

APRIL 11-13, 2018
NASHVILLE



Winners Book

AAPC THANKS THOSE WHO MADE THE 2018 POLLIE AWARDS & CONFERENCE A SUCCESS

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**2018 AAPC Pollie Awards & Conference
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AAPC **2018 ANNUAL** **POLLIE** **AWARDS** **& CONFERENCE**

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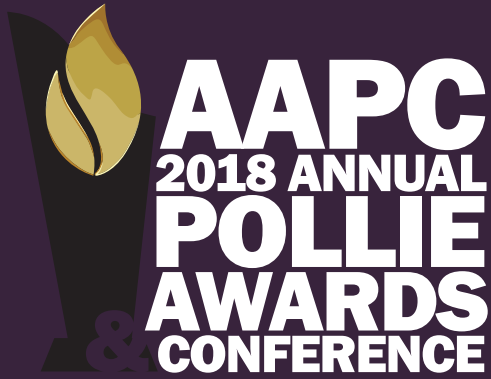


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JUDGES



AAPC is honored to have had 184 judges participate in the 2018 Pollie Awards. To ensure the fairest possible treatment of every entrant's work, our judge pool was comprised in balanced proportion between Democrats and Republicans, as well as nonpartisan/Independent and international judges. These judges are essential to the success and integrity of the Pollie Awards program and we are truly appreciative of their time and efforts.

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



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Fairest of
Them **A11**

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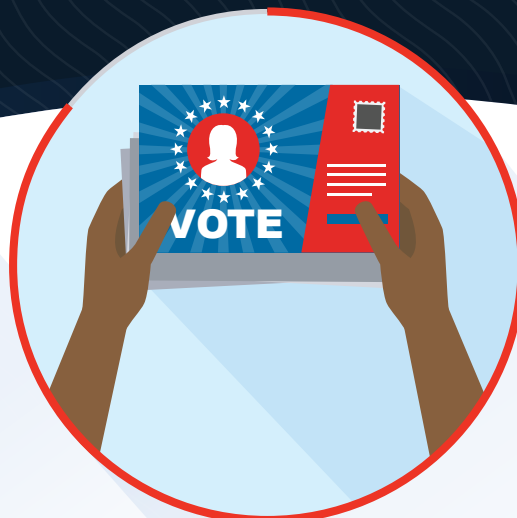
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BE DIRECT



73%

of Americans prefer getting new information through the mail – over phone calls or even email^I



86%

of Americans pick up their mail at the first opportunity^I



67%

of voters immediately read mail on early voting and registration deadlines^{II}



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I. USPS and Summit Research national online survey among 1,545 U.S. adults (who are head of household and involved in sorting the mail) conducted from February 26 to March 9, 2016 (data weighted to Census-level targets for age and ethnicity).

II. Summit Research national online survey among 1,398 U.S. adults from August 11-22, 2016 (data weighted to Census-level targets for gender, age, ethnicity, education/gender, and marital status). This survey was sponsored by the U.S. Postal Service.



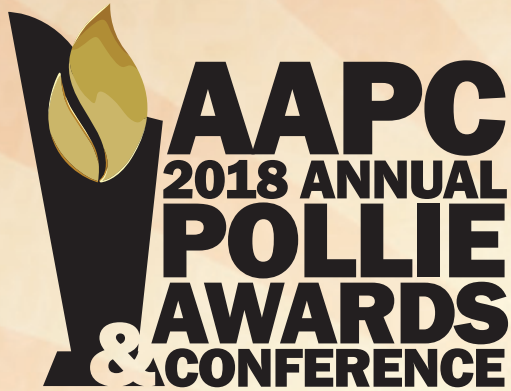
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CELEBRATE AAPC'S 50TH ANNIVERSARY!



For our Nashville attendees only:
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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 in an attempt to determine whether material appeared to meet a specific campaign need or solved a particular problem. We also maintained our higher 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 2017 political season!

*Photo credit Nashville Convention
& Visitors Corp.*



OVERALL - CANDIDATE DIVISION

A01 - Best Direct Mail Campaign - Democrat

Gold

Doug Jones for Senate
Resonance Campaigns

Silver

Cheryl Turpin
"Whole Plan"
Chadderdon Lestingi Creative Strategies

Bronze

Dean Hart for Oyster Bay Town Clerk
BrownMillerGroup

A02 - Best Direct Mail Campaign - Republican

Gold

The Desiree Charbonnet Tales
Strategic Impact

Silver

Kim Guadagno for Governor Primary
Election
Jamestown Associates

Bronze

Mundy
Red Maverick Media

A03 - Best Television Campaign - Democrat

Gold

Archie Parnell for Congress 2017
GMMB

Silver

Danica Roem for Delegate
The New Media Firm

Bronze

Provincial Election 2017
The NOW Group

A04 - Best Television Campaign - Republican

Gold

Mundy TV
Red Maverick Media

Silver

Greg Gianforte for Congress
FP1 Strategies

Bronze

Compadres
KC Strategies

A05 - Best Digital or Internet Campaign - Democrat

Gold

Doug Jones for Senate
Joe Trippi and Associates

Silver

Murphy for Governor
Media Fortitude Partners & DSPolitical

Bronze

A Winning Online Ad Strategy in
Alabama
Mothership Strategies & Joe Trippi and
Associates

