

APRIL 2-4, 2019

NAPA VALLEY



WINNERS BOOK



#2019POLLIES



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2019 POLLIE CONFERENCE

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Pollie Awards & Campaign Excellence Gala
Courtesy of:



2019 AAPC Pollie Awards & Conference Winners Book
Courtesy of:





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Congratulations
to all of this year's honorees



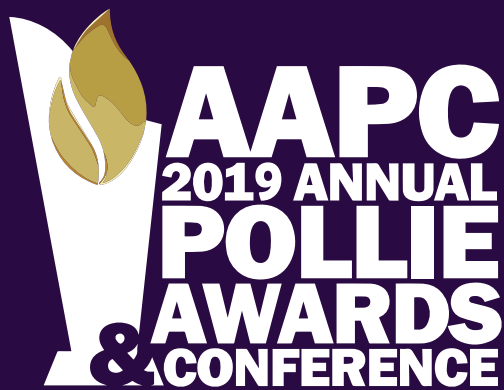


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A big **THANKS** to our clients!
We enjoyed working with you in 2018
and are excited for what's next!

We wish you success heading to 2020!





Judges

AAPC gratefully acknowledges our 370 judges who participated in the 2019 Pollie Awards. To ensure the fairest possible treatment of every entrant's work, our judge pool was comprised in balanced proportion between Democrats and Republicans, as well as nonpartisan/Independent and international judges. These judges are essential to the success and integrity of the Pollie Awards program and we are truly appreciative of their time and efforts. To all of our judges, thank you! Without you, the Pollie Awards would not be possible.



The
Fairest of
Them **All**

Judges

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ANZALONE LISZT GROVE RESEARCH

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STONES' PHONES

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DSPOLITICAL

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THE SEXTON GROUP

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EMERSON COLLEGE

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LEN EPAND

EPANDMEDIA

RYAN JAMES EVANS

DSPOLITICAL

CHRIS FALLS

ASSEMBLE

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RALLY CAMPAIGNS

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MOUNT VERNON PRINTING AND DONNELLEY COMPANY

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POWERSHIFT GROUP

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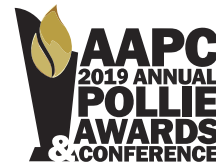
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TRILOGY INTERACTIVE

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HAMBURGER GIBSON CREATIVE

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ISAAC WRIGHT
FSSG

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MCMILLAN & YOUNG POLICY
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CAPITOL CITY RESEARCH

DAN JUDY

NORTH STAR OPINION RESEARCH

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POOLHOUSE

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CHECKMATE STRATEGIES

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ASUN WENINGER

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HAPAX CREATIVE STRATEGIES

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CECUBO GROUP

BRUNO HOFFMANN
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ACTION INSTITUTE

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MIQ

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COURAGE TO RUN
NOVOS CONSULTING

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SMART MEDIA GROUP

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CALVERT STREET GROUP

BEN TABER
ADVERTISING ANALYTICS, LLC

ELLEN TOUCHETTE
ADVERTISING ANALYTICS, LLC

MICHELE L. WATLEY
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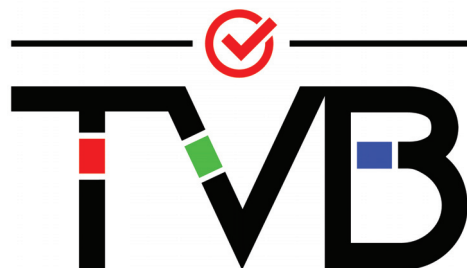
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THE ZOLDACK AGENCY



Local TV broadcasters
salute the
AAPC
on its 50th anniversary
and congratulate the
2019 Pollie winners.



LOCAL BROADCAST TV
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The Campaign Excellence Awards are a longstanding tradition of the AAPC and recognize those individuals who have significantly contributed to the success of a candidate or public affairs campaign and whose conduct has been consistent with the Professional Code of Ethics of the AAPC



AAPC Campaign Excellence Awards

Digital Strategist of the Year

Brian Lyle
Rick Scott for Senate (FL), Josh Hawley for Senate (MO)
and Pete Stauber for Congress (MN-08)

Fundraiser of the Year

Shelby Cole
Beto for Texas

Ballot Measure Campaign of the Year

Tom Shepard & Associates, Inc.
The Battle for Mission Valley: YES on Measure G / NO on Measure E

Local Campaign Manager of the Year

Ward Curtin
Kendra Horn for Congress (OK-05)

