



AAPC **2013 ANNUAL** **POLLIE** **AWARDS** **& CONFERENCE**

WINNERS **BOOK**

APRIL 3-5, 2013
WASHINGTON, DC





AAPC **2013 ANNUAL** **POLLIE** **AWARDS** **& CONFERENCE**



PAUL BEGALA
MASTER OF CEREMONIES

EVENING PROGRAM

- I. Welcome Remarks**
- II. National Anthem**
- III. Acknowledgement Of
Pollie Conference
Committee Members,
Staff, And Special
Friends**
- IV. Dinner & Pollie Awards**
- V. Presentation Of The
Best Of The Best Pollie
Awards**
- VI. Presentation Of AAPC
Campaign Excellence
Awards**
- VII. Winner Portraits Taken
in Regency Foyer**





TABLE OF CONTENTS

2

Evening Program

3

AAPC
Acknowledgements

6

Pollie Awards
Judges List

12

Pollie Awards
Winners List

AAPC Thanks Those Who Made The 2013 Pollie Awards & Conference A Success

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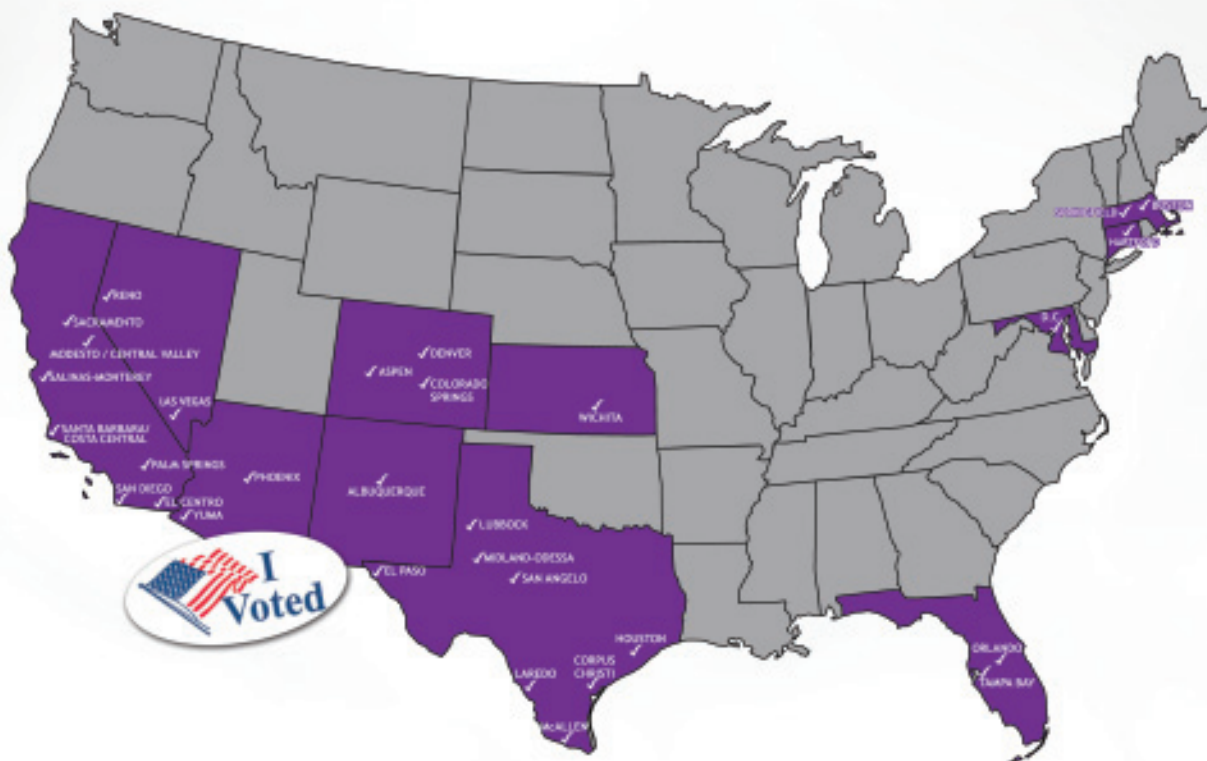
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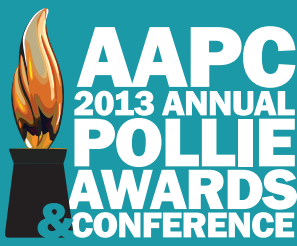


AAPC **2013 ANNUAL** **POLLIE** **AWARDS** **& CONFERENCE** **JUDGES**

AAPC is honored to have had nearly 300 judges participate in the 2013 Pollie Awards—across all disciplines and party lines. 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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AWARDS

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WINNERS





OVERALL CAMPAIGNS - CANDIDATE

A01 - Best in Show - Republican

2013 Silver

Paul Cook for Congress
McNally Temple Associates, Inc.

2013 Silver

Rapid Response Web Video Series
Republican National Committee

2013 Silver

Pennsylvania GOP - "The Problem"
BrabenderCox

2013 Bronze

How the Duty Campaign Redefined "Tough on Crime" in the "Tough on Crime Capital of Texas"
KC Strategies

2013 Bronze

Keith Rothfus for Congress - "Regular Guy"
The Strategy Group for Media

2013 Honorable Mention

"We've Heard it All Before" Video Series
Republican National Committee

2013 Honorable Mention

Gudex Campaign
Right Angle Consulting

A02 - Best in Show - Democrat

2013 Gold

Heidi Heitkamp for U.S. Senate
Putnam Partners, LLC

2013 Silver

Obama Ohio
The Strategy Group

2013 Bronze

Maffei for Congress/1199 SEIU IE
Blue&Read

2013 Honorable Mention

The Plan
The Strategy Group

A03 - Best in Show - Third Party

2013 Silver

Gordon Stone for Mayor
Mowery Consulting Group

A04 - Direct Mail Campaign - Republican

2013 Silver

Linda Harper Brown - TCIS
Allyn Media

2013 Bronze

Tennessee GOP
Persuasion Partners, Inc.

2013 Honorable Mention

Gardenhire for Senate
Buisson Creative

A05 - Direct Mail Campaign - Democrat

2013 Gold

Obama Ohio
The Strategy Group

2013 Silver

Max Tyler vs. The Nose-Candyman
(Independent Expenditure)
Gumbinner & Davies Communications

2013 Bronze

Buddy Dyer for Mayor
Mad Dog Mail

2013 Bronze

Maria Sachs for State Senate (FL)
Gumbinner & Davies Communications

2013 Honorable Mention

People for Paradee
The Beytin Agency

2013 Honorable Mention

Colorado Accountable Government Alliance IE
for Daniel Kagan
Gumbinner & Davies Communications

2013 Honorable Mention

NEA IE for Tammy Baldwin
Gumbinner & Davies Communications

A07 - Internet Campaign - Republican

2013 Silver

Rapid Response Web Video Series
Republican National Committee

2013 Silver

Mia Love for Congress
CRAFT | Media/Digital

2013 Bronze

American Crossroads
Richard Sales Media

2013 Bronze

Romney for President
Targeted Victory

2013 Honorable Mention

Richard Mourdock Defeats 36-Year Incumbent
The Prosper Group

A08 - Internet Campaign - Democrat

2013 Gold

Patrick Murphy Against Allen West
Impact Politics

2013 Silver

Elizabeth Warren for U.S. Senate
Trilogy Interactive

2013 Bronze

Alejandro 2012
BuzzMaker

2013 Honorable Mention

London Breed Campaign
San Francisco Association of Realtors

A11 - Phone/Field - Democrat

2013 Silver

Campaign for a Legislative Supermajority (CA)
SEIU United Healthcare Workers

A13 - TV Campaign - Republican

2013 Gold

Keith Rothfus for Congress - "Regular Guy"
Ad Series
The Strategy Group for Media

2013 Silver

Steve King for Congress Campaign
Strategic Perception Inc.

2013 Bronze

Pat McCrory for Governor TV Campaign
Strategic Perception Inc.

2013 Honorable Mention

"Mike Coffman for Congress"
OnMessage Inc.

A14 - TV Campaign - Democrat

2013 Gold

Heidi Heitkamp for U.S. Senate
Putnam Partners, LLC

2013 Gold

Obama For America TV Campaign
Obama Media Team

2013 Silver

Profiles in Organizing
Message Audience & Presentation, Inc.

2013 Silver

John Gregg for Governor
Putnam Partners, LLC

2013 Silver

Local Voices SuperPAC
Local Voices SuperPAC

A15 - TV Campaign - Third Party

2013 Bronze

CT Senate Race -- Majority PAC
SKDKnickerbocker

2013 Honorable Mention

"Enough!" "Most Important Color" "Climate Storm"
North Woods Advertising

A16 - Radio Campaign - Republican

2013 Silver

Joe Miller "Weeds"
RedPrint Strategy

A19 - Best Use of Negative Contrast - Republican

2013 Gold

"We've Heard it All Before" Video Series
Republican National Committee

2013 Silver

How the Duty Campaign Redefined "Tough on Crime" in the "Tough on Crime Capital of Texas"
KC Strategies

2013 Bronze

Jeff Flake for Senate General Election
Contrast TV Campaign
Strategic Perception Inc.

2013 Honorable Mention

Jeff Flake for Senate Primary Contrast TV
Campaign
Strategic Perception Inc.

A20 - Best Use of Negative Contrast - Democrat

2013 Gold

GOP War on Women
Art Not War

2013 Gold

Mitt Romney: In His Own Words
Chambers Lopez Strategies

2013 Silver

Murphy Campaign Exposes Allen West
Johnson Campaigns & Impact Politics

2013 Bronze

Brad Toft Series
Argo Strategies

2013 Honorable Mention

Maffei for Congress/1199 SEIU IE
Blue&Read

A22 - Best Use of Humor - Republican

2013 Silver

The Breakup
Republican National Committee

2013 Bronze

American Crossroads
Richard Sales Media

2013 Honorable Mention

Keith Rothfus for Congress - "Regular Guy"
The Strategy Group for Media

A23 - Best Use of Humor - Democrat

2013 Silver

"Hello from..." Postcards
Los Angeles County Democratic Party

2013 Bronze

BEN MCADAMS: Republicans like him, too
Love Communications

2013 Bronze

BEN MCADAMS: Drives bipartisan results. And a minivan.
Love Communications

2013 Honorable Mention

BEN MCADAMS: Law professor. Sunday school teacher.
Love Communications

A25 - Best Fundraising - Republican

2013 Gold

SC GOP / Rubio Fundraising Package
First Tuesday Strategies

2013 Silver

Michele Bachmann's Formidable Fundraising Operation
C&M Strategies

2013 Bronze

Pence for Governor (IN) - Drive to Victory Fund
The Prosper Group

2013 Honorable Mention

Now or Never
HSP Direct LLC

2013 Honorable Mention

Richard Mourdock for Senate: Reid Needs Donnelly
The Prosper Group

A26 - Best Fundraising - Democrat

2013 Gold

The 2012 Obama for America Direct Mail Fundraising Campaign
A.B. Data

2013 Silver

Elizabeth Warren's "Money Bomb" & Digital Program
Trilogy Interactive

2013 Bronze

Kent Carper Fundraising Mail Campaign
Rainmaker Inc.

A27 - Best Fundraising - Third Party

2013 Silver

Mobile Payment Platform
Aristotle International

A28 - Special Election - Republican

2013 Silver

Scott Walker for Governor: Email Prospecting
Conservative Connector, LLC

2013 Bronze

Keith Gilkes - Friends of Scott Walker
Connectivist Media

2013 Honorable Mention

Fitzgerald Recall
Right Angle Consulting

A29 - Special Election - Democrat

2013 Silver

Keeping Southern Arizona Blue: Ron Barber for Congress Online Strategy
Oldmixon Hill

A31 - Best International Campaign

2013 Gold

Quadri Combi/Mexican Presidential Campaign
ST! POLITICS

A31 - Best International Campaign

2013 Silver

Tachira: The Crisis
Consultores Politicos Independientes

OVERALL CAMPAIGNS - BALLOT INITIATIVE AND REFERENDUM

A32 - Best in Show

2013 Gold

Protect Your Vote Ohio - No on Issue 2
Strategic Public Partners

2013 Silver

Watching History Unfold: Defeating the Marriage Amendment in Minnesota
Grassroots Solutions

2013 Bronze

Have You Heard
Dixon/Davis Media Group and Kaufman Campaigns

2013 Honorable Mention

Transfer Tax Campaign
San Francisco Association of Realtors

A33 - Direct Mail Campaign

2013 Gold

Approve R-74
Moxie Media

2013 Silver

Alabama Forever Wild
The Chadderdon Group

2013 Bronze

No on N Direct Mail Campaign
Whitehurst/Mosher Campaign Strategy and Media

2013 Honorable Mention

Keep the Dollars in Cedar Hill - Finding Money
Allyn Media

2013 Honorable Mention

No on 32 - Stop the Special Exemptions Act
The Strategy Group

A34 - Internet Campaign

2013 Silver

Transfer Tax Campaign
San Francisco Association of Realtors

A35 - Phone/Field

2013 Gold

No on N Field/Phone Campaign
Whitehurst/Mosher Campaign Strategy and Media

2013 Silver

The Pollster Tells Us We Have to Have a Conversation
Stones' Phones

A36 - TV Campaign

2013 Gold

Washington United for Marriage
SKDKnickerbocker

2013 Gold

The Journey to "No"
76 Words

2013 Silver

Bad Deal for Oregon
Putnam Partners, LLC

2013 Silver

Amendment 1
ArmourMedia, Inc.

2013 Bronze

CARE Michigan
Joe Slade White and Company

2013 Bronze

The Defeat of Physician Assisted Suicide in Progressive Massachusetts
Rasky Baerlein Strategic Communications

2013 Honorable Mention

No on Measure N: "Fine Print"
Goddard Gunster Inc.

A37 - Radio Campaign

2013 Silver

Obama Likes Charters
Franklin Communications

A40 - Best Fundraising

2013 Silver

Washington United for Marriage
Trilogy Interactive

OVERALL CAMPAIGNS - PUBLIC AFFAIRS AND ISSUE ADVOCACY

A43 - Best in Show

2013 Gold

Standing Up for Israel
CRAFT | Media/Digital

2013 Silver

Napa Pipe
Davies Public Affairs

2013 Silver

Iron for America
Washington Media Group, Inc.

2013 Bronze

Why I Changed My Vote
Ending Spending Action Fund

2013 Honorable Mention

Fair Energy Ohio - "Competition"
The Strategy Group for Media

A44 - Direct Mail Campaign

2013 Silver

Energize West Virginia Lenticular Mail Campaign
Rainmaker Inc.



2013 Bronze

Transfer Tax Campaign
San Francisco Association of Realtors

2013 Bronze

Highland Fairview
Davies Public Affairs

2013 Honorable Mention

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A45 - Internet Campaign

2013 Gold

Fiscal Cliff Advertising Campaign
Proof Integrated Communications

2013 Silver

Ending Spending Online Campaign
Campaign Solutions

2013 Bronze

The Cablevision 99%
BerlinRosen

A46 - Phone/Field

2013 Silver

World Food Day
Eleison, LLC

2013 Bronze

Helping Hand to Consumers during Hurricane Sandy
Stones' Phones

A47 - TV Campaign

2013 Gold

WLCV Anti-Mining Campaign
Joe Slade White and Company

2013 Silver

VOTE/Supper (Sample Ballot)
Love Communications

2013 Bronze

VOTE/Office (Early Voting)
Love Communications

2013 Honorable Mention

Bristol Bay Native Corporation
Putnam Partners, LLC

A48 - Radio Campaign

2013 Silver

Energize WV Radio Campaign
Rainmaker Inc.

A49 - Best Use of Negative Contrast

2013 Bronze

Off With Their Heads...
Hackney & Hackney, Inc.

A50 - Best Use of Humor

2013 Gold

VOTE/Office (Early Voting)
Love Communications

2013 Gold

VOTE/Supper (Sample Ballot)
Love Communications

2013 Silver

Fair Energy Ohio - "Competition"
The Strategy Group for Media

2013 Bronze

VOTE/Gym (Polling Location)
Love Communications

2013 Honorable Mention

New Yorkers for Beverage Choices T-Shirt
Goddard Gunster Inc

A51 - Best Fundraising

2013 Gold

Myrtle Beach Debate
First Tuesday Strategies

2013 Silver

The Home Depot Pac: "Doing More for Our Future" Peer to Peer Fundraising Campaign
Sagac Public Affairs

2013 Bronze

PFAW 2012 Elections Online Campaign Submission
Chapman Cubine Adams + Hussey

2013 Honorable Mention

Talking Victories for Animals on a Massive Scale
Stones' Phones

COLLATERAL - CANDIDATE

B01 - Door hangers

2013 Silver

Conspiracy Door Hanger- Langlois
Whitehurst/Mosher Campaign Strategy and Media

2013 Bronze

Chris Murphy "Go for the Gold"
Gumbinner & Davies Communications

2013 Honorable Mention

No On Measure N Door Hanger
Whitehurst/Mosher Campaign Strategy and Media

2013 Honorable Mention

Anarchist Door Hanger - Martinez
Whitehurst/Mosher Campaign Strategy and Media

B02 - Logo

2013 Gold

Jose Hernandez for Congress
Juliana Casas Designs

2013 Silver

Defense Bomb
CRAFT | Media/Digital

2013 Bronze

SUMA 23 Mauricio Rodas presidential campaign
ST! POLITICS

2013 Honorable Mention

U.S. Senator Jim Inhofe (R-OK): Logo for Rock Fish Tournament Event
Sagac Public Affairs

2013 Honorable Mention

Gael Tarleton Logo
Argo Strategies

B03 - Most Original/Innovative Collateral Material

2013 Silver

BART Ticket Business Card: Rebecca Saltzman for BART Board
Next Generation

2013 Silver

Chris Murphy's Book of Thumb Wrestling
Gumbinner & Davies Communications

2013 Bronze

Mitt Romney Has a Koch Problem
Art Not War

B04 - Yard/Outdoor Sign

2013 Silver

"Those Pink Signs!" The Marsha Berkgigler Sign Campaign
GrassRoots 2.0

2013 Bronze

Raja - Say No to Mustio
Cold Spark Media

2013 Honorable Mention

Robin
Blue&Read

B05 - Billboard

2013 Gold

Quadri Combi/Mexican Presidential Campaign ST! POLITICS

2013 Silver

BEN MCADAMS: Raises his children. Not your taxes.
Love Communications

2013 Bronze

BEN MCADAMS: LGBT rights advocate. Full-tithe payer.
Love Communications

2013 Honorable Mention

BEN MCADAMS: Democratic Candidate. Republican support.
Love Communications

B06 - Non-Mail Brochure

2013 Gold

Frontier Spirit
Message Audience & Presentation, Inc.

