



APRIL 12-14, 2016
San Juan, Puerto Rico

WINNERS BOOK

#2016POLLIES



AAPC Thanks Those Who Made the 2016 Pollie Awards & Conference a Success

2016 POLLIE CONFERENCE PLANNING COMMITTEE

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**Congratulations to all of
this year's honorees!**

Pollie After Party
compliments of

 **rocketfuel**
MARKETING THAT LEARNS™





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Pollie Awards Judges

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Pollie Awards Winners

Official Printer of the 2016 AAPC Pollie Awards & Conference



The same voter isn't always the same voter

— Desktop

— Thursday

— Search "refinance"

— Real estate listings

— Streaming music

— Denver, CO

— Medical journals

— At work

— 76° F

— Viewed financial ad yesterday

— Airfare comparison

— Chicago hotels

— Hotel reviews

— Investing

— LinkedIn

— Travel

— Books

— Auto

— 11:34am

— 3 items in cart

Smartphone

8:33pm

Just bought movie tickets

Facebook

Partly Cloudy

60° F

Traffic report

Words With Friends

Yoga

Online dating

Home Improvement

Aurora, CO

In market for refinance

Food delivery

Sporting Goods

Travel

Pre-roll ad viewed

Instagram

Auto

Maps

Cycling

Maps

If you only know Diane from voter file data, you don't really know Diane

Go beyond the voter file and identify moments that make a difference. Rocket Fuel's Moment Scoring™ technology finds optimal moments to drive candidate awareness, persuasion, fundraising, GOTV efforts, and votes. Onboard your voter files and couple them with Moment Scoring™, which leverages 18MM+ data points, and reach your target voter in the right context at the right moment, regardless of device. Our political/advocacy team has 30+ years of experience and is permanently based in Washington DC to help you find the path to victory.

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JUDGES

AAPC is honored to have had over 200 judges participate in the 2016 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.



JUDGES

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WINNERS

The Pollie Awards have always been the hallmark of the best work in political advertising. This year's Contest placed greater emphasis on political effectiveness in the evaluation of entries. At the same time, we raised the curve for trophy eligibility, making each win even more significant. AAPC salutes this year's winners for their outstanding creative and technical achievements in the 2015 political season!

WINNERS

OVERALL - CANDIDATE DIVISION

A01 - Best Direct Mail Campaign

Gold

Martina White for PA House
Red Maverick Media

Silver

Tecklenburg for Mayor
Convergence Targeted Communications

Bronze

Megan Barry for Mayor
Gumbinner & Davies Communications

A02 - Best Internet Campaign

Gold

Bernie 2016
Revolution Messaging

A04 - Best Television/Radio Campaign

Gold

John Kennedy for Louisiana State
Treasurer "Best I Can" Campaign
Strategic Perception Inc.

Silver

Joe Hogsett for Mayor Campaign
Putnam Partners, LLC

Bronze

John Bel Edwards for Louisiana
Arsement Media Group

A05 - Best Field Campaign

Bronze

David Fox for Mayor
Stampede Consulting

A06 - Best Use of Humor

Bronze

Chris Brown and Will Pauls for Assembly
Ad Campaign
Jamestown Associates

A07 - Best Use of Negative or Contrast

Gold

"Louisiana Water Coalition PAC"
Penn Schoen Berland

Silver

Bevin for Kentucky Ad Campaign
Jamestown Associates

A09 - Best in Show

Gold

Bernie 2016
Revolution Messaging

Silver

A Future To Believe In
Devine Mulvey Longabaugh

OVERALL - BALLOT INITIATIVE DIVISION

A10 - Best Direct Mail Campaign

Silver

Nashville Amendment 3
Gumbinner & Davies Communications

Bronze

Right Project, Right Now
Calvert Street Group

A11- Best Internet Campaign

Gold

Mission Rock - Yes on D
Trilogy Interactive

Silver

Rustling Up Votes for the National
Western Stock Show
4degre.es Social Media Agency

A12 - Best Phone Campaign

Silver

Validated IVR & Artificial Neural Network
Modeling – Yes on 2C
4degre.es Social Media Agency

A14 - Best Television/Radio Campaign

Gold

San Francisco for Everyone - NO on Prop F
Joe Slade White & Company

A15 - Best Use of Humor

Gold

Dysart Dracula
HighGround, Inc.

A16 - Best Use of Negative or Contrast

Silver

San Francisco for Everyone, No on
Proposition F, "Night"
Joe Slade White & Company

A17 - Best in Show

Gold

Coalition Against Higher Taxes and
Special Interest Deals - "Special Interest
Man"
The Strategy Group Company

OVERALL - PUBLIC AFFAIRS DIVISION

A18 - Best Direct Mail Campaign

Gold

Better Roads Ahead
Bouchard Gold Communications

Silver

Preserving the David Wright House
HighGround, Inc.

