

THE 2021 POLLIE AWARDS

WINNERS BOOK



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THE 2021 POLLIE AWARDS



WINNERS BOOK

TABLE OF CONTENTS

- 5** Judges
- 11** Regional Pollie Contest Winners
- 18** Pollie Contest Winners

Congratulations
to all of this year's honorees

Winners Book Printed Courtesy of:



Congratulations, 2021 Pollie Award Winners!



Last year, the paradigm shift in the political landscape ushered in a new era of campaigning. As political media continues to transform, your opportunity to make an impact on today's voters exists in combining direct mail with digital elements—so you can capture attention and maximize your outreach. We are grateful to have been a part of your campaign's journey to the win, and we look forward to working together on future campaigns.



Get in touch

**with a Political Mail Strategist:
deliverthewin.com/winvoters**

Judges

AAPC gratefully acknowledges the more than 220 judges who participated in the 2021 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 2021 POLLIE AWARDS

DEMOCRATIC

SCOTT ADAMS

GREEN ALLEY STRATEGIES

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MESSAGE AUDIENCE & PRESENTATION, INC.

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NATHALIE BESSETTE

AMPERSAND STRATEGIES

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OURSO BEYCHOK, INC

JILL BILLMAN-ROYER

BURGES & BURGES STRATEGIES

SANDY BONNER

ELEVENTHREE

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GRINDSTONE RESEARCH LLP

PATRICK BROWN

FOGLAMP

WILL BUNNETT

CLARIFY

KEVIN CATE

CATECOMM

DANIELLE CENDEJAS

THE STRATEGY GROUP

MICHELE CERTO

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LAUREN COFFMAN

CHANGE MEDIA GROUP

JOE CORRIGAN

EDGE HILL STRATEGIES, LLC

NICK DAGGERS

1833 GROUP

ELENA DITRAGLIA

THE SEXTON GROUP

ELIZABETH DOYEL

SUPERIOR BLUE STRATEGIES

JORDAN ELDRIDGE

ELDRIDGE POLITICAL PARTNERS

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RALLY CAMPAIGNS

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GPS IMPACT

HARRY GIANNOULIS

THE PARKSIDE GROUP

KELLY GIBSON

STRONGER THAN COMMUNICATIONS

ANASTASIA GOLOVASHKINA

TRILOGY INTERACTIVE

RACHEL GORLIN

TIPPING POINT STRATEGIES

JIM GREEN

CENTRO

SAMANTHA GREENE

SENA KOZAR STRATEGIES

JOSH GROSSFELD

WILDFIRE CONTACT

DONNA HALPER

LESLEY UNIVERSITY

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PACIFIC CAMPAIGN HOUSE

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DEBBIE IRWIN VOICEOVERS

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STATECRAFT DIGITAL

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SOURCED STRATEGIES

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INFOCUS CAMPAIGNS

TYLER LAW

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THE PARKSIDE GROUP

GREG LEIFER

THE PIVOT GROUP

JAKE LEVY-POLLANS

TRILOGY INTERACTIVE

MIKE LUCE

DOVER STRATEGY GROUP

WALTER LUDWIG

INDIGO STRATEGIES

JEANNE LUNN

TECHNOLOGY CHANGES LLC

CHEBON MARSHALL

WINNING CONNECTIONS

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THE WIN COMPANY

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MCINTOSH CONSULTING, LLC

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AMPERSAND STRATEGIES

AMANDA NELSON
SALMON FALLS POLITICAL

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CROSSCURRENTS LLC

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STROTHER NUCKELS STRATEGIES

MOLLY O'SHAUGHNESSY
EMC RESEARCH

FEARGAL O'TOOLE
DATA FOR DONKEYS

LAURA PACKARD
POWERTHRU CONSULTING

TAMMY PALMER
INFOCUS CAMPAIGNS

MEGAN PARK
PUTTING WOMEN IN THEIR PLACE

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1833 GROUP

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BURGES & BURGES STRATEGIES

ROBERT PENNER
STRATCOM

JORGE PEREZ
THE PARKSIDE GROUP

JEFREY POLLOCK
GLOBAL STRATEGY GROUP

EVA POSNER
EVINCO STRATEGIES

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MOXIE MEDIA

ERICA PROSSER
BERLINROSEN

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CONTENT CREATIVE MEDIA

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CHRISTIAN CURTO
CAMPAIGN SOLUTIONS



THE 2021 POLLIE AWARDS

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THE LUKENS COMPANY

JOHN DISMUKES

TEAM DISMUKES POLITICAL CONSULTING

BECKI DONATELLI

CAMPAIGN SOLUTIONS

JON DOWNS

FP1 STRATEGIES

JUSTIN DUDLEY

DUDLEY GROUP

JOHN EGAN

MURPHY NASICA

JUSTIN EPKER

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REDROCK STRATEGIES

NICHOLAS EVERHART

CONTENT CREATIVE & MEDIUM BUYING

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IMPACT MANAGEMENT GROUP

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FOSTER GLOBAL STRATEGIES, LLC

GREGORY FOURNIER

ENVISAGE POLITICAL MARKETING

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RACONTEUR MEDIA COMPANY

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HACKNEY & HACKNEY, INC.

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AARON THOMAS AND ASSOCIATES

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AXIOM STRATEGIES

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BULLHORN COMMUNICATIONS

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CYGNAL

DAN HUBER

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JACKIE HUELBIG

CENTRO

CHRISTIAN HULEN

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ADVICTORY

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DAVID JOHNSON GROUP

WOODROW JOHNSTON

MCSHANE, LLC

WILLIS JONES

CAPITOL CITY RESEARCH

DAN JUDY

NORTH STAR OPINION RESEARCH

PERIKLIS KAROUTAS

STRATEGIC ALCHEMY

JOSIAH KEANE

SWING STRATEGIES

JEREMY KENNEY

CAMPAIGN SOLUTIONS

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WPA INTELLIGENCE

TOMMY KNEPPER

IN FIELD STRATEGIES

DAWNMARIE KUHN

RIGHT VIEW STRATEGIES LLC

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HUCKABY DAVIS LISKER INC.

JACKSON LISLE

AMBER INTEGRATED

DILLON LLOYD

MEDIUM BUYING

KRISTEN LUIDHARDT

THE PROSPER GROUP

MATT MACKOWIAK

POTOMAC STRATEGY GROUP

TOM MANNIX

AMERICAN STRATEGIES

FRED MCCLURE

MCSHANE, LLC

SEAN MCCORT

THE LUKENS COMPANY

OWEN MCCUMBER

SPOT-ON

BRYAN MCPARTLAN

C3 PUBLIC STRATEGIES

RORY MCSHANE

MCSHANE, LLC

RYAN MEERSTEIN

TARGETED VICTORY

CHADWICK MELDER

CAMCO CONSULTING, LLC

ADAM MELDRUM

ADVICTORY

WYATT METZGER

MCSHANE LLC

AMY MEYERS

SCM ASSOCIATES

MICHAEL MEYERS

TARGETPOINT CONSULTING

PATRICIA MITCHELL

BULLSEYE PUBLIC AFFAIRS

BRAD MONT

MEDIA AD VENTURES

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MURPHY NASICA & ASSOCIATES

CHRISTOPHER NICHOLAS

EAGLE CONSULTING GROUP, INC.

SEAN NOBLE

DC LONDON

JAMES OLEEN

GENERAL CONSULTING SHOP

JAMAL OMAR

SPECTER

JOEY PARR

MURPHY NASICA & ASSOCIATES

MAGGIE PAULIN

CAMPAIGN SOLUTIONS

MADISYN PETTIT

STAMPEDE CONSULTING

BEN POLLOCK

MURPHY NASICA & ASSOCIATES

JONATHAN RATLIFF

PALM STRATEGIC GROUP

JAMES REED

RIGHT COUNTRY LISTS

TANYA RENICKER

MEDIUM BUYING

JERI RICHARDSON

SAGAC PUBLIC AFFAIRS

KYLE ROBERTS

SMART MEDIA GROUP

KAREN ROSEBERRY

STRATEGY CONSULTANTS WITHOUT BORDERS

REPUBLICAN

TOM ROSS

SWING STRATEGIES

TINO ROSSI

SWING STRATEGIES

BRYAN RUDNICK

ALLIANCE STRATEGIES GROUP

CHRIS RUSSELL

CHECKMATE STRATEGIES

MARTA SALAZAR

ENTRAVISION

TIM SALER

GRASSROOTS TARGETING

TYLER SANDBERG

READY COLORADO

NICOLE SCHLINGER

CAMPAIGNHQ

ANDY SERE

PRIME MEDIA PARTNERS

BRAD SHATTUCK

STRATEGIC IMPACT

MATT SHUTE

GENERAL CONSULTING SHOP

SAM SPAHN

MURPHY NASICA & ASSOCIATES

SCOTT STONE

SCOTT STONE & COMPANY

JARED SUHN

GAME CHANGER STRATEGIES

PATRICK SWEENEY

TARGETED STRATEGIES

DALTON TEMPLE

HILL CITY STRATEGIES

STEPHANIE TEREK

MURPHY NASICA & ASSOCIATES

ETHAN TODD

CAPITOL CITY RESEARCH

MATTHEW TRAIL

TRAIL PUBLIC AFFAIRS

TRAVIS TUNIS

FABRIZIO LEE & ASSOCIATES

REBECCA TWEED

TWEED STRATEGIES LLC

MIKE WATTIGNY

INTEGRATED RESOURCES & RELATIONS

ED WILLIAMS

MCSHANE, LLC

SUE ZOLDAK

ZOLDAK VICTORY

NONPARTISAN/INDEPENDENT

CRAIG AGRANOFF

POLITICALCONSULTING.COM

JAMES BOWERS

BERMAN AND COMPANY

GREG BUISSON

BUISSON CREATIVE STRATEGIES

DARDEN COPELAND

CALVERT STREET GROUP

TIMOTHY CSOTA

THE PARKSIDE GROUP

KEVIN DOERING

MEDIUM BUYING

JAMES FISFIS

CHARIOT CAMPAIGNS, INC

JEREMIAH GUAPPONE

DATA GENOMIX

JOSEPH IESUE

TRU GROUP INC.