2013 Silver

Get Smart
Tuesday Associates

2013 Bronze

Unclog Olympia
Cerillion N4 Partners

2013 Bronze

It's About the People
The Beytin Agency

2013 Bronze

100 Things
The Strategy Group

2013 Honorable Mention

Murphy Palm Card
Cold Spark Media

2013 Honorable Mention

Jose Hernandez Story
Gumbinner & Davies Communications

B07 - Infographics

2013 Silver

The Buffett Tax
Republican National Committee

2013 Bronze

Obama's Insider Deals
Republican National Committee

COLLATERAL - BALLOT INITIATIVE AND REFERENDUM

B09 - Door hangers

2013 Silver

Marriage
Moxie Media

2013 Bronze

Keep Springfield Smoke-Free
The Campaign Workshop

B10 - Logo**2013 Silver**

No on 1
The Campaign Workshop

2013 Bronze

Vote No on 8
Impact Politics

2013 Honorable Mention

Florida No on 3: Logo
The New Media Firm

B11 - Most Original/Innovative Collateral Material**2013 Bronze**

Palm Beach County Sample Ballot with Slot
Machines Referendum
Cornerstone Solutions & Communication, LLC

B12 - Yard/Outdoor Sign**2013 Bronze**

Yes for West-MEC
HighGround, Inc

2013 Honorable Mention

Yes on B Sign
Whitehurst/Mosher Campaign Strategy and
Media

B13 - Billboard**2013 Bronze**

Hurts Small Business Billboard
Whitehurst/Mosher Campaign Strategy and
Media

B14 - Non-Mail Brochure**2013 Silver**

Yes on Prop B
The Campaign Workshop

2013 Bronze

Hands
Jonathan Varner & Associates, LLC

B15 - Infographics**2013 Bronze**

Bridging Progress
Buisson Creative

COLLATERAL - PUBLIC AFFAIRS AND ISSUE ADVOCACY**B17 - Door hangers****2013 Gold**

AFP "Rubber Stamp" Super Door Hanger
DMI DIRECT

2013 Silver

Primary Pledge Doorhanger
The Campaign Network

2013 Bronze

Warriors Town Hall
Left Coast Communications

B18 - Logo**2013 Gold**

Twang That Vote Logo
Innovative Advertising

2013 Silver

Delete it
Message Audience & Presentation, Inc.

2013 Bronze

Celgene PAC Logo
Sagac Public Affairs

2013 Honorable Mention

Need Not Greed Logo
Whitehurst/Mosher Campaign Strategy and
Media

2013 Honorable Mention

Independent Voters of America Logo
North Woods Advertising

B19 - Most Original/Innovative Collateral Material**2013 Gold**

New Yorkers for Beverage Choices Aprons
Goddard Gunster Inc

2013 Silver

Vote for Jobs
Revolution Agency

2013 Bronze

Freedom Day
DMI DIRECT

2013 Honorable Mention

King Alsworth
Hackney & Hackney, Inc.

**B20 - Yard/Outdoor Sign****2013 Silver**

Need Not Greed Yard/Outdoor Sign
Whitehurst/Mosher Campaign Strategy and
Media

B21 - Billboard**2013 Gold**

But No Time for Netanyahu
Smart Media Group

B22 - Non-Mail Brochure**2013 Gold**

Cut the Junk
NYC Human Resources Administration

B23 - Infographics**2013 Silver**

UltraViolet 'Free Birth Control' Infographic
Revolution Messaging, LLC

B24 - Mass Transit/Bus Sign**2013 Gold**

New Yorkers for Beverage Choices Truck
Backs
Goddard Gunster Inc

2013 Silver

Don't Major In Debt
Robbett Advocacy Media, LLC

2013 Bronze

Don't Be Silenced
The Campaign Workshop

DIRECT MAIL - CANDIDATE**C01 - Presidential Primary - Republican****2013 Bronze**

Striking Distance
HSP Direct LLC

2013 Honorable Mention

Now or Never...
HSP Direct LLC

C03 - For President - Democrat**2013 Gold**

The Plan
The Strategy Group

2013 Silver

Obama Ohio
The Strategy Group

2013 Bronze

NASCAR
The Strategy Group

2013 Honorable Mention

Romney Hood
The Strategy Group

C06 - For Governor - Democrat**2013 Silver**

Pledge
Kennedy Communications, Inc.

2013 Bronze

Quality of Life
Kennedy Communications, Inc.





C08 - For State/Statewide - Republican

2013 Bronze

Americans for Tax Reform -- Heitkamp
Washington Taxes and Spending
Olsen+Company

2013 Bronze

Elizabeth Ames Jones for Texas Senate - What
Others Say About Senator Wentworth
Olsen+Company

C09 - For State/Statewide - Democrat

2013 Silver

Summons
Rainmaker Inc.

C11 - For US Senate - Republican

2013 Silver

Far Out
Persuasion Partners, Inc.

2013 Bronze

Tom Smith - Invisible Senator
Cold Spark Media

2013 Honorable Mention

Smith Intro bio
Cold Spark Media

2013 Honorable Mention

New York Sized Tax Hikes
The Singularis Group

2013 Honorable Mention

Dewhurst Guns
Axiom Strategies

2013 Honorable Mention

Out of this World
Persuasion Partners, Inc.

C12 - For US Senate - Democrat

2013 Gold

Chris Murphy's book of Thumb Wrestling
Gumbinner & Davies Communications

2013 Silver

Tammy and Nanna
The Strategy Group

2013 Bronze

Rock Solid
Gumbinner & Davies Communications

2013 Bronze

Stand Out
Gumbinner & Davies Communications

2013 Honorable Mention

Sherrod Brown June Acquisition and Appeal
Nexus Direct

C13 - For US Senate - Third Party

2013 Gold

Know The Facts Infographic Mailer
Innovative Advertising

C14 - For US House - Republican

2013 Silver

Showhorse Workhorse
Axiom Strategies

2013 Bronze

Meet Jonathan
thetrazgroup

2013 Bronze

Roger's Legacy
Axiom Strategies

2013 Honorable Mention

He works for YOU
thetrazgroup

C15 - For US House - Democrat

2013 Gold

Delaney- "Wheel"
SKDKnickerbocker

2013 Gold

Believe
The Pivot Group

2013 Silver

Tulsi's Decision
The Dover Group

2013 Silver

Caveman
Gumbinner & Davies Communications

2013 Silver

Space Shuttle
Gumbinner & Davies Communications

2013 Bronze

Economy
Kennedy Communications, Inc.

2013 Bronze

Typesetting
Red Horse Strategies

2013 Bronze

Rubik's Cube
The Strategy Group

2013 Honorable Mention

Touting a House Leader's Environmental
Stewardship: Smog in a Can
The Strategy Group

2013 Honorable Mention

Oath
The Pivot Group

C18 - For Mayor - Democrat

2013 Silver

Mr. Mom - Buddy Dyer for Mayor
Mad Dog Mail

2013 Bronze

Tempe
Javelina

2013 Honorable Mention

Ballerina - Buddy Dyer for Mayor
Mad Dog Mail

C19 - For Mayor - Third Party

2013 Bronze

Vibrant Riverside
Meridian Pacific, Inc.

2013 Honorable Mention

Fork
Landslide Victory Campaigns

C20 - For State Legislature - Republican

2013 Gold

Fakebook
Axiom Strategies

2013 Gold

Mask
Lisella Public Affairs, LLC

2013 Silver

Apples
thetrazgroup

2013 Bronze

Dr. Greg Bonnen "Booklet"
Murphy Turner Associates

2013 Bronze

Judgment
The Singularis Group

2013 Bronze

Busted
The Singularis Group

2013 Bronze

More for Him
The Singularis Group

2013 Bronze

A Good Kid
Right Angle Consulting

2013 Honorable Mention

Jason Owen Service
Cold Spark Media

2013 Honorable Mention

Special Interest Christmas
Axiom Strategies

C21 - For State Legislature - Democrat

2013 Gold

Most Irresponsible Man in the World
Gumbinner & Davies Communications

2013 Silver

The Jacket
The Public Response Group

2013 Silver

"Crime and Squalor"
The Parkside Group

2013 Silver

"True Victims"
The Parkside Group

2013 Silver

These Hands
Gumbinner & Davies Communications

2013 Bronze

Family of Fighters
Gumbinner & Davies Communications

2013 Honorable Mention

Fun in the Sun
Compass Media Group, Inc.

2013 Honorable Mention

Duty Honor Country
Jonathan Varner & Associates, LLC

C23 - For Local/Municipal/Regional Candidate - (Non-Mayoral) - Republican

2013 Silver

Chain
Gilliard, Blanning & Associates

2013 Bronze

Excellent Schools
Venture Strategic

C24 - For Local/Municipal/Regional Candidate - (Non-Mayoral) - Democrat

2013 Silver

Progressive Vision
Left Coast Communications

2013 Bronze

Strings
Tactical Communication Strategies, Inc.

2013 Honorable Mention

Trust
Compass Media Group, Inc.

C25 - For Local/Municipal/ Regional Candidate - (Non-Mayoral) - Third Party

2013 Silver
Horsing Around
Tom Shepard & Associates, Inc.

2013 Bronze
Cops and Robbers
Tom Shepard & Associates, Inc.

2013 Honorable Mention
To Tell the Truth
Freeman Public Affairs

C26 - For National/State Organization - Republican

2013 Silver
The Debate's Over
Axiom Strategies

C26 - For National/State Organization - Republican

2013 Bronze
Excess! It's Good To Be The Prez!
The Singularis Group

2013 Honorable Mention
Highest Priority
The Singularis Group

2013 Honorable Mention
Puppets
Persuasion Partners, Inc.

C27 - For National/State Organization - Democrat

2013 Gold
NEA: Replacement Refs (WI Senate)
Gumbinner & Davies Communications

2013 Silver
NEA: Used to be a Cheesehead (WI Senate)
Gumbinner & Davies Communications

2013 Bronze
Government Doesn't Belong Here
Mammen Group, Inc

2013 Honorable Mention
Playing Doctor
Mammen Group, Inc

C29 - For Super PAC - Republican

2013 Silver
Corruptfellas
Axiom Strategies

C30 - For Super PAC - Democrat

2013 Gold
Akin Talks
Ourso Beychok, Inc.

C31 - For Super PAC - Third Party

2013 Silver
Americans Elect- "iPad"
SKDKnickerbocker

C32 - For Membership Organization - Republican

2013 Silver
Obama Sought A Robot
The Singularis Group

C33 - For Membership Organization - Democrat

2013 Silver
Vote As If Our Future Depends On It
Gumbinner & Davies Communications

C33 - For Membership Organization - Democrat

2013 Bronze
Farmer
Compass Media Group, Inc.

2013 Honorable Mention
Happy Meals
San Francisco Association of Realtors

2013 Honorable Mention
Our Voice
The Balduzzi Group

2013 Honorable Mention
Looking
Phil Giarrizzo Campaigns

C35 - Slate - Statewide/Local - Republican

2013 Bronze
Believe Slate Card
King Strategic Communications

C36 - Slate - Statewide/Local - Democrat

2013 Silver
OEA: Kids' drawings
Gumbinner & Davies Communications

2013 Bronze
Together
The Balduzzi Group

2013 Honorable Mention
Stand Up
Gumbinner & Davies Communications

C37 - Slate - Statewide/Local - Third Party

2013 Bronze
Cops Voter Guide
Moran & Associates

C38 - Vote - By - Mail Ballot Request - Republican

2013 Silver
Nichols for Senate Over 65 Mail Piece
365 Strategies

C39 - Vote - By - Mail Ballot Request - Democrat

2013 Silver
Buddy: Vote-by-Mail Kit
Mad Dog Mail

2013 Bronze
Toolkit
Jonathan Varner & Associates, LLC

2013 Honorable Mention
Iowa Flag Vote By Mail
The Strategy Group

C42 - Best Use of Early Voting/ Absentee Ballot - Democrat

2013 Gold
Don't Drop the Ball
Mad Dog Mail

2013 Silver
Vermont Democratic Party - Early Vote
The Chadderdon Group

2013 Bronze

Tea Party
Landslide Victory Campaigns

2013 Bronze
Cuyahoga County Democrats VBM
The Dover Group

C43 - Best Use of Early Voting/ Absentee Ballot - Third Party

2013 Silver
Orange Crate
Tom Shepard & Associates, Inc.

C45 - Best Use of Voter Registration - Democrat

2013 Silver
Scary Bunch
Landslide Victory Campaigns

C47 - Best Use of Illustration - Republican

2013 Gold
The Ambulance Chasers Best Friend
Majority Designs

2013 Silver
Who is John Wright?
Axiom Strategies

2013 Bronze
Don't Be Fooled
Chris Russell Consulting LLC

2013 Bronze
Taxin' Troy
Powers Communications

2013 Bronze
Tax Twins
Powers Communications

2013 Honorable Mention
Obama Sought A Robot
The Singularis Group

C48 - Best Use of Illustration - Democrat

2013 Gold
Chris Murphy's book of Thumb Wrestling
Gumbinner & Davies Communications

2013 Silver
Steve "Richie" Ross Went to Mexico
Mad Dog Mail

2013 Silver
See Jane Run
The Pivot Group

2013 Bronze
Happy Meals
San Francisco Association of Realtors

2013 Honorable Mention
Fun with Dick and Sam
Mad Dog Mail

C49 - Best Use of Illustration - Third Party

2013 Bronze
Owl
Landslide Victory Campaigns



C50 - Best Use of Humor - Republican

2013 Silver

Tax Twins
Powers Communications

2013 Silver

Taxin' Troy
Powers Communications

2013 Bronze

Margarita Postcard
Persuasion Partners, Inc.

2013 Honorable Mention

Howland "Twist the Facts"
Buisson Creative

C51 - Best Use of Humor - Democrat

2013 Gold

Bad Deputy Movie
The Campaign Workshop

2013 Gold

Most Irresponsible Man in the World
Gumbinner & Davies Communications

2013 Silver

Caveman
Gumbinner & Davies Communications

2013 Silver

Statehouse Sheep
Jonathan Varner & Associates, LLC

2013 Bronze

Taxing Tornado
Mad Dog Mail

2013 Honorable Mention

The Nose Candy-Man
Gumbinner & Davies Communications

C52 - Best Use of Humor - Third Party

2013 Bronze

In Bed with the Unions
Tom Shepard & Associates, Inc.

C53 - Best Use of Social Pressure - Republican

2013 Gold

Horse Burger
Axiom Strategies

C53 - Best Use of Social Pressure - Republican

2013 Silver

Lost Jobs
DMI DIRECT

2013 Bronze

Kelly Card
Meridian Central Public Affairs

C54 - Best Use of Social Pressure - Democrat

2013 Silver

Visit from Tax Collector
San Francisco Association of Realtors

2013 Bronze

Harris County Alert
Gold Communications

2013 Honorable Mention

Legalization of Prostitution (Version 2)
San Francisco Association of Realtors

C56 - Best Use of Talking Mail - Republican

2013 Bronze

Shake Things Up
mailPOW

C57 - Best Use of Talking Mail - Democrat

2013 Gold

Todd Akin: We've Heard Enough
American Bridge 21st Century

2013 Silver

Warren - Talking Card
Phil Giarrizzo Campaigns

C59 - For Special Election- Direct Mail - Republican

2013 Bronze

Peas in a Pod
Chris Russell Consulting LLC

2013 Honorable Mention

Tantrum
Right Angle Consulting

2013 Silver

Griffin Heartfelt Campaign
Majority Designs

C60 - For Special Election- Direct Mail - Democrat

2013 Silver

Fighter
Kennedy Communications, Inc.

2013 Silver

Penny's Flowers
Kennedy Communications, Inc.

C61 - For Special Election- Direct Mail - Third Party

2013 Silver

Urquhart Restoring Faith
Argo Strategies

C63 - Membership Political Mail - Democrat

2013 Gold

Vote As If Our Future Depends On It
Gumbinner & Davies Communications

2013 Silver

Romney Was Here
BerlinRosen

2013 Bronze

Pink Slip
The WS Group, LLC

2013 Honorable Mention

Best Friends Forever (BFFs)
The WS Group, LLC

C65 - For Coordinated Campaign - Republican

2013 Silver

Puppy Endorsements
Axiom Strategies

C66 - For Coordinated Campaign - Democrat

2013 Silver

Fighter
Blue&Read

2013 Bronze

Vote Your Values
Northwest Passage Consulting

2013 Honorable Mention

Don't Vote Half-Way
First Class Campaigns

C70 - Best Use of Negative Contrast - President - Democrat

2013 Gold

NASCAR
The Strategy Group

2013 Silver

Romney Torch
The Pivot Group

2013 Bronze

Shocking and Dangerous
The Strategy Group

2013 Honorable Mention

Romney Hood
The Strategy Group

C71 - Best Use of Negative Contrast - President - Third Party

2013 Silver

Only God
King Strategic Communications

C78 - Best Use of Negative Contrast - US Senate - Republican

2013 Silver

Smith - Welch Voted for Obama
Cold Spark Media

2013 Bronze

Far Out
Persuasion Partners, Inc.

2013 Bronze

Out of this World
Persuasion Partners, Inc.

2013 Honorable Mention

Obama's Pocket
The Singularis Group

C79 - Best Use of Negative Contrast - US Senate - Democrat

2013 Silver

Replacement Refs
Gumbinner & Davies Communications

2013 Bronze

Tammy and Nanna
The Strategy Group

2013 Honorable Mention

Used to be a Cheesehead
Gumbinner & Davies Communications

C81 - Best Use of Negative Contrast - US House - Republican

2013 Silver

Golden Parachutes
Axiom Strategies

2013 Bronze

Party Time!
thetrazgroup

2013 Honorable Mention

LIES!
thetrazgroup

2013 Honorable Mention

Cookie Jar
Chris Russell Consulting LLC

C82 - Best Use of Negative Contrast - US House - Democrat

2013 Gold

Games
Blue&Read

2013 Silver

Fighter
Kennedy Communications, Inc.