A19 - Best Internet Campaign

Gold

When You Need It - Where You Need It
Gateway Media

Silver

PCI PAC - PAC Education Emails & "Time
is Now" Email Fundraising Campaign
Sagac Public Affairs

Bronze

Secure America Now
Harris Media LLC

A20 - Best Phone Campaign

Bronze

Aid in Dying Lives!
Compassion & Choices

A21 - Best Field Campaign

Gold

NACS In Store Campaign
NACS

Silver

United Shale Advocates
Five Corners Strategies

Bronze

Make it Work - Iowa, Ambassador
Program
Field Strategies
Make it Work

A24 - Best Use Of Negative or Contrast

Gold

"Red Eyes Caused by Pee, Not Chlorine"
Healthy Pools Campaign
Sachs Media Group
American Chemistry Council

Silver

Parks In Peril
The Pivot Group

Bronze

Trump Hats
Correct The Record

A25 - Best in Show

Gold

Parks In Peril
The Pivot Group

Silver

The Home Depot PAC - PAC Fundraising Campaign
Sagac Public Affairs

Bronze

Up4NYC 421a Campaign
Kivvit

OVERALL - MISCELLANEOUS

A26 - Best New and Unusual Tactic

Gold

BPI Vantage
Bully Pulpit Interactive

Silver

Dynamic Membership Card
Campaign Solutions

Bronze

Vote by Mail / NJ DACC
Muller Public Strategies

A27 - Best Use of Opposition Research

Gold

Bill Cosby
Carol Brown Andrews
Grindstone Research

Silver

The Book / Eustace and Lagana for Assembly
Muller Public Strategies

DIRECT MAIL - CANDIDATE DIVISION

B02 - For Presidential Primary - Democrat

Bronze

Bernie I - Intro Immigration
Solidarity Strategies

B03 - For Governor

Gold

Be a Hero!
Mad Dog Mail

B05 - For Mayor

Gold

Stanton for Mayor - Red Tape
Convergence Targeted Communications

Silver

Bull
Gumbinner & Davies Communications

Bronze

Joe Ganim is Listening
Katzing Creative Ways

B06 - For State Legislature

Gold

Stephanie Hilferty - Right Reasons
Buisson Creative

Silver

"33"
Gumbinner & Davies Communications

Bronze

LD1 - Andrzejczak Shoes
Kennedy Communications

B07 - For Local/Municipal/Regional (Non-Mayoral including Judicial)