KAREN JAGODA

E-VOTER INSTITUTE

SPENCER KIMBALL

EMERSON COLLEGE POLLING

KENDALL KLINGLER

FIONA HUTTON & ASSOCIATES

MEGAN MORONEY

DATA GENOMIX

DAVID L. MOWERY

MOWERY CONSULTING GROUP

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MAGNA INTERNATIONAL INC.

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TRILOGY INTERACTIVE

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INTERNATIONAL

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** Please note that this is not a comprehensive list of all judges. Some names were withdrawn at the request of the judge.*

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2021 Regional Pollie Awards

The new Regional Pollie Awards program recognizes local and state level (non-federal) campaign work based on where the campaign was waged in four regions, AAPC North, South, Central and West. Winners at the regional level advanced to the finals where they competed against other regional campaigns, resulting in the ultimate winners being awarded a national Pollie Gold trophy. Congratulations to the winning firms!

Regional - Miscellaneous

N01 - Best Use of Direct Mail - Small Budget Campaign (<\$1 million)

AAPC Central

Regional Level Gold

Texas First Coalition - Don't Gamble with Texas Students
Mayes Media Group

Regional Level Silver

Not Again
Berni Consulting, Ourso Beychok

Regional Level Bronze

AFC Oklahoma Direct Mail Campaign
Go Big Media Inc.

AAPC North

Regional Level Gold

"Fishy"
The Strategy Group Co.

Regional Level Silver

Norm Package
Bergmann Zwerdling Direct

Regional Level Bronze

Something All of Us Can Support
WrightPath Solutions

AAPC South

Regional Level Gold

Austin City Council Race, Vanessa Fuentes
Solidarity Strategies, LLC

Regional Level Silver

Miami-Dade County Commission District 5 Campaign
MDW Communications

Regional Level Bronze

Black Political Power in Arkansas
Threei Creative Communications

AAPC West

Regional Level Gold

Dan Ryan COVID
CN4 Partners

Regional Level Silver

MODESTOLAND
Green Alley Strategies

Regional Level Bronze

Worker B
Andre Charles Consulting & Spafford Licoln

N02 - Best Use of Television - Small Budget Campaign (<\$1 million)

AAPC North

Regional Level Gold

Ditch Daylin
Ampersand Strategies

Regional Level Gold

"What's a Wuliger?"
The Strategy Group Co.

Regional Level Silver

Just Judy
Ampersand Strategies

Regional Level Bronze

Jesse Mermell for Congress "Great Options"
Putnam Partners, LLC

AAPC West

Regional Level Gold

United for Portland
Elevated Campaigns

Regional Level Silver

Mike Schmidt for Multnomah DA
Elevated Campaigns

Regional Level Bronze

Protect Oregon Workers
Ridgelark Strategies

N03 - Best Use of Digital - Small Budget Campaign (<\$1 million)

AAPC Central

Regional Level Gold

ND-44 Digital Spots
Indigo Strategies LLC

Regional Level Silver

Parent Teacher Videos
Go Big Media Inc.

Regional Level Bronze

You'll Be Broke
KC Strategies

AAPC North

Regional Level Gold

Voting By Mail in 2020
The Beytin Agency

Regional Level Silver

South Fork Wind
Metropolitan Public Strategies Inc

Regional Level Bronze

From H Mart to the Polls
Pacific Campaign House

AAPC South

Regional Level Gold

Texas Energy Voter Registration & Mobilization
Raconteur Media Co.

Regional Level Silver

Real Change
SBDigital

Regional Level Bronze

Luisa Santos for Schoolboard
Statecraft Digital

AAPC West

Regional Level Gold

Self-Serving Gasoline
Ridgelark Strategies



THE 2021 REGIONAL POLLIE AWARDS

Regional Level Silver

A West Anaheim Story
Merino, Barajas & Allen

Regional Level Bronze

Accountability Initiatives
Ridgellark Strategies

N04 - Best Use of Phones/Text - Small Budget Campaign (<\$1 million)

AAPC Central

Regional Level Gold

47 Years
Game Changer Strategies

AAPC North

Regional Level Gold

Something All of Us Can Support
WrightPath Solutions

Regional Level Silver

"The Man with the Plan - Wuliger for Commissioner"
The Strategy Group Co.

AAPC South

Regional Level Gold

PBC VOTES 2020. Hi, it's your Supervisor of Elections
Cornerstone Solutions

Regional Level Bronze

Calendar Invite GOTV
Chism Strategies/McIntosh Consulting

AAPC West

Regional Level Gold

Montana Social Pressure GOTV
Chism Strategies

Regional Level Silver

Hassle the Hof
McShane LLC

Regional Level Bronze

Bennett Takes A Ride with Campaign Funds
McShane LLC

N05 - Best Fundraising Effort - Small Budget Campaign (<\$1 million)

AAPC West

Regional Level Gold

Planned Parenthood of Utah
Blueprint

N06 - Best Use of Radio - Small Budget Campaign (<\$1 million)

AAPC North

Regional Level Silver

Brad Pfaff for Wisconsin Senate "Mindoro"
AL Media

Regional Level Bronze

Brad Pfaff for Wisconsin Senate "Early"
AL Media

AAPC West

Regional Level Gold

Fox in the Henhouse
Hackney & Hackney for Axiom Strategies

Regional Level Silver

Trust
Hackney & Hackney for Axiom Strategies

N08 - Best Use of Collateral - Small Budget Campaign (<\$1 million)

AAPC South

Regional Level Silver

It's a Warnock Life: Voter Engagement Merchandise Drive
Asana Creative Strategy & Atlas Strategy Group

Regional - Candidate Division

N09 - Direct Mail - For Governor

AAPC North

Regional Level Bronze

Rubber Ducky
Tuesday Associates

AAPC South

Regional Level Gold

Unmasked
The Strategy Group

Regional Level Silver

Role Models
The Strategy Group

Regional Level Bronze

Poder NC Action
Solidarity Strategies, LLC

N10 - Direct Mail - For Statewide (Non-Federal/Non-Gubernatorial)

AAPC South

Regional Level Silver

Won't Rest
The Strategy Group

N11 - Direct Mail - For State Legislature

AAPC Central

Regional Level Gold

Gender Reveal
C.A.M.P & Berry Communications

Regional Level Silver

Firefighter
Superior Blue

Regional Level Bronze

FireBreak
Superior Blue

AAPC North

Regional Level Gold

Package
Bergmann Zwerdling Direct

Regional Level Silver

Our Air, Our Land, Our Water
BerlinRosen

Regional Level Bronze

Blago's Buddy
The Strategy Group

AAPC South

Regional Level Gold

The TaxRaiser
Capitol Consulting Firm

Regional Level Silver

Spooky
Camelot Consulting

Regional Level Bronze

Wrong Capitol, Bro.
Murphy Nasica & Associates

N12 - Direct Mail - For Local/Municipal/Mayoral - Small Budget (<\$1 million)

AAPC Central

Regional Level Gold

José's Vision
BerlinRosen

Regional Level Silver

Not Again
Berni Consulting, Ourso Beychok

Regional Level Bronze

Waffle House
Berni Consulting, Ourso Beychok

AAPC North

Regional Level Bronze

Dirty Water
Napolitano Consulting

AAPC South

Regional Level Gold

Al Cannon Has Done Time in His Jail
Superior Blue

Regional Level Silver

Ballay - Palazzo Cheated IRS
Buisson Creative

Regional Level Bronze

A+ vs. F-
Cornerstone Solutions

AAPC West

Regional Level Gold

Dan Kalb for Oakland City Council
The Next Generation

Regional Level Silver

Hats
Whitehurst Mosher Campaign Strategy and Media

Regional Level Bronze

Where the Sidewalk Ends
Andre Charles Consulting

Winners

N13 - Direct Mail - For Local/Municipal/ Mayoral

AAPC North

Regional Level Silver

A Bad Day for Drug Dealers
C.A.M.P.

AAPC South

Regional Level Gold

Let's Make History
MDW Communications

N14 - Direct Mail - GOTV (Non-Federal)

AAPC Central

Regional Level Silver

"¡Pon atención!"
MAP Political Communication

Regional Level Bronze

Double
Bergmann Zwerdling Direct

AAPC North

Regional Level Gold

Mosaic: Engagement through Remote
Photoshoot
Amperсанд Consulting

N15 - Direct Mail - Independent Expenditure Campaign - For Governor

AAPC West

Regional Level Bronze

I Like Mike
CN4 Partners

N16 - Direct Mail - Independent Expenditure Campaign - For Statewide (Non-Federal/Non-Gubernatorial)

AAPC West

Regional Level Gold

Unraveled
The Strategy Group

N17 - Direct Mail - Independent Expenditure Campaign - For State Legislature

AAPC Central

Regional Level Gold

Jack of All Liberals
C.A.M.P.

Regional Level Silver

Kansas Republican Senatorial Committee - In
Support of KS-11 Kelly Warren
The Lukens Company

Regional Level Bronze

Stop the Abuse
TJP Strategies

AAPC North

Regional Level Gold

Pain Scale
BerlinRosen

Regional Level Silver

Mask
Superior Blue Strategies

Regional Level Bronze

Do Your Job
JVA Campaigns

AAPC South

Regional Level Gold

Our Voice Our Vote-Annie's List
Superior Blue

Regional Level Silver

LeGrand "Positive"
The Differentiators

Regional Level Bronze

Back in Time
First Tuesday Strategies

AAPC West

Regional Level Gold

Hate
J&Z Strategies

Regional Level Silver

Dave Min for State Senate - Vietnamese /
English
Imprensa Communications

Regional Level Bronze

Stuck You With the Tab
Ready Colorado / Percipient Strategies /
Majority Strategies

N18 - Direct Mail - Independent Expenditure Campaign - For Local/Municipal/Mayoral - Small Budget (<\$1 million)

AAPC Central

Regional Level Silver

Unthinkable
C.A.M.P.

