



# AAPC POLLIE AWARDS & CONFERENCE

#2017POLLIES

MARCH 14-16, 2017  
HUNTINGTON BEACH  
**CALIFORNIA**



 **AAPC**  
AMERICAN ASSOCIATION  
OF POLITICAL CONSULTANTS

# WINNERS BOOK



# **AAPC THANKS THOSE WHO MADE THE 2017 POLLIE AWARDS & CONFERENCE A SUCCESS**

## **2017 POLLIE CONFERENCE PLANNING COMMITTEE**

### **Co-Chairs:**

Becki Donatelli, Campaign Solutions

Matt McMillan, BuzzMaker/DSPolitical International

### **Committee:**

Scott Alevy, Passantino Andersen Communications

Liz Chadderdon, Chadderdon Lestingi Creative Strategies

Jeff Corless, Venture Strategic

Carol Dahmen, Comcast Spotlight

Andrea Duggan, Gamut Media

Whitney Clark Fahmi, Campaign Solutions

Ondine Fortune, Fortune Media, Inc.

Brian Franklin, Impact Politics

Kelly Gibson, Hamburger Gibson Creative

Chris Gober, The Gober Group

Art Hackney, Hackney & Hackney, Inc.

Dan Hazelwood, Targeted Creative Communications

Whitney Hurt, Triathlon List Management, LLC

Larry Huynh, Trilogy Interactive

Jim Innocenzi, Sandler-Innocenzi

Tracy Leach, Providence Consulting

Kyle Roberts, Smart Media Group

Tim Rosales, The Wayne Johnson Agency

Tom Shepard, Tom Shepard & Associates, Inc.

Chris Turner, Stampede Consulting Group

### **Pollie Contest Co-Chairs:**

Kelly Gibson, Hamburger Gibson Creative

Art Hackney, Hackney & Hackney, Inc.

### **AAPC Staff:**

Alana Joyce, Executive Director

Beckie Souleymane, Managing Director

Jenn Cutri, Education & Event Planning Manager

Angela Pubal, Membership & Marketing Manager

Allison Kramer-Mills, Association Administrator



**Printer of the 2017 AAPC Pollie  
Awards & Conference**



**DIGITAL ROOM INC.**





# AAPC POLLIE AWARDS & CONFERENCE

## TABLE OF CONTENTS

- 5** Pollie Awards Judges
- 13** Pollie Awards Winners



**CONGRATULATIONS TO ALL  
OF THIS YEAR'S HONOREES!**





# THE STORY DOESN'T STOP HERE

Make your message heard.