Gold

Capes
The Chadderdon Group

Gold

Edmondson for DeKalb: "Transparent Doors"
BerlinRosen

Silver

My Life's Work
The Beytin Agency

B09 - For Special Election - Non-Federal

Gold

SD7 - Nightmare
Convergence Targeted Communications

Silver

Murphy: For my brother.
Gumbinner & Davies Communications

Bronze

My Neighborhood
The Beytin Agency

B10 - For Organization

Gold

Play
The Balduzzi Group

Silver

My Life's Work
The Beytin Agency

B11 - Best Use of Membership Political Mail

Gold

Ryu - Answer the Call
Los Angeles County Democratic Party

B13 - Best Use of Slate

Gold

Clean Slate
Mad Dog Mail

B14 - Best Use of Vote-By-Mail Ballot Request

Gold

Ross County Sample Ballot
Bergmann Zwerdling Direct

Bronze

Indiana Vote-By-Mail Application
JVA Campaigns

B15 - Best Use of Early Voting

Gold

Louisiana Safety & Justice
BerlinRosen

Bronze

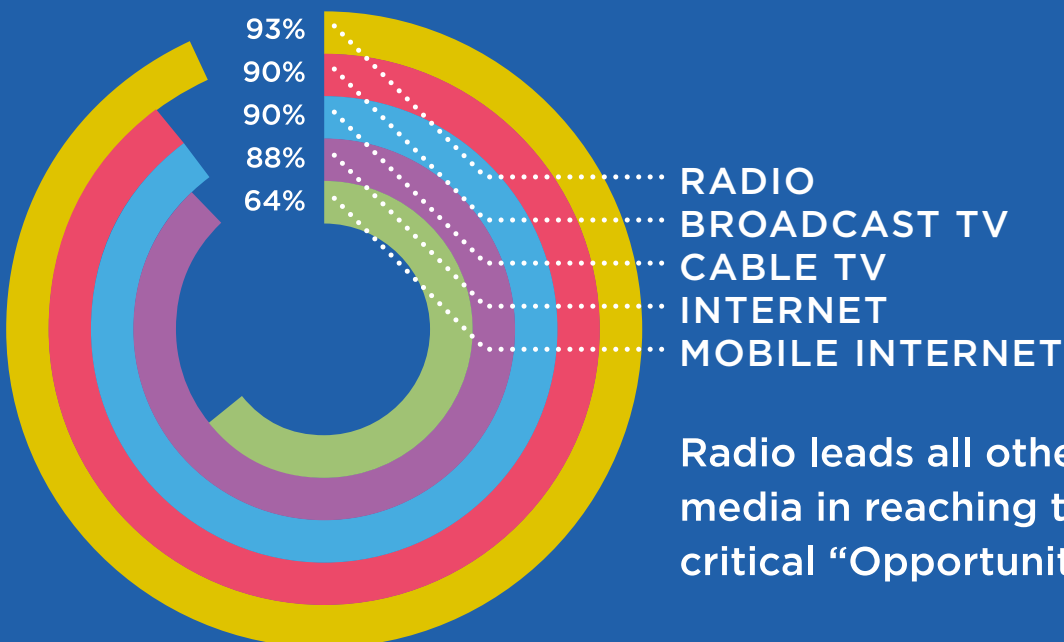
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Mad Dog Mail



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DON'T MISS A SINGLE OPPORTUNITY



Radio leads all other
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critical "Opportunity Vote."

SOURCE: KRG "THE LOCAL VOTE 2016" STUDY

FOR SALES INFORMATION, PLEASE CONTACT:

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**FOR INSIGHTS FROM KATZ RADIO GROUP'S
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Telephone: 212.424.6512

B16 - Best Use of Illustration

Gold

Mississippi Safety & Justice: "No Black Jurors Allowed"
BerlinRosen

Silver

Ryu - Answer the Call
Los Angeles County Democratic Party

B17 - Best Use of Humor

Gold

Circus Is Coming To Town
Mammen Group Inc.

Silver

Empower Mississippi Voter Contact Mail Campaign
The Lukens Company

Bronze

Crawford - Capple-Man
The Dover Group

B18 - Best Use of Negative or Contrast

Gold

"Sarnoffopoly"
MDWCOMM

Silver

Reasons
Wildfire Contact

Bronze

Garza Aussie
The Public Response Group, Inc.

B21 - Independent Expenditure Campaign - Governor

Gold

GUMBO PAC "Stench" Talking Mailer
Ourso Beychok

B25 - Independent Expenditure Campaign - For Local/Municipal/Regional (Non-Mayoral including Judicial)

Gold

I Love San Diego
Meridian Pacific, Inc

Silver

How Manny Morales' Love of Guns and Facebook Shot His Candidacy in the Foot
Bronstein & Weaver, Inc. for Philadelphia 3.0

B28 - Best Use of Bilingual/Multilingual/Foreign Language

Gold

Martin Arteaga: A Violent Man
Mad Dog Mail

DIRECT MAIL - BALLOT INITIATIVE DIVISION

B30 - For Local Campaigns

Gold

Tacoma Streets
Moxie Media

Silver

Bowie County - Fighting the Forces of Being Dry
Texas Petition Strategies

Bronze

Proposition A - Teachers for Housing
SCN Strategies

B31 - For Membership Organization

Gold

Felix
Gumbinner & Davies Communications

Silver

Issue 1 = Fair Districts
JVA Campaigns

DIRECT MAIL - PUBLIC AFFAIRS DIVISION

B38 - For National Public Affairs

Gold

JP Morgan & Co. PAC - "Make a Difference, Make an Impact, Get Involved" Postcard
Sagac Public Affairs

Silver

The Home Depot PAC - Ambush Election Postcard to Congress
Sagac Public Affairs

B39 - For Statewide Public Affairs

Silver

Indian Point Public Affairs Mail Campaign
The Parkside Group

Bronze

Illinois Risk
Bouchard Gold Communications

B40 - For Local Public Affairs

Gold

Caution!
Calvert Street Group

B41 - For Membership Organization

Gold

American Dental Association - Meet Dentin & Enamel Postcard
Sagac Public Affairs

Silver

Show Me
Petel & Co.