Regional Level Bronze

Highest Bidder
Sisneros Strategies

AAPC North

Regional Level Silver

NJEA Hillsborough School Board
CN4 Partners

AAPC South

Regional Level Gold

Betrayed
Bergmann Zwerdling Direct

Regional Level Silver

Clinton - Fore
Camco Consulting LLC

Regional Level Bronze

Not That Kennedy
The Balduzzi Group

Regional Level Bronze

For You
Bergmann Zwerdling Direct

AAPC West

Regional Level Gold

Tweeter
Elevated Campaigns

Regional Level Silver

Mask
Bergmann Zwerdling Direct

Regional Level Bronze

Todd Gloria for San Diego Mayor - Tagalog /
English
Imprensa Communications

N19 - Direct Mail - Independent Expenditure Campaign - For Local/Municipal/Mayoral

AAPC West

Regional Level Silver

Black Educations Matter
Shallman Communications

N20 - Television - For Governor

AAPC Central

Regional Level Silver

April COVID
Indigo Strategies LLC

Regional Level Silver

Parson for Missouri "Challenges"
Convergence Media

Regional Level Bronze

Parson for Missouri "Quarterback"
Convergence Media

AAPC North

Regional Level Gold

Thank You New Hampshire
Friends of Chris Sununu

Regional Level Silver

Surfing in Vermont
Metro Square

AAPC South

Regional Level Gold

Roy Cooper for Governor "God's
Work"
Putnam Partners

Regional Level Bronze

Jim Justice - Straight Shooter
FP1 Strategies

AAPC West

Regional Level Silver

Greg Gianforte - RightNow
FP1 Strategies



THE 2021 REGIONAL POLLIE AWARDS

N21- Television - For Statewide (Non-Federal/Non-Gubernatorial)

AAPC West

Regional Level Gold

Shemia Fagan for Secretary of State "Camping Trip"
AL Media

N22 - Television - For State Legislature

AAPC Central

Regional Level Gold

Sue Cahill "Stick Together"
McKenna Media & Hardpin Media

Regional Level Silver

Til The Cows Come Home
KC Strategies

Regional Level Bronze

Hanson Brothers
Indigo Strategies LLC

AAPC North

Regional Level Gold

Ditch Daylin
Ampersand Strategies

Regional Level Silver

Rural Voter Institute - Hard Work
FSSG

Regional Level Bronze

Just the Facts
The Parkside Group

AAPC South

Regional Level Gold

Ann Johnson for State Rep "Last Day"
AL Media

Regional Level Silver

What If?
Consensus Communications

Regional Level Bronze

Slumlord
Consensus Communications

AAPC West

Regional Level Gold

Periodic Table
CounterPoint Messaging

Regional Level Silver

Love Country
J&Z Strategies

Regional Level Bronze

T'wina Story
CounterPoint Messaging

N23 - Television - For Local/Municipal/ Mayoral - Small Budget (<\$1 million)

AAPC Central

Regional Level Gold

Hugh Finkelstein for Judge
Cook Consulting

AAPC North

Regional Level Gold

"What's a Wuliger?"
The Strategy Group Co.

Regional Level Silver

Brad Pfaff for Wisconsin Senate "Care"
AL Media

Regional Level Bronze

A Prosecutor who will Fight for Everyone
Change Media Group & Hardpin

AAPC South

Regional Level Gold

Foret - Breaking News
Buisson Creative

Regional Level Silver

Chef/Sheff
West By God Virginia Productions

Regional Level Bronze

America's Wake Up Call
Cornerstone Solutions

AAPC West

Regional Level Gold

Dan Ryan Brother Tim
CN4 Partners

Regional Level Silver

Todd Gloria for San Diego: 2020 Mayoral
Campaign
Sena Kozar Strategies

Regional Level Bronze

In it Together - Kevin Lincoln for Stockton
Mayor
3AM Communications

N24 - Television - For Local/Municipal/ Mayoral

AAPC North

Regional Level Gold

Smart on Crime: McDonald for Prosecutor
Change Media Group & Hardpin

AAPC South

Regional Level Gold

Credible Alternative
CounterPoint Messaging

Regional Level Silver

Safer Better
CounterPoint Messaging

AAPC West

Regional Level Gold

Herb Wesson for LA County Supervisor
"Searching for Doug"
Putnam Partners, LLC

Regional Level Silver

Das Williams for Supervisor, "Hitting Home"
RALLY and Street Level Strategy

Regional Level Bronze

Das Williams for Supervisor, "Always Been
There"
RALLY and Street Level Strategy

N25 - Television - Independent Expenditure Campaign - For Governor

AAPC Central

Regional Level Gold

A Stronger Missouri PAC "Gifts"
AL Media

Regional Level Bronze

Uniting Missouri PAC - Rob
FP1 Strategies

N26 - Television - Independent Expenditure Campaign - For Statewide (Non-Federal/Non-Gubernatorial)

AAPC Central

Regional Level Bronze

MO Opportunity PAC "Perjury"
Trail Public Affairs

AAPC West

Regional Level Gold

Spell Hickenlooper
Madison McQueen

N27 - Television - Independent Expenditure Campaign - For State Legislature

AAPC Central

Regional Level Bronze

Arizonans for Better Healthcare: Healthcare
Heroes for Heather Carter
Greg Ensell, Randy Murray Productions

AAPC North

Regional Level Gold

Wisconsin Alliance for Reform - Milking
Taxpayers
FP1 Strategies

Regional Level Silver

Wisconsin Alliance for Reform - Scary
FP1 Strategies

Regional Level Bronze

"Duh Crusher"
The Strategy Group Co.

AAPC South

Regional Level Gold

Ozark
Consensus Communications

Regional Level Silver

"Law and Order"
OnMessage Inc.

AAPC West

Regional Level Silver

No Fake Democrats
Elevated Campaigns

Regional Level Bronze

Before Us
J&Z Strategies

Winners

N28 - Television - Independent Expenditure Campaign - For Local/Municipal/Mayoral - Small Budget (<\$1 million)

AAPC West

Regional Level Gold

Tanya Ortiz Franklin for School Board - Kids First "For Everyone"
Putnam Partners, LLC

Regional Level Silver

Tweeter
Elevated Campaigns

Regional Level Bronze

Times
Elevated Campaigns

N29 - Television - Independent Expenditure Campaign - For Local/Municipal/Mayoral

AAPC West

Regional Level Gold

Rick Blangiardi for Mayor - Be Change Now "Leader"
Putnam Partners, LLC

Regional Level Silver

Movement
BerlinRosen

Regional Level Bronze

On Alert
J&Z Strategies

N30 - Internet Advertising - For Governor

AAPC West

Regional Level Silver

Greg Gianforte - Walt
FP1 Strategies

N31 - Internet Advertising - For Statewide (Non-Federal/Non-Gubernatorial)

AAPC Central

Regional Level Silver

We Have the Power
Pacific Campaign House

Regional Level Bronze

Lea Marquez Peterson for Corporate Commissioner
IMGE

AAPC North

Regional Level Gold

Judgement Day: Terminating a Republican Majority on the Michigan Supreme Court
Change Media Group

AAPC South

Regional Level Gold

"Victory"
Our States Matter PAC

N32 - Internet Advertising - For State Legislature

AAPC Central

Regional Level Gold

Political Ad :30
Content Media Co

Regional Level Silver

Rachel Zenzinger - Education
Turn It Blue Digital

Regional Level Bronze

Hanson Brothers
Indigo Strategies LLC

AAPC North

Regional Level Gold

Gun
Content Media Co

Regional Level Silver

Rural Voter Institute - Hard Work
FSSG

Regional Level Bronze

The Republican Democrats Vote For
Data Genomix

AAPC South

Regional Level Gold

"Knock Knock"
SBDigital

Regional Level Silver

"Trust"
Our States Matter PAC

Regional Level Bronze

"Bold"
Our States Matter PAC/SBDigital

AAPC West

Regional Level Gold

Eye Exam
J&Z Strategies

Regional Level Silver

Keep Working
J&Z Strategies

Regional Level Bronze

Do the Work
J&Z Strategies

N33 - Internet Advertising - For Local/Municipal/Mayoral - Small Budget (<\$1 million)

AAPC Central

Regional Level Gold

Kim and Kassi
Cook Consulting

Regional Level Gold

Public Defender
BerlinRosen

Regional Level Silver

Christian Menefee for Harris County Attorney
Foundation Blue Media, Independence Campaigns

Regional Level Bronze

John Brown's Education Experience
"Stacks Up"
Berni Consulting

AAPC North

Regional Level Gold

Our Home
Metro Square

Regional Level Silver

Progressive Goals
Publicity & Finite Visual

AAPC South

Regional Level Gold

Chef/Sheff
West By God Virginia Productions

AAPC West

Regional Level Gold

Police Reform - Now!
Blue State Consulting

Regional Level Silver

Treva Reid For Oakland City Council
88spire

Regional Level Bronze

Change
J&Z Strategies

N34 - Internet Advertising - For Local/Municipal/Mayoral

AAPC Central

Regional Level Silver

Jenny Wilson for Salt Lake County Mayor
Quorum Creative, DSPolitical

AAPC North

Regional Level Gold

Joe Deters for Hamilton County Prosecutor
RedRock Strategies

Regional Level Silver

Meeting the Moment: How Karen McDonald Mobilized Supporters of Criminal Justice Reform to Beat a 12-year Incumbent
Change Media Group & Hardpin

AAPC West

Regional Level Bronze

George Gascón for Los Angeles District Attorney
BerlinRosen, California Justice & Public Safety, DSPolitical

N36 - Website - For Statewide (Non-Federal/Non-Gubernatorial)