**[DeliverTheWin.com/tellthestory](http://DeliverTheWin.com/tellthestory)**



# JUDGES



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

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



The  
Fairest of  
Them **A11**



# JUDGES

**KEVIN AKINS**  
ANZALONE LISZT  
GROVE RESEARCH

**JAMES ALDRETE**  
MESSAGE AUDIENCE &  
PRESENTATION, INC.

**JON ANDERSON**  
MAD DOG MAIL

**CAROL ANDREWS**  
GRINDSTONE RESEARCH LLP

**J.D. ANGLE**  
AMM POLITICAL STRATEGIES

**JASON ASCHER**  
CAMPAIGN MANAGER

**JOHN BALDUZZI**  
THE BALDUZZI GROUP

**BETH BECKER**  
BECKER DIGITAL STRATEGIES

**RICHARD BELL**  
INFOGROUP

**OLIVIA BENSON**  
CIVIC IMPACT STRATEGIES

**JORDAN BERG POWERS**  
MASS ALLIANCE

**ACHIM BERGMANN**  
BERGMANN ZWERDLING DIRECT

**ABBYE BLAKESLEE**  
AMM POLITICAL STRATEGIES

**MELANIE BLUMBERG**  
CALIFORNIA UNIVERSITY OF  
PENNSYLVANIA

**MATT BRICKEN**  
GRINDSTONE RESEARCH LLP

**WILL BUNNETT**  
CLARIFY

**LIZ CHADDERDON**  
CHADDERDON LESTINGI  
CREATIVE STRATEGIES

**LORENA CHAMBERS**  
CHAMBERS LOPEZ STRATEGIES

**ANDRE CHARLES**  
THE NEXT GENERATION

**TORI CHICA**  
CERRELL ASSOCIATES, INC.

**CHRIS COOPER**  
CONVERGENCE TARGETED  
COMMUNICATIONS

**MICHELLE COYLE**  
THE PASTORUM GROUP

**CHRISTOPHER CROTTY**  
CROTTY CONSULTING INC

**CAROL DAHMEN-ECKERY**  
COMCAST SPOTLIGHT

**ROB EBERHARDT**  
STANFORD CAMPAIGNS

**BILL FLETCHER**  
FLETCHER RIDGE AND COMPANY  
LLC

**KEITH FREDERICK**  
FREDERICK POLLS

**MICHAEL FRICCHIONE**  
MILLENNIAL STRATEGIES/SKYFALL  
COMMUNICATIONS

**LISA GASPERONI**  
LG CAMPAIGNS

**HARRY GIANNOULIS**  
THE PARKSIDE GROUP

**RACHEL GORLIN**  
TIPPING POINT STRATEGIES

**BOBBY GRAVITZ**  
SWAY

**JOSH GROSSFELD**  
WILDFIRE CONTACT

**ZANDRIA HAINES**  
CHISM STRATEGIES

**DONNA HALPER**  
LESLEY UNIVERSITY

**AARON HECHT**  
RED HORSE STRATEGIES

**BRAD HEFLIN**  
RAINMAKER INC

**LUIS S. HERRERO ACEVEDO**  
BUZZMAKER

**DEREK HUMPHREY**  
OVERLAND STRATEGIES

**TIERNEY HUNT**  
THE NEW MEDIA FIRM

**LARRY HUYNH**  
TRILOGY INTERACTIVE

**CHRISSY HYRE**  
CCAH

**REBECCA JAMI**  
ACCESS MARKETING SERVICES

**DELANA JONES**  
MOXIE MEDIA

**DONALD JONES**  
D.A. JONES & ASSOCIATES

**EDEN JOYNER**  
REVOLUTION MESSAGING

**CHRIS JUDD**  
MAD DOG MAIL

**ANDY KABZA**  
MAD DOG MAIL

**MICHAEL KANEY**  
ROCKBRIDGE PRODUCTIONS

**GALE KAUFMAN**  
KAUFMAN CAMPAIGN CONSULTANTS

**LARRY LACORTE**  
RAINMAKER INC

**BYRON LAMASTERS**  
INFOCUS CAMPAIGNS

**MARC LAPIDUS**  
RED HORSE STRATEGIES

**AJ LENAR**  
GMMB

**JAKE LEVY-POLLANS**  
TRILOGY INTERACTIVE

**MICHAEL LIDDELL**  
NGP VAN, INC

**BRAD LIPPMANN**  
CATALIST

**WALTER LUDWIG**  
INDIGO STRATEGIES LLC

**GEOFF MACKLER**  
BLUEPRINT INTERACTIVE

**LISA MACLEAN**  
MOXIE MEDIA

# DEMOCRAT

# JUDGES

**KATE MAEDER**  
STOREFRONT POLITICAL MEDIA

**CHRIS MASSICOTTE**  
DSPOLITICAL

**JENNIFER MATHEWS**  
AMM POLITICAL STRATEGIES

**DREW MCCONVILLE**  
REVOLUTION MESSAGING, LLC

**MATT MERRIMAN-PRESTON**  
AMPERSAND CONSULTING

**ERIK MILMAN**  
MILMAN RESEARCH & CONSULTING

**GREG MINOFF**  
SKDKNICKERBOCKER

**DAN MULLEN**  
INDIE POLITICS

**MICHAEL MULLER**  
MULLER PUBLIC STRATEGIES

**JOSHUA NANBERG**  
AMPERSAND STRATEGIES

**ALEX NAVARRO-MCKAY**  
BERLINROSEN

**DEAN NIELSEN**  
CERILLION N4 PARTNERS

**MARGIE OMERIO**  
PURPLE STRATEGIES

**FEARGAL O'TOOLE**  
DATA FOR DONKEYS

**ALAN PACKMAN**  
RIO STRATEGIES

**NICK PASSANANTE**  
BOULDERSTRATEGIES LLC

**EMILY PASSINI**  
GREENLIGHT MEDIA STRATEGIES

**JAMIE PATTON**  
AUDIENCE PARTNERS

**STACY PEDERSON**  
MOXIE MEDIA

**JEFREY POLLOCK**  
GLOBAL STRATEGY GROUP

**ERICA PROSSER**  
WILDFIRE CONTACT

**JOSHUA PULLIAM**  
JPM&M, INC

**TIM REEVES**  
TIM REEVES CONSULTING

**AIMEE REMANICK**  
TOM SHEPARD & ASSOCIATES, INC.

**SCOTT REMLEY**  
VAQUERO BLUE

**JOE REUBENS**  
THE PARKSIDE GROUP

**MATTHEW REY**  
RED HORSE STRATEGIES

**BART ROBBETT**  
ROBBETT ADVOCACY MEDIA, LLC

**EMILY ROBINSON**  
BERLINROSEN

**CHUCK ROCHA**  
SOLIDARITY STRATEGIES

**ADAM ROSENBLATT**  
PENN, SCHOEN AND BERLAND  
ASSOCIATES

**TARYN ROSENKRANZ**  
NEW BLUE INTERACTIVE

**GREG SCANLON**  
POINT LOMA STRATEGIC RESEARCH

**ERIN SCHULTZ**  
NWP CONSULTING

**MARGO SCOTT DUNN**  
THE CAMPAIGN WORKSHOP

**JAIMEY SEXTON**  
THE SEXTON GROUP

**SEAN SINCLAIR**  
SINCLAIR STRATEGIES

**CHRISTIAN SINDERMAN**  
NWP CONSULTING

**NATHAN SMITH**  
RED HORSE STRATEGIES

**LIAM SPEDEN**  
ORGANIZER INC.

**EVAN STAVISKY**  
THE PARKSIDE GROUP

**AMANDA STITT**  
CHANGE MEDIA GROUP

**COLIN STROTHER**  
STROTHER & COMPANY

**ALEXANDER SUMBERG**  
THE COMMON GROUND GROUP

**JULIE SWEET**  
HAMBURGER GIBSON CREATIVE

**BEN TEVELIN**  
FIELD STRATEGIES

**SOPHIE THURBER**  
THE CAMPAIGN WORKSHOP

**MARK TORRES**  
ORGANIZER INC.

**J. TOSCANO**  
GMMB

**BEN TULCHIN**  
TULCHIN RESEARCH

**EDDIE VALE**  
NEW PARTNERS

**KEVIN WALLING**  
DSPOLITICAL

**LEAH WEIGHTMAN**  
KENNEDY COMMUNICATIONS

**MORGAN WHITE**  
WHITEHURST/MOSHER CAMPAIGN  
STRATEGY AND MEDIA

**SEAN WHITSON**  
RESONANCE CAMPAIGNS

**MICHAEL WORLEY**  
MDWCOMM

**BRIAN WRIGHT**  
WRIGHTPATH SOLUTIONS

**ISAAC WRIGHT**  
FORWARD SOLUTION STRATEGY  
GROUP

**ALEX ZWERDLING**  
BERGMANN ZWERDLING DIRECT

## JUDGES

### SCOTT ALEVY

PASSANTINO ANDERSEN  
COMMUNICATIONS

### ANDREW ARULANANDAM

NATIONAL RIFLE ASSOCIATION

### ALEX AVETOOM

VENTURE STRATEGIC PUBLIC  
AFFAIRS CONSULTING

### MEGAN BEDERA

AMPLIFY RELATIONS

### PAUL BENTZ

HIGHGROUND, INC

### MATTHEW BROWNFIELD

MURPHY NASICA & ASSOCIATES

### BRENT BUCHANAN

CYGNAL POLITICAL

### BEN BURGER

SRCP MEDIA INC.

### LUKE BYARS

FIRST TUESDAY STRATEGIES

### SETH COLTON

THE LUKENS COMPANY

### CHUCK COOLIDGE

LINCOLN STRATEGY GROUP

### JEFF CORLESS

VENTURE STRATEGIC PUBLIC  
AFFAIRS CONSULTING

### J. CHARLES COUGHLIN

HIGHGROUND, INC

### JOHN COUVILLON

JMC ENTERPRISES OF LOUISIANA  
JMC ANALYTICS AND POLLING

### MEGHAN COX

LINCOLN STRATEGY GROUP

### CHAD CROW

KC STRATEGIES

### CHRISTIAN CURTO

CAMPAIGN SOLUTIONS

### STEVE DAVEY

GOLDEN WEST STRATEGIES

### FRED DAVIS

STRATEGIC PERCEPTION INC.

### JEFF DAVIS

VICTORY MEDIA GROUP, LTD.

### OLIVIA DELGADO

THE LUKENS COMPANY

### TIFFANY DELGADO

THE LUKENS COMPANY

### TONY DELGADO

THE LUKENS COMPANY

### BECKI DONATELLI

CAMPAIGN SOLUTIONS

### PETER DORSCH

VENTURE STRATEGIC PUBLIC  
AFFAIRS CONSULTING

### JON DOWNS

FP1 STRATEGIES

### JOSEPH DOZIER

JTD STRATEGIES LLC

### MICHAEL DUNCAN

CAVALRY LLC

### MATTHEW DYBWAD

TUBEMOGUL

### JUSTIN EPKER

MURPHY NASICA & ASSOCIATES

### NICK EVERHART

CONTENT CREATIVE MEDIA, LLC

### BRETT FEINSTEIN

POUND, FEINSTEIN & ASSOCIATES

### JAMES FISFIS

CHARIOT LLC

### ERIC FRENCHMAN

CAMPAIGN SOLUTIONS

### ALEXANDER GAGE

TARGETPOINT CONSULTING

### CHARLIE GEROW

QUANTUM COMMUNICATIONS

### CHRIS GODBEY

SURGERED

### JOSEPH GOETZ

THE LUKENS COMPANY

### STEVE GRAND

WILSON GRAND COMMUNICATIONS

### JORDAN GRENADIER

UPSTREAM COMMUNICATIONS

### APRIL HACKNEY

HACKNEY & HACKNEY, INC.

### ART HACKNEY

HACKNEY & HACKNEY, INC.

### RALPH HALLOW

WASHINGTON TIMES

### KARL HANSEN

THE SINGULARIS GROUP

### TYLER HARGRAVE

THE PROSPER GROUP

### JEN HARRINGTON

CONSERVATIVE CONNECTOR

### ASHLEY HARVEY

DIRECT EDGE CAMPAIGNS

### BENTLEY HENSEL

CAMPAIGN SOLUTIONS

### ERICA HOLLOWAY

GALVANIZED STRATEGIES

### RYAN HORN

SANDLER-INNOCENZI

### JIM INNOCENZI

SANDLER-INNOCENZI

### WAYNE JOHNSON

THE WAYNE JOHNSON AGENCY

### STEVE JOHNSTON

GOOGLE

### DAN JUDY

NORTH STAR OPINION RESEARCH

### DOUG KAPLAN

GRAVIS MARKETING, INC.

### KYLE KASTING

MIDWEST COMMUNICATIONS  
GROUP LLC

### JOSIAH KEANE

MERIDIAN PACIFIC/CENTRAL, INC.