2013 Silver

Keep Washington Out
Mammen Group, Inc

2013 Silver

Caveman
Gumbinner & Davies Communications

2013 Bronze

Buerkle's Bandits
Blue&Read

2013 Honorable Mention

Dark Alley
The Dover Group

C87 - Best Use of Negative Contrast - State Legislature - Republican

2013 Gold

Judgment
The Singularis Group

2013 Silver

Diary
Gilliard, Blanning & Associates

2013 Bronze

Mask
Lisella Public Affairs, LLC

2013 Honorable Mention

Dodgeball
Axiom Strategies

C88 - Best Use of Negative Contrast - State Legislature - Democrat

2013 Silver

T-Shirt
The Pivot Group

2013 Bronze

Unnecessary Ultrasound
Gumbinner & Davies Communications

2013 Honorable Mention

Dick Barta's School Shakedown
Mad Dog Mail

2013 Honorable Mention

Kissel-Not Working
BerlinRosen

2013 Honorable Mention

Dog Don't Hunt
Chinook Consulting

2013 Honorable Mention

Caught Once
The Strategy Group

2013 Honorable Mention

Gaping Hole Die-Cut
Gumbinner & Davies Communications

2013 Honorable Mention

Abandoned Our Elderly
Jonathan Varner & Associates, LLC

C90 - Best Use of Negative Contrast - Local/Municipal/Regional - Republican

2013 Silver

Whopper
Meridian Pacific, Inc.

2013 Silver

Randy Plemons Campaign - "Dress Up"
KC Strategies

2013 Bronze

MIA
LRW Consulting

2013 Honorable Mention

Name Tags
Chris Russell Consulting LLC

C91 - Best Use of Negative Contrast - Local/Municipal/Regional - Democrat

2013 Gold

Shredded
Blue&Read

2013 Silver

Bad Deputy Action Figure
The Campaign Workshop

2013 Bronze

It Is Time To Stop Mar
San Francisco Association of Realtors

2013 Honorable Mention

Fire Hoses
The Beytin Agency

C98 - Independent Expenditure Campaign - Governor

2013 Silver

Maloney Map
Gold Communications

2013 Silver

Vision
Moxie Media

C99 - Independent Expenditure Campaign - State/Statewide

2013 Silver

Rob Bryan Education Plan for Our Future
Cornerstone Solutions & Communication, LLC

2013 Bronze

Turn it Over
The Chadderdon Group

C100 - Independent Expenditure Campaign - US Senate

2013 Silver

Replacement Refs
Gumbinner & Davies Communications

2013 Bronze

Works
The Campaign Workshop

2013 Honorable Mention

SBA Church Doors
The Lukens Company

C101 - Independent Expenditure Campaign - US House

2013 Gold

School of Bad Government
Axiom Strategies

2013 Silver

Tiny Pill
The Strategy Group

2013 Bronze

Ag Gag
Axiom Strategies

2013 Honorable Mention

Fortune Cookie
Red Horse Strategies



C102 - Independent Expenditure Campaign - Mayor

2013 Silver

King Hawkins
BerlinRosen

C103 - Independent Expenditure Campaign - State Legislature

2013 Silver

Monopoly
Axiom Strategies

2013 Bronze

McDugle Trial Lawyers' Puppet
Majority Designs

2013 Honorable Mention

Angry Grandmas
Jonathan Varner & Associates, LLC

C104 - Independent Expenditure Campaign - Local/Municipal/Regional

2013 Gold

Birth Control
The Pivot Group

2013 Silver

Most Interesting Man in Santa Monica
Englander Knabe & Allen

2013 Silver

Happy Meals
San Francisco Association of Realtors

2013 Bronze

Legalization of Prostitution (Version 2)
San Francisco Association of Realtors

2013 Bronze

Jobs Ahead Die-Cut
Gumbinner & Davies Communications

2013 Honorable Mention

Missing
Whitehurst/Mosher Campaign Strategy and Media

C107 - Independent Expenditure Campaign - Super PAC - Democrat

2013 Silver

Todd Akin: We've Heard Enough
American Bridge 21st Century

2013 Bronze

Reyes Taboid
The Campaign Network

C108 - Independent Expenditure Campaign - Super PAC - Third Party

2013 Silver

Independence USA PAC- "Bronco"
SKDKnickerbocker

C114 - Bilingual/Multilingual/Foreign Language - Governor - Democrat

2013 Silver

APIs for Inslee - Three Languages
Cerillion N4 Partners

2013 Bronze

APIs for Inslee - Vietnamese Education
Cerillion N4 Partners



**C122 - Bilingual/Multilingual/
Foreign Language - US House -
Republican**

2013 Silver
Beto Will Say Anything
Majority Designs

**C123 - Bilingual/Multilingual/
Foreign Language - US House -
Democrat**

2013 Silver
Reyes Tabloid
The Campaign Network

2013 Bronze
Jose Hernandez Dream
Gumbinner & Davies Communications

**C126 - Bilingual/Multilingual/
Foreign Language - Mayor -
Democrat**

2013 Gold
Nuestro Alcalde - Buddy Dyer for Mayor
Mad Dog Mail

**C128 - Bilingual/Multilingual/
Foreign Language - State
Legislature - Republican**

2013 Silver
Vietnamese Leader
Powers Communications

**C129 - Bilingual/Multilingual/
Foreign Language - State
Legislature - Democrat**

2013 Silver
"A+"
The Parkside Group

2013 Bronze
Chevron
Behr Communications

2013 Honorable Mention
Rob Bonta_Cesar Chavez#2
Imprenta Communications Group

**C132 - Bilingual/Multilingual/
Foreign Language - Local/
Municipal/Regional - Democrat**

2013 Silver
Community at Stake
Gold Communications

**DIRECT MAIL - BALLOT
INITIATIVE AND
REFERENDUM**

**C134 - For State/Statewide
Campaigns**

2013 Gold
Cakes
Moxie Media

2013 Silver
The ABCs of Prop B
The Campaign Workshop

2013 Bronze
Fool Me Once
Axiom Strategies

2013 Honorable Mention
Hands
Jonathan Varner & Associates, LLC

C135 - For County Campaigns

2013 Gold
Rolling
Whitehurst/Mosher Campaign Strategy and
Media

2013 Silver
Double Tax Gum
Axiom Strategies

2013 Bronze
Yes For Slots
Cornerstone Solutions & Communication, LLC

2013 Honorable Mention
Yes for West-MEC
HighGround, Inc

C136 - For City Campaigns

2013 Gold
Think Again
Whitehurst/Mosher Campaign Strategy and
Media

2013 Gold
"Great"
Compass Media Group, Inc.

2013 Silver
Firefighters "Doing Our Part"
Indie Politics

2013 Bronze
Raise My Kids
Whitehurst/Mosher Campaign Strategy and
Media

2013 Honorable Mention
Mother and Child
Whitehurst/Mosher Campaign Strategy and
Media

**C138 - For Local/Municipal/
Regional Organization**

2013 Gold
Visit from Tax Collector
San Francisco Association of Realtors

2013 Silver
Great Teachers
Whitehurst/Mosher Campaign Strategy and
Media

2013 Silver
Beneath the Surface
Northwest Passage Consulting

2013 Bronze
Computers
The Pivot Group

2013 Honorable Mention
My Vote Can Make a Difference
TurpinMcLaughlin Communications

**C139 - For Membership
Organization**

2013 Silver
Equality Florida - VOTE!
Mad Dog Mail

2013 Bronze
Squash
The Campaign Workshop

2013 Honorable Mention
Visit from Tax Collector
San Francisco Association of Realtors

**C141 - Best Use of Early Voting/
Absentee Ballot**

2013 Silver
Get Ready Colorado
Cerillion N4 Partners

**C143 - Bilingual/Multilingual/
Foreign Language**

2013 Silver
Don't Be Silenced/No se puede silenciar
The Pivot Group

2013 Bronze
De Nada
Whitehurst/Mosher Campaign Strategy and
Media

2013 Bronze
Proposition 37
Imprenta Communications Group

2013 Bronze
Su Futuro
The Strategy Group

2013 Honorable Mention
Ya Es Hora
Moxie Media

C144 - Best Use of Humor

2013 Silver
Balance Matters
Jonathan Varner & Associates, LLC

2013 Bronze
Visit from Tax Collector
San Francisco Association of Realtors

C145 - Best Use of Illustration

2013 Gold
Visit from Tax Collector
San Francisco Association of Realtors

2013 Gold
San Diego's Independence Yes on A
Bieber Communications

2013 Silver
Pigeon Forge - Alcohol Revenue Supporting
Schools - Direct Mail Illustration Piece
Calvert Street Group

**C146 - Best Use of Negative
Contrast**

2013 Gold
Big Tobacco is Blowing Smoke
The Campaign Workshop

2013 Silver
Behind Closed Doors
King Strategic Communications

C147 - Best Use of Social Pressure

2013 Gold
Visit from Tax Collector
San Francisco Association of Realtors

2013 Silver
Final Notice
Cerillion N4 Partners

**DIRECT MAIL - PUBLIC
AFFAIRS AND ISSUE
ADVOCACY**

C151 - Local Government

2013 Gold
Chabot-Las Positas CCD
WBC Campaigns

2013 Gold

Chabot-Las Positas CCD 2
WBC Campaigns

2013 Silver

Visit from Tax Collector
San Francisco Association of Realtors

C153 - Advocacy/Grassroots Lobbying - Nationwide

2013 Silver

AARP February 2012 Appeal Questionnaire
and Petition
Chapman Cubine Adams + Hussey

2013 Bronze

AARP August 2012 Yes or No Petition
Chapman Cubine Adams + Hussey

2013 Honorable Mention

AARP 2012 December Appeal Petition
Chapman Cubine Adams + Hussey

C154 - Advocacy/Grassroots Lobbying - State/Local

2013 Silver

Realtors
Englander Knabe & Allen

2013 Bronze

Sugarland Wind Outreach
Five Corners Strategies

2013 Honorable Mention

The New Green
Rainmaker Inc.

C155 - For National/State Organization

2013 Silver

Spending
DMI DIRECT

2013 Silver

Friends in Washington
Axiom Strategies

2013 Bronze

Bernie
Jamestown Associates

C156 - For Local/Municipal/ Regional Organization

2013 Gold

Visit from Tax Collector
San Francisco Association of Realtors

2013 Silver

Need Not Greed Mail
Whitehurst/Mosher Campaign Strategy and
Media

2013 Bronze

"We're Still Here..."
Gold Communications

2013 Bronze

Roulette Wheel
Freeman Public Affairs

2013 Honorable Mention

A Lot Riding on Issue 53
First Class Campaigns

C157 - For Membership Organization

2013 Gold

Operation Healthy Texas
The Eppstein Group

2013 Silver

"I AM AFP Testimony"
DMI DIRECT

2013 Bronze

Visit from Tax Collector
San Francisco Association of Realtors

2013 Bronze

National Association of REALTORS® 2012
Opportunity Races
SevenTwenty Strategies

2013 Honorable Mention

4Richmond
Whitehurst/Mosher Campaign Strategy and
Media

2013 Honorable Mention

Care Is Suffering
BerlinRosen

C162 - Best Use of Humor

2013 Gold

Visit from Tax Collector
San Francisco Association of Realtors

2013 Silver

Fire Acrobats
DMI DIRECT

C163 - Best Use of Illustration

2013 Gold

Visit from Tax Collector
San Francisco Association of Realtors

2013 Silver

Lilac Hills Ranch
Tom Shepard & Associates, Inc.

C164 - Best Use of Negative Contrast

2013 Silver

Off With Their Heads...
Hackney & Hackney, Inc.

C165 - Best Use of Social Pressure

2013 Gold

Scream
Axiom Strategies

2013 Silver

Visit from Tax Collector
San Francisco Association of Realtors

2013 Bronze

Red Tape
Whitehurst/Mosher Campaign Strategy and
Media

C166 - Best Use of Talking Mail

2013 Gold

"I'll Plant The Flag"
DMI DIRECT

FIELD - CANDIDATE

D02 - Best GOTV Program

2013 Silver

Elizabeth Warren's GOTV Program
NGP VAN, Inc

2013 Bronze

2012 General Election -- Democratic Party of
Wisconsin -- Milwaukee Paid GOTV
Grassroots Solutions

2013 Honorable Mention

Stefani Carter for Texas House of
Representatives
Nasica

D03 - Best Use Of New Technology

2013 Silver

Elizabeth Warren's Mobile Pollwatcher
NGP VAN, Inc.



2013 Bronze

2012 General Election - Democratic Party of
Wisconsin - Milwaukee GOTV GPS Tracking
System
Grassroots Solutions

2013 Honorable Mention

Cyrus Mobile: Helping a State Rep Surpass
Mitt Romney in Raw Vote
Nasica

D04 - Best Walk Piece

2013 Silver

Obama's Back
Left Coast Communications

2013 Bronze

100 Things
The Strategy Group

D05 - Best Use of Social Pressure

2013 Silver

Elizabeth Warren's Social Organizing
NGP VAN, Inc.

FIELD - BALLOT INITIATIVE AND REFERENDUM

D07 - Best GOTV Program

2013 Gold

A Massive Effort to Turn Out the "No" Vote:
Don't Limit the Freedom to Marry
Grassroots Solutions

2013 Silver

No on N GOTV Program
Whitehurst/Mosher Campaign Strategy and
Media

D08 - Best Use of New Technology

2013 Silver

People You Know: Social Organizing with
Accountability and Massive Scale
Grassroots Solutions

D09 - Best Walk Piece

2013 Silver

Proposition C Tri-Fold
Left Coast Communications

FIELD - PUBLIC AFFAIRS AND ISSUE ADVOCACY

D12 - Best GOTV Program

2013 Bronze

Connect for Health Grant-making Challenge:
Get Connected, Get Healthy
Grassroots Solutions

D13 - Best Use of New Technology

2013 Silver

New Yorkers for Beverage Choice iPad Theater
Program
Goddard Gunster Inc

2013 Bronze

Idea Open III: Using an Online Competition
to Crowd-source Ideas for Working Across
Cultures and Faiths
Grassroots Solutions



D15 - Best Use of Social Pressure

2013 Silver

Natural Gas Grassroots Campaign
Five Corners Strategies

2013 Bronze

I Built My Business Tour
Nahigian Strategies

FUNDRAISING - CANDIDATE

E02 - Best Use of Telephone Fundraising - Democrat

2013 Silver

Obama for America Telemarketing Responsive Series
Chapman Cubine Adams + Hussey

2013 Bronze

OFA 2012 Major Donor Telemarketing Series
Chapman Cubine Adams + Hussey

2013 Honorable Mention

Obama for America 2012 Online-Only Conversion
Chapman Cubine Adams + Hussey

2013 Honorable Mention

Obama Victory Fund Last Push Pre-Election 2012 Appeal
Chapman Cubine Adams + Hussey

E04 - Best Use of Event Fundraising - Republican

2013 Gold

U.S. Senator Jim Inhofe (R-OK): Dove Hunt Event
Sagac Public Affairs

2013 Silver

Governor Branstad's 2nd Annual 65th Birthday Bash
CampaignHQ

2013 Bronze

Scott Brown for Senate - People Over Party (Extended)
WeRPolitics

2013 Honorable Mention

Romney in Colorado
The Starboard Group

E08 - Best Use of Super PAC/PAC Fundraising - Democrat

2013 Silver

Progressives United January Appeal
Nexus Direct

E13 - House Mailer - Presidential Primary - Republican

2013 Silver

Kitchen Sink
HSP Direct LLC

2013 Bronze

"Super Tuesday" Rush
HSP Direct LLC

2013 Honorable Mention

Running Mate
HSP Direct LLC

E15 - House Mailer - President - Democrat

2013 Silver

"State of the Race" Donor Insider Appeal
A.B. Data

2013 Bronze

September "Convention Photo" Appeal (FLOTUS)
A.B. Data

E21 - House Mailer - State/Statewide - Democrat

2013 Silver

Dem Party of Wisconsin - Scott Walker Letter
Rapid Returns

E23 - House Mailer - US Senate - Republican

2013 Gold

U.S. Senator Jim Inhofe (R-OK): Dove Hunt Event: Invitation Mailer, and Event Materials
Sagac Public Affairs

2013 Bronze

Dog Days of Summer
HSP Direct LLC

E24 - House Mailer - US Senate - Democrat

2013 Silver

Elizabeth Warren - Together
Rapid Returns

E26 - House Mailer - US House - Republican

2013 Bronze

Mike Coffman for Congress
The Starboard Group

E27 - House Mailer - US House - Democrat

2013 Bronze

Tammy Duckworth - Darkest Moments
Rapid Returns

E32 - House Mailer - State Legislature - Republican

2013 Silver

"Death at the Polls" Invitation Mailer - Oklahoma State Senate Candidate Dan Newberry
Sagac Public Affairs

E36 - House Mailer - Local/Municipal/Regional - Democrat

2013 Gold

Top Ten Reasons
Rainmaker Inc.

2013 Silver

Time
Rainmaker Inc.