B42 - Best Use of Advocacy/Grassroots Lobbying

Gold

Breath
Bergmann Zwerdling Direct

Silver

NCLCV - "Flat Pat"
Moxie Media

Bronze

E.ON Twin Forks Fact Book
Davies

DIRECT MAIL - MISCELLANEOUS

B47 - Best Use of Opposition Research

Gold

The Cos
Carol Brown Andrews
Grindstone Research

TELEVISION - CANDIDATE DIVISION

C01 - For Presidential Primary - Republican

Gold

Jeb 2016, Inc. "Honor"
FP1 Strategies, LLC



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C02 - For Presidential Primary - Democrat

Gold

"It's Called A Rigged Economy, And This Is How It Works"

Devine Mulvey Longabaugh

Silver

"Never Quit" - Draft Biden Committee
Putnam Partners, LLC

Bronze

A Future To Believe In
Devine Mulvey Longabaugh

C03 - For Governor

Silver

Food Fight
Jamestown Associates

C04 - For Downballot Statewide

Gold

Veterans Court
Snyder Pickerill Media Group

Silver

Mike Chaney "The Boot"
Strategic Partners & Media

C05 - For Mayor

Gold

"Sneakers" - Joe Hogsett for Mayor
Putnam Partners, LLC

Silver

Wood
Snyder Pickerill Media Group

C06 - For State Legislature

Gold

Debate
Jamestown Associates

Silver

"Drill Sergeant" - Mickey Murphy for State Senate
Putnam Partners, LLC

C07 - For Local/Municipal/Regional (Non-Mayoral including Judicial)

Gold

"As A New Dad, There's A Lot To Learn"
Devine Mulvey Longabaugh

Silver

MOTS (Montage)
Jamestown Associates

Bronze

Poloncarz for County Executive - Hockey
SKDKnickerbocker

C10 - Best of Humor

Silver

"Getting"
Gumbo PAC

Bronze

"Rocket Scientist"
The Prime Time Agency

C11 - Best Use of Negative or Contrast

Gold

Mad Man
ArmourMedia

Bronze

"The People vs. David Vitter"
Louisiana Water Coalition PAC
Penn Schoen Berland

C13 - Independent Expenditure Campaign - Presidential Primary - Republican

Gold

New Day for America PAC
Strategic Perception Inc.

Silver

New Day for America PAC
Strategic Perception Inc.

Bronze

New Day for America PAC
Strategic Perception Inc.

C16 - Independent Expenditure Campaign - Downballot Statewide

Gold

Kentucky AG IE - TIME
Three Point Media

C22 - Best Use of Bilingual/Multilingual/Foreign Language

Bronze

Mike Yenni - Energia
Buisson Creative

TELEVISION - BALLOT INITIATIVE DIVISION

C23 - For Statewide Campaigns

Gold

Coalition Against Higher Taxes and Special Interest Deals - "Checkout"
The Strategy Group Company

C24 - For Local Campaigns

Gold

Yes on D
Beacon Media

Silver

Bathroom
Jeff Norwood
Anthem Media

Bronze

Jobs
Jeff Norwood
Anthem Media

C26 - Best Use of Personality/Celebrity

Bronze

San Francisco for Everyone, "Newsom"
Joe Slade White & Company

C27 - Best Use of Humor

Gold

Coalition Against Higher Taxes and Special Interest Deals - "Checkout"
The Strategy Group Company

Silver

Hotel San Francisco
Beacon Media

C28 - Best Use of Negative or Contrast

Gold

San Francisco for Everyone, No on Proposition F, "Night"
Joe Slade White & Company

WINNERS

TELEVISION - PUBLIC AFFAIRS DIVISION

C30 - For National Public Affairs

Gold

American Action Network - "Denied"
OnMessage Inc.

Silver

"Better" - National Immigration Action
Fund
GMMB

Bronze

Molly
Jamestown Associates

C31 - For State/Local Public Affairs

Gold

Drivers
Siegel Strategies

Silver

Florida Crystals - "Unbroken Spirit 60"
The Strategy Group Company

Bronze

Common Sense MN "Common Sense"
The New Media Firm

C33 - Best Use of Humor

Gold

EPA Police Commercial
Berman and Company

C35 - Best Use of Bilingual/Multilingual/Foreign Language

Gold

Medi-Cal Matters - Jenevy's Story
SCN Strategies

TELEVISION - MISCELLANEOUS

C36 - Best Use of Opposition Research

Gold

"Deplorable Vitter"
Louisiana Water Coalition PAC
Penn Schoen Berland

Bronze

"Answer the Question"
Louisiana Water Coalition PAC
Penn Schoen Berland

C37 - Best Use of Unique TV Targeting/Buying

Silver

Uber's Campaign for Airport Access in
Chicago
Joe Slade White & Company

Bronze

Winds of Change
Buisson Creative

INTERNET - CANDIDATE DIVISION

D02 - Website - Presidential Primary - Democrat

Gold

BernieSanders.com
Bernie 2016
Revolution Messaging

D12 - Website - Best Use of Illustration

Silver

Cruz for President Tacky Christmas
Sweater
The Lukens Company

D13 - Website - Best Use of Humor

Gold

State Wars: La Força Dels Catalans
Despertarà de Nou?
Jordi Segarra
EL EQUIPO DE CAMPAÑA