### THOMAS KEELEY

CONNECTIVIST MEDIA

### JOHN KERRY

KERRY HOLDINGS, INC



# REPUBLICAN

# JUDGES

**LEN KHODORKOVSKY**  
JAMESTOWN ASSOCIATES

**CARTER KIDD**  
CAMPAIGN SOLUTIONS

**CECILY KIDD**  
CAMPAIGN SOLUTIONS

**MICHAEL KOZIARSKI**  
NOVA LIST

**JEFFREY KRUSZYNA**  
HSP DIRECT, LLC

**DAWNMARIE KUHN**  
FORDHAM

**MATT MACKOWIAK**  
POTOMAC STRATEGY GROUP, LLC

**MIKE MADRID**  
GRASSROOTSLAB

**KELLY MAHER**  
COMPASS COLORADO/ EN POINTE  
STRATEGIES

**TOM MANNIX**  
AMERICAN STRATEGIES

**CHEBON MARSHALL**  
WINNING CONNECTIONS

**CHUCK MCGEE**  
SPECTRUM MARKETING  
COMPANIES, INC.

**BRENT MCGOLDRICK**  
DEEP ROOT ANALYTICS

**MICHAEL MCKINNEY**  
CAPITOL CORE GROUP, INC.

**RYAN MEERSTEIN**  
TARGETED VICTORY

**CHADWICK MELDER**  
CAMCO CONSULTING, LLC

**WILL MILLER**  
FLAGLER COLLEGE

**MICHAEL MILLICAN**  
CAVALRY, LLC

**VINNY MINCHILLO**  
GLASS HOUSE STRATEGY

**BRAD MONT**  
MEDIA AD VENTURES

**LAUREN MORENKO**  
SMART MEDIA GROUP

**MICHAEL MULE**  
UPT STRATEGIES

**CRAIG MURPHY**  
MURPHY NASICA & ASSOCIATES

**NIMRAT NANNAN**  
SMART MEDIA GROUP

**ROBERT NARRON**  
MCCORMICK ARMSTRONG CO., INC.

**CHRISTOPHER NICHOLAS**  
EAGLE CONSULTING GROUP, INC.

**DIANNE NORTON**  
FIRST TUESDAY STRATEGIES

**JOEY PARR**  
MURPHY NASICA & ASSOCIATES

**BRAD PARSCALE**  
GILES-PARSCALE

**JEROD PATTERSON**  
PATTERSON & COMPANY

**MAGGIE PAULIN**  
CAMPAIGN SOLUTIONS

**BJ PERRY**  
TALIENT ACTION GROUP

**MAUREEN REILLY**  
SMART MEDIA GROUP

**DEEANN RICH**  
COMCAST SPOTLIGHT

**JERI RICHARDSON**  
SAGAC PUBLIC AFFAIRS

**WILL RITTER**  
POOLHOUSE

**KYLE ROBERTS**  
SMART MEDIA GROUP

**HOLLY ROBICHAUD**  
TUESDAY ASSOCIATES

**J'AIME ROSALES**  
ROSALES SOLUTIONS

**TIM ROSALES**  
THE WAYNE JOHNSON AGENCY

**KELLY RZENDZIAN**  
CAMBRIDGE ANALYTICA

**MARTA SALAZAR**  
ENTRAVISION

**MICHELLE SANTUOSO**  
MAIN STREET MEDIA

**CHAD SCARBOROUGH**  
PATCHWORK CREATIVE LLC

**SPENCER SCOTT**  
ARENA COMMUNICATIONS

**DAVID SEAWRIGHT**  
DEEP ROOT ANALYTICS

**BRAD SHATTUCK**  
STRATEGIC IMPACT

**TOM SHEPARD**  
TOM SHEPARD & ASSOCIATES, INC.

**HEATHER SMITH**  
RIGHT ANGLE CONSULTING

**SAM SPENCER**  
ASSEMBLYWOMAN MELISSA  
MELENDEZ

**JARED STIMSON**  
GRIDIRON COMMUNICATIONS

**SCOTT STONE**  
SCOTT STONE + COMPANY

**JARED SUHN**  
THE SINGULARIS GROUP

**BRAD TODD**  
ONMESSAGE INC.

**KRISTIN VIEIRA**  
STAMPEDE CONSULTING

**RYAN WAITE**  
CAMPAIGN SOLUTIONS

**AMILE WILSON**  
HAPAX CREATIVE STRATEGIES

**ADAM WISE**  
NMI

## INTERNATIONAL

**MARIO DI GIOVANNI**  
NEWLINK

**FREDERIC NICOLAS FRICHOT**  
BLUE STRATEGIES USA

**ISABELLE FRICHOT**  
BLUE STRATEGIES MU

**BRUNO HOFFMANN**  
ESPLANADA

**BRIAN HURLEY**  
PURPLE FORGE CORP

**ANDRIY KRUGLASHOV**  
INDEPENDENT POLITICAL  
CONSULTANT

**JAKOB OHLSSON**  
REFORM ACT

**NECATI OZKAN**  
OYKU DIALOGUE INTERNATIONAL

**VÁCLAV PLÁTENÍK**  
KDU-SL

**VITALI SHKLIAROV**  
INVENTUM.GROUP

**ABHISHEK SHUKLA**  
B.CRETA FOUNDATION

**ELISA TOTARO**  
EQUIPO 70

## NONPARTISAN/INDEPENDENT

**CRAIG AGRANOFF**  
POLITICALCONSULTING.COM

**TRACE ANDERSON**  
CFB STRATEGIES

**RICHARD BREHM**  
COMCAST SPOTLIGHT

**DARDEN COPELAND**  
CALVERT STREET GROUP

**CHRISTOPHER DOERR**  
D2 MEDIA SALES

**LEN EPAND**  
EPANDMEDIA

**GAYLE FALKENTHAL**  
FALCON VALLEY GROUP

**HAL FISCHER**  
MOUNT VERNON PRINTING AN RR  
DONNELLEY COMPANY

**JIM FREEMAN**  
FREEMAN PUBLIC AFFAIRS, INC

**HEIDI GUERRA**  
INNOVATIVE ADVERTISING

**BILL HILLSMAN**  
NORTH WOODS ADVERTISING

**KAY ISRAEL**  
RHODE ISLAND COLLEGE

**KAREN JAGODA**  
E-VOTER INSTITUTE

**SUSAN KATZ**  
KATZING CREATIVE WAYS

**SPENCER KIMBALL**  
EMERSON COLLEGE

**VERONIKA KRUGLASHOVA**  
GSPM GWU

**JOE LESUÈ**  
YONGIN UNIVERSITY

**BRIAN LISK**  
BDL CONSULTING SERVICES

**J.C. MEDICI**  
L2 MEDIA

**ANDREW MEYERS**  
AMPLIFIED STRATEGIES

**MIKE MEYERS**  
AMPLIFIED STRATEGIES

**S. CHAD PEACE**  
IVC MEDIA LLC

**SANGEETH PERURI**  
VOTERCIRCLE

**PATRICK PETERS**  
FOURTHWALL MEDIA

**JESSICA RING**  
ALLYN MEDIA

**FRANK RIZZO**  
FIVE CORNERS STRATEGIES

**MATT SEGAL**  
CALVERT STREET GROUP

**LINDA SERRATOYBARRA**  
THE FAIRNESS PROJECT

**MICHELE WATLEY**  
THE GRIOT GROUP

**TIFFENY YEN**  
R&R PARTNERS

**SUE ZOLDAK**  
THE ZOLDAK AGENCY





# Improve Speed, Efficiency and Certainty of Media Payments

The only payment solution designed  
specifically for political media

- ✓ Send secure, fast, media payments - electronically
- ✓ Payment notifications automatically sent to media reps
- ✓ Avoid cumbersome checks, overnight couriers and payment verification calls
- ✓ Unlock revenue share

[anchorops.com/political](https://anchorops.com/political)  
[info@anchorops.com](mailto:info@anchorops.com)  
844-438-3729



# \*\*\* YOUR NATIONAL \*\*\* CAMPAIGN



STARTS  
HERE

UNION PRINTER SINCE 1943



## HARMAN PRESS

6840 Vineland Avenue | North Hollywood, CA 91605

818.432.0570 | Fax 818.432.0578

[www.harmanpress.com](http://www.harmanpress.com)



# WINNERS



The Pollie Awards have always been the hallmark of the best work in political advertising. While creativity and quality of execution remain important, this year's Pollie Awards Contest again placed greater emphasis on political effectiveness and raised the curve for trophy eligibility (each winning entry placed in the 85th percentile or higher), making each win even more significant.