E38 - Prospect Mailer - Presidential Primary - Republican

2013 Bronze

Now or Never...
HSP Direct LLC

2013 Honorable Mention

Striking Distance
HSP Direct LLC

E40 - Prospect Mailer - President - Democrat

2013 Silver

First Lady Photo Prospecting
A.B. Data

E40 - Prospect Mailer - President - Democrat

2013 Bronze

Presidential Gold Seal Prospecting
A.B. Data

E48 - Prospect Mailer - US Senate - Republican

2013 Silver

U.S. Senator Jim Inhofe (R-OK): Fly In Event: Invitation Mailer, and Event Materials
Sagac Public Affairs

2013 Bronze

Fischer May Prospect
The Singularis Group

E49 - Prospect Mailer - US Senate - Democrat

2013 Silver

Warren - Scott Brown email
Rapid Returns

E51 - Prospect Mailer - US House - Republican

2013 Silver

Pick Your Wallet
Campaign Funding Direct

2013 Bronze

Personal Correspondence
HSP Direct LLC

FUNDRAISING - PUBLIC AFFAIRS AND ISSUE ADVOCACY

E69 - Best Use of Telephone Fundraising

2013 Silver

Tea Party Patriots - October Action Alert
CampaignHQ

2013 Bronze

NARAL March 2012 Mid-Range 3rd Renewal
Adams Hussey & Associates

2013 Honorable Mention

2012 PFAW Major Donor Telemarketing Appeal
Chapman Cubine Adams + Hussey

2013 Honorable Mention

March 2012 LCV Matching Gift Reinstatement
Chapman Cubine Adams + Hussey

E71 - Best Use of Super PAC/PAC Fundraising

2013 Gold

The Home Depot Pac: Peer to Peer Fundraising Campaign
Sagac Public Affairs

2013 Silver

"Take the Lead" - DynCorp International Political Action Committee(DIPAC)
Sagac Public Affairs

E72 - Best Use of Trade Association Fundraising

2013 Silver

The Stakes are High: Get Involved! National Multi Housing Council (NMHC PAC)
Sagac Public Affairs

E73 - House Mailer

2013 Silver

Matching Check Follow Up
The Lukens Company

2013 Bronze

NARAL 2012 Hi\$ Brass Tag Direct Mail Appeal
Chapman Cubine Adams + Hussey

2013 Honorable Mention

Amnesty International USA 2012 Jenni Williams Appeal
Chapman Cubine Adams + Hussey

E74 - Prospect Mailer - Grassroots/ Issue Advocacy/Public Affairs

2013 Bronze

PFAW July 2012 Support Romney Direct Mail Campaign
Chapman Cubine Adams + Hussey

INTERNET - CANDIDATE

F01 - Best Use of New Technology - Republican

2013 Gold

Smart Traffic
Smart Media Group

2013 Gold

Events the Final Data Frontier
Eventbrite

2013 Silver

First Fully Integrated Finance, Expense, and Budget Platform in a Republican Presidential Campaign
Red Curve Solutions

2013 Bronze

Romney for President
Targeted Victory

2013 Honorable Mention

Newt Gingrich's "The Romney Record"
Harris Media LLC

F02 - Best Use of New Technology - Democrat

2013 Silver

Elizabeth Warren's Mobile Pollwatcher
NGP VAN, Inc.

2013 Bronze

IP Targeting to AFSCME Members
Blueprint Interactive

2013 Bronze

BSD Quick Donate
Blue State Digital

F03 - Best Use of New Technology - Third Party

2013 Silver

POLARIS
National Media Research, Planning & Placement, LLC

F04 - Web Animation/Web Video - Presidential Primary

2013 Silver

Rick Santorum - "Rebellion"
BrabenderCox

2013 Bronze

Rick Santorum - "Obamaville"
BrabenderCox

F05 - Web Animation/Web Video - President

2013 Silver

From "Hope" to Hypocrisy: Excuses, Excuses
Republican National Committee

2013 Bronze

Romnopoly
American Bridge 21st Century

2013 Honorable Mention

Bumps in the Road
American Rambler Productions

F06 - Web Animation/Web Video - Governor

2013 Silver

Maloney Baloney
Rainmaker Inc.

2013 Bronze

Dave Spence for Governor
WeRPolitics

2013 Honorable Mention

Randy Brock for Vermont Governor - "Bears"
The Strategy Group for Media

F07 - Web Animation/Web Video - State/Statewide

2013 Silver

Conservative Values
Jamestown Associates

F08 - Web Animation/Web Video - US Senate

2013 Gold

Saving Florida's Future - Mack the Fourth
Three Point Media

2013 Silver

Mr. Flake Takes On Washington
Richard Sales Media

2013 Bronze

Scott Brown For Senate - Let America Be America Again
WeRPolitics

2013 Honorable Mention

Pete Hoekstra - "Replacement Refs"
BrabenderCox

F09 - Web Animation/Web Video - US House

2013 Gold

She's Running
CRAFT | Media/Digital

2013 Silver

Jose Hernandez IS AN ASTRONAUT
Revolution Political Media

2013 Bronze

A Proud Mother
Infinity Media USA

2013 Bronze

Mike Fitzpatrick for Congress - "Frisco Toast"
The Strategy Group for Media

2013 Honorable Mention

"The Paul Ryan Plan" - Democratic Congressional Campaign Committee
Adelstein | Liston

F10 - Web Animation/Web Video - Mayor

2013 Bronze

BEN MCADAMS: Ben Convention
Love Communications

F11 - Web Animation/Web Video - State Legislature

2013 Silver

Alarcon Indictments
Media & Associates

2013 Silver

Extremes
Revolution Political Media

2013 Bronze

Sheehan - Unless He's Watching
The Campaign Network

2013 Honorable Mention

AZ Business Coalition: Lori Get Your Gun
Richard Sales Media





F12 - Web Animation/Web Video - Local/Municipal/Regional

2013 Silver

London Calling
San Francisco Association of Realtors

2013 Bronze

Send Mar Back to Mars
San Francisco Association of Realtors

2013 Honorable Mention

A Conversation with Jana Duty
KC Strategies

F13 - Web Animation/Web Video - Best Use of Humor

2013 Silver

American Crossroads: Operation Hot Mic
Richard Sales Media

2013 Bronze

Extremes
Revolution Political Media

2013 Honorable Mention

G6 Jerry
Chariot

F15 - Online Advertising - President - Republican

2013 Gold

Romney for President
Targeted Victory

F16 - Online Advertising - President - Democrat

2013 Gold

OFA
Bully Pulpit Interactive

2013 Silver

Mitt vs. Mitt
Obama Media Team

F19 - Online Advertising - Governor - Democrat

2013 Gold

Alejandro 2012
BuzzMaker

F24 - Online Advertising - US Senate - Republican

2013 Gold

Ted Cruz
Harris Media LLC

2013 Silver

Scott Brown For Senate - Let America Be America Again
WeRPolitics

2013 Bronze

Scott Brown for Senate
Targeted Victory

2013 Honorable Mention

Most Corrupt, Again
SOAPBOX Strategic Interactive

2013 Honorable Mention

Linda McMahon
Harris Media LLC

F25 - Online Advertising - US Senate - Democrat

2013 Silver

Elizabeth Warren Money Bomb
Trilogy Interactive

F27 - Online Advertising - US House - Republican

2013 Silver

Matt Salmon for Congress
IWS

F28 - Online Advertising - US House - Democrat

2013 Gold

Patrick Murphy Against Allen West
Impact Politics

2013 Silver

Bera for Congress
Blueprint Interactive

2013 Bronze

Grayson Comes Back
BuzzMaker

2013 Honorable Mention

Joe Kennedy for Congress - Trust
Devine Mulvey

F30 - Online Advertising - Mayor - Republican

2013 Bronze

Scott Smith For Mayor
IWS

F33 - Online Advertising - State Legislature - Republican

2013 Silver

Breaking Through the Clutter: Schaeffer for MO SD-19
Smart Media Group

2013 Bronze

Raja - GOTV Web Ads
Cold Spark Media

F37 - Online Advertising - Local/Municipal/Regional - Democrat

2013 Silver

Carlstrom GOTV Push Online
Tactical Communication Strategies, Inc.

2013 Bronze

Send Mar Back to Mars
San Francisco Association of Realtors

F40 - Online Advertising - Super PAC - Democrat

2013 Gold

Silvestre Reyes - Family Affair
The Campaign Network

2013 Silver

Re-electing the President with Online Advertising
Global Strategy Group

2013 Bronze

Fighter
Visuality Media Productions

F41 - Online Advertising - Super PAC - Third Party

2013 Bronze

Kate
76 Words

F42 - Online Advertising - Best Use of Voter File-Matched Advertising - Republican

2013 Silver

Romney for President
Targeted Victory

2013 Bronze

Warren Chisum for Railroad Commissioner (Texas): Hyper-local Ad Targeting
The Prosper Group

F43 - Online Advertising - Best Use of Voter File-Matched Advertising - Democrat

2013 Bronze

Who is Richard Mourdock?
Precision

F44 - Online Advertising - Best Use of Voter File-Matched Advertising - Third Party

2013 Silver

LIUNA needs President Obama
The Campaign Workshop

F45 - Online Advertising - Best Use of Search Engine Marketing - Republican

2013 Gold

Romney for President
Targeted Victory

2013 Silver

Mia Love: Search Engine Marketing
CRAFT | Media/Digital

F46 - Online Advertising - Best Use of Search Engine Marketing - Democrat

2013 Gold

Elizabeth Warren for Senate
Trilogy Interactive

F48 - Online Advertising - Best Use of Pre-Roll Advertising - Republican

2013 Silver

Romney for President
Targeted Victory

2013 Bronze

Carmona Chameleon
Odd Lamps Productions

F49 - Online Advertising - Best Use of Pre-Roll Advertising - Democrat

2013 Silver

Grayson Saturation
BuzzMaker

2013 Bronze

Tim Holden - Beholden to Whom?
The Campaign Network

F51 - Best Use of Pandora - Republican

2013 Gold

Romney for President
Targeted Victory

2013 Silver

Michele Bachmann's Pandora Advertising Campaign
Campaign Solutions

F52 - Best Use of Pandora - Democrat

2013 Gold

OFA
Bully Pulpit Interactive

2013 Silver

Go Farr for Your Rights
Tactical Communication Strategies, Inc.

F53 - Best IE/SuperPAC Use of Pandora

2013 Silver

Avoiding Ad Fatigue with Internet Radio
Global Strategy Group

F54 - Website - Presidential Primary - Republican

2013 Silver

Romney for President
Targeted Victory

F55 - Website - President - Republican

2013 Gold

Romney for President
Targeted Victory

2013 Silver

Romney for President - Store
Targeted Victory

2013 Bronze

ObamanomicsOutsourced.com
Republican National Committee

F58 - Website - Governor - Republican

2013 Silver

Randy Brock for Governor: Website
The Prosper Group

2013 Bronze

Dave Spence for Governor
Harris Media LLC

F59 - Website - Governor - Democrat

2013 Gold

Jay Inslee for Washington
Trilogy Interactive

F61 - Website - State/Statewide - Republican

2013 Silver

Obenshain for Attorney General
Active Engagement

2013 Bronze

Texans for Don Willett
Upstream Communications

F62 - Website - State/Statewide - Democrat

2013 Silver

Tish Chafin for Supreme Court Website
Rainmaker Inc.

2013 Silver

McCord for Treasurer Website
The Dover Group

F64 - Website - US Senate - Republican

2013 Silver

Ted Cruz
Harris Media LLC

2013 Bronze

JeffFlake.com
Campaign Solutions

2013 Honorable Mention

Joe Kyrillos for Senate: Website
The Prosper Group

F65 - Website - US Senate - Democrat

2013 Gold

Elizabeth Warren for Senate
Trilogy Interactive

2013 Silver

ClaireMcCaskill.com
BuzzMaker

F67 - Website - US House - Republican

2013 Gold

Dr. Dan Benishek
Northbound Designs

2013 Silver

VickyHartzler.com
Alien Media Inc

2013 Bronze

Larry Bucshon for Congress: Website
The Prosper Group

2013 Honorable Mention

Conaway for Congress Committee- Website
Upstream Communications

F68 - Website - US House - Democrat

2013 Silver

Patrick Murphy Against Allen West
Impact Politics

2013 Bronze

Sean Patrick Maloney for Congress - Website
NGP VAN, Inc.

2013 Honorable Mention

Making History in Arizona: Kyrsten Sinema for Congress
Oldmixon Hill

F73 - Website - State Legislature - Republican

2013 Silver

kevinaustin.org
Alien Media, Inc

2013 Bronze

Tom Rust
Harris Media LLC

F74 - Website - State Legislature - Democrat

2013 Silver

Who is Raul Torres?
Message Audience & Presentation, Inc.

2013 Bronze

Carolanne Curry for State Senate
Katzing Creative Ways

2013 Honorable Mention

Gael Tarleton Website
Argo Strategies

2013 Honorable Mention

Rob Krupicka for Virginia House of Delegates - Website
NGP VAN, Inc.

F76 - Website - Local/Municipal/Regional - Republican

2013 Silver

Adam Meierhofer for RISD School Board
Upstream Communications

2013 Bronze

Douglas S. Lang Campaign- Website
Upstream Communications

F77 - Website - Local/Municipal/Regional - Democrat

2013 Bronze

Brendan Reilly for Alderman - Website
NGP VAN, Inc.

F78 - Website - Local/Municipal/Regional - Third Party

2013 Silver

John Urquhart Website
Argo Strategies

F79 - Website - National Organization

2013 Gold

FreedomWorks for America
Terra Eclipse

2013 Silver

DLCC.org
BuzzMaker

2013 Bronze

House Budget Committee: Path to Prosperity
CRAFT | Media/Digital

2013 Honorable Mention

Vote For Jobs
IWS

F80 - Website - State/Local Organization

2013 Gold

Cops Voter Guide
Moran & Associates

2013 Silver

Association of the United States Army- Texas
Capital Area Chapter
Upstream Communications

2013 Bronze

Colorado Democratic Party - Website
NGP VAN, Inc.

F81 - Website - Membership Organization

2013 Gold

Coastal Conservation Association
Upstream Communications

F81 - Website - Membership Organization

2013 Silver

Faith and Freedom Coalition: Website
The Prosper Group

2013 Bronze

Center for Women in Business
IWS

2013 Bronze

Patriot Voices Website
BrabenderCox



2013 Honorable Mention

Independent Voters of America Website
North Woods Advertising

2013 Honorable Mention

Project New America
Albatross Digital

F83 - Landing Page - Presidential Primary - Republican

2013 Gold

Romney for President
Targeted Victory

F84 - Landing Page - President - Republican

2013 Silver

Romney for President
Targeted Victory

F87 - Landing Page - Governor - Republican

2013 Gold

Mike Pence for Governor: Victory Center Fund
Splash Page
The Prosper Group

2013 Silver

Pence for Governor (IN) - Drive to Victory Fund
The Prosper Group

F91 - Landing Page - State/Statwide - Democrat

2013 Bronze

Ralph Northam for Lieutenant Governor of Virginia - Landing Page
NGP VAN, Inc.

F93 - Landing Page - US Senate - Republican

2013 Bronze

Richard Mourdock for Senate: Reid Needs Donnelly
The Prosper Group

F94 - Landing Page - US Senate - Democrat

2013 Gold

Elizabeth Warren for Senate
Trilogy Interactive

F96 - Landing Page - US House - Republican

2013 Gold

Bob Latta for Congress: Keystone XL Pipeline
Splash Page
The Prosper Group

2013 Silver

Bill Flores for Congress- Destructive Democrats Landing Page
Upstream Communications

F97 - Landing Page - US House - Democrat

2013 Gold

What (Allen) West Said
Impact Politics

2013 Bronze

Preparing to Take on Eric Cantor
BuzzMaker

2013 Bronze

Rob Zerban for Congress - Landing Page
NGP VAN, Inc.

F103 - Landing Page - State Legislature - Democrat

2013 Bronze

A Fresh Design for a Fresh Voice: Noel Frame for State House
Oldmixon Hill

F106 - Landing Page - Local/Municipal/Regional - Democrat

2013 Bronze

A Lightweight Solution for a Small Campaign: James Walsh for Pinal County Attorney
Oldmixon Hill

F108 - Landing Page - National Organization

2013 Gold

Resurgent Republic- Target Voter Series 2012 Election
Upstream Communications

2013 Silver

Profiles in Courage: Gabby PAC
Oldmixon Hill

2013 Bronze

State Government Leadership Foundation- Healthcare Insurance Exchange & Medicaid Expansion State Map
Upstream Communications

F109 - Landing Page - State/Local Organization

2013 Silver

ReferendumOnRick.com
BuzzMaker

2013 Bronze

Protect North Carolina Families - Landing Page
NGP VAN, Inc.

F110 - Landing Page - Membership Organization

2013 Gold

2013 AUSA 4th Region Meeting
Upstream Communications

F111 - Best Use of Twitter - Republican

2013 Bronze

Romney for President - Paul Ryan
Targeted Victory

2013 Bronze

Romney for President - Mitt Romney
Targeted Victory

2013 Gold

Romney for President - Ann Romney
Targeted Victory

2013 Silver

Scott Walker for Governor
Connectivist Media LLC

F114 - Best Facebook Page - Republican

2013 Gold

Ted Cruz
Harris Media LLC

2013 Silver

Roger Williams for Congress
Upstream Communications

2013 Bronze

Karl Rove
Upstream Communications

2013 Honorable Mention

Romney for President
Targeted Victory

F115 - Best Facebook Page - Democrat

2013 Gold

Mazie Hirono for Senate
Trilogy Interactive

2013 Silver

Defeating Mitt Romney
BuzzMaker

F117 - Best Use of Facebook Advertising - Republican

2013 Gold

Romney for President
Targeted Victory

2013 Silver

Ted Cruz
Harris Media LLC

F118 - Best Use of Facebook Advertising - Democrat

2013 Gold

Patrick Murphy Builds Name Recognition Against Allen West
Impact Politics

2013 Silver

OFA
Bully Pulpit Interactive

2013 Bronze

Alejandro 2012
BuzzMaker

2013 Honorable Mention

"Announcing Online Vote-By-Mail Registration"
Los Angeles County Democratic Party

F120 - Best Facebook Application - Republican

2013 Silver

Romney for President
Targeted Victory

2013 Bronze

Convention without Walls
Vente Networks

F121 - Best Facebook Application - Democrat

2013 Gold

Elizabeth Warren's Social Organizing
NGP VAN, Inc.

F123 - Best Use of Facebook GOTV - Republican

2013 Silver

Ted Cruz
Harris Media LLC

2013 Bronze

Best Use of Facebook GOTV - Romney for President
Targeted Victory

F124 - Best Use of Facebook GOTV - Democrat

2013 Silver

Elizabeth Warren's Social Organizing
NGP VAN, Inc.

2013 Bronze

"I Voted Obama Comment" Facebook Image
Los Angeles County Democratic Party

F126 - Best Facebook Strategy - Republican

2013 Silver

Romney for President
Targeted Victory

2013 Bronze

Matt Salmon for Congress Social Media
IWS

F127 - Best Facebook Strategy - Democrat

2013 Gold

Mazie Hirono for Senate
Trilogy Interactive

2013 Silver

Defeating Mitt Romney
BuzzMaker

F129 - Best Use of Social Pressure - Republican

2013 Silver

Lizzy's Card
Travis N. Taylor

F130 - Best Use of Social Pressure - Democrat

2013 Silver

Elizabeth Warren's Social Organizing
NGP VAN, Inc.