D15 - Web Video - Presidential - Republican

Gold

Christie for President "Telling It Like It Is"
Strategic Partners & Media

D16 - Web Video - Presidential - Democrat

Gold

"That's How We Transform America"
Devine Mulvey Longabaugh

Silver

Backstage with Killer Mike
Bernie 2016
Revolution Messaging

D17 - Web Video - Governor

Silver

Chain Reaction
Arsement Media Group

D20 - Web Video - State Legislature

Gold

Meet Gary VanDeaver
Patterson & Company

Bronze

Meaningless
Jamestown Associates

D21 - Web Video - Local/Municipal/Regional (Non-Mayoral including Judicial)

Silver

MOTS (Montage)
Jamestown Associates

D25 - Web Video - Best Use of Negative or Contrast

Gold

Portman for Senate Committee "Dream
Job"
FP1 Strategies, LLC

Silver

Portman for Senate Committee "Ohio
Lost Jobs"
FP1 Strategies, LLC

D27 - Internet Advertising - Presidential Primary - Democrat

Gold

Bernie 2016
Revolution Messaging

D28 - Internet Advertising - Governor

Bronze

Matt Bevin
Harris Media LLC

D30 - Internet Advertising - Mayor

Gold

Keep Montgomery Strange
Mowery Consulting Group
FIXR Digital

D32 - Internet Advertising - Local/Municipal/Regional (Non-Mayoral including Judicial)

Gold

"Mad Men"
ArmourMedia

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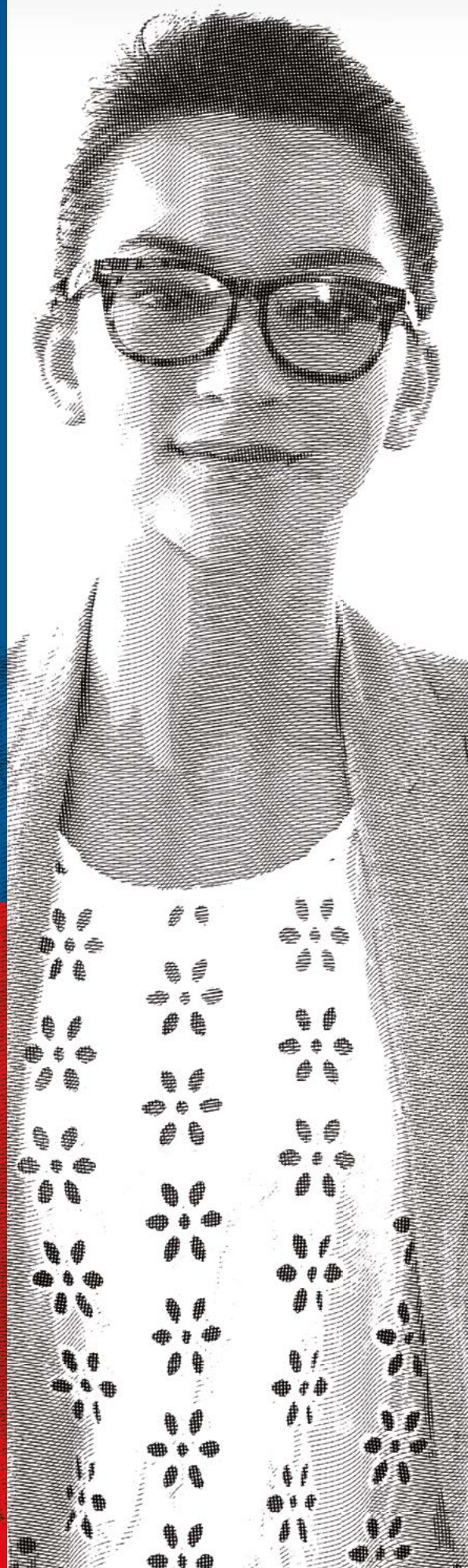


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D35 - Internet Advertising - Best Use of Targeting

Gold

Rob Portman
Harris Media LLC

Silver

Chris Nevitt for Denver City Auditor
4degree.es Social Media Agency

D42 - Independent Expenditure Campaign - Governor

Silver

Louisiana Families First - Jindal Hammer Web
Fletcher & Rowley Inc.