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



## OVERALL - CANDIDATE DIVISION

### A01 - Best Direct Mail Campaign

#### Gold

Rick Nolan for Congress  
Bergmann Zwerdling Direct

#### Silver

New Hampshire for Bernie  
Convergence Targeted Communications

#### Bronze

Don Bacon Congressional Campaign  
The Singularis Group

### A02 - Best Television Campaign

#### Gold

One of Us  
EIS Solutions / Patchwork Creative

#### Silver

Todd Young for Senate  
BrabenderCox

#### Bronze

Donald J. Trump for President  
Jamestown Associates

### A03 - Best Digital or Internet Campaign

#### Gold

Bernie 2016  
Revolution Messaging

#### Silver

Jayapal for Congress  
GMMB

#### Bronze

"34 No More"  
Victory Enterprises

### A04 - Best Phone Campaign

#### Gold

The Early Voter Gets the Senate Seat  
Stones' Phones

#### Silver

IL House Democratic Caucus Bilingual Campaign  
Winning Connections Inc.

### A05 - Best Radio Campaign

#### Bronze

Olsen for Senate  
Right Angle Consulting

### A06 - Best Fundraising Campaign

#### Gold

Cruz Fundraising  
CFB Strategies

#### Silver

Pat Toomey Online Fundraising  
Campaign Solutions

#### Bronze

Great America PAC  
Campaign Solutions

### A07 - Best Use of Opposition Research

#### Gold

Olsen for Senate  
Right Angle Consulting

#### Silver

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

#### Bronze

Todd Young for U.S. Senate  
Cavalry

### A08 - Best in Show

#### Gold

Portman for Senate  
FP1 Strategies

#### Silver

AMERICA  
Devine Mulvey Longabaugh

#### Bronze

Gerald Daugherty Campaign  
KC Strategies

## OVERALL - BALLOT INITIATIVE DIVISION

### A09 - Best Direct Mail Campaign

#### Silver

One Columbus  
Bergmann Zwerdling Direct

#### Bronze

Nevadans for Affordable Clean Energy Choices  
Lincoln Strategy Group

### A10 - Best Television Campaign

#### Gold

PFD Automatic Voter Registration  
GMMB

#### Silver

No on Prop. 205  
McCarthy Hennings Whalen, Inc.

#### Bronze

Save Lives California - Yes on 56  
GMMB

### A11 - Best Digital or Internet Campaign

#### Gold

Save Lives California - Yes on 56  
GMMB

#### Silver

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

#### Bronze

Save Our Public Schools  
The New Media Firm

### A12 - Best Phone Campaign

#### Gold

Controlling the Conversation: Passing  
Gun Reform in Hostile Territory  
Stones' Phones

### A13 - Best Radio Campaign

#### Bronze

Trenton's Bad Bet  
FP1 Strategies

### A14 - Best in Show

#### Gold

"Voices"  
The Strategy Group Company

#### Silver

Close the Freeloader Loophole  
Media One Advertising/Marketing

#### Bronze

Trenton's Bad Bet  
FP1 Strategies

## OVERALL - PUBLIC AFFAIRS DIVISION

### A15 - Best Direct Mail Campaign

#### Silver

Even in Texas Sometimes Smaller is  
Better  
Davies

#### Bronze

Midlothian ISD Proud Series  
Mayes Media Group



## A16 - Best Television Campaign

### Gold

VOTE.UTAH.GOV  
2016 Awareness Campaign  
Love Communications

### Silver

NJEA PRIDE Campaign  
The New Media Firm

### Bronze

Alaska's Future  
FP1 Strategies

## A17 - Best Digital or Internet Campaign

### Gold

Beacon Center Ends the Hall Tax  
The Zoldak Agency

### Silver

Try COMPETIFY Campaign  
Engage

### Bronze

Time is Precious  
WHITE64

## A18 - Best Phone Campaign

### Gold

The "Phone-a-Friend" Campaign  
Member Outreach, Education, and PAC  
Fundraising  
Aristotle

## A20 - Best in Show

### Gold

SUWA - "Utah's Public Lands Initiative"  
Campaign  
Love Communications

### Silver

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

### Bronze

VOTE.UTAH.GOV  
2016 Awareness Campaign  
Love Communications

## DIRECT MAIL - CANDIDATE DIVISION

### B01 - For President

#### Gold

Unbreakable  
Convergence Targeted Communications

#### Silver

"Glasses" for Civic Innovation USA on  
behalf of Hillary Clinton for President  
Moxie Media

#### Bronze

Bernie 2016 - WA  
Solidarity Strategies

### B02 - For Governor

#### Gold

Outsider-vs-Politician Booklet  
Axiom Strategies

#### Silver

"Governor" for Washington  
Conservation Voters on behalf of Jay  
Inslee  
Moxie Media

#### Bronze

Deflated  
The Strategy Group

### B03 - For U.S. Senate

#### Silver

Leading by Example  
The Strategy Group

#### Bronze

Tube  
Bergmann Zwerdling Direct

### B04 - For U.S. House of Representatives

#### Gold

Iran Vending Machine  
Axiom Strategies

#### Silver

Shredder  
Bergmann Zwerdling Direct

#### Bronze

Cancer  
CR Consulting

### B05 - For Down-Ballot Statewide

#### Gold

Shaking Up the Establishment  
The Singularis Group

#### Silver

Forgot  
Rainmaker

#### Bronze

Tough on Crime  
Right Angle Consulting

### B06 - For State Legislature

#### Gold

Stickers  
Rainmaker

#### Silver

Freeman - Swiss Army Knife  
The Lukens Company

#### Bronze

School Tax  
Jamestown Associates

### B07 - For Local/Municipal/Regional

#### Gold

Follow the Money  
CR Consulting

#### Silver

Ward - Fingers Crossed  
Tom Shepard & Associates, Inc.

#### Bronze

Violation  
Publicities

### B08 - For PAC/Super PAC

#### Gold

Hillary's Birthday Card with Greg  
Stumbo  
Grit Creative

#### Silver

Little Stewie  
Wildfire Contact

#### Bronze

"Green Water"  
MDWCOMM

### B09 - For Organization

#### Gold

Guns  
The Balduzzi Group

#### Silver

Diles Que Voten  
Heuristica Comunicacion  
Instituto  
NDMX

#### Bronze

Conservative Solutions Project -  
National Security (Snowden)  
First Tuesday Strategies

# POLITICAL

## MARKETING — MEDIA

LIVE SPORTS IS THE LAST REMAINING CONTENT VEHICLE THAT PROVIDES BIG REACH AND CONSISTENT FREQUENCY.