A06 - Best Digital or Internet Campaign - Republican

Bronze

Shields Turk
Victory Enterprises

A11 - Best Fundraising Campaign - Democrat

Gold

Shattering Fundraising Expectations in
Deep Red Georgia
Mothership Strategies

A15 - Best Use of Opposition Research - Democrat

Gold

"Not Working for You" / "Gotta Wonder"
Series
The NOW Group

Silver

Virginia House Caucus Uses Oppo to
Flip 15 Seats
Grindstone Research LLP

Bronze

Both Sides
Muller Public Strategies

A16 - Best Use of Opposition Research - Republican

Gold

Impastato - Fresh Ideas
Buisson Creative

A17 - Best in Show - Democrat

Gold

Doug Jones for Senate
Joe Trippi and Associates

Silver

Archie Parnell for Congress 2017
GMMB

Bronze

Provincial Election 2017
The NOW Group

A18 - Best in Show - Republican

Gold

Greg Gianforte for Congress
FP1 Strategies

Silver

John Curtis Special Election (UT-3)
POOLHOUSE

Bronze

Introductory Campaign
Strategic Perception Inc.

OVERALL - BALLOT INITIATIVE DIVISION

A19 - Best Direct Mail Campaign

Gold

Defeating DCS Prop A
Axiom Strategies

Silver

This Is No Time to Downsize
Green Alley Strategies

Bronze

Better KCI Campaign
The Dover Group

A20 - Best Television Campaign

Gold

Our Denver 2A-2G Complete Campaign
Putnam Partners, LLC

Silver

"Yes" Ad Series
The Strategy Group Company

Bronze

Ohioans Against the Deceptive Rx
Ballot Issue
FP1 Strategies

A21 - Best Digital or Internet Campaign

Gold

Ohioans Against the Deceptive Rx
Ballot Issue
FP1 Strategies

A22 - Best Phone Campaign

Bronze

No Margin for Error: Turning out the
Vote for L.A.'s Homeless
Stones' Phones

A23 - Best Radio Campaign

Bronze

Ohioans Against the Deceptive Rx Ballot Issue
FP1 Strategies

A24 - Best in Show

Gold

Ohioans Against the Deceptive Rx Ballot Issue
FP1 Strategies

Silver

"Yes" Ad Series
The Strategy Group Company

Bronze

Defeating DCS Prop A
Axiom Strategies

OVERALL - PUBLIC AFFAIRS/ISSUE ADVOCACY DIVISION

A25 - Best Direct Mail Campaign

Gold

Soccer City
Calvert Street Group

Silver

Changing the Development Approval Process with Vint Hill
Davies Public Affairs

Bronze

Invest in Peace - Mail Program
BMW and Partners

A26 - Best Television Campaign

Gold

Reach NJ
Kivvit

Silver

Need to Impeach Complete Campaign
Putnam Partners, LLC

Bronze

Abuse Public Awareness
The NOW Group

A27 - Best Digital or Internet Campaign

Gold

KCE 2017 General Election Videos
Mammoth

Silver

Americans for Affordable Products
DDC Public Affairs

Bronze

Meu Trabalho, Minhas Escolhas
ESPLANADA

A28 - Best Phone Campaign

Gold

Oxfam Disaster and Famine Relief Budget
Eleison Group, LLC

Silver

"Flushing" the Bathroom Bill
Stones' Phones

A30 - Best Newspaper Campaign

Gold

Protect Swipe Fee Reform
PSB

Silver

Bad for Alaska
Hackney & Hackney, Inc.