D44 - Independent Expenditure Campaign - Mayor

Bronze

Who is she really?
Politicalconsulting.com
Cornerstone Solutions

D49 - Best Use of Email Marketing Non-Fundraising

Gold

The Correctors
Correct The Record

D51 - Best Use of Facebook Advertising

Bronze

Keep Montgomery Strange
Mowery Consulting Group
FIXR Digital

D53 - Best Use of Social Media

Gold

Keep Montgomery Strange
Mowery Consulting Group
FIXR Digital

INTERNET - BALLOT INITIATIVE DIVISION

D58 - Website - Local

Gold

No Translink Tax
Torch

D59 - Web Video

Gold

NRA-ILA - "Tradition"
OnMessage Inc.

D62 - Internet Advertising - Best Use of Targeting

Gold

Rustling Up Votes for the National Western Stock Show
4degree.es Social Media Agency

D64 - Landing Page - Statewide

Bronze

Texas Infrastructure Now
Upstream Communications

D68 - Best Use of Facebook Advertising

Gold

Rustling Up Votes for the National Western Stock Show
4degree.es Social Media Agency

D72 - Best Use of Humor

Gold

Boogie to the Voting Booth
Olsen + Company

INTERNET - PUBLIC AFFAIRS DIVISION

D75 - Website - State/Local

Bronze

Cal-American Water
Trilogy Interactive

D76 - Web Video

Gold

#GoodellMustGo
UltraViolet
Revolution Messaging

Silver

No Such Thing - Rights 4 Girls
AL Media

Bronze

What Do We Have To Do to Get Paid
Family Leave???
ART NOT WAR

D77 - Internet Advertising - National

Gold

Human Rights Campaign
Bully Pulpit Interactive

Silver

Secure America Now
Harris Media LLC

D78 - Internet Advertising - State/Local

Bronze

Missouri Health Matters
Missouri Health Matters

D79 - Internet Advertising - Advocacy/Grassroots Lobbying

Gold

Ban Bogus Bids
Calvert Street Group

Silver

Uber's Campaign for Airport Access in Chicago
Joe Slade White & Company

Bronze

Missouri Health Matters
Missouri Health Matters

D80 - Internet Advertising - Best Use of Targeting

Gold

Missouri Health Matters
Missouri Health Matters

Silver

Exporters for EXIM - Online Ad Targeting
Resonate

Bronze

Gov. Brown Sign that Bill!
DSPolitical
Compassion & Choices

D82 - Landing Page

Silver

Secure America Now
Harris Media LLC

Bronze

AT&T Aspire Accelerator
VOX Global

D83 - Best Facebook Page

Silver

FrackFeed
Harris Media LLC

D84 - Best Use of Facebook Advertising

Gold

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D86 - Best Use of Twitter

Gold

Missouri Health Matters
Missouri Health Matters

D87 - Best Use of Social Media

Gold

Missouri Health Matters
Missouri Health Matters

Silver

Freedom to Marry and Blue State Digital -
Love Must Win Campaign
Blue State Digital

D88 - Best Use of Internet Radio

Gold

NJEA "Testing"
The New Media Firm

D89 - Best Use of Humor

Gold

Kader - What If You Were A Woman, Mr.
President?
Oyku | Dialogue International

Silver

Global Zero "Toasted"
ART NOT WAR

Bronze

EPA Police Commercial
Berman and Company

D90 - Best Use of Negative or Contrast

Gold

Trustworthy?
Lucas R. Baiano
WeRPolitics, LLC

Silver

Failed Leadership
Lucas R. Baiano
WeRPolitics, LLC

Bronze

Leading From Behind
Lucas R. Baiano
WeRPolitics, LLC

INTERNET - MISCELLANEOUS

D91 - Best Use of Opposition Research

Bronze

Paul Paulson Opposition Ads
Impact Politics

PHONES - CANDIDATE DIVISION

E01 - Automated Calls - Presidential Primary - Republican

Bronze

Ted Cruz Daughter's Robo Call
The Lukens Company

E04 - Automated Calls - Downballot Statewide

Gold

In the Nick of Grimes
Chism Strategies

E06 - Automated Calls - State Legislature

Gold

Out of Touch, Out of Office
Chism Strategies

Bronze

An Uphill Battle in Jackson
Chism Strategies

E07 - Automated Calls - Local/Municipal/Regional (Non-Mayoral)

Gold

Press 1 for Presley
Chism Strategies

Silver

Petition Circulator Call
Elect Systems, Inc.