Campaign Manager of the Year-Republican

Jackie Schutz Zeckman
Rick Scott for U.S. Senate

Campaign Manager of the Year-Democrat

Andrew Piatt
Kyrsten Sinema for Arizona U.S. Senate

Pollster of the Year-Republican

Wes Anderson
Scott for Senate and Hawley for Senate

Pollster of the Year-Democrat

Molly Murphy and Lisa Grove
Kyrsten Sinema for Arizona U.S. Senate

Campaign Strategist of the Year-Republican

Something Else Strategies

Campaign Strategist of the Year-Democrat

Dan Sena
DCCC

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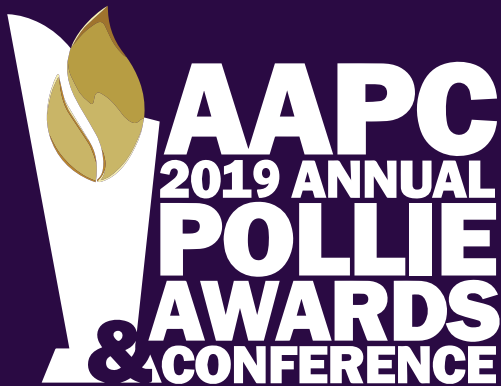
Winning at the ballot box can start at the mailbox.

Get direct with voters using direct mail.

Adding direct mail to your digital and in-person campaign efforts can have a direct impact with voters. It's a winning strategy.

Learn more about political mail at DeliverTheWin.com/ballotbox

Pollie Contest Winners



The Pollie Awards have always been the hallmark of the best work in political advertising. Over 350 firms took to this year's Contest to enter their best work from the 2018 midterm cycle, making 2019 one of our largest Contests to date! 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 2018 political season!



Winners



Overall - Candidate Division

A01 - Best Direct Mail Campaign - Democrat

Gold

The Cats of Maywood
Green Alley Strategies

Silver

Conor Lamb For Congress 2018
Special Election
The Strategy Group

Bronze

Sharice Davids for Congress
Wildfire Contact

A02 - Best Direct Mail Campaign - Republican

Gold

Mike Braun for U.S. Senate
Jamestown Associates

Rid the Capitol
Meridian Pacific

Silver

Tyler Diep for California Senate
Axiom Strategies

Bronze

On The Mark
Red Maverick Media

A03 - Best Television Campaign - Democrat

Gold

Jacky Rosen for U.S. Senate
MVAR Media

Silver

Elaine Luria for Congress
Putnam Partners, LLC

Bronze

Abby Finkenauer for Congress
E.SK Strategies

A04 - Best Television Campaign - Republican

Gold

Larry Hogan for Governor
Strategic Partners & Media

Silver

John Katko for Congress
Honold Communications, Inc.

Bronze

Kemp TV Campaign
Something Else Strategies

A05 - Best Digital or Internet Campaign - Democrat

Gold

Whitmer for Governor
GMMB

Silver

Millennial Campaign
Mayor Steve Adler Re-Election:
Millennial Campaign

Bronze

Jacky Rosen for U.S. Senate
MVAR Media

A06 - Best Digital or Internet Campaign - Republican

Silver

Martha McSally
Campaign Solutions

Bronze

Work for Mark
Sermo Digital

A07 - Best Phone Campaign - Democrat

Silver

Getting Out the Vote for Arizona's
First Female Senator
Winning Connections

Bronze

The Blue Wave:
Winning Back the House
The Sexton Group

A09 - Best Radio Campaign - Democrat

Bronze

Our Future Is Up To Us (Bilingual)
Mosaic Media Strategy Group

A10 - Best Radio Campaign - Republican

Gold

Standing Tall
Hackney & Hackney

Silver

Idaho Governor's Race
FP1 Strategies

A11 - Best Fundraising Campaign - Democrat

Gold

Making The Most of A Viral Moment:
Building a Grassroots Fundraising
Machine for MJ Hegar
Change Media Group

Silver

Raising \$44 Million to Elect a
Democratic Majority Through
Grassroots Donations Nationwide
Mothership Strategies

A12 - Best Fundraising Campaign - Republican

Gold

Hogan for Governor
August End of Month
Campaign
Campaign Inbox

Silver

General Election Final Push
HSP Direct

Bronze

Cruzin' to Victory
The Prosper Group

A13 - Best Field Campaign - Democrat

Silver

Max Rose 2018
North Shore Strategies

Bronze

One Campaign for Michigan
Change Media Group &
Michigan Democratic Party

A15 - Best Use of Opposition Research - Democrat

Gold

Extinct
The Strategy Group

Silver

The Cats of Maywood
Green Alley Strategies

Bronze

Deep Diving in Social Media Accounts
to Define First Time Candidates
Grindstone Research LLP