Bronze

BNSF Pacific Northwest Advertising
Mammoth

A31 - Best in Show

Gold

Resist. Run. Win.
AL Media

Silver

Yankee Institute breaks Connecticut's bad habits
The Zoldak Agency

Bronze

Americans for Affordable Products
DDC Public Affairs

DIRECT MAIL - CANDIDATE DIVISION

B01 - For Governor

Gold

"Versailles"
Jamestown Associates

Silver

Big Problem
The Strategy Group

B02 - For Down-Ballot Statewide

Bronze

Dulles
Resonance Campaigns

B03 - For Mayor

Gold

Annapolis' People
Convergence Targeted Communications

Silver

Moon Booklet
Moxie Media

Bronze

Mayor Betsy Price mailer
Mayes Media Group

B04 - For State Legislature

Gold

The Bully
Checkmate Strategies

Silver

Intro Booklet
Axiom Strategies

Bronze

Introduction
Resonance Campaigns

B05 - For Local/Municipal/Regional

Gold

Keith Powers for City Council
"Crossword"
BerlinRosen

Silver

Three C's
The Beytin Agency

Bronze

Tiffany
Ourso Beychok

B08 - For Special Election - State Legislature

Gold

Superhero
Chadderdon Lestingi Creative Strategies

Silver

Jacob Turk - Circus Elephant
Convergence Targeted Communications

Bronze

Elections Matter
The Beytin Agency

POLITICAL

MARKETING — MEDIA

OUR FANS ARE YOUR VOTERS

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.



LIKELIHOOD TO WATCH LOCAL SPORTS VS. GENERAL POPULATION



B09 - For PAC/Super PAC
Gold

The Desiree Charbonnet Tales
Chapter 2
Strategic Impact

Silver

Crime/Breaking Bad
The Campaign Workshop

Bronze

Diane Delivers
The Campaign Workshop

B10 - For Organization
Bronze

Phil Murphy for Governor
CN4 Partners

**B11 - Bilingual/Multilingual/
Foreign Language**
Gold

Nayarit Campaign Toño Echevarría
Heurística Comunicación

Silver

La Vision Correcta
MDW Communications

Bronze

Voter Fraud Alert (Armenian)
JPM+M

**B12 - Early Voting/Absentee
Ballot/Vote-by-Mail**
Gold

How to Vote
CN4 Partners

B13 - Best Use of Humor
Gold

Operation
Resonance Campaigns

Silver

Fumbling
Red Maverick Media

Bronze

Dean Hart for Oyster Bay Town Clerk
BrownMillerGroup

**B14 - Best Use of Negative or
Contrast**
Gold

The Desiree Charbonnet Tales
Chapter 2
Strategic Impact

Silver

The Desiree Charbonnet Tales
Chapter 3
Strategic Impact

Bronze

Impastato - Campaign Spending
Buisson Creative

**B15 - Best Use of Illustration
or Photography**
Gold

Masquerade
Chadderdon Lestingi Creative Strategies

Silver

Diane Delivers
The Campaign Workshop

Bronze

Clean water
Ampersand Consulting

**B16 - Best Use of Social
Pressure**
Gold

Neighbors
Bergmann Zwerdling Direct

Silver

Make Your Voices Heard
JPM+M

Bronze

Don't Be Tricked or Fooled
Freeman Public Affairs

B17 - Best Use of Slate Mail
Gold

Greeley's Choice
EIS Solutions / Axiom Strategies

B18 - GOTV
Gold

The Problem
Resonance Campaigns

Silver

"Trump Wave"
Kennedy Communications, Inc.

Bronze

VOTE.org/AL
Solidarity Strategies

**B21 - Independent
Expenditure Campaign -
Mayor**
Gold

Desiree Charbonnet's Corrupt Krewe
Strategic Impact

Silver

The Desiree Charbonnet Tales
Chapter 2
Strategic Impact

**B22 - Independent
Expenditure Campaign -
State Legislature**
Gold

"Grenier Hand"
Kennedy Communications, Inc.

Silver

"Wheel Barrow"
Kennedy Communications, Inc.

Bronze

"Mattress"
Kennedy Communications, Inc.

**B23 - Independent
Expenditure Campaign -
Local/Municipal/Regional**
Gold

Wiretaps
Red Horse Strategies

Silver

Levine Intro
The Parkside Group

Bronze

No Rules Robert Aragon
The Campaign Workshop

**B24 - Independent
Expenditure Campaign -
Special Election - U.S. Senate**
Gold

Hush Puppies
Ourso Beychok

Silver

Call to Action
Resonance Campaigns

Bronze

Numbers
Ourso Beychok

B25 - Independent Expenditure Campaign - Special Election - U.S. House of Representatives

Gold

First We Marched/Stand Up to Trump
Mad Dog Mail

Silver

VBM Voter Alert
JPM+M

Bronze

SBA 2017 Goo Goo News
The Lukens Company

B26 - Independent Expenditure Campaign - Special Election - State Legislature

Silver

Price is Wrong
Axiom Strategies

Bronze

Magnifier
Moxie Media

DIRECT MAIL - BALLOT INITIATIVE DIVISION

B28 - For Local

Gold

Better KCI - Build Your Own Airplane
The Dover Group

Silver

They Forgot the Sunset
Sandlot Strategic

Bronze

Not Safe
Axiom Strategies

B29 - GOTV

Bronze

Fight Back
Red Horse Strategies

DIRECT MAIL - PUBLIC AFFAIRS/ISSUE ADVOCACY DIVISION

B33 - For National

Gold

The Home Depot: Chip & Pin Targeted
Postcard to Congress
Sagac Public Affairs

Silver

Zongoloni's Story
Eberle Communications Group

B34 - For Statewide

Gold

Would You Rather?
Red Maverick Media

Silver

Jalisco Keeps Going
Heuristica Comunicación

Bronze

Mississippi Education Christmas Mailer
Innovative Politics

B35 - For Local

Gold

Extra Time
Calvert Street Group

Silver

Special Session
Hackney & Hackney, Inc.