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

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



## DRIVES CAMPAIGN RESULTS

HTS VIEWERS VS:  
**LOCAL  
NEWS  
VIEWERS**

**1.8X**  
MORE LIKELY  
TO REMEMBER  
CANDIDATE OR  
ISSUE ADS

**2.5X**  
MORE LIKELY  
TO TRUST  
CANDIDATE OR  
ISSUE ADS

**2.0X**  
MORE LIKELY  
TO VOTE FOR  
CANDIDATE OR  
ISSUE SEEN IN ADS

REMEMBER

TRUST

VOTE

HTS VIEWERS VS:  
**NATIONAL  
SPORTS  
VIEWERS**

**1.9X**  
MORE LIKELY  
TO REMEMBER  
CANDIDATE OR  
ISSUE ADS

**3.1X**  
MORE LIKELY  
TO TRUST  
CANDIDATE OR  
ISSUE ADS

**2.9X**  
MORE LIKELY  
TO VOTE FOR  
CANDIDATE OR  
ISSUE SEEN IN ADS



## B10 - For Special Election

### Silver

#### Two-Step

Red Horse Strategies

## B11 - Bilingual/Multilingual/ Foreign Language

### Gold

#### Diles Que Voten

Heuristica Comunicacion  
Instituto  
NDMX

### Silver

#### Spanish

#### "Guns"

Chadderdon Lestingi  
Creative Strategies

### Bronze

#### Voto

Bergmann Zwerdling Direct

## B12 - Early Voting/Absentee Ballot/Vote-by-Mail

### Gold

#### Standing in Line

The Singularis Group

### Silver

#### 100 Years!

Murphy Nasica & Associates

### Bronze

#### VBM Virginia

Bergmann Zwerdling Direct

## B13 - Best Use of Humor

### Gold

#### Little Stewie

Wildfire Contact

### Silver

#### TOLL TROLLS

Lisella Public Affairs, LLC

### Bronze

#### The Lobbyist Superhero

Direct Edge Campaigns

## B14 - Best Use of Negative or Contrast

### Gold

#### Hillary's Birthday Card with Greg

#### Stumbo

Grit Creative

### Silver

#### Morph

The Parkside Group

### Bronze

#### No Bernie

The Strategy Group

## B15 - Best Use of Illustration or Photography

### Gold

#### Morph

Bergmann Zwerdling Direct

### Silver

#### Little Stewie

Wildfire Contact

### Bronze

#### Pacheco and Lobbyist

The Campaign Workshop

## B16 - Best Use of Social Pressure

### Gold

#### Blunt Social Pressure Program

Axiom Strategies

### Bronze

#### Fast Pass to the Polls

Mad Dog Mail

## B17 - Best Use of Slate Mail

### Silver

#### WV Mooney Morrissey 2nd Amendment

Direct Edge Campaigns

### Bronze

#### Official Voter Guide - November 2016

Republican Party of San Diego County

## B18 - GOTV

### Silver

#### Stand Together

Axiom Strategies

### Bronze

#### Smart Phone

NYS Democratic Assembly Campaign  
Committee

## B21 - Independent Expenditure Campaign - U.S. Senate

### Gold

#### License Plate

The Strategy Group

### Silver

#### Katie McGinty is a Job Killer

Red Maverick Media

### Bronze

#### SBA Clinton Court

The Lukens Company

## B22 - Independent Expenditure Campaign - U.S. House of Representatives

### Gold

#### Tarkanian's Extreme Record

SKDKnickerbocker

### Silver

#### In Bed

Wildfire Contact

### Bronze

#### The Zenzinger Fortune Cookies

Clear Creek Strategies

## B23 - Independent Expenditure Campaign - Down-Ballot

### Gold

#### School-to-Prison

BerlinRosen

### Silver

#### The Report Card Is In

Cornerstone Solutions

### Bronze

#### Hanging

Lisella Public Affairs, LLC

## DIRECT MAIL - BALLOT INITIATIVE DIVISION

## B24 - For Statewide

### Gold

#### Yes on Initiative 1491

NWP Consulting

### Silver

#### Yes 22, South Dakotans for Integrity

Mammoth Agency

### Bronze

#### No on Measure 97 House Infographic

Amplified Strategies

## B25 - For Local

### Gold

#### Yes on T Mailer

Imprenta Communications Group

### Silver

#### The 200 Year Tax

Cerillion N4 Partners

### Bronze

#### Dont Bankrupt Our Public Schools

Cerillion N4 Partners



## B26 - GOTV

### Silver

ARP Missouri Voter Guide Mailing  
Victory Enterprises

## B28 - Best Use of Negative or Contrast

### Gold

Cufflinks  
Bergmann Zwerdling Direct

### Bronze

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

## B29 - Best Use of Social Pressure

### Gold

From Your Neighbor  
EIS Solutions

### Silver

Nevadans for Affordable Clean Energy Choices  
Lincoln Strategy Group

### Bronze

Social Pressure  
JVA Campaigns

## DIRECT MAIL - PUBLIC AFFAIRS DIVISION

### B30 - For National

#### Gold

The Home Depot PAC "Building Lasting Careers" Targeted Postcard to Congress  
Sagac Public Affairs

#### Bronze

NCLR GOTV  
Solidarity Strategies

### B31 - For Statewide

#### Gold

Insert Your Money Here  
Red Maverick Media

#### Silver

Cents  
Bouchard Gold Communications

#### Bronze

Florida GOTV Lenticular  
The Lukens Company

### B32 - For Local

#### Silver

Look Deeper  
Convergence Targeted Communications

### Bronze

Ahwatukee Farms  
HighGround, Inc

## DIRECT MAIL - MISCELLANEOUS

### B33 - Best Use of Opposition Research

#### Gold

"Chervony's Emails"  
MDWCOMM

#### Bronze

Bad Water  
Right Angle Consulting

## TELEVISION - CANDIDATE DIVISION

### C01 - For President

#### Gold

Mirrors  
HFA Media Team

#### Silver

Proud To Be Latinos  
Heuristica Comunicacion  
Instituto  
NDMX

#### Bronze

"Livelihood 30"  
The Strategy Group Company

### C02 - For Governor

#### Gold

Eric Greitens for Governor  
"Boxer"  
Something Else Strategies

#### Silver

Roy Cooper for Governor  
"Pickup Games"  
Putnam Partners, LLC

#### Bronze

Navy  
BrabenderCox

### C03 - For U.S. Senate

#### Gold

Portman for Senate  
'Coal Miners'  
FP1 Strategies

#### Silver

Jason Kander for U.S. Senate  
"Background Checks"  
Putnam Partners, LLC

### Bronze

"Sixty-seven 60"  
Strategic Perception Inc.

## C04 - For U.S. House of Representatives

#### Gold

Job Interview  
BrabenderCox

#### Silver

"Conservative Outsider"  
The Strategy Group Company

#### Bronze

Katko for Congress  
"Continue This Fight"  
Honold Communications, Inc.