Winners

A16 - Best Use of Opposition Research - Republican

Gold

Land Deals in Old Town Keller
Lawson Strategies

Silver

The Case of the Missing Diploma
Front Line Strategies

Bronze

Kemp - Radical Change
Something Else Strategies

A17 - Best in Show - Democrat

Gold

Katie Hill for Congress
SKDKnickerbocker

Silver

Mikie Sherrill for Congress
MVAR Media

Bronze

Tony Evers Defeats Scott Walker
Strother Nuckels Strategies

A18 - Best in Show - Republican

Gold

Ivey TV Campaign
Something Else Strategies

Silver

Mike Braun for U.S. Senate
Jamestown Associates

Bronze

John Katko for Congress
Honold Communications, Inc.

Bronze

"Wisconsin Family" Series
The Strategy Group Company

Overall - Ballot Initiative Division

A19 - Best Direct Mail Campaign

Gold

Messengers
FSSG

Silver

Yes for Affordable Housing
NWP Consulting

Bronze

Saving Lives
Meridian Pacific

A20 - Best Television Campaign

Gold

"Equal Rights" Series
The Strategy Group Company

Silver

Voters Not Politicians:
Innovative Whiteboard Campaign
Alper Strategies & Media

Bronze

No on Proposition 112
Pac/West

A21 - Best Digital or Internet Campaign

Gold

Yes on California Proposition 68
RALLY Campaigns

Silver

Vote Yes on 1
End Marijuana Prohibition in Michigan
Battleground Strategies

Bronze

Protect AR Families
FSSG

A22 - Best Phone Campaign

Bronze

Inclusividad y Accesibilidad:
The Key to Progressive Victory
in Purple Territory
Stones' Phones

A23 - Best Radio Campaign

Silver

Voters In Charge - Radio
Consensus Communications

Bronze

No on Proposition 112
Pac/West

A24 - Best Fundraising Campaign

Silver

Yes on 4
Blueprint Public Affairs

Bronze

A Grassroots Solution to
End Gerrymandering:
Funding a People-Powered
Campaign for Fair Elections
Change Media Group

A25 - Best in Show

Gold

Broward County Transportation
Ballot Initiative
Metropolitan Public Strategies

Silver

Idaho Medicaid Expansion
FP1 Strategies

Bronze

From Grassroots Movement to
National Phenomenon
Voters Not Politicians

Overall - Public Affairs/ Issue Advocacy Division

A26 - Best Direct Mail Campaign

Gold

OAR - Oakwood Point of Sale Mailers
The Lukens Company

Silver

Activation! Mail Program
BrownMillerGroup

A27 - Best Television Campaign

Gold

Not One Penny (IA-01 - Blum)
MVAR Media

Silver

ShareBetter
Metropolitan Public Strategies

Bronze

Save Katahdin Woods and Waters
Hilltop Public Solutions

A28 - Best Digital or Internet Campaign

Gold

"Without 340B" Series
The Strategy Group Company

Silver

"Seriously"
McNally Temple Associates

Bronze

CDD - Catholics for the right to
decide
Heurística Comunicación
El Instituto

A29 - Best Phone Campaign

Gold

DCCC
Solidarity Strategies

Winners



A30 - Best Radio Campaign

Gold

Without Shame, Be Heard
McNally Temple Associates

A31 - Best Fundraising Campaign

Silver

CRNA-PAC: Coffee Challenge Email Series with Embedded Video
Sagac Public Affairs

Bronze

The Home Depot PAC:
2018 Peer to Peer Fundraising Campaign
Sagac Public Affairs

A32 - Best Newspaper Campaign

Gold

Bad Bet for New Orleans
Buisson Creative

Silver

Sandpoint Reputation Campaign
Mammoth

Bronze

Fire Victims Burned by PG&E
McNally Temple Associates

A33 - Best PAC Campaign

Gold

AmeriChem PAC
2018 PAC Campaign
Sagac Public Affairs

Silver

\$33 Million Defeats 30-Year Incumbent
Grassroots Targeting

A34 - Best in Show

Gold

"Without 340B" Series
The Strategy Group Company

Silver

Sandpoint Junction Connector Project
Mammoth

Bronze

An Unconventional Approach to Approving Wind Energy in Jefferson Davis Parish, LA
Davies Public Affairs