Bronze

Need for High Speed
Calvert Street Group

TELEVISION - CANDIDATE DIVISION

C01 - For Governor

Gold

Tom Perriello for Governor
"Ambulance"
Putnam Partners, LLC

Silver

"Ready to Serve"
BrabenderCox

Bronze

Tim Keller for Mayor
"Kids" & "Reform"
Putnam Partners, LLC

C02 - For Down-Ballot Statewide

Gold

Party's Over
LR3 Consulting and Public Relations

Silver

Dad
Eichenbaum Skinner Strategies

Bronze

Resisting in Pennsylvania
The Campaign Group and Edge Hill
Strategies

C03 - For Mayor

Gold

Steven Fulop for Mayor
"Day at the Beach"
Putnam Partners, LLC

Silver

Tough Fights
Snyder Pickerill Media Group

Bronze

Beyond Basics
One of Us Films

C04 - For State Legislature

Gold

Andrew Zwicker for State Assembly
"Scientist"
Putnam Partners, LLC

Silver

"Football"
Jamestown Associates

Bronze

Corrado for Senate/Rooney
& DePhillips for Assembly
"Lemonade"
Content Creative Media

C05 - For Local/Municipal/Regional

Gold

Impastato - Fresh Ideas Inspire Action
Buisson Creative

Silver

Dancing Bill
KC Strategies

Bronze

Only One
ColdSpark

C07 - For Special Election - U.S. House of Representatives

Gold

Greg Gianforte for Congress
'Grab'
FP1 Strategies

Silver

Know How
GMMB

Bronze

Deliver
GMMB

C08 - For Special Election - State Legislature

Gold

Ingredients
SWAY

C09 - For PAC/Super PAC
Gold

Montana Soil
SCN Strategies

Silver

Congressional Leadership Fund
'Kathy'
FP1 Strategies

Bronze

Congressional Leadership Fund
'Nurse Donna'
FP1 Strategies

**C10 - Bilingual/Multilingual/
Foreign Language**
Gold

Pull Together
Heurística Comunicación

Silver

Take out PRI
Heurística Comunicación

C11 - Best Use of Humor
Gold

CCSA Advocates
"40 Thousand"
Putnam Partners, LLC

Silver

Steven Fulop for Mayor
"Day at the Beach"
Putnam Partners, LLC

Bronze

Treadmill
The NOW Group

**C12 - Best Use of Negative or
Contrast**
Gold

Greg Gianforte for Congress
'Grab'
FP1 Strategies

Silver

Treadmill
The NOW Group

Bronze

Immoral
Joe Trippi and Associates

**C13 - Best Use of Personality
or Celebrity**
Bronze

Karen Handel
"Front Line"
Convergence Media

**C14 - Independent
Expenditure Campaign -
Governor**
Silver

Doing What's Right for Nevada
Sandler-Innocenzi

Bronze

Back in the Water
Kivvit

**C16 - Independent
Expenditure Campaign -
Mayor**
Gold

Drowning
Sandler-Innocenzi

Silver

Rhyme Time
Sandler-Innocenzi

**C18 - Independent
Expenditure Campaign -
Local/Municipal/Regional**
Gold

CCSA Advocates
"40 Thousand"
Putnam Partners, LLC

Silver

Working for Our Future Inc.
"Center of Corruption"
Content Creative Media

Bronze

No Thanks, Boulder. No Thanks, Polis.
EIS Solutions / Ascent Media

**C20 - Independent
Expenditure Campaign -
Special Election - U.S. House
of Representatives**
Gold

Congressional Leadership Fund
'Thank You, Georgia'
FP1 Strategies

Silver

Congressional Leadership Fund
'Nurse Donna'
FP1 Strategies

**C21 - Independent
Expenditure Campaign -
Special Election - State
Legislature**
Gold

Just Vote for Mike
Axiom Strategies

**TELEVISION - BALLOT
INITIATIVE DIVISION**
C22 - For Statewide
Gold

"Star Wars"
BrabenderCox

Silver

"Bully"
The Strategy Group Company

Bronze

Ohioans Against the
Deceptive Rx Ballot Issue
'Fleece'
FP1 Strategies

C23 - For Local
Gold

Our Denver 2A-2G
"Map"
Putnam Partners, LLC

Silver

Better KCI - Yes on 1
Hamburger Gibson Creative

Bronze

Yes on Prop 1: Veterans Levy
NWP Consulting

**C24 - Bilingual/Multilingual/
Foreign Language**
Silver

"No"
CATECOMM

**TELEVISION - PUBLIC
AFFAIRS/ISSUE
ADVOCACY DIVISION**
C25 - For National
Gold

Act Like One
GMMB

Silver

Who We Are
GMMB

Bronze

I Love Grandma
Devine Mulvey Longabaugh

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C26 - For Statewide/Local
Gold