AAPC West

Regional Level Silver

Big, Beautiful Montana - Won't You Stay A While?
McShane LLC



THE 2021 REGIONAL POLLIE AWARDS

N37 - Website - For State Legislature

AAPC Central

Regional Level Gold

LD-15 State Senate Primary - "Truth About Carter"

The Resolute Group

AAPC South

Regional Level Gold

Jose Javier Rodriguez for State Senate
MDW Communications

AAPC West

Regional Level Gold

A Winning Design for Washington's Next
Generation of Leadership - Liz Berry for State
Representative
Summit Strategy

N41 - Digital Independent Expenditure - For Statewide (Non-Federal/Non- Gubernatorial)

AAPC Central

Regional Level Gold

We Have the Power
Pacific Campaign House

AAPC North

Regional Level Silver

Judgement Day: Terminating a Republican
Majority on the Michigan Supreme Court
Change Media Group

N42 - Digital Independent Expenditure - For State Legislature

AAPC Central

Regional Level Gold

New Mexico Senate Democratic Caucus
Foundation Blue Media, Hopkins Sachs

Regional Level Silver

Arizonans for Better Healthcare: Healthcare
Heroes for Heather Carter
Greg Ensell, Randy Murray Productions

Regional Level Bronze

Putting Arizona Families First
Trilogy Interactive

AAPC North

Regional Level Gold

DiSanto's Day Spa
AmperSand Strategies

Regional Level Silver

Wisconsin Alliance for Reform - Milking
Taxpayers
FP1 Strategies

Regional Level Bronze

Wisconsin Alliance for Reform - Scary
FP1 Strategies

AAPC West

Regional Level Gold

Fleming the Lemming
J&Z Strategies

Regional Level Silver

Sellout Sanchez
J&Z Strategies

Regional Level Bronze

Deserve
J&Z Strategies

N43 - Digital Independent Expenditure - For Local/Municipal/Mayoral - Small Budget (<\$1 million)

AAPC West

Regional Level Gold

FB Voter Target Candidate is the Best Choice
Edmond Group LLC

Regional Level Silver

LUCHA - Gabriella Cázares-Kelly for Pima
County Recorder
The Colibri Collective

N44 - Digital Independent Expenditure - For Local/Municipal/Mayoral

AAPC West

Regional Level Silver

On Alert
J&Z Strategies

N45 - Radio Advertisement (Non-Federal)

AAPC Central

Regional Level Gold

Hugh Finkelstein for Judge
Cook Consulting

Regional Level Silver

New Mexico Native Voices
CounterPoint Messaging

Regional Level Bronze

Reichman/RPI "Worth The Fight" Radio Ad
Victory Enterprises

AAPC North

Regional Level Gold

Pam Snyder for State Representative - 'Jingle'
The Win Company

Regional Level Silver

Novak for Assembly - "Nothing But
Admiration"
Content Creative Media

Regional Level Bronze

Brad Pfaff for Wisconsin Senate "Mindoro"
AL Media

AAPC South

Regional Level Gold

Conley for Justice Committee -
"Real Experience" (Radio ad)
Content Creative Media

Regional Level Silver

Slam Dunk
Cornerstone Solutions

Regional Level Bronze

Horsepower
Consensus Communications

AAPC West

Regional Level Gold

Scott Wilk for Senate: Kipp Knows Better
Madison McQueen

Regional Level Silver

Fox in the Henhouse
Hackney & Hackney for Axiom Strategies

Regional Level Bronze

Assembly District 13 Jeopardy!
CrossCurrentsLLC

N46 - Field Program (Non-Federal)

AAPC Central

Regional Level Gold

Show Me Victory: Canvassing Across
"Muzz-er-uh"
Young Americans for Liberty

AAPC North

Regional Level Silver

Flipping New Hampshire
Young Americans for Liberty

AAPC South

Regional Level Bronze

The Whirling Dervishes
Scott Stone & Company

AAPC West

Regional Level Gold

Viva Las Vegas: How We Ousted a Dem
Incumbent in Sin City
Young Americans for Liberty

N47 - Field - GOTV (Non-Federal)

AAPC Central

Regional Level Silver

Show Me Victory: Canvassing Across
"Muzz-er-uh"
Young Americans for Liberty

AAPC North

Regional Level Gold

Flipping New Hampshire
Young Americans for Liberty

Regional Level Bronze

Mount Laurel Democrats Win Control of Town
Hall
Muller Public Strategies

AAPC South

Regional Level Silver

A New Wind Blows: How We Flipped 6 Blue
Seats in Appalachia
Young Americans for Liberty

AAPC West

Regional Level Silver

Potatoes and Bibles - GOTV in the Idaho GOP
Primary
Young Americans for Liberty

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Pollie Contest Winners

The Pollie Awards have always represented the best work in political advertising, but this year's entries set a new standard of innovation needed to address the challenges of a global pandemic.

Over 400 firms submitted a record-breaking 2,700+ entries to the 2021 Pollie Contest. Each entry was carefully evaluated for political effectiveness, creativity and production values in the context of its campaign goals. In addition, Pollie judges assessed whether or not an entry met AAPC's higher standards for citations and comportment with the AAPC Professional Code of Ethics.

AAPC salutes this year's winners for their outstanding creative and technical achievements in the 2020 cycle!

Winners

Overall - Candidate Division

A01 - Best Direct Mail Campaign - Democrat

Gold

Masks
The Strategy Group

Silver

Miami-Dade County Commission District 5 Campaign
MDW Communications

Bronze

Heroes Need Help - Cutter for Colorado
Superior Blue

A02 - Best Direct Mail Campaign - Republican

Gold

One Tough Sheriff & A Bare-Knuckled Brawl Victory
Axiom Strategies

Silver

Susan Collins Direct Mailers
Sinclair Public Affairs

Bronze

SCGOP/Graham for Senate
First Tuesday Strategies

A03 - Best Television Campaign - Democrat

Gold

Herb Wesson for LA County Supervisor
Putnam Partners, LLC

Silver

Biden Harris African American Paid Media Campaign
Truxton Creative, Biden Media Team

Bronze

Elaine Luria for Congress
Putnam Partners, LLC

A04 - Best Television Campaign - Republican

Gold

Collins for Senator
McCarthy Hennings Whalen

Silver

Scott Franklin for Congress
Consensus Communications

Bronze

Business Testimonials - Dan Bishop
Innovative Politics

A05 - Best Digital Campaign - Democrat

Gold

Warnock for Georgia
AL Media

Silver

Capt. Mark Kelly for Senate
Left Hook

Bronze

Combining Innovation and Personality with Tried and True Tactics
Authentic

A06 - Best Digital Campaign - Republican

Gold

Bless Tess Series - Bob Steinburg
Innovative Politics

Silver

Scary Terri Series - Joyce Krawiec
Innovative Politics

Bronze

Lindsey Graham for Senate
Campaign Solutions

A07 - Best Phone Campaign - Democrat

Silver

Bernie 2020, California No Party Preference (NPP)
Solidarity Strategies, LLC

Bronze

Winning a Democratic Supermajority in the Illinois House
Winning Connections

A08 - Best Phone Campaign - Republican

Silver

Jim Jordan for Congress P2P Texting
Campaign Solutions

Bronze

Lindsey Graham for Senate P2P Texting
Campaign Solutions

A09 - Best Radio Campaign - Democrat

Gold

Sports Talk Radio to Target Black Men in Georgia Runoff
20-20 Insight, LLC

A10 - Best Radio Campaign - Republican

Gold

Downing for Montana
Hackney & Hackney for Axiom Strategies

Silver

Too Liberal
Hackney & Hackney

A11 - Best Fundraising Campaign - Democrat

Gold

John Hickenlooper for Senate: Combining Innovation with Tried and True Tactics
Authentic

A12 - Best Fundraising Campaign - Republican

Gold

Elise for Congress
The Prosper Group

Silver

Bice for Congress
Targeted Victory

Bronze

McConnell Senate Committee
Targeted Victory

A13 - Best Field Campaign - Democrat

Silver

NY-09 COVID Field GOTV Program
Hamilton Campaign Network

A14 - Best Field Campaign - Republican

Gold

Flipping New Hampshire
Young Americans for Liberty

Silver

Pivoting Due to COVID: How our No-Contact Field Program Kept us in the Fight
Young Americans for Liberty

Bronze

Potatoes and Bibles - Winning in the Idaho GOP Primary
Young Americans for Liberty

A15 - Best Use of Opposition Research - Democrat

Gold

Deep Dive into the 1980's NYC Club Scene Secures Supermajority
Grindstone Research LLP & The Parkside Group

Silver

Glorious
The Strategy Group

Bronze

The Cats and the Rat
Green Alley Strategies

A16 - Best Use of Opposition Research - Republican

Gold

Allen Wellons - Shady Senator
The Differentiators

Silver

AFAO PAC - Kimbrell for Senate
First Tuesday Strategies

Bronze

Anti-Endorsements
The Strategy Group Co.