F132 - Best Use of Social Media - Republican

2013 Gold

Ted Cruz
Harris Media LLC

2013 Silver

Romney for President
Targeted Victory

2013 Bronze

Michele Bachmann's Social Media Strategy
Campaign Solutions

F133 - Best Use of Social Media - Democrat

2013 Gold

Claire McCaskill for Senate - "Ladylike"
Trilogy Interactive

2013 Silver

Elizabeth Warren's Social Organizing
NGP VAN, Inc.

2013 Bronze

Elizabeth Warren for Senate - "Scalia"
Trilogy Interactive

F135 - Best Social Media Strategy - Republican

2013 Silver

Romney for President
Targeted Victory

F138 - Best Use of Social Media Fundraising - Republican

2013 Gold

Ted Cruz
Harris Media LLC

2013 Silver

Romney for President
Targeted Victory

F139 - Best Use of Social Media Fundraising - Democrat

2013 Gold

Elizabeth Warren for U.S. Senate Money Bomb
Trilogy Interactive

F141 - Best Use of Advertisement Fundraising - Republican

2013 Silver

Romney for President
Targeted Victory

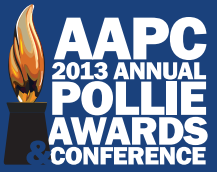
F142 - Best Use of Advertisement Fundraising - Democrat

2013 Silver

Elizabeth Warren Money Bomb
Trilogy Interactive

2013 Bronze

OFA
Bully Pulpit Interactive



WINNERS



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2013 Honorable Mention

DSCC

Bully Pulpit Interactive

F144 - Best Use of Email Fundraising - Republican

2013 Gold

Online Bake Sale

Tuesday Associates

2013 Silver

Romney for President

Targeted Victory

2013 Bronze

Michele Bachmann's Online Fundraising Campaign

Campaign Solutions

2013 Honorable Mention

Scott Walker for Governor: Email Prospecting Conservative Connector, LLC

F145 - Best Use of Email Fundraising - Democrat

2013 Gold

Claire McCaskill for Senate -- "Legitimate Rape"

Trilogy Interactive

2013 Silver

Elizabeth Warren for U.S. Senate Money Bomb Trilogy Interactive

2013 Bronze

Introducing Online Fundraising to Puerto Rico BuzzMaker

F147 - Best Use of Website Fundraising - Republican

2013 Gold

Mia Love: The Love Bomb

CRAFT | Media/Digital

2013 Gold

Romney for President

Targeted Victory

2013 Silver

Pence for Governor (IN) - Drive to Victory Fund The Prosper Group

F148 - Best Use of Website Fundraising - Democrat

2013 Silver

Elizabeth Warren for U.S. Senate Money Bomb Trilogy Interactive

2013 Bronze

John Sarbanes - Grassroots Donor NGP VAN, Inc.

F150 - Best Use of Email - Republican

2013 Silver

Michele Bachmann's Online Fundraising Campaign

Campaign Solutions

2013 Bronze

Romney for President Targeted Victory

F154 - Independent Expenditure Campaign - President

2013 Silver

Romney: Wrong for Women's Health Blueprint Interactive

2013 Bronze

"Defend Freedom"

OnMessage Inc.

2013 Bronze

Meet Richard Hayes. He picks up Mitt Romney's trash.

AFSCME

2013 Honorable Mention

SEIU's Birth Control Calculator

Trilogy Interactive

2013 Honorable Mention

American Crossroads

Targeted Victory

F156 - Independent Expenditure Campaign - State/Statewide

2013 Silver

UFCW Virginia Mobile Ads

Revolution Messaging, LLC

2013 Bronze

UFCW Ohio Mobile Ads

Revolution Messaging, LLC

2013 Honorable Mention

Ensuring Quality Care for Seniors at the Ballot Box: Washington Values Care Oldmixon Hill

F157 - Independent Expenditure Campaign - US Senate

2013 Silver

Laundromat

Odd Lamps Productions

F158 - Independent Expenditure Campaign - US House

2013 Bronze

Small Budget-Big Results: NEA for Biggert IL CD-11

Smart Media Group

F159 - Independent Expenditure Campaign - Mayoral

2013 Silver

Forward Progress Hawaii

Trilogy Interactive

F160 - Independent Expenditure Campaign - State Legislature

2013 Silver

ABM Action Fund: "Wrong Priorities"

The New Media Firm

2013 Bronze

Microtargeting a Florida State Senate District BuzzMaker

F161 - Independent Expenditure Campaign - Local/Municipal/Regional

2013 Gold

Send Mar Back to Mars

San Francisco Association of Realtors

2013 Silver

London Calling

San Francisco Association of Realtors

F162 - Website - Best Use of Negative Contrast - Republican

2013 Bronze

American Crossroads

Targeted Victory

F163 - Website - Best Use of Negative Contrast - Democrat

2013 Silver

What (Allen) West Said

Impact Politics

2013 Bronze

Hands Off My Grandma

Wright Strategies

2013 Honorable Mention

LongIsWrong.com

BuzzMaker

F165 - Website - Best Use of Early Voting/Absentee Ballot - Republican

2013 Silver

American Crossroads

Targeted Victory

F168 - Website - Best Use of Voter Registration - Republican

2013 Silver

GOPAC Education Fund - Voter Registration Campaign

Campaign Solutions

F171 - Website - Best Use of Humor - Republican

2013 Gold

Barackon

Republican National Committee

F172 - Website - Best Use of Humor - Democrat

2013 Gold

Wake the F*ck Up

Jewish Council for Education and Research

2013 Silver

No on 32

Bully Pulpit Interactive

2013 Bronze

Frank Lautenberg for Senate- Mitt Romney

Photo Caption Contest

Avalon Consulting Group

INTERNET - BALLOT INITIATIVE AND REFERENDUM

F174 - Best Use of New Technology

2013 Silver

Targeting at the State Fair

76 Words

2013 Bronze

Defeat Prop 32

Bully Pulpit Interactive

2013 Honorable Mention

Stop the Gas Tax

Wright Strategies

F175 - Online Advertising - State/Statewide

2013 Silver

Bottom Line

The Wayne Johnson Agency

2013 Bronze

UFCW California Mobile Ads
Revolution Messaging, LLC

2013 Honorable Mention

Vote YES on Prop B
The Campaign Workshop

2013 Honorable Mention

9 Out Of 10
Northwest Passage Consulting

F179 - Best Use of Pandora

2013 Gold

Vote For Question Seven (Maryland)
Agenda

2013 Gold

Obama for Ref 74
Northwest Passage Consulting

F180 - Website - State/Statewide

2013 Gold

Florida No On 3: "A Wolf in Sheep's Clothing"
The New Media Firm

2013 Silver

The People Should Decide
Gridiron Communications

2013 Bronze

Vote No on 8
Impact Politics

2013 Bronze

No - 1185
Blue Utopia

2013 Honorable Mention

Quality Education and Jobs
IWS

F181 - Website - Local

2013 Silver

Save Our City College Website
Whitehurst/Mosher Campaign Strategy and Media

2013 Bronze

Yes for West-MEC
IWS

2013 Honorable Mention

Connect KC Website
The Dover Group

F182 - Landing Page - State/Statewide

2013 Silver

What Does Prop B Mean For You?
The Campaign Workshop

2013 Bronze

Michigan No On 4: Landing Page
The New Media Firm

F184 - Web Animation/Web Video

2013 Gold

Give A Care
Revolution Political Media

2013 Silver

MLRV: "Before You Vote, Get the Facts"
The New Media Firm

2013 Bronze

"Victims' Voices"
Randle Communications

2013 Honorable Mention

"Three Governors"
Randle Communications

F185 - Web Video - Best Use of Humor

2013 Gold

CARE Michigan "Fly"
Joe Slade White and Company

2013 Silver

No Joke
76 Words

F186 - Best Use of Email

2013 Silver

Washington United for Marriage
Trilogy Interactive

F187 - Best Use of Search Engine Marketing

2013 Gold

Michigan No on 5
The New Media Firm

F190 - Best Use of Facebook Advertising - State/Statewide

2013 Silver

Washington United for Marriage
Trilogy Interactive

F191 - Best Use of Facebook Advertising - Local

2013 Silver

Keep Dollars in Benton County
Wright Strategies

F192 - Best Facebook Application

2013 Gold

CARE Michigan "Cost Estimator"
Joe Slade White and Company

F193 - Best Use of Facebook GOTV

2013 Silver

Washington United for Marriage
Trilogy Interactive

F194 - Best Use of Facebook Strategy

2013 Silver

Keep Dollars in Benton County
Wright Strategies

F197 - Best Use of Email Fundraising

2013 Gold

Washington United for Marriage
Trilogy Interactive

F199 - Best Use of Social Pressure

2013 Gold

Transfer Tax Campaign
San Francisco Association of Realtors

2013 Silver

"I'm Voting Yes on 30 & No on 32" Facebook
Image and Cover Photo
Los Angeles County Democratic Party

F201 - Best Use of Voter File-Matched Advertising

2013 Gold

MN United for All Families
DSPolitical

2013 Silver

New Approach WA - I502 with KullyHall
DSPolitical

2013 Bronze

UFCW Engages DSPolitical In Coordinated
Voterfile Targeted Ad Campaign Integrated
With Mobile
DSPolitical

2013 Honorable Mention

Washington United for Marriage
Trilogy Interactive

F203 - Best Use of Voter Registration

2013 Silver

Washington United for Marriage
Trilogy Interactive

F204 - Best Use of Social Media

2013 Silver

The Four Campaign
Blue State Digital

2013 Bronze

Washington United for Marriage
Trilogy Interactive

INTERNET - PUBLIC AFFAIRS AND ISSUE ADVOCACY

F206 - Best Use of New Technology

2013 Gold

Eventbrite
Eventbrite

2013 Silver

FreedomConnector
Terra Eclipse

2013 Bronze

U.S. Health Care Spending 101
Orange Hat Group, LLC

2013 Bronze

The Ad About You
Campaign Solutions

2013 Honorable Mention

Live.freedomworks.org
Terra Eclipse

F207 - Online Advertising - Nationwide

2013 Gold

VSA: Spike the Football
Richard Sales Media

2013 Silver

Cancer Votes
The Campaign Workshop

2013 Bronze

Double-Half Ads
Obama Media Team

2013 Honorable Mention

Vacation Dog
GMMB

F208 - Online Advertising - State/Local

2013 Gold

Fiscal Cliff Advertising Campaign
Proof Integrated Communications



2013 Silver

Planned Parenthood Mobile Ads
Revolution Messaging, LLC

2013 Bronze

Stop the Wave
Wright Strategies

F209 - Online Advertising - Advocacy/Grassroots Lobbying - Nationwide

2013 Silver

Friends of the U.S. Chamber
IWS

2013 Bronze

AFSCME, NEA & SEIU: "Boehnerville"
The New Media Firm

2013 Honorable Mention

Crossroads GPS
Targeted Victory

F210 - Online Advertising - Advocacy/Grassroots Lobbying - State/Local

2013 Gold

"Wimps Didn't Build California"
McNally Temple Associates, Inc.

2013 Silver

Fiscal Cliff Advertising Campaign
Proof Integrated Communications

2013 Bronze

Smoke-Free Iowa Gaming Education
Campaign
The Campaign Workshop

F211 - Online Advertising - Best Use of Humor

2013 Gold

Just Fix it: Fiscal Cliff "Parody" Advertising
Campaign
Proof Integrated Communications

2013 Silver

SBA List: Bureau of Womanhood Conformity
Richard Sales Media

2013 Bronze

AFSCME, NEA & SEIU: "Cuts"
The New Media Firm

2013 Honorable Mention

Things Are Looking Up
Adfero Group

F213 - Best Use of Pandora

2013 Gold

Vote For Question Seven (Maryland)
Agenda

2013 Silver

Where's My Debit Discount? Pandora
Campaign
VOX Global

2013 Bronze

Fiscal Cliff Advertising Campaign
Proof Integrated Communications

F214 - Website - Nationwide

2013 Gold

U.S. Health Care Spending 101
Orange Hat Group, LLC

2013 Silver

Why I Changed My Vote
Campaign Solutions

2013 Bronze

Ballot.org
BuzzMaker

2013 Bronze

Global Intellectual Property Center
CRAFT | Media/Digital

2013 Honorable Mention

866OurVote
Trilogy Interactive

F215 - Website - State/Local

2013 Gold

Union Busting Playbook
BerlinRosen

2013 Silver

San Francisco Aids Foundation - Experience
AIDS/LifeCycle
Albatross Digital

2013 Bronze

California Job Killers
Campaign Solutions

2013 Honorable Mention

Enefit American Oil
Davies Public Affairs

F216 - Landing Page - Nationwide

2013 Silver

Southwest Airlines - "Red, White & HOU"
SevenTwenty Strategies

2013 Bronze

Progressives United - Contact the Super
Committee
Trilogy Interactive

2013 Honorable Mention

AmericanValuesFirst.org
BuzzMaker

F217 - Landing Page - State/Local

2013 Silver

BeNiceBen.com
Trilogy Interactive

2013 Bronze

Southwest Airlines - "Free Hobby"
SevenTwenty Strategies

F218 - Web Animation/Web Video

2013 Gold

Iron Vs. PVC
Washington Media Group, Inc.

2013 Silver

Workers Rights Coalition: Hurting
Richard Sales Media

2013 Bronze

Gas Prices
Adfero Group

2013 Honorable Mention

Common Cause: "Amend 2012"
The New Media Firm

F219 - Web Video - Best Use of Humor

2013 Gold

Let My People Vote
Jewish Council for Education and Research

2013 Silver

Lawyers in Cages
Berman and Company

2013 Bronze

Sprinkler Talk
The Eppstein Group

2013 Honorable Mention

"Same Old Political Crap"
North Woods Advertising

2013 Honorable Mention

Ending Spending: Bad Votes
Richard Sales Media

F220 - Best Use of Negative Contrast

2013 Gold

Obama Is Carter
CRAFT | Media/Digital

2013 Silver

Shine A Light
CRAFT | Media/Digital

F221 - Best Use of Email

2013 Silver

Pro-Life Christians Support Carbon
Restrictions
Eleison, LLC

2013 Silver

OPSEC Email/Viral Marketing
Campaign Solutions

2013 Bronze

ShePAC Email Broadcast
Upstream Communications

F223 - Best Use of Twitter

2013 Silver

ACCCE Click-to-Call
New Media Strategies

F224 - Best Facebook Page

2013 Silver

ACCCE America's Power Facebook Fan Page
New Media Strategies

2013 Bronze

Rosemont Copper
Davies Public Affairs

F225 - Best Use of Facebook Advertising - Nationwide

2013 Silver

U.S. Chamber of Commerce Facebook
IWS

F226 - Best Use of Facebook Advertising - State/Local

2013 Silver

ACCCE Facebook Micro-Targeting
New Media Strategies

2013 Bronze

Find the Coattails
Wright Strategies

F227 - Best Facebook Application

2013 Gold

Best Use of Voter Registration - American
Crossroads
Targeted Victory

F228 - Best Use of Facebook GOTV

2013 Bronze

Bee Mad @ The GOP
Totten Communications

F229 - Best Use of Facebook Strategy

2013 Silver

NEA: EdVotes
The New Media Firm

2013 Silver

NFIB I Built It Campaign
BrabenderCox

2013 Bronze

Teamsters' Facebook Strategy
Revolution Messaging, LLC

F232 - Best Use of Email Fundraising

2013 Silver

DynCorp international Political Action Committee (DICPAC) - Email Ad Fundraising Campaign
Sagac Public Affairs

2013 Bronze

Devon Energy - Micro-Targeted Email Fundraising Campaign
Sagac Public Affairs

2013 Honorable Mention

PFAW 2012 Wisconsin "Recall the Right" Online Campaign Submission
Chapman Cubine Adams + Hussey

F234 - Best Use of Social Pressure

2013 Silver

Transfer Tax Campaign
San Francisco Association of Realtors

2013 Bronze

Lizzy's Card
Travis N. Taylor

F235 - Best Use of Pre-Roll Advertising

2013 Gold

Lawyers in Cages
Berman and Company

2013 Silver

American Crossroads/Crossroads GPS
Targeted Victory

2013 Bronze

NJEA: "Super Storm Sandy"
The New Media Firm

2013 Honorable Mention

Used Car Salesman
Berman and Company

F236 - Best Use of Voter File-Matched Advertising

2013 Silver

American Crossroads GPS
Targeted Victory

F237 - Best Use of Early Voting/Absentee Ballot

2013 Silver

American Crossroads
Targeted Victory

F238 - Best Use of Voter Registration

2013 Silver

Black Men Vote Website
Oldmixon Hill

2013 Bronze

American Crossroads
Targeted Victory

F240 - Best Social Media Strategy

2013 Silver

Olivenhain Municipal Water District Social Media Campaign
The San Diego Group

NEWSPAPER - CANDIDATE

G02 - Full Page - Democrat

2013 Silver

We Trust Jane
The Beytin Agency

2013 Bronze

Mar Report Card
San Francisco Association of Realtors

2013 Bronze

Opposite of Yours
San Francisco Association of Realtors

G04 - Less Than Full Page - Republican

2013 Silver

Topeka
The Singularis Group

G05 - Less Than Full Page - Democrat

2013 Gold

Radical Loy Mauch
The Markham Group

G07 - Insert - Republican

2013 Gold

Mitt Zine
American Media & Advocacy Group

G08 - Insert - Democrat

2013 Silver

Gael Newspaper Insert
Argo Strategies

G11 - Bilingual/Multilingual/Foreign Language - Democrat

2013 Gold

David Lee for District 1 Supervisor
San Francisco Association of Realtors

2013 Silver

APIs for Inslee - Korean Newspaper
Cerillion N4 Partners

NEWSPAPER - BALLOT INITIATIVE AND REFERENDUM

G16 - Full Page

2013 Gold

Double Tax Gum
Axiom Strategies

2013 Silver

Bad Medicine Full Page Newspaper
Whitehurst/Mosher Campaign Strategy and Media

2013 Bronze

Cakes Newspaper
Moxie Media

2013 Honorable Mention

Buy Local First -- Tyler Wet Election
Texas Petition Strategies

G17 - Less Than Full Page

2013 Silver

Pigeon Forge - Alcohol Revenue Supporting Schools - Newspaper Ad
Calvert Street Group

2013 Bronze

Pigeon Forge - Alcohol Revenue Supporting Schools - Open Letter
Calvert Street Group

2013 Honorable Mention

Don't Mess With Texas - Sabine JP 1
Texas Petition Strategies

G18 - Insert

2013 Silver

Buy Local First--Tyler Texas "Wet" Election
Texas Petition Strategies

G19 - Bilingual/Multilingual/Foreign Language

2013 Gold

No on Measure H: "Chalkboard" Print Ad
Goddard Gunster Inc.

