **Silver**
  - Save the Elephants
  - Eberle Communications Group
- **Bronze**
  - Brian Mast Photo Package
  - HSP Direct, LLC

**G02 - Best Use of Email**
- **Gold**
  - Diles Que Voten
  - Heuristica Comunicacion
  - Instituto
  - NDMX
- **Silver**
  - $5 Friday
  - CFB Strategies
- **Bronze**
  - End Citizens United
  - Mothiership Strategies

**G03 - Best Use of Social Media**
- **Gold**
  - Cruz Crowd
  - CFB Strategies
- **Silver**
  - Fearless
  - Reform Act
- **Bronze**
  - Bernie 2016
  - Revolution Messaging

**G04 - Best Use of Website/Donation Page**
- **Gold**
  - Cruz Crowd
  - CFB Strategies
- **Silver**
  - Evan McMullin for President
  - Hines Digital
- **Bronze**
  - Ruben Kihuen for Congress
  - 4degree.es

**G05 - Best Use of Phones**
- **Gold**
  - Gov. Greg Abbott Doubles Down
  - CampaignHQ
- **Silver**
  - The “Phone-a-Friend” Campaign
  - Member Outreach, Education, and PAC Fundraising
  - Aristotle
- **Bronze**
  - #JusticeForFlint
  - Revolution Messaging

**G06 - For PAC/Super PAC Fundraising**
- **Silver**
  - CHC BOLD PAC
  - Mothiership Strategies
- **Bronze**
  - The Home Depot PAC: PAC Peer to Peer Fundraising Program
  - “Built By You”
  - Sagac Public Affairs

**G07 - For Use of Trade Association Fundraising**
- **Bronze**
  - ADA PAC Email Fundraising Program
  - “We Want You”
  - Sagac Public Affairs

### NEWSPAPER

**H01 - Full Page**
- **Gold**
  - AT&T National Archives Print Ad
  - Mammoth Agency
- **Silver**
  - Olympians for Public Lands
  - RBI Strategies and Research
- **Bronze**
  - Weekly Standard Cover Wrap for RNC
  - Berman and Company

**H02 - Less Than a Full Page**
- **Gold**
  - Private PIN Strip #6 (Election)
  - PSB

**H03 - Insert**
- **Gold**
  - “Support Your Library”
  - TJP Strategies
- **Silver**
  - Today’s NPSO
  - CAMCO Consulting

### COLLATERAL

**I01 - Billboard**
- **Gold**
  - Herbert for Governor: Utah Accolades Bulletin Boards
  - R&R Partners
- **Silver**
  - Fired
  - Bergmann Zwerdling Direct
- **Bronze**
  - Keep The Rangers With No New Taxes
  - Mayes Media Group

**I02 - Door Hanger**
- **Gold**
  - Delaware
  - The Beytin Agency
- **Silver**
  - San Francisco Can Do Better
  - Whitehurst/Mosher Campaign Strategy and Media
- **Bronze**
  - Don’t Stop At The Top
  - Ourso Beychok, Inc.

**I03 - Logo**
- **Gold**
  - Pramila
  - Wildfire Contact
- **Silver**
  - Phil Murphy for NJ Governor - Branding
  - GPS Impact
- **Bronze**
  - Yes on 55 - Thrive
  - Trilogy Interactive

**I04 - Mass Transit/Bus Sign**
- **Gold**
  - “The Ben Bus”
  - Love Communications
I05 - Most Original/Innovative Collateral Material

Gold
The Most Useful Pen in Politics
political.law

Silver
What a Difference a Year Makes
Red Maverick Media

Bronze
The Power of Words
Los Angeles County Democratic Party

I06 - Non-Mail Brochure

Gold
CRNA-PAC (Certified Registered Nurse Anesthetists) Annual Report Multi-Page Brochure
Sagac Public Affairs

Silver
The Home Depot PAC Annual Report “Built By You”
Sagac Public Affairs

I07 - Yard/Outdoor Sign

Gold
Hello Newman
Josh Newman for Senate

Silver
Hickman “Egg” Sign
HighGround, Inc.

Bronze
Can You Tell The Difference?
Axiom Public Affairs

FIELD

J02 - GOTV Program

Gold
NY SD 9 Special Election
Red Horse Strategies

Silver
Winning Required Doing the Opposite of the Smart Thing
Murphy Nasica & Associates

Bronze
The Flood Came Upon the Earth, but the Christians Still Voted
Murphy Nasica & Associates

J03 - Best Use of Analytics

Gold
RNC National Voter Scoring Program
TargetPoint Consulting
Causeway Solutions

Silver
Ro Khanna For Congress
RevUp Software

Bronze
Sanders Delegate Maximization Targeting
HaystaqDNA

J04 - Voter ID Program

Gold
Vote Yes! Keep the Rangers Grassroots Campaign
Caelen Communications

Silver
NY Congressional IE’s
Lincoln Strategy Group / JSN Associates

Bronze
MAINE GOP: Making Maine 2 Great Again
Stampede Consulting

J05 - Walk/Handout Piece

Gold
Streets For All
Reform Act

Silver
Peoria Voter Times
HighGround, Inc.

Bronze
Michigan State Voter Guide
Change Media Group

INTERNATIONAL

K01 - Direct Mail

Gold
Agriculture Week
Heuristica Comunicacion

Silver
Oaxaca
Heuristica Comunicacion

Bronze
Dmitry Gudkov - Putin’s LAST Critic in Parliament
Inventum.Group

K02 - Television

Gold
Monsters Do Exist
Heuristica Comunicacion

Silver
Estoy Contigo - I’m With You
E70

Bronze
The Cake is Shared Between Them
Heuristica Comunicacion - Instituto

K03 - Internet or Digital

Gold
Music For Life
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Silver
Intuitive Surgical “Countdown Video”
Mammoth Agency

Bronze
Jalisco’s Environmental Care
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K05 - Fundraising

Gold
Fearless
Reform Act

K07 - Newspaper

Gold
Amnesty is Change
E70

Silver
Dmitry Gudkov - Putin’s LAST Critic in Parliament
Inventum.Group

Bronze
23rd June - Independence Day
Leave.EU

K08 - Best in Show

Gold
Dmitry Gudkov - The Struggle for Democracy in Russia
Inventum.Group

Silver
Corruption: The Story of a 50 Euro Note
Shaviv Strategy and Campaigns

Bronze
Lets Talk About Jalisco
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L01 - Best Campaign Plan

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