## C05 - For Down-Ballot Statewide

#### Gold

"Calls"  
Jackson Group Media

#### Silver

Schmitt for Missouri 'Inspiration'  
FP1 Strategies

#### Bronze

Captain of Cronyism  
POOLHOUSE

## C06 - For State Legislature

#### Gold

Laughlin for Senate - Gas Tax  
Cold Spark Media

#### Silver

"Ben - Education"  
The Strategy Group Company

#### Bronze

Hard to Swallow '16  
76 Words

## C07 - For Local/Municipal/Regional

#### Gold

"Please Re-Elect Gerald...Please!"  
KC Strategies

#### Gold

"You've Got A Friend In Ben"  
Love Communications

#### Silver

Kim Foxx, Amen  
Three Point Media

#### Bronze

BART Rider  
SCN Strategies

## C08 - For PAC/Super PAC

### Gold

**Yes Woman**  
Revolution Agency

### Silver

**Badgertank - Midwest Growth PAC**  
WI-08  
The Lukens Company

### Bronze

**Deportation**  
ARMOUR MEDIA

## C10 - Bilingual/Multilingual/ Foreign Language

### Gold

**Faulconer for Mayor 2016: "Lo Mejor"**  
Monument Communications

### Silver

**"R and R"**  
Behr Communications

### Bronze

**Portman for Senate**  
'Mi Prioridad'  
FP1 Strategies

## C11 - Best Use of Humor

### Gold

**"Please Re-Elect Gerald...Please!"**  
KC Strategies

### Silver

**Cruz Christmas Classics**  
Madison McQueen

### Bronze

**Charlie Crist for Congress: May Not Know**  
GMMB

## C12 - Best Use of Negative or Contrast

### Gold

**Sheila the Grinch**  
Indigo Strategies LLC

### Silver

**Jodey Arrington - "Bull"**  
OnMessage, Inc.

### Bronze

**Only One**  
Strategic Partners and Media

## C13 - Best Use of Personality or Celebrity

### Gold

**Trey Gowdy for Congress**  
"FEARLESS"  
Something Else Strategies

### Silver

**"Judge"**  
Strategic Perception Inc.

### Bronze

**Portman for Senate**  
'Ohio's Champion'  
FP1 Strategies

## C14 - Independent Expenditure Campaign - President

### Gold

**NRA - "Nightstand"**  
OnMessage, Inc.

### Silver

**Future45 - "Moving Vans"**  
McCarthy Hennings Whalen, Inc.

### Bronze

**Prayer**  
Chambers Lopez Strategies

## C15 - Independent Expenditure Campaign - Governor

### Gold

**Good Jobs Montana: Hooked**  
GMMB

## C16 - Independent Expenditure Campaign - U.S. Senate

### Gold

**Fighting for Ohio - "Polish"**  
McCarthy Hennings Whalen, Inc.

### Silver

**Vote Vets: Blackhawk**  
GMMB

### Bronze

**Resume**  
Strategic Partners & Media

### Bronze

**NRA - "This Chair"**  
OnMessage, Inc.

## C17 - Independent Expenditure Campaign - U.S. House of Representatives

### Gold

**NRCC-IE - "Zany Professor"**  
Honold Communications, Inc.

### Silver

**NRCC IE (NE-02) - "Me Again"**  
OnMessage, Inc.

### Bronze

**The Real Story**  
Patchwork Creative

## C18 - Independent Expenditure Campaign - Down-Ballot

### Gold

**Sheila the Grinch**  
Indigo Strategies LLC

### Silver

**"Tragic"**  
Chariot LLC

### Bronze

**Committee for Accountable  
Government in Missouri**  
'Puppet'  
FP1 Strategies

## TELEVISION - BALLOT INITIATIVE DIVISION

### C19 - For Statewide

#### Gold

**Can We Play**  
The Kenney Group

#### Silver

**Trenton's Bad Bet 'Einstein'**  
FP1 Strategies

#### Bronze

**Vote No on Amendment 3**  
"Playground"  
Madison McQueen

### C20 - For Local

#### Gold

**Backpack**  
Siegel Strategies

#### Silver

**Soda Machine**  
Siegel Strategies

#### Bronze

**We Can Do Better**  
Whitehurst/Mosher Campaign Strategy  
and Media

### C21 - Bilingual/Multilingual/ Foreign Language

#### Bronze

**Save Lives California: Mariposa**  
GMMB



**REACTION**®  
AUDIO VISUAL

**AUDIO VIDEO COMPUTING LIGHTING SCENERY**

[WWW.REACTIONAV.COM](http://WWW.REACTIONAV.COM)

(877) 273-6887

[SALES@REACTIONAV.COM](mailto:SALES@REACTIONAV.COM)

 [WWW.FACEBOOK.COM/REACTIONAV](http://WWW.FACEBOOK.COM/REACTIONAV)

 [WWW.TWITTER.COM/REACTIONAV](http://WWW.TWITTER.COM/REACTIONAV)

 [WWW.INSTAGRAM.COM/REACTIONAV](http://WWW.INSTAGRAM.COM/REACTIONAV)





## TELEVISION - PUBLIC AFFAIRS DIVISION

### C22 - For National

#### Gold

##### My Story

Metropolitan Public Strategies

#### Silver

##### HumaneWatch: Would You?

Berman and Company

#### Bronze

##### Innovation Saves

WHITE64

### C23 - For Statewide/Local

#### Gold

##### VOTE.UTAH.GOV

##### 2016 Awareness Campaign

Love Communications

#### Silver

##### El Agua Es Asunto De Todos

Merino, Barajas & Allen

#### Bronze

##### Jerald

RALLY Campaigns

## DIGITAL/INTERNET - CANDIDATE DIVISION

### D01 - Internet Advertising - President

#### Gold

##### American Comeback Story

WeRPolitics, LLC.

#### Silver

##### Setting a New Standard for SMS

##### Fundraising

The Prosper Group

#### Bronze

##### Hillary Clinton for President

##### "Last Search"

Putnam Partners, LLC

### D02 - Internet Advertising - Governor

#### Gold

##### Bullock For Governor

Rising Tide Interactive

#### Silver

##### Doug Burgum for Governor: Traditional

##### GOP Primary Voter Targeting and

##### Delivery

AdVictory

### D03 - Internet Advertising - U.S. Senate

#### Gold

##### "Judge 15"

Strategic Perception Inc.

#### Silver

##### It's Kamala

SCN Strategies

#### Bronze

##### "Facade"

##### Todd Young for Senate

BrabenderCox

### D04 - Internet Advertising - U.S. House of Representatives

#### Gold

##### Everything Changed

The New Media Firm

#### Silver

##### Neal Dunn Lobbyist

Jamestown Associates

#### Bronze

##### Driving

BrabenderCox

### D05 - Internet Advertising - Down-Ballot

#### Gold

##### Social Media Campaign for

##### Assemblywoman Melissa Melendez

Venture Strategic

#### Silver

##### "Risk"

The Strategy Group Company

#### Silver

##### Avery Bourne: Online Targeting

FP1 Strategies

#### Bronze

##### Police and Fire for Camilleri Carousel

##### Ad

Change Media Group

### D07 - Internet Advertising - Best Use of Search Engine Marketing

#### Gold

##### Bernie 2016

Revolution Messaging

#### Silver

##### Toomey Google Search

Campaign Solutions

### D08 - Internet Advertising - Best Use of Targeting

#### Gold

##### Grassley Works Targets Millennials with a Cult Classic

Vertical Strategies

#### Silver

##### Everybody Loves Bacon Online

Smart Media Group

#### Bronze

##### Mobilizing Second Amendment

##### Stalwarts for Sen. Johnny Isakson

##### (R-GA)

SABIO mobile

Strategic Partners & Media

### D09 - Website - President

#### Silver

##### Real World Hillary

BrabenderCox

#### Bronze

##### Bernie 2016

Revolution Messaging

### D10 - Website - Governor

#### Gold

##### Republican Governor's Association

Upstream Communications

#### Silver

##### Kate Brown for Oregon Governor

Blueprint

### D12 - Website - U.S. House of Representatives

#### Gold

##### HurdforCongress.com

Harris Media, LLC

### D13 - Website - Down-Ballot

#### Gold

##### Assemblywoman Melissa Melendez

Venture Strategic

#### Silver

##### jaywasson.com

Alien Media, Inc

#### Bronze

##### Heath Mello for Mayor

BCom Solutions, LLC

## D14 - Bilingual/Multilingual/ Foreign Language

### Gold

**Diles Que Voten**  
Heuristica Comunicacion  
Instituto  
NDMX

### Silver

**Dmitry Gudkov - Putin's LAST Critic in  
Parliament**  
Inventum.Group

### Bronze

**Kamoji - Spanish**  
SCN Strategies

## D15 - Best Use of Email Marketing (Non-Fundraising)

### Gold

**Jeff Clemens for State Senate Email  
Program**  
Impact Politics

### Silver

**40 Tests in 40 Days**  
FP1 Strategies

### Bronze

**Eric Holcomb for Indiana Governor**  
IMGE

## D16 - Best Use of Humor

### Gold

**Damn it Feels Good to be a Clinton**  
Madison McQueen

### Silver

**Playing Trump**  
Madison McQueen

### Bronze

**"Risk"**  
The Strategy Group Company

## D17 - Best Use of Negative or Contrast

### Gold

**We the People**  
Heuristica Comunicacion - Instituto -  
NDMX

### Silver

**Pay My Foundation**  
Madison McQueen

### Bronze

**War Room**  
Madison McQueen

## D18 - Best Use of Internet Radio

### Silver

**LVF for Soto**  
Solidarity Strategies

### Bronze

**Amy Schumer Helps Her Cousin Chuck**  
Trilogy Interactive

## D19 - Best Use of Social Media

### Gold

**Diles Que Voten**  
Heuristica Comunicacion  
Instituto  
NDMX

### Silver

**Toomey for Senate Content Marketing**  
Cold Spark Media

### Bronze

**Kamala Harris for U.S. Senate**  
Revolution Messaging

## D20 - Web Video

### Gold

**Congressman Garret Graves**  
**Unbroken**  
Innovative Politics

### Silver

**Bully**  
HFA Media Team

### Bronze

**Marco Rubio: Catching Footballs,  
Fielding Questions**  
POOLHOUSE

## D21 - Independent Expenditure Campaign - President

### Gold

**NRA - Donald Trump for President**  
OnMessage, Inc.

### Silver

**Mic Drop**  
Go Big Media Inc.

### Bronze

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

## D22 - Independent Expenditure Campaign - Governor

### Silver

**NC Governor**  
Rising Tide Interactive

### Bronze

**Turned His Back**  
United Steelworkers / JVA Campaigns

## D23 - Independent Expenditure Campaign - U.S. Senate

### Gold

**Planned Parenthood**  
**New Hampshire U.S. Senate**  
Blueprint

### Silver

**The Arena**  
Madison McQueen

### Bronze

**Bolton SuperPAC**  
**"Didn't See it Coming"**  
Sandler-Innocenzi

## D24 - Independent Expenditure Campaign - U.S. House of Representatives

### Gold

**Real Talk With Ruth**  
Advoc8

### Silver

**End Citizens United IE - Illinois**  
**Congressional 10**  
Precision Network

### Bronze

**Typical Politician**  
In the Field Global

## D25 - Independent Expenditure Campaign - Down-Ballot

### Gold

**Bob the Bilker**  
Go Big Media Inc.

### Silver

**"Mauryne"**  
McNally Temple Associates, Inc.

### Bronze

**Protect**  
The Campaign Workshop

## DIGITAL/INTERNET - BALLOT INITIATIVE DIVISION

### D26 - Internet Advertising

#### Gold

Yes on Colorado End-of-Life  
Options  
DSPolitical  
Rising Tide Interactive  
76 Words