A17 - Best in Show - Democrat

Gold

Mobilizing Swing Voters for Joe Biden
Bully Pulpit Interactive



THE 2021 POLLIE AWARDS

Silver

Biden Harris African American Paid Media Campaign

Truxton Creative, Biden Media Team

Silver

Winning the 9 Key States that Decided the Presidential Election

SKDKnickerbocker

A18 - Best in Show - Republican

Gold

Black Lives Matter & Baltimore Lives Matter

Arsenal Media Group

Silver

Collins for Senator - Bill Green TV, Radio & Digital Ads

McCarthy Hennings Whalen

Bronze

Preserve America PAC

FP1 Strategies

Overall - Ballot Initiative Division

A19 - Best Direct Mail Campaign

Gold

Yes on Prop 22

Imprenta Communications

Silver

Yes on Amendment B

76 Group

Bronze

No on Prop 15

Swing Strategies

A20 - Best Television Campaign

Gold

Missourians for Healthcare

FP1 Strategies

Silver

Yes Norfolk Committee - All In

POOLHOUSE

Bronze

Yes on California's Proposition 19

Strother Nuckels Strategies

A21 - Best Digital Campaign

Gold

Rocky Mountain Wolf Action Fund (Yes on 114)

Boulder Strategies LLC

Silver

NAACP "Distracted"

SKDK

Bronze

Fair Maps Virginia

Strategic Partners & Medias

A23 - Best Radio Campaign

Silver

California's Yes on 19

Strother Nuckels Strategies

A25 - Best in Show

Gold

Michigan Natural Resources Trust Fund

Kivvit

Silver

Yes on California's Proposition 19

Strother Nuckels Strategies

Overall - Public Affairs/Issue Advocacy Division

A26 - Best Direct Mail Campaign

Silver

Food Insecurity

The Differentiators

Bronze

Forward Justice

Solidarity Strategies, LLC

A27 - Best Television Campaign

Gold

COVID Response Campaign

The NOW Group

Silver

Ohio Hospital Association - "Do the Right Thing"

Content Creative Media

Bronze

CWP Outdoor Voting Bloc TV Campaign

RALLY

A28 - Best Digital Campaign

Gold

Member to Member Issue Advocacy

Strother Nuckels Strategies

Silver

NAACP Civic Engagement

SKDK

Bronze

Prescription Drug Price Campaign

Go Big Media Inc.

A29 - Best Phone Campaign

Bronze

Carbon Free New York Carbon Pricing Tele Town Hall

Metropolitan Public Strategies Inc

A30 - Best Radio Campaign

Gold

Can't Get Them Out of Your Head - Detroit's Early Vote Jingles

Alper Strategies & Media

A31 - Best Fundraising Campaign

Gold

Leidos PAC - Email Campaign

Sagac Public Affairs

Silver

Loan Syndications and Trading Association: LSTA Fundraising Campaign

Sagac Public Affairs

Silver

End of Year Custom Booklet Multiplies Donations for Think Tank

The Zoldak Agency

Bronze

Restaurant PAC - Fall Race to 100K

Sagac Public Affairs

A32 - Best Newspaper Campaign

Gold

Who's Really F***ing California?

Berman and Company

Silver

DCCC Cycle of Engagement Newspaper Campaign

RALLY

Bronze

WIGA Sports Wagering Campaign

True Blue Strategies

A34 - Best in Show

Gold

WIGA Sports Wagering Campaign

True Blue Strategies

Gold

Stop Pebble Mine

True Blue Strategies

Silver

COVID Response Campaign

The NOW Group

Bronze

The New Mississippi State Flag

Godwin.

Overall - Miscellaneous

A35 - Best New and Unusual Tactic

Gold

Leveraging Values to Identify and Target Persuadable Voters

Resonate

Silver

E-Signatures to Qualify for the Ballot

Trilogy Interactive

Bronze

Integrated Mail-To-Text Plans

Creative Direct

A36 - Best Data Analytics Solution

Gold

Creative Optimizer

Echelon Insights

Winners

Silver

Protect Their Future: Joe Biden for President
Causal IQ

Bronze

TV Intelligence
MiQ Digital

A37 - Best Use of Data Analytics/Machine Learning

Gold

VoteVets, Facebook Messenger Campaign
Solidarity Strategies, LLC

Silver

The 2020 Presidential Election Voter Landscape - A Voter Segmentation Study Using Machine Learning
Resonate

Bronze

Optimizing Biden Digital Ads Based on Real-World Voting Behavior
Bully Pulpit Interactive

A38 - For Supreme Court of the United States Justice

Gold

ACB
John Loe and Strategic Partners & Media

Silver

ACB
Ascent Media & Imge

Direct Mail - Candidate Division

B01- For Presidential Primary

Gold

Bernie 2020
Solidarity Strategies, LLC

B02 - For President

Silver

Biden's Touchdown
SKDKnickerbocker

Silver

2:00 AM
Jamestown Associates

Bronze

The Great American Comeback
Cavalier Communications

B03 - For U.S. Senate

Gold

Honest George
Lisella Public Affairs

Silver

The Wiz
Lisella Public Affairs

Bronze

Cal's Pals
Lisella Public Affairs

B04 - For U.S. House of Representatives

Gold

Scratch Off
Wildfire Mail

Silver

Tipirneni - Flipbook
Bergmann Zwerdling Direct

Bronze

The Schweikert Report
Bergmann Zwerdling Direct

B05 - For Special Election - Federal

Silver

Indivisible
Solidarity Strategies, LLC

B06 - For PAC/Super PAC

Gold

"Jackpot Justice Election Edition" Scratch-Off
BullsEye Public Affairs, LLC

Silver

I am Speaking
Sisneros Strategies

Bronze

The Senate's Outsourcing King
JPM+M

B07 - For Organization

Gold

Stake
Bergmann Zwerdling Direct

Silver

DCCC Bully Package
ABD Direct

Bronze

Exports
Elevated Campaigns

B08 - Bilingual/Multilingual/Foreign Language

Gold

Poder NC Action, "Walter Mercado" Mailer
Solidarity Strategies, LLC

Silver

Nuestro Luchador Frente a Trump
The Strategy Group

Bronze

Biden For President - "Command" Direct Mail
Mosaic Campaigns

B09 - Early Voting/Absentee Ballot/ Vote-by-Mail

Gold

How we Used a Puppy to Boost VBM Paper Registration Rates in PA-8
Bronstein & Weaver, Inc.

Silver

LUCHA Blue Mailer
The Colibri Collective

Bronze

Naked
Bergmann Zwerdling Direct

B10 - Best Use of Humor

Gold

"Clown Show"
The Strategy Group Co.

Silver

Churchill
Lisella Public Affairs

Bronze

"Sniffing Out" the Issues Postcard - OK HD 66
GrPro

B11 - Best Use of Negative or Contrast

Gold

You'll Rue the Day
TJP Strategies

Silver

Wrong Capitol, Bro.
Murphy Nasica & Associates

Bronze

Harley "Two-Face"
Venture Strategic

B12 - Best Use of Illustration or Photography

Gold

Safe Schools Coloring Book
Amplify Campaigns

Silver

Masks
CLCS

Bronze

Re-Run Renier
MDW Communications

B13 - Best Use of Social Pressure

Gold

Bill Brough Dossier
Venture Strategic

B14 - Best Use of Targeting

Silver

Supported by Trump
First Tuesday Strategies



THE 2021 POLLIE AWARDS

Bronze

MAGA Poster

First Tuesday Strategies

B15 - Best Use of Slate Mail

Gold

Vote the Whole Slate

The Strategy Group

Silver

"Delaware County"

The Strategy Group Co.

Bronze

Democratic South San Diego County Slate

Grassroots Resources

B16 - GOTV - Presidential

Gold

I am Speaking

Sisneros Strategies

Bronze

Biden For President - "Run Walk or Drive" Direct Mail

Mosaic Campaigns

B17 - GOTV - Federal

Gold

Undeniable Results

First Tuesday Strategies

B19 - Independent Expenditure Campaign - President

Gold

Free Lunch

The Strategy Group

Silver

Nobody

GrassrootsLab

B20 - Independent Expenditure Campaign - U.S. Senate

Gold

314 Action PAC to support Jon Ossoff for Senate - "Grinch"

The Dover Strategy Group

Silver

Pettus Bridge

Ourso Beychok

Bronze

Who Wants to Be a Senator?

The Strategy Group

B21 - Independent Expenditure Campaign - U.S. House of Representatives

Gold

Demolished

Axiom Strategies

Silver

Sided with the Mob

Big Dog Strategoes

Bronze

Spooky

SKDKnickerbocker

B22 - Independent Expenditure Campaign - Special Election - Federal

Bronze

Indivisible, Georgia Senate Runoff Mailer

Solidarity Strategies, LLC

Direct Mail - Ballot Initiative Division

B23 - For Statewide

Silver

Prop 19 Wildfire Victims

JPM+M

Bronze

Districts

Convergence Targeted Communications

B24 - For Local

Gold

7000

Bergmann Zwerdling Direct

Silver

Maricopa County Voter Times: All the news that we could afford to print

HighGround, Inc.

Bronze

Yes on Measure R "No one is above the law" Mailer

50+1 Strategies, LLC

B25 - GOTV

Gold

Dog Pound

JPM+M

B26 - Bilingual/Multilingual/Foreign Language

Gold

Yo Voto

Sisneros Strategies

Direct Mail - Public Affairs/Issue Advocacy Division

B29 - For National

Silver

Nothing New Under the Sun...

HSP Direct

B30 - For Statewide

Gold

End of Year Custom Booklet Multiplies

Donations for Think Tank

The Zoldak Agency

Silver

Chasing Sales

Platform Communications.com

Bronze

Forward Justice

Solidarity Strategies, LLC

B31 - For Local

Silver

Texas First Coalition - Don't Gamble with

Texas Students

Mayes Media Group

Bronze

Food Insecurity

The Differentiators

Direct Mail - Miscellaneous

B32 - Best Use of Opposition Research

Gold

He Answered The Call

Superior Blue

Silver

McConnell for Senate - 51st State

The Lukens Company

Bronze

Harder - Own Words

Bergmann Zwerdling Direct

Television - Candidate Division

C01 - For Presidential Primary

Bronze

John Delaney: Real Solutions

Compelling Entertainment

C02 - For President

Gold

Barns for Biden

GtP Media/Biden for President

Silver

Strength

Jamestown Associates

Bronze

TRUMP'S DESCENT

Devine Mulvey Longabaugh

C03 - For U.S. Senate

Gold

Roger Marshall "Flames"

PRIME Media Partners

Winners

Silver

Roger Marshall "Heartbeat"
PRIME Media Partners

Bronze

MJ Hegar for Senate "Carpool"
Putnam Partners, LLC

C04 - For U.S. House of Representatives

Gold

Teresa for All: "Tamales"
Sena Kozar Strategies

Silver

Joyce Elliott for Congress "Rise"
Putnam Partners, LLC

Bronze

Julie Oliver The Job Demolisher
Go Big Media Inc.