2013 Silver

Squeezed
San Francisco Association of Realtors

NEWSPAPER - PUBLIC AFFAIRS AND ISSUE ADVOCACY

G20 - Full Page

2013 Gold

The Evidence Is Stacking Up
Hackney & Hackney, Inc.

2013 Silver

Nanny Bloomberg
Berman and Company

2013 Bronze

Bernie
Jamestown Associates

2013 Honorable Mention

Gusher
Hackney & Hackney, Inc.

G21 - Less Than Full Page

2013 Gold

Your Lungs Don't Know the Difference
The Campaign Workshop

2013 Silver

Don't Be a Wiener
The Campaign Workshop

2013 Bronze

Protecting the Unborn from Mercury
Eleison, LLC

2013 Honorable Mention

Explore for More
Hackney & Hackney, Inc.

G23 - Bilingual/Multilingual/Foreign Language

2013 Silver

Squeezed
San Francisco Association of Realtors



2013 Gold

New Yorkers for Beverage Choices Print Campaign
Goddard Gunster Inc

PHONES - CANDIDATE

H17 - Best Use of Unusual Phone Techniques - Democrat

2013 Silver

Legal Performance Enhancing Fundraising
Stones' Phones

H25 - Automated Calls - Presidential Primary - Republican

2013 Silver

Rick Santorum Wins Iowa
Gravis Marketing, Inc.

H32 - Automated Calls - State/Statewide - Republican

2013 Gold

McGraw Is Not On Your Side
The Strategy Group for Phones

H35 - Automated Calls - US Senate - Republican

2013 Gold

Palin Endorsement Call
Meridian Central Public Affairs

H38 - Automated Calls - US House - Republican

2013 Gold

Latta Family Values
The Strategy Group for Phones

H43 - Automated Calls - Mayor - Third Party

2013 Gold

"It's Bradley Again"
Mowery Consulting Group

H44 - Automated Calls - State Legislature - Republican

2013 Gold

A Foolish Thing
Patterson & Company

2013 Silver

C'anne Smalley Response
Majority Designs

2013 Bronze

Amanda Grassley Sets the Record Straight
CampaignHQ

2013 Honorable Mention

Rick Perales for State Representative
The Strategy Group for Phones

H45 - Automated Calls - State Legislature - Democrat

2013 Gold

Equal Pay
NYS Democratic Assembly Campaign Committee

H47 - Automated Calls - Local/Municipal/Regional (Non-Mayoral) - Republican

2013 Silver

Coach Earl Bruce Endorsement
The Strategy Group for Phones

H48 - Automated Calls - Local/Municipal/Regional (Non-Mayoral) - Democrat

2013 Silver

Closing Argument
Tactical Communication Strategies, Inc.

H49 - Automated Calls - Local/Municipal/Regional (Non-Mayoral) - Third Party

2013 Silver

I'm Voting for My Family; I Ask You to Vote for Yours
RoboCent

2013 Bronze

Dirty Tricks
Cornerstone Solutions & Communication, LLC

H53 - Automated Calls - For Special Election - Republican

2013 Silver

Reagan Griffin Please Vote for my Mom
Majority Designs

H57 - Automated Calls - GOTV - Democrat

2013 Silver

Taking Back The American Dream
Switchboard Communications

H66 - Automated Calls - Independent Expenditure Campaign - US Senate

2013 Gold

Pop Quiz: Todd Akin is Legitimately Dangerous
Stones' Phones

H67 - Automated Calls - Independent Expenditure Campaign - US House

2013 Silver

Reade's Mom
The Wayne Johnson Agency

H69 - Automated Calls - Independent Expenditure Campaign - State Legislature

2013 Gold

After 4 Funny Phone Calls, the Joke was on John Lee
Stones' Phones

H70 - Automated Calls - Independent Expenditure Campaign - Local/Municipal/Regional

2013 Gold

Ohio GOP Battle
The Strategy Group for Phones

2013 Silver

Let's Send a Message
Cornerstone Solutions & Communication, LLC

H76 - Live Calls - Independent Expenditure Campaign - US House

2013 Gold

Look Who's Talking
Stones' Phones

H85 - Live Calls - US House - Democrat

2013 Silver

Michelle Lujan Grisham Persuasion ID
InFocus Campaigns

H91 - Live Calls - State Legislature - Democrat

2013 Silver

Mary Ann Perez Persuasion ID
InFocus Campaigns

2013 Bronze

Chris Turner Persuasion ID
InFocus Campaigns

H92 - Best Use of Telephone Town Hall Call/Forum Call - US Senate - Democrat

2013 Silver

Your Chance to Chat with Elizabeth Warren
Stones' Phones



H94 - Live Calls - Local/Municipal/Regional - (Non-Mayoral) - Democrat

2013 Silver

Theresa Daniel Persuasion ID
InFocus Campaigns

H97 - Live Calls - Super PAC/ Organization - Democrat

2013 Silver

Re-Thinking Scott Brown
Stones' Phones

H101 - Best Use of Telephone Town Hall Call/Forum Call - State Legislature - Democrat

2013 Silver

Gael Tarleton Town Hall
Argo Strategies

2013 Silver

Re-Elect Rep. Larry Seaquist WA State House
PoliticalRobocalls.com

H109 - Best Use of New Technology - Republican

2013 Gold

smartCommunicator
Smartech Corp & Airnet Group, Inc.

2013 Silver

smartCommunicator - smartCall Center
Smartech Corp & Airnet Group, Inc.

H112 - Best Use of Mobile Technology - Republican

2013 Gold

Cyrus Mobile: Helping a State Rep Surpass Mitt Romney in Raw Vote
Nasica

2013 Silver

smartCommuniactor - smartSurvey2Go
Smartech Corp & Airnet Group, Inc.

H118 - Best Use of Mobile Application - Republican

2013 Gold

Romney for President
Targeted Victory

2013 Silver

Cyrus Mobile: Helping a State Rep Surpass Mitt Romney in Raw Vote
Nasica

H125 - Text Messaging - GOTV - Democrat

2013 Gold

Heidi Heitkamp for U.S. Senate Yard Sign Mobile Campaign
Revolution Messaging, LLC

H184 - Live Calls - Bilingual/Multilingual/Foreign Language - Federal

2013 Silver

Binh chon cho Lowenthal
Stones' Phones

H185 - Best Use of Telephone Town Hall Call/Forum Call - US Senate - Republican

2013 Silver

Fischer Teleforum
Meridian Central Public Affairs

H186 - Best Use of Telephone Town Hall Call/Forum Call - US House - Republican

2013 Silver

Mica Redistricting Battle
The Strategy Group for Phones

PHONES - BALLOT INITIATIVE AND REFERENDUM

H130 - Best Use of Social Pressure

2013 Silver

Messaging Marriage in the Free State
Stones' Phones

2013 Silver

"Hi. My name is Julien" Robocall
Los Angeles County Democratic Party

H131 - Best Use of Unusual Phone Techniques

2013 Bronze

"Hi. My name is Julien" Robocall
Los Angeles County Democratic Party

H132 - Bilingual/Multilingual/Foreign Language

2013 Silver

Does Governor Jerry Brown speak Hmong?
Stones' Phones

H135 - Automated Calls - State/Statewide

2013 Silver

Protect Oregon Homes
The Strategy Group for Phones

H136 - Automated Calls - Local

2013 Silver

Graham, TX-Former Prosecutor Weighs in on "Wet" Election
Texas Petition Strategies

2013 Silver

Big Daddy Says Sign the Petition
Texas Petition Strategies

2013 Silver

Licking Parks and Paths
The Strategy Group for Phones

2013 Bronze

Coach
Tactical Communication Strategies, Inc.

H139 - Live Calls - Local

2013 Silver

A Risk We Can't Afford
Cornerstone Solutions & Communication, LLC

H141 - Best Use of Telephone Town Hall Call/Forum Call

2013 Silver

Tancredo's Conservative Fight for Marijuana Liberty
Stones' Phones

2013 Bronze

New Albany for Kids
The Strategy Group for Phones

H153 - Best Use of New Technology

2013 Silver

Hello?/¿Hola?
Stones' Phones

PHONES - PUBLIC AFFAIRS AND ISSUE ADVOCACY

H161 - Best Use of Unusual Phone Techniques

2013 Silver

Tell Us Your Plan (and we'll tell you your neighbor's)
Stones' Phones

2013 Silver

ACCCE Click-to-Call
New Media Strategies

H164 - Best Use of Voter Registration

2013 Silver

October Surprise: You Can Still Vote!
Stones' Phones

H165 - Automated Calls - Nationwide

2013 Silver

Don't Mess with My Social Security
Stones' Phones

H173 - Best Use of Telephone Town Hall Call/Forum Call

2013 Silver

Celebrating Huge Gains for LGBT Equality with HRC
Stones' Phones

H174 - Most Innovative Use of Automated Technology

2013 Silver

Talk to me, Texas
Stones' Phones

H176 - Best Use of Mobile Technology

2013 Gold

ACCCE Click-to-Call
New Media Strategies

H178 - Best Use of Mobile Application

2013 Gold

Election Protection App
Revolution Messaging, LLC

H182 - Patch-Through Program For Public Affairs (Autodial)

2013 Silver

Don't be a Lame Duck
Stones' Phones

H183 - Patch-Through Program For Public Affairs (Live)

2013 Silver

Let the People Vote on the National Harbor Casino!
Stones' Phones



2013 Bronze

AFP Nebraska Fights the Health Care Exchange
CampaignHQ

RADIO - CANDIDATE

I01 - Presidential Primary - Republican

2013 Gold

Rick Santorum - "A Liberal, A Conservative and A Moderate"
BrabenderCox

2013 Silver

Rick Santorum - "Out of this World"
BrabenderCox

I02 - For President - Republican

2013 Silver

Mitt Romney - "Cold, Hard Numbers"
BrabenderCox

2013 Bronze

Mitt Romney - "Factor"
BrabenderCox

I05 - For Governor - Republican

2013 Silver

Mike Pence for Indiana Governor - "The Road to Growth"
The Strategy Group for Media

2013 Bronze

Herbert's Leadership
R&R Partners

I09 - State/Statewide - Democrat

2013 Silver

Gonzalez for Justice
Northwest Passage Consulting

I11 - For US Senate - Republican

2013 Silver

Hatch Fights for HAFB
R&R Partners

I12 - For US Senate - Democrat

2013 Silver

Crazy
EpandMedia

I14 - For US House - Republican

2013 Gold

Brad Wenstrup for Congress - "The Kiss"
Politics Counsel

2013 Silver

Michele Bachmann for Congress - "Airport"
The Strategy Group for Media

2013 Bronze

Job Creator
EpandMedia

I15 - For US House - Democrat

2013 Gold

Lacy Clay - Backbone Radio
Fletcher Rowley Inc

2013 Silver

Twelve Minutes
Compass Media Group, Inc.

2013 Bronze

Auction
Compass Media Group, Inc.

I20 - State Legislature - Republican

2013 Gold

"Fighting for Us"
Buisson Creative

2013 Silver

193 - Kel Seliger
The Eppstein Group

2013 Bronze

Joe Miller "Weeds"
RedPrint Strategy

2013 Bronze

Vandermeer Bull
Liberty House Consulting

2013 Honorable Mention

Old Smokey Morrison
Mark It Red LLC

I21 - State Legislature - Democrat

2013 Gold

Sunrise
Compass Media Group, Inc.

2013 Silver

Susan
NYS Democratic Assembly Campaign Committee

2013 Bronze

The Duke
Rainmaker Inc.

2013 Honorable Mention

Friends of Lou Gentile: "Jobs"
The New Media Firm

I23 - Local/Municipal/Regional - (Non-Mayoral) - Republican

2013 Silver

What is a Siegmeister for State Attorney?
Ozean Media

2013 Bronze

Susan McCoy "And Justice for All"
Murphy Turner Associates

2013 Honorable Mention

Susan McCoy for TX District Judge - "Justice for All"
The Strategy Group for Media

I24 - Local/Municipal/Regional - (Non-Mayoral) - Democrat

2013 Gold

Biker Justice
RBI Strategies & Research

I26 - Best Use of Humor - Republican

2013 Silver

Joe Miller "Weeds"
RedPrint Strategy

2013 Bronze

Barefoot
Gateway Media

2013 Honorable Mention

Most Liberal Senator
Nahigian Strategies

I29 - For Super PAC - Republican

2013 Silver

Cap and Trade
Hackney & Hackney, Inc.

2013 Bronze

Hope For A Change
Hackney & Hackney, Inc.

2013 Honorable Mention

Jobs
Hackney & Hackney, Inc.

2013 Honorable Mention

Best Prescription
Hackney & Hackney, Inc.

2013 Honorable Mention

Cecil Roberts
Hackney & Hackney, Inc.

I32 - Best Use of Early Voting/Absentee Ballot - Republican

2013 Silver

Mitt Romney - "Don't Settle"
BrabenderCox

I41 - Best Use of Negative Contrast - Presidential Primary - Republican

2013 Gold

Rick Santorum - "A Liberal, A Conservative and A Moderate"
BrabenderCox

I42 - Best Use of Negative Contrast - President - Republican

2013 Silver

Cap and Trade
Hackney & Hackney, Inc.

2013 Bronze

Mitt Romney - "Cold, Hard Numbers"
BrabenderCox

2013 Bronze

Cecil Roberts
Hackney & Hackney, Inc.

2013 Honorable Mention

Mitt Romney - "Factor"
BrabenderCox

I51 - Best Use of Negative Contrast - US Senate - Republican

2013 Silver

Don't Like Sherrod
Nahigian Strategies

I54 - Best Use of Negative Contrast - US House - Republican

2013 Silver

Doug Lamborn for Congress - "The Blaha Record"
The Strategy Group for Media

I60 - Best Use of Negative Contrast - State Legislature - Republican

2013 Silver

A Good Kid
Right Angle Consulting

2013 Bronze

Slick Rick
Clark Strategy Group

2013 Honorable Mention

Stutzman Life
Mark It Red LLC

I61 - Best Use of Negative Contrast - State Legislature - Democrat

2013 Silver

The Pledge
Media & Associates

2013 Bronze

The Duke
Rainmaker Inc.

2013 Honorable Mention

"Race Track Jack"
Media & Associates

I64 - Best Use of Negative Contrast - Local/Municipal/Regional - Democrat**2013 Gold**

Tom Gibbons for State's Attorney—"Crash"
Marlin Strategies LLC

I66 - Independent Expenditure - Presidential Primary**2013 Gold**

Dignity of Every Human Life
Hackney & Hackney, Inc.

I67 - Independent Expenditure - President**2013 Silver**

Cap and Trade
Hackney & Hackney, Inc.

2013 Bronze

Cecil Roberts
Hackney & Hackney, Inc.

I69 - Independent Expenditure - State/Statewide**2013 Bronze**

"DA Support"
MH Media, LLC

2013 Honorable Mention

Patriot Majority: "Whistle"
The New Media Firm

I71 - Independent Expenditure - US House**2013 Silver**

Kick the Can
The Public Response Group

2013 Bronze

"Take Two & Call Me"
DMI DIRECT

I72 - Independent Expenditure - Mayor**2013 Silver**

Get Out and Vote for DeMaio
JC-Evans, Inc.

2013 Bronze

The Man
JC-Evans, Inc.

I73 - Independent Expenditure - State Legislature**2013 Gold**

Dusty Boots
Media & Associates

2013 Silver

The Kicker
Gateway Media

2013 Bronze

Kentucky Family Values: "Wolf Sheep"
The New Media Firm

2013 Honorable Mention

Barefoot
Gateway Media

I75 - Bilingual/Multilingual/Foreign Language - Republican**2013 Silver**

Opportunity
Venture Strategic

I76 - Bilingual/Multilingual/Foreign Language - Democrat**2013 Gold**

Protege el Sueño Radio
Obama Media Team

2013 Silver

Dusty Boots - Spanish
Media & Associates

2013 Silver

Buen Ejemplo Radio
Obama Media Team

RADIO - BALLOT INITIATIVE AND REFERENDUM**I78 - For County Campaigns****2013 Silver**

Just Z Facts
Gateway Media

I79 - For Statewide Campaigns**2013 Gold**

"Just Vote No/Chris Kluwe"
North Woods Advertising

2013 Silver

The Defeat of Physician Assisted Suicide in
Progressive Massachusetts
Rasky Baerlein Strategic Communications

2013 Bronze

Obama Likes Charter
Franklin Communications

I80 - For Local/Regional Campaigns**2013 Silver**

Don't Mess With Texas - Sabine
Texas Petition Strategies

I86 - GOTV: Statewide**2013 Silver**

Are There Any Patriots...?
Peachtree Battle Group, LLC

I91 - Best Use of Humor**2013 Silver**

"Just Vote No/Chris Kluwe"
North Woods Advertising

RADIO - PUBLIC AFFAIRS AND ISSUE ADVOCACY**I93 - For Federal Government Persuasion****2013 Gold**

Employee Rights Act Radio Ad
Berman and Company

2013 Silver

Rethink Reform
Berman and Company

**I94 - For State Government Persuasion****2013 Gold**

Don't Hang Up On Grandma
BerlinRosen

I97 - For National Organization**2013 Gold**

AT&T "It Can Wait"
Joe Slade White and Company

2013 Gold

AT&T "To The Brink"
Joe Slade White and Company

I98 - For State Organization**2013 Gold**

Declaration of Energy Independence
Rainmaker Inc.

2013 Silver

Right to Work Choices
Mark It Red LLC

2013 Bronze

"Veterans"
North Woods Advertising

I101 - For Membership Organization**2013 Silver**

Road to Recovery
Tactical Communication Strategies, Inc.