#### Silver

"Cruel"  
McNally Temple Associates, Inc.

#### Bronze

Catholic Mobilizing Network  
"Father Loecker"  
Sandler-Innocenzi

### D27 - Website

#### Gold

Trenton's Bad Bet  
FP1 Strategies

#### Silver

Yes on 55  
Trilogy Interactive

#### Bronze

Yes for a Better Boston  
GPS Impact

### D30 - Best Use of Social Media

#### Gold

Yes on 56 - Save Lives California  
EMJ Public Affairs

#### Silver

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

#### Bronze

Making Nevada Safe  
Yes on 1 Social Push  
New Blue Interactive

### D31 - Web Video

#### Gold

Scared  
The New Media Firm

#### Silver

Boardroom  
Axiom Public Affairs

#### Silver

Trenton's Bad Bet 'Popcorn'  
FP1 Strategies

#### Bronze

Yes on 58 - Multilingual Kids  
LG Campaigns

## DIGITAL/INTERNET - PUBLIC AFFAIRS DIVISION

### D32 - Internet Advertising

#### Gold

Aziz Ansari Wants You to Vote  
NextGen Climate

#### Silver

SUWA - "Oil Wells"  
Love Communications

#### Bronze

Roger King  
The Campaign Workshop

### D33 - Website

#### Gold

Nevada Democratic Party  
Caucus Registration Tool  
GPS Impact

#### Silver

"Build with Strength"  
DDC Public Affairs

#### Bronze

Coppell ISD Bond Referendum  
Mayes Media Group

### D35 - Best Use of Internet Radio

#### Gold

MN Nurses Strike  
North Woods Advertising

### D36 - Best Use of Social Media

#### Gold

Chip & PIN Public Awareness  
Campaign  
NACS

#### Silver

New Jersey - Coverage Denied  
RosalesSolutions

#### Bronze

The Republic and Democracy  
Oyku / Dialogue International

### D37 - Web Video

#### Gold

Dawn  
The New Media Firm

#### Silver

Lennie and Pearl  
Human Rights Campaign

#### Bronze

The Republic and Democracy  
Oyku / Dialogue International

## PHONES - CANDIDATE DIVISION

### E01 - Automated Calls - Statewide & State Legislature

#### Gold

Mel Brooks  
Red Horse Strategies

#### Silver

"A Soldier's Passion"  
The Strategy Group Company

#### Bronze

President Barack Obama for  
Congresswoman Eddie Bernice  
Johnson  
PoliticalRobocalls.com

### E02 - Automated Calls - Local

#### Gold

Twelve Year Old Gets Out the Vote  
HighGround, Inc.

#### Silver

Rocha for Delegate  
Solidarity Strategies

### E03 - Automated Calls - Independent Expenditure Campaign

#### Bronze

Pat Boone Calling to Support Donald  
Trump for President  
CampaignHQ

### E05 - Live Calls

#### Gold

Russ For Wisconsin March Prospecting  
Nexus Direct

#### Silver

Chris Sununu for Governor  
RightVoter, LLC

#### Bronze

Voting: A Family Affair  
Stones' Phones

## PHONES - BALLOT INITIATIVE DIVISION

### E09 - Live Calls

#### Bronze

AFP ND Defeats Measure 4  
CampaignHQ





Make your point...



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

**40** *years of experience. Unparalleled Expertise.*

SCRIPT TO SCREEN VIDEO PRODUCTION

CREATIVE EDITING

SPOT DISTRIBUTION

WEB AND DIGITAL DEVELOPMENT STRATEGIES

STUDIO AND LOCATION SHOOTING

GRAPHIC DESIGN AND ANIMATION

RADIO PRODUCTION AND TV SOUND DESIGN

DIGITAL AD PLANNING AND BUYING

WEB

TELEVISION

RADIO

PRINT

**InterfaceMediaGroup**



*interfacemedia.com*

202-861-0500

## PHONES - PUBLIC AFFAIRS DIVISION

### E12 - Patch-Through Program Autodial/Live

#### Silver

Housing Opportunity  
Ampersand Consulting

### E14 - Telephone Town Hall Call/Forum Calls

#### Bronze

SANDAG Outreach  
Barnes, Mosher, Whitehurst, Lauter, and Partners

## PHONES - MISCELLANEOUS

### E15 - Best Use of Mobile Application

#### Gold

America First  
uCampaign

#### Silver

Wage Engage  
Berman and Company

### E16 - Best Use of Mobile Technology

#### Silver

Bernie 2016  
Revolution Messaging

#### Bronze

The Dancing Puppet  
SABIO mobile

### E17 - Best Use of Social Pressure

#### Gold

The "Phone-a-Friend" Campaign  
Member Outreach, Education, and PAC Fundraising  
Aristotle

### E18 - Best Use of Unusual Phone Techniques

#### Gold

Accessible Democracy: Engaging Remote Iowa Democrats in the 2016 Primary  
Stones' Phones

#### Silver

Twelve Year Old Gets Out the Vote  
HighGround, Inc.

#### Bronze

Lucy Lou the Puppy Supports Pettengill for Iowans  
CampaignHQ

## RADIO - CANDIDATE DIVISION

### F03 - For Governor

#### Bronze

Herbert for Governor  
Rural Utah/LG Spencer Cox  
R&R Partners

### F03 - For U.S. Senate

#### Gold

Tide  
EpanMedia

### F04 - For U.S. House of Representatives

#### Gold

Johnson for Congress - "Cut Grass"  
Communications Counsel, Inc.

#### Silver

"Don Delivers"  
Hackney & Hackney, Inc.