E08 - Automated Calls - Best Bilingual/Multilingual

Bronze

David Ryu for City Council
Zero Week Solutions

E10 - Telephone Town Hall Call/ Forum Call - Presidential Primary - Democrat

Bronze

Bernie Sanders - Labor Telephone Town
Hall Call
Solidarity Strategies

E16 - Telephone Town Hall Call/Forum Call - Best Use in Organizing

Bronze

Organizing Early and Often
Stones' Phones

E23 - Live Calls - Best Use of Persuasion - Local

Bronze

David Ryu for City Council
Zero Week Solutions

E27 - Live Calls - Best GOTV - State Legislature

Bronze

Convince Yourself to Vote...Against Guns
Stones' Phones

PHONES - BALLOT INITIATIVE DIVISION

E35 - Telephone Town Hall Call/ Forum Call -Statewide

Bronze

Cleaning Up Elections One State At A
Time
Stones' Phones

E38 -Live Calls - Best GOTV

Bronze

Last Call
Calvert Street Group

FUNDRAISING - CANDIDATE DIVISION

F02 - Best Use of Overall Internet Fundraising - Presidential Primary - Democrat

Gold

Bernie 2016 Grassroots Fundraising
Bernie 2016
Revolution Messaging

F10 - House Mailer

Gold

Carly for President National Review Article
Appeal
The Lukens Company

Silver

Matching Check Housefile
The Lukens Company

F12 - Best Fundraising Gift With Donation

Gold

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Bernie 2016
Revolution Messaging

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more likely than
National Sports Viewers

Source: Analytics Media Group and Deep Root Analytics 2015 Audience and Viewership Study

Stephen Ullman, Director of Political Sales | Stephen.Ullman@FoxSports.net | 212.656.0607

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F14 - Best Use of Telephone Town Halls Fundraising

Gold

Cruzin' for Cash
CampaignHQ

F16 - Best Use of Website/ Donation Page Fundraising

Gold

Mia Love Goal Gauge
Campaign Solutions

F17 - Best Use of Email Fundraising

Gold

Ben & Jerry Email
Bernie 2016
Revolution Messaging

FUNDRAISING - BALLOT INITIATIVE DIVISION

F23 - Best Use of Overall Internet Fundraising - Statewide

Silver

United for Care 9 to 1
Impact Politics

F28 - Best Use of Email Fundraising

Gold

Yes on I-1401: Save Animals Facing Extinction
Mothership Strategies

FUNDRAISING - PUBLIC AFFAIRS DIVISION

F30 - House Mailer -Grassroots/ Issue Advocacy/Public Affairs

Gold

The Home Depot PAC - Annual Report to Donors
Sagac Public Affairs

Silver

Dannenfelser Petition
The Lukens Company

F31 - Prospect Mailer - Grassroots/Issue Advocacy/Public Affairs

Bronze

JP Morgan Chase & Co. PAC - Make a Difference, Make an Impact, Get Involved
Postcard
Sagac Public Affairs

F33 - Best Use of Telephone Fundraising

Gold

EMILY's List "Take Back the Senate"
Emergency Telemarketing Appeal
CCAH

Bronze

EMILY's List "Take Back the Senate" Mid-Level Donor Appeal
CCAH

F37 - Best Use of Social Media Fundraising

Gold

Unsilent Minute
Reform Act

F39 - Best Use of Email Fundraising

Gold

Tyco Employees PAC
Sagac Public Affairs

FUNDRAISING - MISCELLANEOUS

F41 - Best Use of Super PAC/ PAC Fundraising

Bronze

Building a National Grassroots Movement to End Citizens United
Mothership Strategies

RADIO - CANDIDATE DIVISION

G02 - Best Use of Radio - Presidential Primary - Democrat

Gold

Music To Your Ears
Devine Mulvey Longabaugh

G03 - Best Use of Radio - Governor

Bronze

Stamp
Jamestown Associates

G04 - Best Use of Radio - Downballot Statewide

Bronze

John Kennedy for Louisiana State Treasurer "Best Radio"
Strategic Perception Inc.

G06 - Best Use of Radio - State Legislature

Gold

Sally Doty - Liars get a "whipping"
Hapax Creative Strategies
Amile Wilson

Silver

Max
Go BIG Media, Inc.

G07 -Best Use of Radio - Local/ Municipal/Regional (Non-Mayoral Race)

Gold

Real Politician of Genius
Buisson Creative

G12 - Independent Expenditure Campaign - Statewide

Gold

Louisiana Familie First - Vote Hammer
Radio
Fletcher & Rowley Inc.

G14 - Best Use of Radio - Bilingual/Multilingual/Foreign Language

Bronze

"M'ija": VA Senate 29
Chambers Lopez Strategies
PFAW

WINNERS

RADIO - BALLOT INITIATIVE DIVISION

G16 - Best Use of Radio - Local

Gold

San Francisco for Everyone, "Newsom"
Joe Slade White & Company

RADIO - PUBLIC AFFAIRS DIVISION

G21 - Best Use of Radio - State/Local

Gold

Uber's Campaign for Airport Access in Chicago, "Invisible"
Joe Slade White & Company

Silver

Sales Pitch
North Woods Advertising
National Nurses United

G24 - Best Use of Humor

Gold

Horse Race
North Woods Advertising
National Nurses United

NEWSPAPER

H02 - Less Than a Full Page

Gold

Giuy McInnis - Recreation
Buisson Creative

Silver

Drive Yellow
The Parkside Group

H03 - Insert

Gold

Mt. Pleasant -- The Harder they Fall
Texas Petition Strategies

Silver

David Wright House Insert
HighGround, Inc.