I102 - Best Use of Bilingual/Multilingual/Foreign Language**2013 Gold**

What Has President Obama Given Latinos?
Adfero Group

I103 - Best Use of Early Voting/Absentee Ballot**2013 Gold**

VOTE/Better When You Participate
Love Communications

I105 - Best Use of Humor**2013 Gold**

VOTE/Better When You Participate
Love Communications

2013 Silver

VOTE/Prepare Primary
Love Communications

TELEVISION - CANDIDATE**J01 - Presidential Primary - Republican****2013 Silver**

Rick Santorum - "Rombo"
BrabenderCox

2013 Silver

Moral Responsibility
American Rambler Productions

2013 Bronze

WOF: Prosperity
Richard Sales Media



2013 Honorable Mention

Rick Santorum - "Pop-up"
BrabenderCox

J02 - For President - Republican

2013 Silver

It's OK
Chris Mottola Consulting, Inc.

2013 Bronze

Real Change
American Rambler Productions

J03 - For President - Democrat

2013 Gold

Firms
Obama Media Team

2013 Silver

Determination
Obama Media Team

2013 Silver

Obama for America - "My Job"
Obama Media Team

2013 Bronze

537
Obama Media Team

2013 Honorable Mention

Buen Ejemplo
Obama Media Team

J04 - For President - Third Party

2013 Bronze

"Enough!"
North Woods Advertising

J05 - For Governor - Republican

2013 Silver

Mike Pence for Indiana Governor - "First Date"
The Strategy Group for Media

2013 Bronze

Mike Pence for Indiana Governor - "Roadmap"
The Strategy Group for Media

2013 Honorable Mention

Friends of Ovide 2012 - Heart :60
Sandler-Innocenzi

2013 Honorable Mention

Utah Jobs
R&R Partners

J06 - For Governor - Democrat

2013 Silver

Maggie Hassan For Governor "Pathfinder"
Joe Slade White and Company

2013 Bronze

Gregg for Governor - "Clip 'n Curl"
Putnam Partners, LLC

J08 - Statewide - Republican

2013 Silver

Dave Freed for Attorney General - "Call Maintenance"
BrabenderCox

J09 - Statewide - Democrat

2013 Silver

Bob Vance -- The Position
David Browne Media

2013 Silver

Bob Vance -- Homework
David Browne Media

2013 Bronze

Match Game
Rainmaker Inc.

J10 - Statewide - Third Party

2013 Silver

Regular
Compass Media Group, Inc.

J11 - For US Senate - Republican

2013 Silver

Scott Brown For Senate - People Over Party
WeRPolitics

2013 Bronze

Signed
Something Else Strategies

2013 Honorable Mention

"Debt Crisis"
OnMessage Inc.

J12 - For US Senate - Democrat

2013 Gold

Tester for Senate
Kully Hall LLC,

2013 Silver

Heitkamp for U.S. Senate - "Batting Cage"
Putnam Partners, LLC

2013 Bronze

Casey for U.S. Senate - "Harley"
Putnam Partners, LLC

2013 Honorable Mention

Cardin for U.S. Senate - "My Friend"
Putnam Partners, LLC

2013 Honorable Mention

Cardin for U.S. Senate - "Oysternomics"
Putnam Partners, LLC

J14 - For US House - Republican

2013 Gold

Andy Barr for Congress - "Scary Guy"
The Strategy Group for Media

2013 Silver

Decide
FP1 Strategies

2013 Bronze

Steve King for Congress "Land 60"
Strategic Perception Inc.

2013 Honorable Mention

Steve Stivers for Congress - "Leading By Example"
The Strategy Group for Media

J15 - For US House - Democrat

2013 Silver

Patrick Murphy: "Numbers"
Hamburger Company

2013 Bronze

Patrick Murphy: "Time Out"
Hamburger Company

2013 Honorable Mention

Imagine
Behr Communications

J16 - For US House - Third Party

2013 Silver

Public Campaign, "Connect the Drops" 501c3
SKDKnickerbocker

J18 - For Mayor - Democrat

2013 Silver

BEN MCADAMS: Ben Bus Spot :30
Love Communications

2013 Bronze

BEN MCADAMS: Bio Spot :30
Love Communications

2013 Honorable Mention

BEN MCADAMS: Fiscal Conservative :30
Love Communications

J19 - For Mayor - Third Party

2013 Silver

Personal
Tom Shepard & Associates, Inc.

J20 - State Legislature - Republican

2013 Silver

Wesley Meredith Boss Hog TV Spot
Innovative Advertising

2013 Bronze

John Macco for WI Senate - "Macco's Plan"
The Strategy Group for Media

2013 Honorable Mention

"Over the Cliff"
McNally Temple Associates, Inc.

2013 Honorable Mention

Why
Something Else Strategies

J21 - State Legislature - Democrat

2013 Silver

Bo Mitchell - Moving Man
Fletcher Rowley Inc

2013 Silver

JPB-TV
76 Words

2013 Bronze

Sanchez - Back-At-Cha
David Browne Media

2013 Honorable Mention

"Run Jane, Run" - Iowa State Senator Steve Sodders
Adelstein | Liston

J23 - Local/Municipal/Regional - (Non - Mayoral) - Republican

2013 Silver

Gerald Daugherty Campaign - "Roadblock"
KC Strategies

2013 Bronze

Shark TV Spot
Innovative Advertising

2013 Bronze

Sheriff Joe Arpaio: Silent Witness
Richard Sales Media

2013 Honorable Mention

Sheriff Joe Arpaio: Fighter
Richard Sales Media

J24 - Local/Municipal/Regional - (Non - Mayoral) - Democrat

2013 Silver

Steven Reed - New Much Required
Fletcher Rowley Inc

2013 Silver

Tom Gibbons for State's Attorney--"Running"
Marlin Strategies LLC

2013 Bronze

Bergen County Democrats - "Baby Ad"
Silver Strategies and Communications Group

2013 Honorable Mention

Biography
Tactical Communication Strategies, Inc.

J25 - Local/Municipal/Regional - (Non - Mayoral) - Third Party

2013 Silver

John Urquhart - New Talk
Fletcher Rowley Inc

2013 Bronze

Protect
Cornerstone Solutions & Communication, LLC

J26 - For Super PAC - Republican

2013 Silver

Tired
CRAFT | Media/Digital

2013 Bronze

King of Bain
CRAFT | Media/Digital

J27 - For Super PAC - Democrat

2013 Silver

Women Vote! - Kyrsten Sinema "Effective"
Joe Slade White and Company

2013 Bronze

Creature from Washington
Revolution Political Media

2013 Honorable Mention

Out of Time
76 Words

J35 - Best Use of Humor - Republican

2013 Silver

Andy Barr for Congress - "Scary Guy"
The Strategy Group for Media

2013 Bronze

Even Bigger Bag
The Eppstein Group

2013 Honorable Mention

Keith Rothfus for Congress - "Regular Guy"
The Strategy Group for Media

J36 - Best Use of Humor - Democrat

2013 Gold

Cartwright -- My Jobs
David Browne Media

2013 Silver

I Hate this Show
76 Words

2013 Bronze

John Gregg for Governor
Putnam Partners, LLC

2013 Honorable Mention

Montana Beef
Kully Hall LLC,

J37 - Best Use of Humor - Third Party

2013 Silver

"Enough!"
North Woods Advertising

J39 - Best Use of Illustration - Democrat

2013 Silver

House Majority PAC - "Pocket"
Putnam Partners, LLC

2013 Bronze

Match Game
Rainmaker Inc.

2013 Honorable Mention

Flying Through the Clutter
76 Words

J41 - Best Use of Personality/Celebrity - Republican

2013 Bronze

We Need Orrin Hatch
R&R Partners

J42 - Best Use of Personality/Celebrity - Democrat

2013 Gold

Challenges
Obama Media Team

J44 - Best Cable Only Broadcast - Republican

2013 Silver

2 1/2 Macks
Chris Mottola Consulting, Inc.

2013 Bronze

Dr. Greg Bonnen "He Fought Obama"
Murphy Turner Associates

2013 Honorable Mention

Carol Slager
Mark It Red LLC

J45 - Best Cable Only Broadcast - Democrat

2013 Silver

Adler for Congress - "Wrap Up Show"
Putnam Partners, LLC

2013 Bronze

Michelle Mussman - Drive
Devine Mulvey

2013 Bronze

Adler for Congress - "Free Agent"
Putnam Partners, LLC

2013 Honorable Mention

Thank You For My Job Mitt Romney
Art Not War

J47 - Non-Broadcast Video - Republican

2013 Gold

Mitt Romney: Introduction
American Rambler Productions

2013 Silver

Give Back
CRAFT | Media/Digital

2013 Bronze

A Conversation with Jana Duty
KC Strategies

2013 Honorable Mention

Phill Berger Documentary
Innovative Advertising

2013 Honorable Mention

"Rise"
MH Media, LLC

J48 - Non-Broadcast Video - Democrat

2013 Gold

Obama for America - "Michelle"
Obama Media Team

2013 Silver

We Need a Doctor in the House
Behr Communications

2013 Bronze

SEIU COPE: "GOTV"
The New Media Firm

2013 Honorable Mention

Why We Support Gael Tarleton
Argo Strategies

J50 - Best Use of Negative Contrast - Presidential Primary - Republican

2013 Gold

Rick Santorum - "Rebellion"
BrabenderCox

2013 Silver

History Lesson
American Rambler Productions

2013 Bronze

Rick Santorum - "Rombo"
BrabenderCox

J52 - Best Use of Negative Contrast - President - Democrat

2013 Gold

Obama for America - "My Job"
Obama Media Team

2013 Silver

Mitt Romney: Job Creator?
Art Not War

2013 Bronze

The Choice
Obama Media Team

2013 Honorable Mention

"Commander in Chief" - Truman National
Security Project
Adelstein | Liston

J59 - Best Use of Negative Contrast - State/Statewide - Third Party

2013 Silver

Committee for Justice & Fairness - Walked
Three Point Media

J60 - Best Use of Negative Contrast - US Senate - Republican

2013 Gold

Pete Hoekstra - "Replacement Refs"
BrabenderCox

2013 Silver

Jeff Flake for Senate "Integrity"
Strategic Perception Inc.

2013 Silver

Dang Right
Wilson Grand

2013 Bronze

Jeff Flake for Senate "Pain"
Strategic Perception Inc.

2013 Bronze

Tommy Thompson for US Senate -
"Washington Game"
The Strategy Group for Media

2013 Honorable Mention

Todd Akin for US Senate - "Selling Us Out"
The Strategy Group for Media

J61 - Best Use of Negative Contrast - US Senate - Democrat

2013 Silver

Here They Come
Kully Hall LLC,



2013 Bronze

Lisa Jones
Kully Hall LLC,

J62 - Best Use of Negative Contrast - US Senate - Third Party

2013 Gold

Montana Senate IE - Drones
Three Point Media

2013 Silver

Tiger Blood
SKDKnickerbocker

2013 Bronze

Cards
SKDKnickerbocker

2013 Honorable Mention

HIT
Revolution Agency

J63 - Best Use of Negative Contrast - US House - Republican

2013 Gold

Decide
FP1 Strategies

2013 Silver

Balloon
Wilson Grand

2013 Bronze

"Hoover"
OnMessage Inc.

2013 Honorable Mention

RGFC2012 Trust
Chariot

J64 - Best Use of Negative Contrast - US House - Democrat

2013 Gold

"Promise" - Brad Schneider for Congress
Adelstein | Liston

2013 Silver

Patrick Murphy: "2003"
Hamburger Company

2013 Bronze

Matt Varilek: "Drive You Nuts"
Hamburger Company

2013 Honorable Mention

"On the Wall" - Brad Schneider for Congress
Adelstein | Liston

J65 - Best Use of Negative Contrast - US House - Third Party

2013 Bronze

DCCC IE - Maybe
Three Point Media

J67 - Best Use of Negative Contrast - Mayor - Democrat

2013 Silver

PRP: "Pen"
Hamburger Company

J69 - Best Use of Negative Contrast - State Legislature - Republican

2013 Gold

Do You Know Who I Am?
Elect Systems, Inc.

2013 Silver

Kelly Hancock "Search"
Murphy Turner Associates

2013 Bronze

Stephanie Kunze for OH House - "Doesn't
Get It"

The Strategy Group for Media

2013 Honorable Mention

Jones Puppet
The Eppstein Group

2013 Honorable Mention

John Eklund for OH Senate - "History Lesson"
The Strategy Group for Media

J70 - Best Use of Negative Contrast - State Legislature - Democrat

2013 Gold

Richard Roth - Miller Time
SCN Strategies

2013 Silver

Tea Party Says
Revolution Political Media

2013 Bronze

Ricking Bad
76 Words

2013 Honorable Mention

"Crime"
The Parkside Group

2013 Honorable Mention

Missouri's Future - Valentine
Three Point Media

J72 - Best Use of Negative Contrast - Local/Municipal/Regional - Republican

2013 Silver

Gerald Daugherty Campaign - "Roadblock"
KC Strategies

J73 - Best Use of Negative Contrast - Local/Municipal/Regional - Democrat

2013 Silver

Matt McGovern "Up in the Air"
Joe Slade White and Company

2013 Bronze

Tom Gibbons for State's Attorney—"Running"
Marlin Strategies LLC

2013 Honorable Mention

Truth About Badon
Teddlie Stuart Media Partners, Inc.

J75 - Independent Expenditure Campaign - Presidential Primary

2013 Gold

WOF: Time to Choose
Richard Sales Media

J76 - Independent Expenditure Campaign - President

2013 Gold

Mitt and David
Wilson Grand

2013 Silver

American Future Fund: Promises
Richard Sales Media

2013 Bronze

American Future Fund: Four Years
Richard Sales Media

2013 Bronze

It's OK
Chris Mottola Consulting, Inc.

2013 Bronze

Freedom to Succeed
DC London, Inc.

2013 Bronze

Pennsylvania GOP - "The Problem"
BrabenderCox

2013 Honorable Mention

Vote Your Values: "Faith"
The New Media Firm

J77 - Independent Expenditure Campaign - Governor

2013 Gold

Cover
GMMB

2013 Silver

RGA - "Doesn't Get It"
BrabenderCox

2013 Bronze

RGA - "Go Figure"
BrabenderCox

J78 - Independent Expenditure Campaign - State/Statewide

2013 Silver

"Appetizing" - AFSCME
Adelstein | Liston

2013 Silver

Paul Newby Banjo TV Sopt
Innovative Advertising

2013 Bronze

Too Extreme for Oregon Committee: "Extreme
Team"
The New Media Firm

2013 Honorable Mention

Washington Committee for Justice and
Fairness "Safe"
Joe Slade White and Company

2013 Honorable Mention

WOMEN VOTE! NH: "AGAIN"
The New Media Firm

J79 - Independent Expenditure Campaign - US Senate

2013 Silver

Party
FP1 Strategies

2013 Silver

See Straight
GMMB

2013 Bronze

"Gone Bad" - WOMEN VOTE! Wisconsin
Adelstein | Liston

2013 Bronze

227
Wilson Grand

2013 Bronze

Faith Family Freedom Fund - "Debt Bill"
The Strategy Group for Media

2013 Honorable Mention

Josh Mandel-CMT Technologies
The Herald Group

J80 - Independent Expenditure Campaign - US House

2013 Gold

"Flight" - AFSCME
Adelstein | Liston

2013 Silver

Holding
GMMB

2013 Bronze

NRCC IE- "Black and White"
BrabenderCox

2013 Honorable Mention

House Majority PAC - "What's Worse?"
Putnam Partners, LLC

2013 Honorable Mention

"Sleepwalking"
OnMessage Inc.

J81 - Independent Expenditure Campaign - Mayor**2013 Gold**

Empty Chair
JC-Evans, Inc.

J82 - Independent Expenditure Campaign - State Legislature**2013 Silver**

Wrong for Westchester
BerlinRosen

2013 Bronze

Sleeping Hanna- TV
BerlinRosen

2013 Bronze

Let Down
Compass Media Group, Inc.

2013 Honorable Mention

Happy Tax
Something Else Strategies

J83 - Independent Expenditure Campaign - Local/Municipal/Regional**2013 Silver**

North Scottsdale's BizPAC: Turkey
Richard Sales Media

J84 - Bilingual/Multilingual/Foreign Language - Republican**2013 Silver**

Broken Healthcare Promises Spanish
Wilson Grand

2013 Bronze

David Storobin for NY Senate - "David"
The Strategy Group for Media

2013 Honorable Mention

Taxes
FP1 Strategies

J85 - Bilingual/Multilingual/Foreign Language - Democrat**2013 Gold**

Buen Ejemplo
Obama Media Team

2013 Gold

Letter
Behr Communications

2013 Silver

Great
Behr Communications

2013 Bronze

Esta Elección Sí Importa
Obama Media Team

2013 Honorable Mention

Protege el Sueño
Obama Media Team

J86 - Bilingual/Multilingual/Foreign Language - Third Party**2013 Gold**

Independence USA PAC, CA-35 "Hecho"
SKDKnickerbocker

TELEVISION - BALLOT INITIATIVE AND REFERENDUM**J87 - For Special Election****2013 Gold**

"Untie Atlanta" TV
R&R Partners

2013 Silver

"All Tied Up" TV
R&R Partners

J88 - For Statewide Campaigns**2013 Silver**

The Defeat of Physician Assisted Suicide in
Progressive Massachusetts
Rasky Baerlein Strategic Communications

2013 Bronze

Washington United for Marriage
SKDKnickerbocker

2013 Bronze

Michigan Ballot Initiative
FP1 Strategies

2013 Honorable Mention

Bad Deal for Oregon - "The Grunge"
Putnam Partners, LLC

2013 Honorable Mention

Muscle
GMMB

J89 - For Local Campaigns**2013 Silver**

Generations
Compass Media Group, Inc.

2013 Bronze

Bridging Progress
Buisson Creative

2013 Honorable Mention

No on Measure N: "Fine Print"
Goddard Gunster Inc.

J90 - Best Use of Humor**2013 Silver**

CCPOA - No on 32 "Twins"
Joe Slade White and Company

J92 - Best Use of Negative Contrast**2013 Silver**

CARE Michigan "San Francisco"
Joe Slade White and Company

2013 Bronze

YES on 29 - "Smokescreen"
SCN Strategies

2013 Bronze

YES on 30 - Actress
SCN Strategies

2013 Honorable Mention

Working Families - Catch 22
Fletcher Rowley Inc

J93 - Best Use of Personality/Celebrity**2013 Silver**

Too Costly, Too Complicated
76 Words

J94 - Bilingual/Multilingual/Foreign Language**2013 Silver**

No on Measure H: "Wasting Our Money"
Goddard Gunster Inc.