#### Bronze

Rooney for Congress - "We Are At War"  
FP1 Strategies

### F05 - For Down-Ballot

#### Gold

"Bring the Hammer Down"  
Hackney & Hackney inc

#### Silver

Common Core  
NYS Democratic Assembly Campaign Committee

#### Bronze

Friends of Steve Gooch  
"Wood Chipper"  
Content Creative Media

### F06 - For PAC/Super PAC

#### Gold

Tommy's Fairy Tale  
Grit Creative

#### Silver

Final Dispatch  
McCleskey Media Strategies

### F07 - Bilingual/Multilingual/ Foreign Language

#### Gold

Who Said It?  
Meridian Pacific

#### Silver

Hillary for America, "No Es Oro": 60  
Radio SPA  
MAP Political Communications

### F08 - Best Use of Humor

#### Silver

Feud  
Right Angle Consulting

#### Bronze

Spends Your Money on Sh\*t  
In the Field Global

### F09 - Best Use of Negative or Contrast

#### Gold

"McNutt Case"  
The Eppstein Group

#### Silver

"Lilly"  
McCleskey Media Strategies

#### Bronze

Bad Water  
Right Angle Consulting

### F10 - Independent Expenditure Campaign

#### Gold

Peggy From Toledo  
North Woods Advertising

#### Silver

Tommy's Fairy Tale  
Grit Creative

#### Bronze

LVF for Soto  
Solidarity Strategies

## RADIO - BALLOT INITIATIVE DIVISION

### F11 - Best Use of Radio

#### Gold

Yes on 58 - Multilingual Kids  
LG Campaigns

#### Silver

"Cruel Joke"  
The Strategy Group Company

#### Bronze

Keep The Rangers  
Protecting Arlington  
Mayes Media Group

## RADIO - PUBLIC AFFAIRS DIVISION

### F12 - Best Use of Radio

#### Gold

Airbnb San Francisco  
"Host"  
Strother Nuckels Strategies

#### Silver

Baraka Knows Better  
Red Horse Strategies

#### Bronze

MN Nurses Strike  
North Woods Advertising

## FUNDRAISING

### G01 - Best Use of Direct Mail

#### Gold

Toomey Homestretch  
HSP Direct, LLC

#### Silver

Save the Elephants  
Eberle Communications Group

#### Bronze

Brian Mast Photo Package  
HSP Direct, LLC

### G02 - Best Use of Email

#### Gold

Diles Que Voten  
Heuristica Comunicacion  
Instituto  
NDMX

#### Silver

\$5 Friday  
CFB Strategies

#### Bronze

End Citizens United  
Mothership Strategies

### G03 - Best Use of Social Media

#### Gold

Cruz Crowd  
CFB Strategies

#### Silver

Fearless  
Reform Act

#### Bronze

Bernie 2016  
Revolution Messaging

### G04 - Best Use of Website/ Donation Page

#### Gold

Cruz Crowd  
CFB Strategies

#### Silver

Evan McMullin for President  
Hines Digital

#### Bronze

Ruben Kihuen for Congress  
4degre.es

### G05 - Best Use of Phones

#### Gold

Gov. Greg Abbott Doubles Down  
CampaignHQ

#### Silver

The "Phone-a-Friend" Campaign  
Member Outreach, Education, and PAC  
Fundraising  
Aristotle

#### Bronze

#JusticeForFlint  
Revolution Messaging

### G06 - For PAC/Super PAC Fundraising

#### Silver

CHC BOLD PAC  
Mothership Strategies

#### Bronze

The Home Depot PAC: PAC Peer  
to Peer Fundraising Program  
"Built By You"  
Sagac Public Affairs

### G07 - For Use of Trade Association Fundraising

#### Bronze

ADA PAC Email Fundraising Program  
"We Want You"  
Sagac Public Affairs

## NEWSPAPER

### H01 - Full Page

#### Gold

AT&T National Archives Print Ad  
Mammoth Agency

#### Silver

Olympians for Public Lands  
RBI Strategies and Research

#### Bronze

Weekly Standard Cover Wrap for RNC  
Berman and Company

### H02 - Less Than a Full Page

#### Gold

Private PIN Strip #6 (Election)  
PSB

### H03 - Insert

#### Gold

"Support Your Library"  
TJP Strategies

#### Silver

Today's NPSO  
CAMCO Consulting

## COLLATERAL

### I01 - Billboard

#### Gold

Herbert for Governor: Utah Accolades  
Bulletin Boards  
R&R Partners

#### Silver

Fired  
Bergmann Zwerdling Direct

#### Bronze

Keep The Rangers With No New Taxes  
Mayes Media Group

### I02 - Door Hanger

#### Gold

Delaware  
The Beytin Agency

#### Silver

San Francisco Can Do Better  
Whitehurst/Mosher Campaign Strategy  
and Media

#### Bronze

Don't Stop At The Top  
Ourso Beychok, Inc.

### I03 - Logo

#### Gold

Pramila  
Wildfire Contact

#### Silver

Phil Murphy for NJ Governor - Branding  
GPS Impact

#### Bronze

Yes on 55 - Thrive  
Trilogy Interactive

### I04 - Mass Transit/Bus Sign

#### Gold

"The Ben Bus"  
Love Communications



## I05 - Most Original/Innovative Collateral Material

### Gold

**The Most Useful Pen in Politics**  
political.law

### Silver

**What a Difference a Year Makes**  
Red Maverick Media

### Bronze

**The Power of Words**  
Los Angeles County Democratic Party

## I06 - Non-Mail Brochure

### Gold

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

### Silver

**The Home Depot PAC Annual Report "Built By You"**  
Sagac Public Affairs

## I07 - Yard/Outdoor Sign

### Gold

**Hello Newman**  
Josh Newman for Senate

### Silver

**Hickman "Egg" Sign**  
HighGround, Inc.

### Bronze

**Can You Tell The Difference?**  
Axiom Public Affairs

## FIELD

## J02 - GOTV Program

### Gold

**NY SD 9 Special Election**  
Red Horse Strategies

### Silver

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

### Bronze

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

## J03 - Best Use of Analytics

### Gold

**RNC National Voter Scoring Program**  
TargetPoint Consulting  
Causeway Solutions

### Silver

**Ro Khanna For Congress**  
RevUp Software

### Bronze

**Sanders Delegate Maximization Targeting**  
HaystaqDNA

## J04 - Voter ID Program

### Gold

**Vote Yes! Keep the Rangers Grassroots Campaign**  
Caelen Communications

### Silver

**NY Congressional IE's**  
Lincoln Strategy Group / JSN Associates

### Bronze

**MAINE GOP: Making Maine 2 Great Again**  
Stampede Consulting

## J05 - Walk/Handout Piece

### Gold

**Streets For All**  
Reform Act

### Silver

**Peoria Voter Times**  
HighGround, Inc

### Bronze

**Michigan State Voter Guide**  
Change Media Group

## INTERNATIONAL

## K01 - Direct Mail

### Gold

**Agriculture Week**  
Heuristica Comunicacion

### Silver

**Oaxaca**  
Heuristica Comunicacion  
Instituto

### Bronze

**Dmitry Gudkov - Putin's LAST Critic in Parliament**  
Inventum.Group

## K02 - Television

### Gold

**Monsters Do Exist**  
Heuristica Comunicacion  
NF

### Silver

**Estoy Contigo - I'm With You**  
E70

### Bronze

**The Cake is Shared Between Them**  
Heuristica Comunicacion - Instituto

## K03 - Internet or Digital

### Gold

**Music For Life**  
Heuristica Comunicacion  
Instituto  
NDMX

### Silver

**Intuitive Surgical "Countdown Video"**  
Mammoth Agency

### Bronze

**Jalisco's Environmental Care**  
Heuristica Comunicacion

## K05 - Fundraising

### Gold

**Fearless**  
Reform Act

## K07 - Newspaper

### Gold

**Amnesty is Change**  
E70

### Silver

**Dmitry Gudkov - Putin's LAST Critic in Parliament**  
Inventum.Group

### Bronze

**23rd June - Independence Day**  
Leave.EU

## K08 - Best in Show

### Gold

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

### Silver

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

### Bronze

**Lets Talk About Jalisco**  
Heuristica Comunicacion

## STUDENT

## L01 - Best Campaign Plan

### Gold

**All for One**  
Tom Shepard & Associates, Inc.

# HONOR YOUR CLIENTS & TEAM MEMBERS

Purchase duplicate Pollie  
trophies to commemorate your  
award-winning work.

Discounts available on multiple orders  
**\$199 Includes Engraving**



**PLACE YOUR ORDER ONLINE**  
[www.societyawards.com/pollie/](http://www.societyawards.com/pollie/)

## This image shows a full page of blank, lined paper. It features approximately 20 evenly spaced horizontal grey lines across its entire surface, typical of notebook or composition paper. The lines are uniform in thickness and color, providing a guide for writing without distracting from the content. There are no margins, text, or other markings present on the page.







# The Campaign Printer of Choice

- Same day printing on rush jobs
- Online proofs and payments
- Variable data printing and in-house mailing service
- Dedicated print liaison to work with your team one-on-one



[www.PrintPlace.com/political](http://www.PrintPlace.com/political)

**We know there are no do-overs on Election Day,  
so we get it right the first time.**

Contact James Carter  
[james.c@digitalroominc.com](mailto:james.c@digitalroominc.com)  
877-775-7528