A35 - Best New and Unusual Tactic

Gold

Bill Lee for Governor
Smart Media Group

Silver

AMLO - AMLOVERS
Heurística Comunicación

Bronze

Bacon Vending Machine
Ohio Pork Council

A36 - Best Data Analytics Solution

Gold

Online Polling Results Dashboard
Civiqs

Silver

Polling for the People:
Representative Samples, Accurate Data, Winning Campaigns
Change Research

Bronze

Audience Based Media Analytics
Deep Root Analytics

A37 - Best Use of Data Analytics/Machine Learning

Gold

Iraq War Fund 2018 Campaign
Eleison Group, LLC

Silver

NRCC Major Donor Analytics
Echelon Insights

Bronze

DonorCultivation Model
DonorBureau

B01 - For Governor

Gold

Lamont Risk
Bergmann Zwerdling Direct

Silver

Doors
The Strategy Group

Bronze

Diane Black for Governor
Pink Slip
The Lukens Company

B02 - For U.S. Senate

Gold

All In The Family
Lisella Public Affairs, LLC

Silver

Backwards Beto
Axiom Strategies

Bronze

Heidi and the Mob
Storytellers

B03 - For U.S. House of Representatives

Gold

Harder FlipAction
Bergmann Zwerdling Direct

Silver

Harder Denham's Own
Bergmann Zwerdling Direct

Bronze

Stone Cold Crazy
Storytellers

B04 - For Down-Ballot Statewide

Bronze

Tiny Trump
Mad Dog Mail

B05 - For State Legislature

Gold

Thoughts and Prayers
Wildfire Contact

Silver

Smoking Kitty
The Singularis Group

Bronze

Bio Fridge
Superior Blue Strategies

B06 - For Mayor

Silver

"Survival Kit"
Resonance Campaigns

Bronze

Terry Frank: Doorstop
Direct Edge Campaigns



Winners

B07 - For Local/ Municipal/Regional

Gold

Amazon
BerlinRosen

Silver

Vaughn Hearts Developers
ARDA Campaigns

Bronze

Courtroom Sketch
Andre Charles Consulting

B08 - For Special Election - Federal

Bronze

Emergency Notice
PG Targeting, LLC

B10 - For Special Election - Local

Gold

Killian's Killer Tax Hikes
The Parkside Group

Silver

Winning an Opposition Stronghold
BuzzMaker

Bronze

Reeves: Chutes and Ladders
Direct Edge Campaigns

B11 - For PAC/Super PAC

Gold

Child Abuse
Checkmate Strategies

Silver

"Big Sugar"
Resonance Campaigns

Bronze

EAAF MN-03 #1
Moxie Media

B12 - For Organization

Gold

Liberty
The Campaign Workshop

Silver

SBA Public Health Alert
The Lukens Company

Bronze

Trade Deals
JVA Campaigns

B13 - Bilingual/ Multilingual/ Foreign Language

Gold

Nada
The Strategy Group

Silver

VoteVets - Gil Cisneros
Solidarity Strategies

Bronze

The Verdict
Whitehurst/Mosher Campaign
Strategy and Media

B14 - Early Voting/ Absentee Ballot/ Vote-by-Mail

Gold

"Social Pressure"
Resonance Campaigns

Silver

Bluestem Vote-by-Mail Application
JVA Campaigns

Bronze

Rise Up
Ourso Beychok, Inc.

B15 - Best Use of Humor

Gold

Harder Denham's Own
Bergmann Zwerdling Direct

Silver

Dr. Suess
BerlinRosen

Bronze

Our Brother is a Big Nerd!
Mad Dog Mail

B16 - Best Use of Negative or Contrast

Gold

The Bureaucrat Man
ColdSpark

Silver

Harder Denham's Own
Bergmann Zwerdling Direct

Bronze

Cisneros Rubber Stamp
Bergmann Zwerdling Direct

B17 - Best Use of Illustration or Photography

Gold

Truck Load of Cash
The Singularis Group

Silver

Lamont Risk
Bergmann Zwerdling Direct

Bronze

Harder Flip Action
Bergmann Zwerdling Direct

B18 - Best Use of Social Pressure

Gold

Cisneros Neighborhoods
Bergmann Zwerdling Direct

Silver

Only You Can Stop
The Strategy Group

Bronze

Making History in Mississippi
Chism Strategies

B19 - Best Use of Targeting

Gold

Pup
Red Maverick Media

Silver

Harder Faces
Bergmann Zwerdling Direct

Bronze

Highly Educated Suburban Moms
Red Maverick Media

B20 - Best Use of Slate Mail

Bronze

Metro Mailer
The Beytin Agency

B21 - GOTV

Gold

Critical Time
Ourso Beychok, Inc.