Care Can't Wait
The NOW Group

Silver

The Struggle
Mammoth

Bronze

Act Like One
GMMB

**DIGITAL/INTERNET -
CANDIDATE DIVISION**
**D01 - Internet Advertising -
Governor**
Gold

"Continue the Comeback"
The Strategy Group Company

Silver

Experience
Advoc8

Bronze

Murphy for Governor
Media Fortitude Partners & DSPolitical

**D02 - Internet Advertising -
Down-Ballot Statewide**
Gold

"Go Hard"
OnMessage, Inc.

Silver

"Life"
Strategic Perception Inc.

**D03 - Internet Advertising -
Mayor**
Gold

Gridlock Runoff
The Campaign Workshop

Silver

Nancy McFarlane for Mayor
Compass Campaign Strategies and
DemocraticAds.com

Bronze

Bill de Blasio for Mayor
Revolution Messaging

**D04 - Internet Advertising -
State Legislature**
Gold

"Two"
Strategic Perception Inc.

Silver

Friends of Danica Roem
The New Media Firm & DSPolitical

Bronze

Robbery In Progress
The Right Strategy Group

**D05 - Internet Advertising -
Local/Municipal/Regional**
Gold

Political "Uber"
The First Political Incubator
Inventum.Group

Bronze

Team Teresa
NWP Consulting

**D06 - Internet Advertising -
Special Election - U.S. Senate**
Gold

Regret
Go BIG Media Inc

Silver

Drain the Swamp
Go BIG Media Inc

Bronze

Clueless & Confused
Go BIG Media Inc

**D07 - Internet Advertising -
Special Election - U.S. House
of Representatives**
Gold

Matador
GMMB

Silver

Karen Handel for Congress
Convergence Media

Bronze

Capturing a Movement in Georgia
Mothership Strategies

**D10 - Internet Advertising -
Best Use of Targeting**
Gold

**Energizing and Turning Out Black
Voters in Alabama to Elect Doug Jones**
Mothership Strategies

Silver

Political "Uber"
The First Political Incubator
Inventum.Group

Bronze

Danica Roem for Delegate
The New Media Firm

D12 - Website - Governor
Gold

Nayarit Campaign Toño Echevarría
Heurística Comunicación
NDMX

Silver

A Dynamic Hero
Blueprint Interactive

Bronze

A Cowboy for Governor
Forward Solution Strategy Group

D14 - Website - Mayor
Gold

Bill de Blasio for Mayor
Revolution Messaging

Silver

A Kid from Southwest Little Rock
Forward Solution Strategy Group

Bronze

ElectWade.Com
JVA Campaigns

**D15 - Website - State
Legislature**
Bronze

Spotlight Races
Democratic Legislative Campaign
Committee

**D16 - Website - Local/
Municipal/Regional**
Silver

Steph for Schools
Tectonica Studios

**D17 - Website - Special
Election - U.S. Senate**
Silver

MoBrooksReport.com
Go BIG Media Inc

**D20 - Bilingual/Multilingual/
Foreign Language**
Gold

Political "Uber"
The First Political Incubator
Inventum.Group

Silver

Take out PRI
Heurística Comunicación

Bronze

EDOMEX Birthday
Heurística Comunicación

D22 - Best Use of Facebook

Gold

Kamala Harris for U.S. Senate
Revolution Messaging

Silver

John Cox Stuck in LA traffic
Praetorian Public Relations

Bronze

Estado de Mexico
Espora

D26 - Best Use of Video

Gold

Danica Roem for Delegate
Inspire
The New Media Firm

Silver

"Life"
Strategic Perception Inc.

Bronze

Campaign of Estado de Mexico
Espora and Esporadix

D27 - Best Use of a Meme

Bronze

Estado de México
Espora & Dr. Alt

D28 - Best Use of a Mobile App

Gold

RevUp Software Mobile App
RevUp Software

D29 - Best Use of Email Marketing (Non-Fundraising)

Gold

Flip Florida Blue
Impact Politics

D30 - Best Use of Humor

Gold

2018 Announcement Video
GMMB

Silver

Matador
GMMB

Bronze

Flip Florida Blue Email Series
Impact Politics

D31 - Best Use of Negative or Contrast

Gold

Not Another Trump
Sermo Digital

Silver

Can't Be Trusted
Sermo Digital

Bronze

Gridlock Runoff
The Campaign Workshop

D32 - Best Use of Internet Radio

Bronze

Portugal Melhor
Cecubo Group

D33 - Best Use of Social Media - Digital Acquisition Campaign

Gold

Coahuila
Espora

Silver

Randy Bryce in WI-01 Against Speaker
Paul Ryan
Amplify Social Media

Bronze

List Building for Dan Patrick
Raconteur Media Company

D34 - Web Video

Gold

"Two"
Strategic Perception Inc.