COLLATERAL

I01 - Billboard

Gold

No on Proposition F Binoculars Billboard
50+1 Strategies

Silver

Keeps Us Building Roads
Olsen + Company

I03 - Logo

Gold

Ryan Quarles for Agriculture Commissioner
Grit Creative

Silver

ABV Sticker
Ourso Beychok

Bronze

Joni PAC (Roast and Ride)
Targeted Victory

I04 - Mass Transit/Bus Sign

Silver

Drive Yellow
The Parkside Group

Bronze

Mike Yenni - Bus Wrap - Progress Ahead
Buisson Creative

I05 - Non-Mail Brochure

Gold

\$10
Holly Robichaud

Silver

DowPAC
Sagac Public Affairs

Bronze

GOP Clown Car
Los Angeles County Democratic Party

Bronze

Billy Nungesser - Tribute Book
Buisson Creative

I06 - Yard/Outdoor Sign

Bronze

ARF Report Card
Wildfire Contact

I07 - Most Original/Innovative Collateral Material

Gold

The Complete Guide to the Benghazi Select Committee
Correct The Record

Silver

Black and White Cookie Stunt
Berman and Company

Bronze

The Color Makes the Difference
Jordi Segarra
EL EQUIPO DE CAMPAÑA

FIELD

J01 - Best Absentee Program

Gold

UTLA IE for Scott Schmerelson
Zero Week Solutions

Silver

David Ryu for City Council
Zero Week Solutions

J02 - Best GOTV Program

Gold

Butler Township Trustee Race
James S. Nathanson & Associates

J03 - Best Voter ID Program

Gold

David Fox for Mayor
Stampede Consulting

Silver

Moving Forward: Identifying Voters in a Union's Leadership Election
Ampersand Consulting

J04 - Best Use of Analytics

Gold

UTLA IE for Scott Schmerelson
Zero Week Solutions

Silver

Small-Scale Microtargeting & Probabilistic-Weighted Polling
Grassroots Targeting

Bronze

Data and Analytics Yields Historic Victory for Liberal Party of Canada
Precision Strategies

INTERNATIONAL

K02 - Best Use of Television/ Radio

Gold

The Last Line
E70
Political and Institutional Communications

Gold

Bibi-sitter
Shaviv Strategy and Campaigns

Silver

Nurses Know Campaign
Ontario Nurses' Association

K03 - Best Use of Internet

Gold

Kader - What If You Were A Woman,
Mr. President?
Oyku | Dialogue International

Silver

No TransLink Tax
Torch

Bronze

How We Created an Internet Dance
Craze, Saturated a Country & Got Out Our
Vote
BuzzMaker

K05 - Best Use of Newspaper

Gold

Kader - Do Not Forget The Female
Candidates
Oyku | Dialogue International

STUDENT

L01 - Best Campaign Plan

Silver

Betty McCollum for Governor
Michael Adams, Dina Charchour,
James Flood, Michael Galotti, and
DawnMarie Kuhn
Fordham University

SHOULDA, WOULD, COULDA

M01 - Best Use of Direct Mail

Gold

Waldo
Landslide Victory Campaigns

Silver

Stop the Gag Law
Media One Advertising/Marketing

Bronze

Right-Wing Idol
Landslide Victory Campaigns

M02 - Best Use of Television/ Radio

Gold

"Mary"
ArmourMedia

Silver

Extra Mile
Snyder Pickerill Media Group

M03 - Best Use of Internet

Bronze

Cruz for President Emoji Keyboard
The Lukens Company

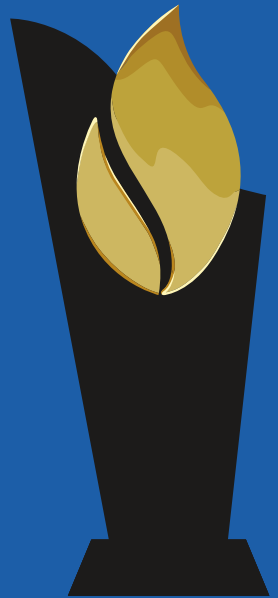
M05 - Best Use of Newspaper

Silver

The Gag Law
Media One Advertising/Marketing



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