**J97 - Non-Broadcast Video****2013 Gold**

CARE Michigan "Cottage"
Joe Slade White and Company

J99 - Television Ad - More than 60 Seconds**2013 Gold**

CARE Michigan "Facts"
Joe Slade White and Company

J100 - Television Ad - 15 Seconds - State/Statewide Campaigns**2013 Bronze**

YES on 29 - "Accountability"
SCN Strategies

TELEVISION - PUBLIC AFFAIRS AND ISSUE ADVOCACY**J102 - National Public Affairs****2013 Gold**

Backpage
Art Not War

2013 Silver

Garage Television Ad
Berman and Company

2013 Bronze

Share Our Strength: "Today"
The New Media Firm

2013 Honorable Mention

Patriot Majority: "Tycoons"
The New Media Firm

J103 - State/Local Public Affairs**2013 Gold**

VOTE/Office (Early Voting)
Love Communications

2013 Gold

Fair Energy Ohio - "Step in Line"
The Strategy Group for Media

2013 Silver

Fair Energy Ohio - "Competition"
The Strategy Group for Media

2013 Bronze

WLCV Anti-Mining Campaign "Glass"
Joe Slade White and Company

2013 Honorable Mention

VOTE/Supper (Sample Ballot)
Love Communications

J104 - For Advocacy/Grassroots Lobbying - Nationwide**2013 Silver**

AFSCME, NEA & SEIU: "Boeherville"
The New Media Firm

2013 Bronze

Mayors Against Illegal Guns- Demand A Plan
Devine Mulvey

2013 Honorable Mention

Bernie
Jamestown Associates



J105 - For Advocacy/Grassroots Lobbying - State/Local

2013 Gold

Fair Energy Ohio - "Step in Line"
The Strategy Group for Media

2013 Silver

Fair Energy Ohio - "Competition"
The Strategy Group for Media

2013 Bronze

Need Not Greed 60 Second TV
Whitehurst/Mosher Campaign Strategy and Media

2013 Honorable Mention

Mixon Fruit Farms-Florida Television Spot
The Herald Group

J106 - For National Organization

2013 Silver

Americans for Prosperity: Doing Fine
Richard Sales Media

2013 Bronze

Working
DMM, LLC

2013 Bronze

Keystone
DMM, LLC

2013 Honorable Mention

Side
DMM, LLC

J107 - For State/Local Organization

2013 Gold

Fair Energy Ohio - "Competition"
The Strategy Group for Media

2013 Gold

Fair Energy Ohio - "Step in Line"
The Strategy Group for Media

2013 Silver

"Veterans"
North Woods Advertising

J108 - Best Use of Humor

2013 Gold

VOTE/Office (Early Voting)
Love Communications

2013 Silver

Fair Energy Ohio - "Competition"
The Strategy Group for Media

2013 Bronze

VOTE/Supper (Sample Ballot)
Love Communications

2013 Bronze

AFSCME, NEA & SEIU: "Cuts"
The New Media Firm

2013 Honorable Mention

VOTE/Gym (Polling Location)
Love Communications

J109 - Best Use of Illustration

2013 Silver

Iron Vs. PVC
Washington Media Group, Inc.

J110 - Best Use of Negative Contrast

2013 Silver

Iron Vs. PVC
Washington Media Group, Inc.

2013 Bronze

Athletes
Hackney & Hackney, Inc.

2013 Honorable Mention

Pebble Papers
Hackney & Hackney, Inc.

J115 - Non-Broadcast Video

2013 Gold

Vote For Jobs
Revolution Agency

2013 Silver

Truthland the Movie
Strategic Perception Inc.

2013 Bronze

Save the West Side
Englander Knabe & Allen

2013 Honorable Mention

Common Cause: "Robert Reich"
The New Media Firm

J116 - GOTV

2013 Silver

Vote our Future
Berman and Company

2013 Bronze

VAP2: Vote
Richard Sales Media

J117 - Television Ad - More than 60 Seconds

2013 Silver

Workers Rights Coalition: Hurting
Richard Sales Media

INTERNATIONAL - CANDIDATE

K01 - Collateral

2013 Bronze

Tachira: The Crisis
Consultores Políticos Independientes

K03 - Internet Campaign

2013 Gold

Almeida for Mayor, Guarulhos (Brazil)
HoffGroup

2013 Gold

Miguel Angel Mancera
Estrategia en Linea.mx

2013 Silver

OLACIVIL.MX
Quintella Gerez Branding Ltd.

2013 Bronze

El Poder del Voto vs el Abuso del Poder
Equipo 70

2013 Honorable Mention

Kathleen Wynne for Ontario Liberal Leader
Taylor Scollon

K05 - Phones

2013 Silver

Australia 2012 Win
Gravis Marketing, Inc.

K06 - Radio Ad

2013 Silver

OBA Stuck in Reverse
RBI Strategies and Research

2013 Silver

El Cambio Tranquilo - Bárbara Botello
Cecubo Estrategia Política

K07 - Television Ad

2013 Silver

Quadri Combi/Mexican Presidential Election
ST! POLITICS

2013 Bronze

Senator Mario
Sanmartin Group

2013 Honorable Mention

Both Ways OBA
RBI Strategies & Research

2013 Honorable Mention

Don't Let The City Stop
Sanmartin Group

2013 Honorable Mention

Don't Be Afraid
Sanmartin Group

INTERNATIONAL - PUBLIC AFFAIRS AND ISSUE ADVOCACY

K23 - Direct Mail

2013 Silver

Erasing Rights
NOW Communications Group/SGEU

K24 - Internet Campaign

2013 Silver

"Change is Going to Come"
McNally Temple Associates, Inc.

2013 Bronze

Back to School Awareness Campaign
NOW Communications Group/BCTF

K25 - Newspaper

2013 Silver

Introducing Coalition for Cayman
Allyn Media

K27 - Radio Ad

2013 Silver

Gather Round
NOW Communications Group/OFL

2013 Bronze

Quiet Now
NOW Communications Group/BCTF

K28 - Television Ad

2013 Gold

El Karateca (The Karate Man)
Equipo 70

2013 Silver

Waiting-Special Needs
NOW Communications Group/BCTF

2013 Bronze

Tough Stuff
NOW Communications Group/BC Federation of Labour

2013 Honorable Mention

Big Thinking Jobs
NOW Communications Group/CUPE

SHOULDA, WOULD, COULDA

L01 - Direct Mail

2013 Gold

Hero
Mad Dog Mail

2013 Silver

Miss*Fortune
The Strategy Group

2013 Bronze

Playbill - The Jan Angel Story
Argo Strategies

2013 Honorable Mention

Eerie County News
Blue&Read

L04 - Internet

2013 Gold

"Dear Scott" - Democratic Party of Wisconsin
Adelstein | Liston

2013 Silver

It's Been Three Years
Republican National Committee

2013 Bronze

SMCC Twilight Zone Digital Campaign
The Lukens Company

L07 - Radio

2013 Gold

Water, Water
RBI Strategies & Research

L08 - Television

2013 Silver

Pete Hoekstra - "Rebel"
BrabenderCox

2013 Bronze

Gregg for Governor - "Harmonica"
Putnam Partners, LLC

2013 Honorable Mention

Judges
Buisson Creative

STUDENT

M01 - Best Campaign Plan

2013 Silver

Cory Booker for Governor
Shelly Bendit

2013 Bronze

Aneesh Chopra for Lieutenant Governor
Alexia Sikora

2013 Honorable Mention

Sheffield for State Representative
Jerod Patterson

M03 - Best Use of Direct Mail

2013 Bronze

Tammy Baldwin Fighter for Jobs
Shelly Bendit

2013 Honorable Mention

The \$1.1 Million Question
Jerod Patterson

M05 - Best Use of Phones

2013 Silver

A Foolish Thing
Jerod Patterson

M06 - Best Use of Radio Ad

2013 Bronze

Mistakes
Lucas de Aragao

M07 - Best Use of Television Ad

2013 Gold

Career Politician
Jerod Patterson

2013 Silver

Tammy Baldwin- You Earned Them
Shelly Bendit

2013 Bronze

Support Life
Lucas de Aragao

M09 - Student Multi-Campaign Grassroots Field Operation

2013 Silver

Ken Cuccinelli for Virginia Governor Campaign Plan
Emily Yu

2013 Bronze

Western Pennsylvania Campaign Founders' Strategies

PRESIDENTIAL POLLIES - REPUBLICAN

N02 - Phone/Field

2013 Silver

smartCommunicator - smart call centers
Smartech Corp & Airnet Group, Inc.

N03 - Fundraising

2013 Silver

Mitt Romney for President: National Email Prospecting
Conservative Connector, LLC

2013 Bronze

Santorum for President: National Email Prospecting
The Prosper Group

N04 - Internet

2013 Silver

Red Rocks
PassCode Creative

2013 Silver

American Crossroads: Operation Hot Mic
Richard Sales Media

2013 Bronze

Laughing at the Issues
Republican National Committee

2013 Honorable Mention

Smirk
Republican National Committee

N05 - Newspaper

2013 Silver

Mitt Zine
American Media & Advocacy Group

N06 - Radio

2013 Gold

Mitt Romney for President
BrabenderCox

2013 Silver

Cap and Trade
Hackney & Hackney, Inc.

2013 Silver

Cecil Roberts
Hackney & Hackney, Inc.



2013 Silver

Cap and Trade
Hackney & Hackney, Inc.

N07 - Television

2013 Gold

It's OK
Chris Mottola Consulting, Inc.

2013 Silver

Nothing's Free
Glass House Strategy

2013 Silver

Americans for Prosperity: Wasteful Spending
Richard Sales Media

2013 Bronze

Paid In
Glass House Strategy

2013 Honorable Mention

Who Will Do More?
Glass House Strategy

N08 - Best Use of Negative Contrast

2013 Silver

Cecil Roberts
Hackney & Hackney, Inc.

2013 Bronze

Cap and Trade
Hackney & Hackney, Inc.

2013 Honorable Mention

Familiar Rhetoric, Failed Record
Republican National Committee

2013 Honorable Mention

"We've Heard It All Before" (Extended Cut)
Republican National Committee

N09 - Best Use of Humor

2013 Gold

American Crossroads: Cool
Richard Sales Media

2013 Silver

The Breakup
Republican National Committee

N10 - Best in Show

2013 Silver

VSA: Spike the Football
Richard Sales Media

2013 Bronze

It's OK
Chris Mottola Consulting, Inc.

2013 Honorable Mention

Mitt Romney For President - Believe
WeRPolitics

N11 - Independent Expenditure

2013 Silver

Americans for Prosperity: Pawns
Richard Sales Media

2013 Bronze

Why I Changed My Vote - Part I
Victory Film Group



N12 - Super PAC

2013 Bronze

American Future Fund: A New Path
Richard Sales Media

PRESIDENTIAL POLLIES - DEMOCRAT

N13 - Direct Mail

2013 Silver

Romney Hood
The Strategy Group

2013 Silver

The Plan
The Strategy Group

2013 Bronze

NASCAR
The Strategy Group

2013 Honorable Mention

Shocking and Dangerous
The Strategy Group

N15 - Fundraising

2013 Gold

The 2012 Obama for America Direct Mail
Fundraising Campaign
A.B. Data

2013 Silver

Obama for America Major Donor
Telemarketing Series
Adams Hussey & Associates

2013 Bronze

Obama for America "Team 2012" Sustainer
Program
Adams Hussey & Associates

2013 Honorable Mention

Obama for America Telemarketing Responsive
Series
Adams Hussey & Associates

N19 - Television

2013 Gold

Obama for America - "My Job"
Obama Media Team

2013 Silver

"Commander in Chief" - Truman National
Security Project
Adelstein | Liston

2013 Bronze

Buen Ejemplo
Obama Media Team

2013 Honorable Mention

Simon
Local Voices SuperPac

N20 - Best Use of Negative Contrast

2013 Gold

Obama for America - "My Job"
Obama Media Team

2013 Silver

Romney Hood
The Strategy Group

2013 Bronze

NASCAR
The Strategy Group

2013 Honorable Mention

Shocking and Dangerous
The Strategy Group

N21 - Best Use of Humor

2013 Silver

Pickpocket
Art Not War

N22 - Best in Show

2013 Gold

Obama for America - "My Job"
Obama Media Team

2013 Silver

The Plan
The Strategy Group

2013 Bronze

Simon
Local Voices SuperPac

2013 Honorable Mention

Barclay
Local Voices SuperPac

N23 - Independent Expenditure

2013 Gold

"Vote" - MoveOn.org
ArmourMedia, Inc.

N24 - Super PAC

2013 Silver

Simon
Local Voices SuperPac

2013 Bronze

Barclay
Local Voices SuperPac

2013 Honorable Mention

ED
Local Voices SuperPac

PRESIDENTIAL POLLIES - INDEPENDENT/THIRD PARTY

N31 - Television

2013 Silver

"Enough!"
North Woods Advertising

N32 - Best Use of Negative Contrast

2013 Silver

"Climate Storm"
North Woods Advertising

N33 - Best Use of Humor

2013 Bronze

"Enough!"
North Woods Advertising

N34 - Best in Show

2013 Bronze

"Enough!" "Most Important Color" "Climate
Storm"
North Woods Advertising

POLLING, FIELD, AND OPPOSITION RESEARCH

SP01 - Polling

2013 Gold

BSG - Tim Kaine for U.S. Senate
Benenson Strategy Group

2013 Silver

Adaptive Sampling and Predictive Analytics in
the Cruz for Senate Campaign
Wilson Perkins Allen Opinion Research

2013 Bronze

Online Ad Testing
The Mellman Group

2013 Honorable Mention

Dominican Republic Automated Presidential
Election Poll
Newlink Research

SP02 - Field

2013 Bronze

Training Program: Strategic Election for
Everyone
Consultores Politicos Independientes

2013 Honorable Mention

smartCommunicator - smartSurvey2Go
Smartech Corp & Airnet Group, Inc.

SP03 - Opposition Research

2013 Gold

POLARIS
National Media Research, Planning &
Placement, LLC

2013 Gold

Tennessee's "Alpha Dog," The Saga of Rep.
Scott DesJarlais
KT Strategies/Campaign Manager Eric
Stewart for Congress

2013 Silver

Opposition Research and Tracking Super PAC
American Bridge 21st Century

2013 Bronze

RNC Research Tumblr
Republican National Committee

2013 Bronze

Sutton for Congress 2010 Opposition
Research
Global Strategy Group

2013 Honorable Mention

RNC Research Web-based Video Library
Republican National Committee

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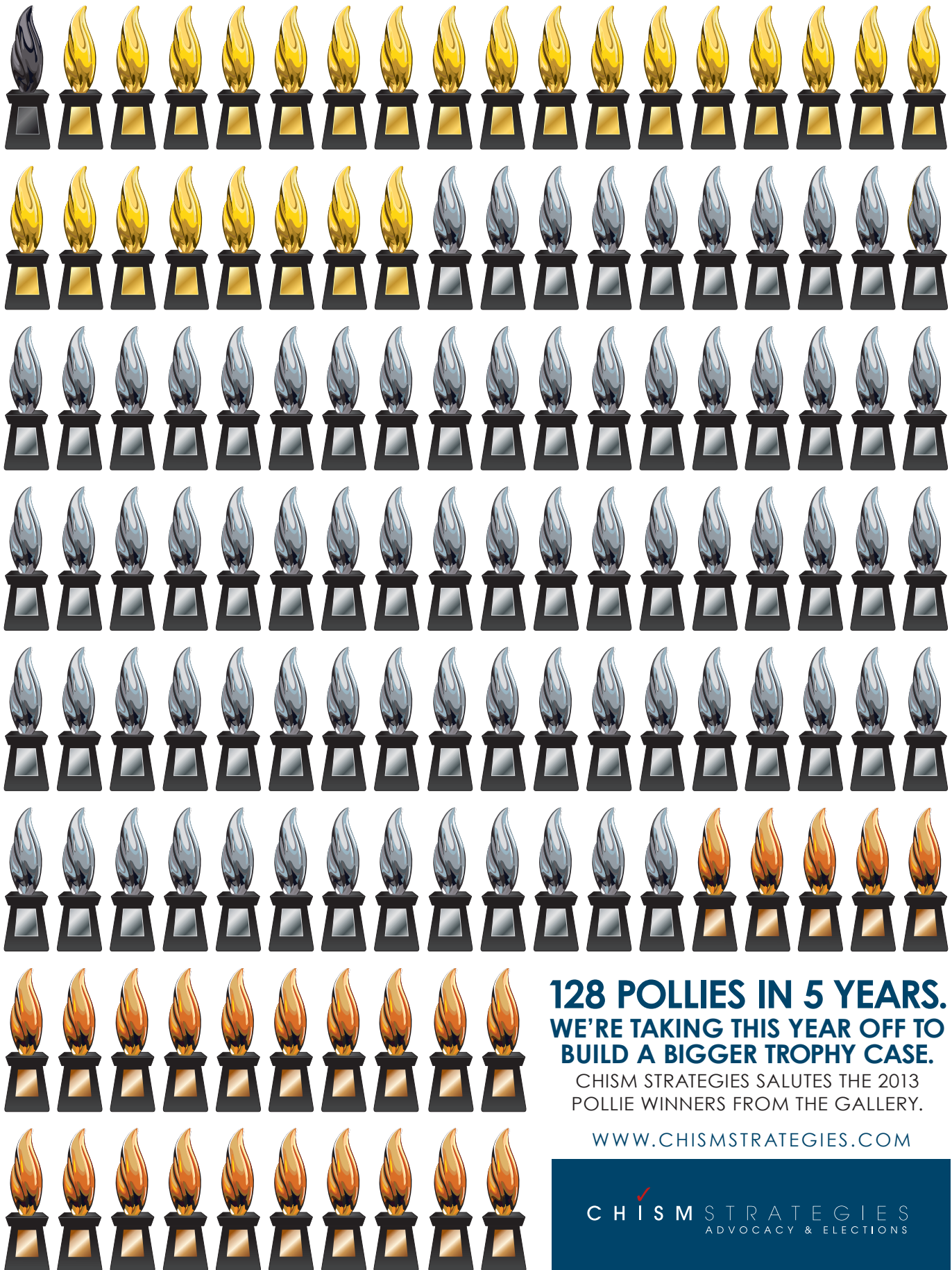
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