C05 - For Special Election - Federal

Bronze

NRCC-IE (CA-25 Special) "Imagine"
Honold Communications, Inc.

C06 - For PAC/Super PAC

Gold

"Profit" UA IE in Georgia Senate
Strother Nuckels Strategies

Silver

Standing with Conservatives "Number One"
PRIME Media Partners

Silver

"Dress Up"
Bullhorn Communications

Bronze

How Can They
Jamestown Associates

C07- Bilingual/Multilingual/Foreign Language

Gold

Young Kim: "Profited" (Korean and English)
Honold Communications, Inc.

Silver

Una Nueva Misión
MAP Political Communications

Bronze

"Influence"
OnMessage Inc.

C08 - Best Use of Humor

Gold

Rochester Hillsbilly
Indigo Strategies LLC

Silver

"Boots"
Bullhorn Communications

Bronze

Hanson Brothers
Indigo Strategies LLC

C09 - Best Use of Negative or Contrast

Gold

"Jumpstart"
The Strategy Group Co.

Silver

Preserve America PAC - Alyssa
FP1 Strategies

Bronze

Preserve America PAC - Muellers
FP1 Strategies

C10 - Best Use of Personality or Celebrity

Gold

Biden Harris African American Paid Media Campaign
Truxton Creative, Biden Media Team

Silver

Collins for Senator "Dogs"
McCarthy Hennings Whalen

Bronze

Kristin
Dixon Davis Media Group

C11 - Independent Expenditure Campaign - Presidential Primary

Gold

Divided Country
Firm: Backstory Strategies Client: VoteVets

C12 - Independent Expenditure Campaign - President

Gold

Joe Biden for President - Unite the Country
"Deserve"
Putnam Partners, LLC

Silver

Sobo
Dixon Davis Media Group

Bronze

Our Moment
Firm: Backstory Strategies Client(s): VoteVets & The Lincoln Project

C13 - Independent Expenditure Campaign - U.S. Senate

Gold

"Profit" UA IE in Georgia Senate
Strother Nuckels Strategies

Silver

What We Learned | NRSC Maine Independent Expenditure
Strategic Partners & Media

Bronze

Unstoppable-Tom Tillis, Americans for Prosperity Action
Innovative Politics

C14 - Independent Expenditure Campaign - U.S. House of Representatives

Gold

"Expecting" UA for Abigail Spanberger for Congress
Strother Nuckels Strategies

Silver

NRCC-IE (NY-02) "Relieved"
Honold Communications, Inc.

Bronze

Congressional Leadership Fund NY-11
"Defund"
PRIME Media Partners

C15 - Independent Expenditure Campaign - Special Election

Gold

Body Bags
J&Z Strategies

Bronze

Veterans React to Warnock
Arsenal Media Group

C16 - Best Use of Targeting

Gold

Julián Castro for President - "Ya Basta"
Left Hook and CN4 Partners

Silver

Jack
Dixon Davis Media Group

Television - Ballot Initiative Division

C17 - For Statewide

Gold

Colorado Families First: "April"
Sena Kozar Strategies

Silver

Endless Opportunities
Go Big Media Inc.

Bronze

House of Cards
SCRB Strategies

C18 - For Local

Gold

Columbus State for a Strong Future - TV Spot for Columbus State Community College's Issue 21
Burges & Burges Strategists

Silver

"Blank Check" No on 2A
Strother Nuckels Strategies

Bronze

Women for Bristol
Cornerstone Solutions

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Winners

Television

C19 - Bilingual/Multilingual/Foreign Language

Bronze

Colorado Families First: "Choose (Spanish)"
Sena Kozar Strategies

Television - Public Affairs/Issue Advocacy Division

C20 - For National

Gold

CWP, "We Vote Here"
RALLY

Silver

Synthetic Meat Spelling Bee
Berman and Company

Bronze

Paid Leave For All "Our Humanity"
Putnam Partners, LLC

C21 - For Statewide

Gold

Game Time
The Parkside Group

Silver

California Fights Flavors
CATECOMM & Foundation Public, LLC

Bronze

Ohio Hospital Association -
"Nothing Prepares You"
Content Creative Media

C22 - For Local

Gold

LA Clippers "Something More"
Putnam Partners, LLC

Silver

PBC VOTES 2020: Election Ready
Cornerstone Solutions

Bronze

South Fork Wind
Metropolitan Public Strategies Inc

Digital - Candidate Division

D01 - Internet Advertising - Presidential Primary

Gold

Bernie 2020, Nevada Campaign
Solidarity Strategies, LLC

D02 - Internet Advertising - President

Gold

The First
Firm: Backstory Strategies Client: VoteVets

Silver

Trump's Descent
Devine Mulvey Longabaugh

Bronze

Imagine
Firm: Backstory Strategies
Client: The Lincoln Project

D03 - Internet Advertising - U.S. Senate

Gold

Warnock for Georgia "Election Day"
AL Media

Silver

Game Time
Ad Central

Bronze

Capt. Mark Kelly for Senate - Digital Campaign
Left Hook

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

Gold

Curtis for Congress - Gets Things Done
POOLHOUSE

Silver

Rob Wittman for Congress
Push Digital

Bronze

"Step Forward"
The Strategy Group Co.

D05 - Internet Advertising - Special Election - Federal

Gold

Capt. Mark Kelly for Senate
Left Hook

Bronze

Care
J&Z Strategies

D06 - Internet Advertising - Best Use of Search Engine Marketing

Gold

Searching For Justice: Helping Voters Learn
About Supreme Court Candidates
Change Media Group

D07 - Internet Advertising - Best Use of Targeting

Gold

Kat Cammack: Chicken Sh*t
RightVoter, LLC

Silver

From H Mart to the Polls
Pacific Campaign House

Bronze

Biden for President - Using AI to Find
Unreachable Supporters
Authentic

D08 - Internet Advertising - Best Use of Email Marketing for Digital Acquisition Campaign

Gold

First Campaign on the Ballot Through Digital
Signatures in a COVID-19 Lockdown
McShane LLC

Silver

Elise for Congress Acquisition
The Prosper Group

D09 - Website - Presidential Primary

Bronze

John Hickenlooper for President
Apollo Artistry

D11 - Website - U.S. Senate

Gold

Jon Ossoff for U.S. Senate
Apollo Artistry

Silver

John James for Senate
IMGE

Bronze

Reverend Warnock for U.S. Senate
Apollo Artistry

D12 - Website - U.S. House of Representatives

Silver

Rob Wittman for Congress
Push Digital

Bronze

Donald McEachin for Congress
MDW Communications

D13 - Website - Special Election - Federal

Gold

Warnock Special Election
Apollo Artistry

D14 - Web Video

Gold

Julie Oliver the Job Demolisher
Go Big Media Inc.

Silver

Alexandria Ocasio-Cortez for Congress -
'Systemic Change'
The Win Company

Bronze

Jersey Shore Extended
Jamestown Associates

D15 - Digital Creative - Stand Alone

Gold

Alexandria Ocasio-Cortez for Congress -
'Systemic Change'
The Win Company



THE 2021 POLLIE AWARDS

Silver

Capt. Mark Kelly - "Level Up"
Left Hook

Bronze

Julie Oliver The Job Demolisher
Go Big Media Inc.

D16 - Digital Creative - Full Set

Gold

Capt. Mark Kelly for Senate
Left Hook

Silver

Traitor
Firm: Backstory Strategies Client: VoteVets

Bronze

Rural Voter Institute
FSSG

D17 - Bilingual/Multilingual/Foreign Language

Gold

Life or Death
J&Z Strategies

Silver

If I were President? What would you do?
Devine Mulvey Longabaugh & Solidarity Strategies

Bronze

"Mi País"
Nuestro PAC

D18 - Best Use of Social Media

Gold

Capt. Mark Kelly - Best Use of 360, VR or AR
Left Hook

Silver

Team Warren Has a Tweet for That
Warren for President

D19 - Best Use of Social Media - Digital Acquisition Campaign

Gold

A Political Home for Women of Color
Pacific Campaign House

Silver

Pairing Digital Acquisition with Voter ID and Fundraising Efforts
AdVictory

Bronze

First Campaign on the Ballot Through Digital Signatures in a COVID-19 Lockdown
McShane LLC

D20 - Best Use of Video

Gold

I Remember the Place...
BuzzMaker

Silver

Gold Stars
Firm: Backstory Strategies Client: VoteVets

Bronze

Capt. Mark Kelly - "Level Up"
Left Hook

D21 - Best Use of a Meme

Silver

Jillian Freeland for Congress - Femnobot
1833 Group LLC

D22 - Best Viral Campaign

Gold

Our Moment
Firm: Backstory Strategies
Client(s): VoteVets & The Lincoln Project

Silver

Jaime Harrison for Senate "Dirt Road"
AL Media

Bronze

Political Ad 60
Content Media Co

D23 - Best Use of Email Marketing (Non-Fundraising)

Gold

John Prine
FOGLAMP

D24 - Best Use of Humor

Gold

Endorsement
J&Z Strategies

Silver

Job Interview
CounterPoint Messaging

Bronze

Political Ad 60
Content Media Co

D25 - Best Use of Negative or Contrast

Gold

Julie Oliver the Job Demolisher
Go Big Media Inc.