Silver

Amy McGrath for Congress "Told Me"
Putnam Partners, LLC

Bronze

Dial for Ag & Industries
"Dial Time"
Content Creative Media

D35 - Independent Expenditure Campaign - Governor

Bronze

Choice
Blueprint Interactive

D38 - Independent Expenditure Campaign - State Legislature

Bronze

Independent Expenditure Campaign for
LiUNA! in 12 VA House Races
Indigo Strategies

D41 - Independent Expenditure Campaign - Special Election - U.S. House of Representatives

Silver

PFAW for Jon Ossoff / Targeted Mobile
for GOTV
@DM2PRO

DIGITAL/INTERNET - BALLOT INITIATIVE DIVISION

D43 - Internet Advertising

Gold

Yes on Proposal 3 - New York
Hamburger Gibson Creative

Silver

Administrators are Flying High
Sandlot Strategic

Bronze

Portlanders for Safe and Healthy
Schools
Wright Public Affairs & DSPolitical

D46 - Best Use of Internet Radio

Gold

Ohioans Against the Deceptive Rx
Ballot Issue
FP1 Strategies

D48 - Web Video

Gold

New Yorkers Against Corruption
Kivvit

DIGITAL/INTERNET - PUBLIC AFFAIRS/ISSUE ADVOCACY DIVISION

D49 - Internet Advertising

Gold

Workers Talk Dirty
Alper Strategies

Silver

People United for Privacy protects
Donor Privacy
The Zoldak Agency

Bronze

Stand Up
GMMB

D50 - Website
Silver

End The Surprise Insurance Gap
SparkInfluence

Bronze

Working Hero: Financial Security for All
Change Media Group

D51 - Best Use of Email Marketing (Non-Fundraising)
Gold

One Flagler
Cornerstone Solutions

Silver

CVS Heath PAC
"Your Membership Made a Difference"
Sagac Public Affairs

Bronze

Tax Man
Hackney & Hackney, Inc.

D52 - Best Use of Internet Radio
Silver

NJEA PRIDE- Good Day
The New Media Firm

Bronze

Ouch! by The Yankee Institute
The Zoldak Agency

D53 - Best Use of Social Media
Gold

People United for Privacy protects
Donor Privacy
The Zoldak Agency

Silver

Jalisco Keeps Going
Heurística Comunicación
AVF

Bronze

Meu Trabalho, Minhas Escolhas
ESPLANADA

D54 - Web Video
Gold

What's Next?
Eichenbaum Skinner Strategies

Silver

We're Ready
Calvert Street Group

Bronze

Multiplier Effect
Mammoth

PHONES - CANDIDATE DIVISION
E01 - Automated Calls
Gold

Pat Boone Sings the Praises of Karen Handel
CampaignHQ

Silver

"Hard Work and Compassion"
The Strategy Group Company

Bronze

"Promises"
The Strategy Group Company

E02 - Live Calls
Gold

"An Unlikely Ally"
Front Porch Strategies

Silver

Convince Yourself to Vote...again.
Stones' Phones

Bronze

Ossoff Vote By Mail Chase Program
The Sexton Group

E03 - Telephone Town Hall Call/Forum Call
Gold

"Law & Order Candidate Forum"
The Strategy Group Company

PHONES - PUBLIC AFFAIRS/ISSUE ADVOCACY DIVISION
E06 - Patch-Through Program Autodial/Live
Gold

Voices from Your District: Finding Real Stories About Healthcare
Stones' Phones

Silver

Bipartisan Supreme Court Victory
CampaignHQ

Bronze

Don't Ban Uber
Red Horse Strategies

E07 - Telephone Town Hall Call/Forum Calls
Gold

From Marchers to Activists: Telephone Town Hall to Women Nationwide
Stones' Phones

Silver

"A Community's Future"
Front Porch Strategies

PHONES - MISCELLANEOUS
E09 - Best Use of Mobile Technology
Gold

Daily Action
Revolution Messaging

Silver

Remember...Election Day is Coming!
SABIO Mobile

Bronze

Dinner with Trump
Giles-Parscale, Inc.