Silver

"Profit" UA IE in Georgia Senate
Strother Nuckels Strategies

Bronze

Democratic Majority on behalf of Janet Yang Rohr - "NRA"
Dover Strategy Group

D27 - Independent Expenditure Campaign - Presidential

Gold

Imagine
Firm: Backstory Strategies Client: The Lincoln Project

Silver

Committee to Protect Medicare: Joe Understands Healthcare
Change Media Group & Hardpin

Bronze

Dem Hypocrites
Arsenal Media Group

D28 - Independent Expenditure Campaign - U.S. Senate

Gold

TikTok - Impact - Georgia Senate Special Election AAPI Outreach
Left Hook

Silver

"Profit" UA IE in Georgia Senate
Strother Nuckels Strategies

Bronze

UA for Mark Kelly, "Soar"
Strother Nuckels Strategies

D29 - Independent Expenditure Campaign - U.S. House of Representatives

Gold

"Bob & Sue"
Bullhorn Communications

Silver

"Expecting" UA for Abigail Spanberger for Congress
Strother Nuckels Strategies

Bronze

House Majority PAC "Three Chances"
AL Media

D30 - Independent Expenditure Campaign - Special Election - Federal

Gold

McSally's Restaurant
J&Z Strategies

Silver

Veterans React to Warnock
Arsenal Media Group

Digital - Ballot Initiative Division

D31 - Internet Advertising

Gold

Winning Marijuana Legalization in Montana
Trilogy Interactive

Silver

Michigan Natural Resources Trust Fund
Kivvit

Bronze

Yes on 2 - Medicaid Expansion for Missouri
Hamburger Group Creative, Stronger Than Communications, DSPolitical

D32 - Website

Gold

Yes on 22's Dual Website for Coalition-Building & Voter Persuasion
BASK Digital Media, Winner & Mandabach Campaigns, Bicker, Castillo, & Fairbanks

Winners

D33 - Web Video

Gold

Montgomery Explainer
CounterPoint Messaging

Silver

Endless Opportunities
Go Big Media Inc.

Bronze

Stop the Metro Wage Tax - Labor Day
FP1 Strategies

D34 - Digital Creative - Stand Alone

Silver

Day in the Life
Stronger Than Communications & Hamburger
Group Creative

Bronze

Yes on Amendment B
76 Group, OnSight Public Affairs, and Saguaro
Strategies

D35 - Digital Creative - Full Set

Gold

Yes on 19 - California
Strother Nuckels Strategies

Silver

Rocky Mountain Wolf Action Fund (Yes on
114)
Boulder Strategies LLC

Bronze

Yes On National Popular Vote Wins in
Colorado With Three Creative Takes
Authentic

D37 - Best Use of Social Media

Silver

How we Reversed Public Opinion from 70%
YES to 76% NO in the COVID-19 Era of
Campaigning
EFFCT & Strother Nuckels Strategies

Digital - Public Affairs/Issue Advocacy Division

D38 - Internet Advertising

Gold

Sudan "Justice for the Victims of Embassy
Bombing"
Marathon Strategies

Silver

Defending Civil Justice - Parents
FSSG

Bronze

Democrats on Payroll Tax Then and Now
Committee To Unleash Prosperity

D39 - Website

Gold

Freelancers Fight Back
Berman and Company

Silver

Stop Pebble Mine
True Blue Strategies

Bronze

Show Me the Way - The One-Stop-Shop for
First-Time Early Voters in Detroit
Alper Strategies & Media

D40 - Web Video

Gold

Campaign for Tobacco Free Kids –
Enough is Enough
CATECOMM & Foundation Public, LLC.

Silver

NAACP "Common - Georgia"
SKDK

Bronze

Way to Lead - 'What's Possible'
The Win Company

D41 - Best Use of Email Marketing (Non- Fundraising)

Gold

Merck PAC Vote by Mail Step By Step
Infographic
Sagac Public Affairs

Silver

Christmas Is Canceled: Santa's Story
Shoreline Strategies, LLC

Bronze

Prudential PAC Women Suffrage Anniversary
Email
Sagac Public Affairs

D42 - Best Use of Social Media

Gold

#SaveOurStages
National Independent Venue Association

Silver

Save the Rock Block
Calvert Street Group

Bronze

When We All Vote Used Social Media to Turn
Out Voters & Change Voting Culture
When We All Vote

Phones - Candidate Division

E01 - Automated Calls

Gold

Dedicated Dad - Wuliger for Commissioner
The Strategy Group Co.

Silver

Love Letters to the Nation
CampaignHQ

Bronze

The Good Doctor Paul for Marchant
McShane LLC

E02 - Live Calls

Gold

Using Voter Rationalization to Shore Up Base
Support
Winning Connections

Silver

Making Sure Every Michigander's Vote Counts
Winning Connections

Bronze

Framing the Election and Educating Voters
Winning Connections

E03 - Telephone Town Hall Call/Forum Call

Gold

"A Key Endorsement - Hagerty for U.S. Senate"
Front Porch Strategies

Silver

30 Days and Counting
McShane LLC

Bronze

A Texas-Sized Telephone Town Hall
CampaignHQ

Phones - Public Affairs/Issue Advocacy Division

E06 - Patch-Through Program Autodial/ Live

Bronze

"Say No to Criminalizing Poverty - Healthy
Housing Foundation"
The Strategy Group Co.

E07 - Telephone Town Hall Call/Forum Calls

Bronze

PBC VOTES 2020 Tele-Town Hall
Cornerstone Solutions

Phones - Miscellaneous

E08 - Best Use of Automated SMS Texting

Gold

"It's Time" - Change the MS State Flag
BullsEye Public Affairs, LLC

E09 - Best Use of Peer to Peer Texting

Gold

Bridging the TV-Texting Divide: Enhanced
Multimedia Texting
RumbleUp

Silver

Ashley Hinson for Congress
Targeted Victory



THE 2021 POLLIE AWARDS

Bronze

Look Mom, the Governor is Telling ME
How to Vote Early!
Alper Strategies & Media

E11 - Best Use of Peer to Peer Fundraising

Gold

Lacy Johnson
RightVoter, LLC

Radio - Candidate Division

F01 - For Presidential Primary

Bronze

Bernie 2020, Nevada Campaign
Solidarity Strategies, LLC

F02 - For President

Gold

Biden Harris African American Paid Media Campaign
Truxton Creative, Biden Media Team

F03 - For U.S. Senate

Gold

Collins for Senator "Zilch"
McCarthy Hennings Whalen

Gold

Miss Lindsey
Paul Caprio and Associates

Silver

Dawn Radio
Steve Grand Media

F04 - For U.S. House of Representatives

Gold

Julie Oliver The Job Demolisher
Go Big Media Inc.

Silver

Too Liberal
Hackney & Hackney

Bronze

"Justice"
RSH Campaigns

F06 - For PAC/Super PAC

Gold

"Public Service Announcement"
The Strategy Group Co.

Silver

Congressional Jeopardy
Ascent Media

Bronze

"Taxed A Lot"
OnMessage Inc.

F07 - Bilingual/Multilingual/Foreign Language

Gold

People for American Way "El Cucuy"
The Colibri Collective

Silver

Bernie 2020
Solidarity Strategies, LLC

Bronze

Biden For President - "Quienes Somos" Radio
Mosaic Campaigns

F08 - Best Use of Humor

Gold

Collins for Senator "Zilch"
McCarthy Hennings Whalen

Silver

Assembly District 13 Jeopardy!
CrossCurrentsLLC

Bronze

Reject "Jackpot Justice"
BullsEye Public Affairs, LLC

F09 - Best Use of Negative or Contrast

Gold

Fox in the Henhouse
Hackney & Hackney for Axiom Strategies

Silver

Julie Oliver the Job Demolisher
Go Big Media Inc.

Bronze

"Public Service Announcement"
The Strategy Group Co.

F10 - Independent Expenditure Campaign

Gold

Millions of Michiganians, "This Is It"
The New Media Firm

Silver

"Thirsty?"
Strother Nuckels Strategies

Bronze

UltraViolet Action and UnidosUS Action Fund
Solidarity Strategies, LLC

Radio - Ballot Initiative Division

F11 - Best Use of Radio

Gold

Waze | Vote for Roads Arkansas
Strategic Partners & Media

Bronze

Real Voices of California
Strother Nuckels Strategies

Radio - Public Affairs/Issue Advocacy Division

F12 - Best Use of Radio

Gold

The Moment: A Jingle to Get You to the Polls Early
Alper Strategies & Media

Silver

Alaska Doesn't Need to be Las Vegas
Optima Public Relations

Bronze

Frontlines
Platform Communications

Radio - Miscellaneous

F13 - Best Use of Internet Radio

Bronze

Vanessa Hudgens Turnout Audio Ads
Lockwood Strategy

Fundraising

G01 - Best Use of Direct Mail

Gold

Bolivar
HSP Direct

Silver

John James Opposition Research
HSP Direct

Bronze

Paint
Camelot Consulting

G02 - Best Use of Email

Gold

Tom Winter - Candidate Tinder Profile
BattleAxe Digital

Silver

Lindsey Graham for Senate
Campaign Solutions

Bronze

Hicks - Q4 Memo
FOGLAMP

G03 - Best Use of Social Media

Gold

Black Lives Matter
Arsenal Media Group

Silver

Leveraging Celebrity Influencers to Multiply Money Online
Rising Tide Interactive

Winners

G04 - Best Use of Website/Donation Page

Silver

"Team Troy"

The Strategy Group Co.

G05 - Best Use of a Landing Page for Digital Fundraising

Silver

Moving Target: Heroes and Villains
Mothership Strategies

G07 - Best Use of Phones

Bronze

Last Call for Governor Abbott
CampaignHQ

G08 - For PAC

Gold

The Home Depot PAC Annual Report
Sagac Public Affairs

Bronze

Elect Black Women Pre-Funk Party
Opportunity PAC

G09 - Best Use of Independent Committee and Super PACS

Bronze

Lift Every Voice - Make Your Voice Heard. VOTE
Lift Every Voice Victory Fund

G10 - Best Use of 501(c)(4)

Gold

Bolivar
HSP Direct

Bronze

United We Dream Action Immigrant Youth Make History in 2020 Election
Authentic

G11 - For Use of Trade Association Fundraising

Gold

Natl. Assoc of Convenience of Stores PAC (NACS PAC) Fundraising Campaign
Sagac Public Affairs

Silver

American College of Emergency Physicians (ACEP) - NEMPAC PAC During COVID
Sagac Public Affairs

Bronze

ACEP - Who is the National Association of Emergency Medicine PAC (NEMPAC)
Sagac Public Affairs

G12 - Fundraising Gift With Donation

Gold

Say it with your Mask: When Women Vote, Women Win
New Blue Interactive

Silver

VoteVets Campaign to Support the USPS
Authentic

G13 - Fundraising Event

Silver

2020 Silver Elephant Dinner
First Tuesday Strategies

G14 - Virtual Fundraising Event

Silver

ACEP NEMPAC - Raising the Curtain: A Tribute to NEMPAC Heroes
Sagac Public Affairs

Bronze

WisDems Presents The Princess Bride Reunion
Brandlive

Newspaper

H01 - Full Page

Gold

Hell Freezes Over
Hackney & Hackney

Silver

Who's Really F*ing California?**
Berman and Company

Bronze

Loteria Ad
Bergmann Zwerdling Direct

H02 - Less Than a Full Page

Silver

Democratic Congressional Campaign Committee, "Our Votes Have Power" RALLY

Bronze

Clout
Hackney & Hackney

Collateral

I01 - Billboard/Large Signage

Gold

It's Yours
The NOW Group

Silver

French Senatorial Campaign - Ardèche 2020
Le Cab' Politique - Candidata

Bronze

Standing Tall
BuzzMaker

I02 - Door Hanger

Gold

AFP CO Bank Vault
The Lukens Company

Silver

"Ready to Serve"
Ampersand Strategies

Silver

Melgar Bilingual Doorhanger (Chinese)
Whitehurst Mosher Campaign Strategy and Media

Bronze

Lenola Cola
Napolitano Consulting

I03 - Logo & Branding

Gold

Pittsburgh Works
ColdSpark

Silver

"Maria for Judge"
MAP Political Communication

Bronze

No Puppy Mills!
Dovetail Partners / Naumann Consulting

I04 - Most Original/Innovative Collateral Material

Gold

Don't Break Our Hearts VA
Berman and Company

Silver

VoteriaAZ Voter Registration
The Colibri Collective

Bronze

J.D. Scholten Baseball Card
Wildfire Mail

I05 - Yard/Outdoor Sign

Gold

Thank You to That Woman in Michigan
Change Media Group

Silver

Myrna Melgar
Whitehurst Mosher Campaign Strategy and Media

Bronze

Question 1 - Connecting Mesa
HighGround, Inc.

Field

J01 - Paid Field Program

Gold

Washington State Senate Field and Ballot Rehab Program
C3 Public Strategies

Silver

120,000 Doors + 200,000 Calls = Victory
Mobilize the Message LLC

Bronze

Everything is Bigger in Texas
Texas Petition Strategies



THE 2021 POLLIE AWARDS

J02 - Field Program - Federal

Gold

120,000 Doors + 200,000 Calls = Victory
Mobilize the Message LLC

Silver

NC Republicans Hold the Line
NC GOP & Stampede Consulting LLC

J03 - Field Program - Ballot Initiative

Silver

Everything is Bigger in Texas
Texas Petition Strategies

J04 - GOTV - Federal

Gold

2020 GA Runoff ExUrbs Paid Canvass Turnout Program
At Scale

J06 - Ballot Access - Petition Collection

Gold

First Campaign on the Ballot Through Digital Signatures in a COVID-19 Lockdown
McShane LLC

Silver

Board of Elections Blitz and Campout
Meridian Strategies

Bronze

Amendment 77
Blitz Canvassing

J07 - Grassroots Program - Public Affairs/ Issue Advocacy

Gold

Mobile Van Ballot Drop-off
Cornerstone Solutions

Silver

National Association of REALTORS®: Opportunity Race Program
The Lukens Company

J08 - Absentee/Early Voting Program

Silver

Press the Button By Mail
Murphy Nasica & Associates

J09 - Voter Registration Program

Bronze

Turn Out Texas
Sisneros Strategies

J10 - Voter ID Program

Gold

The Slugger in the Suburbs: How We Won Outside the Twin Cities
Young Americans for Liberty

Silver

Biden for President: Using AI to Identify Hundreds of Thousands of Unreachable Voters
Authentic

Bronze

Counting on Cason: How Our Voter ID Program Elected a Firebrand in a Swing Seat
Young Americans for Liberty

J12 - Best Use of Analytics

Gold

Optimized Field Targeting in a Challenging Environment
WPA Intelligence & Vanguard Field Strategies

Gold

Science-Driven Strategies for High-Difficulty Ethnoreligious Targeting
WPA Intelligence

Silver

Defying the Odds in Minnesota
Grassroots Targeting

Student

K01 - Best Campaign Plan

Bronze

Justice for Leonard Peltier
Calvert Street Group

Shoulda, Woulda, Coulda

L01 - Best Use of Direct Mail

Gold

Poder NC Action
Solidarity Strategies, LLC

Silver

Dad Jokes
Bergmann Zwerdling Direct

Bronze

MAGA Hat
Superior Blue Strategies

L02 - Best Use of Television

Gold

"If I Were President"
Nuestro PAC

Silver

Cristine Lewis for Metro
Ridgelark Strategies

Bronze

South Fork Wind
Metropolitan Public Strategies Inc.

L03 - Best Use of Digital

Gold

Bless Tess Church - Bob Steinburg
Innovative Politics

Silver

Arkansas Voters First
Trilogy Interactive

Bronze

How to Turn a 60% YES Vote into a 80% NO Vote
Effct.org

L08 - Best Use of Collateral

Bronze

Arizona has a Koch Problem
HighGround, Inc.

Technology

M01 - Best Ad Technology Innovation

Gold

Bridging the TV-Texting Divide: Enhanced Multimedia Texting
RumbleUp

Silver

PODD™ (Personal Outreach Data Delivery™)
Converging Media, Inc.

Bronze

Protect Their Future: Joe Biden for President
Causal IQ

M02 - Best Innovation for Voter Targeting

Gold

Leveraging ACR Audience Intelligence in MI-10
AdVictory

Silver

From H Mart to the Polls
Pacific Campaign House

Bronze

Votar Es Poder Virtual Art Gallery
PODER LATINX & UNIQUE SHIFT CREATIVE

M03 - Best Fundraising Technology

Gold

Raiser Tool
NGP VAN

Silver

FundHero
FundHero

Bronze

Every Donor Counts
Mothership Strategies

M04 - Best Use of Mobile Technology

Gold

Calendar Invite GOTV
Chism Strategies/McIntosh Consulting

Silver

Direct to Device Delivery
coefficient

Bronze

Never Been Easier
Big Dog Strategies

M05 - Best Use of Data Analytics/ Machine Learning in Online Fundraising

Gold

Advantage AI: Artificial Intelligence, Real Results
Anne Lewis Strategies

Winners

M06 - Best Use of New Field Technology

Gold

E-Signatures to Qualify for the Ballot
Trilogy Interactive

Silver

SwipeRed
Buzz360, LLC

Bronze

VPB Connect: Getting Out the Native Vote
from Standing Rock to Georgia
EveryAction

M07 - Best Use of Data Analytics/ Machine Learning (Non-Fundraising)

Gold

Avalanche Insights Deep Listening
Avalanche Insights

Silver

Building VoteVets' Conversational AI-Driven
Custom Voter File
Authentic

Bronze

NextGen America: The Most Tested Youth
Vote Program in History
Bully Pulpit Interactive

CONGRATULATIONS TO THESE REGIONAL ENTRIES FOR BEING AWARDED POLLIE GOLD

Regional - Miscellaneous

N01 - Best Use of Direct Mail - Small Budget Campaign (<\$1 million)

AAPC Central

Gold

Texas First Coalition - Don't Gamble with
Texas Students
Mayes Media Group

N02 - Best Use of Television - Small Budget Campaign (<\$1 million)

AAPC North

Gold

"What's a Wuliger?"
The Strategy Group Co.

N03 - Best Use of Digital - Small Budget Campaign (<\$1 million)

AAPC North

Gold

Voting By Mail in 2020
The Beytin Agency

N04 - Best Use of Phones/Text - Small Budget Campaign (<\$1 million)

AAPC Central

Gold

47 Years
Game Changer Strategies

Regional - Candidate Division

N12 - Direct Mail - For Local/Municipal/ Mayoral - Small Budget (<\$1 million)

AAPC South

Gold

Al Cannon Has Done Time In His Jail
Superior Blue

N17 - Direct Mail - Independent Expenditure Campaign - For State Legislature

AAPC North

Gold

Pain Scale
BerlinRosen

N22 - Television - For State Legislature

AAPC South

Gold

Ann Johnson for State Rep "Last Day"
AL Media

N23 - Television - For Local/Municipal/ Mayoral - Small Budget (<\$1 million)

AAPC Central

Gold

Hugh Finkelstein for Judge
Cook Consulting

N24 - Television - For Local/Municipal/ Mayoral

AAPC West

Gold

Herb Wesson for LA County Supervisor
"Searching for Doug"
Putnam Partners, LLC

N27 - Television - Independent Expenditure Campaign - For State Legislature

AAPC North

Gold

Wisconsin Alliance for Reform - Milking
Taxpayers
FP1 Strategies

N31 - Internet Advertising - For Statewide (Non-Federal/Non-Gubernatorial)

AAPC Central

Gold

We Have the Power
Pacific Campaign House

N32 - Internet Advertising - For State Legislature

AAPC South

Gold

"Knock Knock"
SBDigital

N33 - Internet Advertising - For Local/ Municipal/Mayoral - Small Budget (<\$1 million)

AAPC Central

Gold

Public Defender
BerlinRosen

N42 - Digital Independent Expenditure - For State Legislature

AAPC North

Gold

DiSanto's Day Spa
Ampersand Strategies

N45 - Radio Advertisement (Non-Federal)

AAPC Central

Gold

Hugh Finkelstein for Judge
Cook Consulting

N46 - Field Program (Non-Federal)

AAPC South

Gold

The Whirling Dervishes
Scott Stone & Company

N47 - Field - GOTV (Non-Federal)

AAPC North

Gold

Flipping New Hampshire
Young Americans for Liberty

live & online

SAVE^{THE}DATE

POLLIES 21 LIVE

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