E10 - Best Use of Social Science Research
Gold

Building Leonardo
WPA Intelligence

RADIO - CANDIDATE DIVISION
F01 - For Governor
Gold

"Jack it Up"
Jamestown Associates

F03 - For Mayor
Silver

Brutal Baker
CounterPoint Messaging

F05 - For Local/Municipal/Regional
Gold

Impastato - Oh Danny Boy
Buisson Creative Strategies

Silver

Impastato - Fresh Ideas Inspire Action
Buisson Creative Strategies

F06 - For Special Election - U.S.Senate
Bronze

Alabama
Front Line Strategies

F07 - For Special Election - U.S. House of Representatives
Silver

Greg Gianforte for Congress
'Second Amendment'
FP1 Strategies

Bronze

Greg Gianforte for Congress
'Big Hat'
FP1 Strategies

Let's something



Digital Strategy

Web & Mobile

Media Planning & Placement

Spot Distribution



Editing & Compositing

Graphic Design & Animation

Studio & Location Production

Original Music & Sound Design

WEB • TELEVISION • RADIO • PRINT

F09 - For PAC/Super PAC

Gold

Congressional Leadership Fund
'Election Day'
FP1 Strategies

Silver

Rick Nothing
CounterPoint Messaging

Bronze

Congressional Leadership Fund
'Fundraiser'
FP1 Strategies

F10 - Bilingual/Multilingual/ Foreign Language

Silver

Vote.org/VA
Solidarity Strategies

F11 - Best Use of Humor

Silver

"Jack it Up"
Jamestown Associates

Bronze

Congressional Leadership Fund
'Fundraiser'
FP1 Strategies

F12 - Best Use of Negative or Contrast

Gold

Brutal Baker
CounterPoint Messaging

Silver

Greg Gianforte for Congress
'Big Hat'
FP1 Strategies

Bronze

"Jack it Up"
Jamestown Associates

F13 - Independent Expenditure Campaign

Gold

Congressional Leadership Fund
'Fundraiser'
FP1 Strategies

Silver

Congressional Leadership Fund
'Election Day'
FP1 Strategies

Bronze

Senate Majority PAC "Sunday Morning"
Putnam Partners, LLC

RADIO - BALLOT INITIATIVE DIVISION

F14 - Best Use of Radio

Gold

"Cruel Joke"
The Strategy Group Company

Silver

Ernie the Engineer
RBI Strategies and Research

Bronze

Ohioans Against the Deceptive Rx
Ballot Issue 'Conversation'
FP1 Strategies

RADIO - PUBLIC AFFAIRS/ISSUE ADVOCACY DIVISION

F15 - Best Use of Radio

Gold

Swamp Zone
PSB

Silver

March Madness
Red Horse Strategies

Bronze

AMFA Contract Negotiations
Mayes Media Group

FUNDRAISING

G01 - Best Use of Direct Mail

Gold

"American Greatness"
Calendar Package
HSP Direct

Silver

Only Murphy Can Afford His Higher
Taxes
Red Maverick Media

G02 - Best Use of Email

Gold

ADAPC "One Voice United"
Sagac Public Affairs

Silver

Unstoppable and Unbeatable
DDC Public Affairs

Bronze

Awkward Silence: Sitting Down to the
First Thanksgiving Table under Trump
New Blue Interactive

G03 - Best Use of Social Media

Silver

Tell Them To Donate
Heurística Comunicación
NDMX
El Instituto

Bronze

Beto for Texas
Revolution Messaging

G04 - Best Use of Website/ Donation Page

Silver

Political "Uber"
The First Political Incubator
Inventum.Group

G05 - Best Use of a Landing Page for Digital Fundraising

Gold

Great America PAC
'Rate your Rep.'
Campaign Solutions

Silver

Not Throwing Away My Shot
(at Hamilton Tickets)
New Blue Interactive

Bronze

Schumer Survey Landing Page
Trilogy Interactive

G06 - Best Use of a Mobile App for Digital Fundraising

Gold

RevUp Software Mobile App
RevUp Software

G07 - Best Use of Phones

Gold

Everything's Bigger in Texas
Including the Telephone Townhalls
CampaignHQ

G08 - For PAC/Super PAC Fundraising

Gold

The Home Depot Pac "Building on
Our Impact"
Sagac Public Affairs

G09 - For Use of Trade Association Fundraising

Gold

Recruit
AL Media

Silver

AmeriChem PAC Annual Report
Sagac Public Affairs

G11 - Fundraising Event

Gold

Spring Into Action: Powering the Grassroots for 2017 and Beyond!
Change Media Group

NEWSPAPER

H01 - Full Page

Gold

Paper Bag
PSB

Silver

Ski Mask
PSB

Bronze

SAFE
Mammoth

H02 - Less Than a Full Page

Gold

A Message to Outdoor Retailers from Colorado
RBI Strategies and Research

Silver

The United Neighbors in Defense Against Displacement (UNIDAD)
Imprinta Communications Group

Bronze

Kennedy
Hackney & Hackney, Inc.

H03 - Insert

Silver

Americans for Affordable Products
DDC Public Affairs

COLLATERAL

I01 - Billboard

Gold

Jalisco Keeps Going
Heurística Comunicación

Silver

NAYARIT Campaign Toño Echevarría
Heurística Comunicación

Bronze

Prevent Fires
Heurística Comunicación

I02 - Door Hanger

Gold

Issues Are Too Big To Ignore
UPT Strategies

Silver

Bucks County GOTV
BrownMillerGroup

Bronze

Dallas Police Association PAC
Mayes Media Group

I03 - Logo

Gold

Rocky Mountain Wolf Project
Boulder Strategies LLC

Silver

My Other Me - Angela for Southwest Denver
4degree.es inc.

Bronze

Laxalt Branding
Axiom Strategies

I04 - Mass Transit/Bus Sign

Gold

Jalisco - Prevent Fires
Heurística Comunicación

I05 - Most Original/Innovative Collateral Material

Gold

Dourson Reds
SKDKnickerbocker

Silver

Pig Barn Pop-Up
Ohio Pork Council

Bronze

Okay with Lokay
ColdSpark

I06 - Non-Mail Brochure

Gold

Rod Sock
CN4 Partners

Silver

ABQ Works
Wildfire Contact

Bronze

People First Brochure
Axiom Strategies

FIELD

J01 - Paid Field Program

Gold

Kalman Yeger for New York City Council
BrownMillerGroup

Silver

NJ Campaign to Re-Elect Senator Kip Bateman
Lincoln Strategy Group

Bronze

Late to the dance but #1 in petition signatures!
Voter Research

J03 - Field Program - Local/Municipal/Regional

Gold

Political "Uber"
The First Political incubator
Inventum.Group

Silver

NJ Campaign to Re-Elect Senator Kip Bateman
Lincoln Strategy Group

Bronze

Bucks Victory
BrownMillerGroup

J05 - Field Program - Ballot Initiative

Silver

Back the Badge
EIS Solutions / Blitz Canvassing

J07 - GOTV - Local/Municipal/Regional

Silver

Bucks Victory
BrownMillerGroup

Bronze

NJ Campaign to Re-Elect Senator Kip Bateman
Lincoln Strategy Group

J10 - Ballot Access - Petition Collection

Silver

Ohio Marsy's Law
Advanced Micro Targeting, Inc.

Bronze

Nevada Recall Petitions
Advanced Micro Targeting, Inc.

J11 - Grassroots Program - Public Affairs/Issue Advocacy

Gold

Protect America's Consumers
Lincoln Strategy Group

Silver

**Changing the Development Approval
Process with Vint Hill**
Davies Public Affairs

Bronze

**Related – Grassroots Petition Walk
Program**
Cornerstone Solutions

J15 - Walk/Handout Piece

Gold

Rod Sock
CN4 Partners

J16 - Best Use of Analytics

Gold

What can you learn by losing?
(Bayesian testing for candidate
support)
Ampersand Consulting

Silver

Connecting Hotspots
Calvert Street Group

Bronze

**Data-Driven Republican Victory in
Democratic City**
Grassroots Targeting

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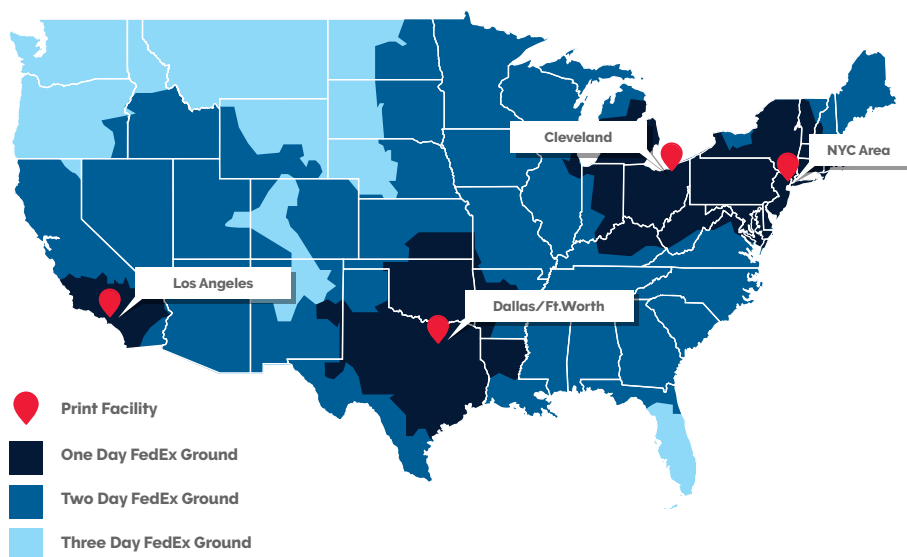
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