Silver

Interactive Mail
AmperSand Consulting

Bronze

Lamont Mute
Bergmann Zwerdling Direct

Winners



B22 - Independent Expenditure Campaign - Governor

Gold

Scrapbook

The Strategy Group

Silver

Heroes

Wildfire Contact

Bronze

The Lie Begich Told

Red Maverick Media

B23 - Independent Expenditure Campaign - U.S. Senate

Silver

Mount Taxmore

Axiom Strategies

B24 - Independent Expenditure Campaign - U.S. House of Representatives

Gold

Eye

Wildfire Contact

Silver

EDAF Dana Rohrabacher Russian

Dolls

SKDKnickerbocker

Bronze

Deadbeat Dad

Persuasion Partners, Inc.

B26 - Independent Expenditure Campaign - State Legislature

Gold

I Don't Know

Persuasion Partners, Inc.

Silver

Super Donor

FSB Core Strategies

Silver

Dishonest George

Millennium Consulting, Inc.

Bronze

Mostly

The Balduzzi Group

B27 - Independent Expenditure Campaign - Mayor

Gold

Broken Frame, Broken Dreams

It's Our Time

50+1 Strategies

Silver

"The King"

DMI DIRECT

Bronze

Caught Red Handed

MDW Communications LLC

B28 - Independent Expenditure Campaign - Local/Municipal/Regional

Gold

NMB Shut

Bergmann Zwerdling Direct

Silver

Selfie

The Campaign Workshop

Bronze

The Cats of Maywood

Green Alley Strategies

B30 - Independent Expenditure Campaign - Special Election - Statewide

Gold

Midwest Growth PAC

Randy Bryce Deadbeat Dad

The Lukens Company

Direct Mail - Ballot Initiative Division

B32 - For Statewide

Gold

Porker

Wildfire Contact

Silver

No on Proposition 112

Pac/West

Bronze

"Yes & No"

Bouchard Gold Communications

B33 - For Local

Gold

Weaponizing Cute

Murphy Nasica & Associates

Silver

Re-Think Security

Freeman Public Affairs

Bronze

Pineville--Vote Yes Props 4 & 5

Hatch Consulting Group &

goFishAdvertising

B35 - Bilingual/Multilingual/Foreign Language

Bronze

Parques de Primera Clase

MDW Communications LLC

B37 - Best Use of Social Pressure

Bronze

Voter Report Card

Cerillion N4 Partners

Direct Mail - Public Affairs/Issue Advocacy Division

B38 - For National

Gold

Calendar

Eberle Communications Group

Silver

Senate Majority PAC

Nexus Direct

B39 - For Statewide

Silver

Choice

Bergmann Zwerdling Direct

Bronze

Red Tape

Arizonans for Better Healthcare

B40 - For Local

Gold

OAR - Oakwood Cost Stickers

The Lukens Company

Silver

Show Up for Shoot-out

Calvert Street Group

Bronze

Astounding

The Reeds PRC



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Winners



Direct Mail - Miscellaneous

B41 - Best Use of Opposition Research

Gold

Dishonest George
Millennium Consulting, Inc.

Silver

Extinct
The Strategy Group

Bronze

Real Leaders Don't Mislead the People
Burges & Burges Strategists

Television - Candidate Division

C01 - For Governor

Gold

Squeaky
Strategic Partners & Media

Silver

Michelle Lujan Grisham for Governor "Turbine"
Putnam Partners, LLC

Bronze

Kemp - Jake
Something Else Strategies

C02 - For U.S. Senate

Gold

The Difference
Jamestown Associates

Silver

Jacky Rosen - Line
MVAR Media

Bronze

Red and Blue
Siegel Strategies

C03 - For U.S. House of Representatives

Gold

Elaine Luria for Congress "Tell You"
Putnam Partners, LLC

Silver

Chrissy Houlahan for Congress "Service"
Putnam Partners, LLC

Bronze

Paul Gosar Isn't Working For You
Randy Murray Productions

C04 - For Down-Ballot Statewide

Gold

"Crunch"
Strother Nuckels Strategies

Silver

Phil Weiser for Attorney General "Preoccupied"
Putnam Partners, LLC

Bronze

Gateway SCN
Strategies

C05 - For State Legislature

Gold

Bob Antonocci
Convergence Media

Silver

Doors
Jamestown Associates

Bronze

Parkhurst "Welcome Back"
PRIME Media Partners

C06 - For Mayor

Gold

Make History, Change History
SCN Strategies

C07 - For Local/Municipal/Regional

Gold

Greatest Hits from a Broken Record
Murphy Nasica & Associates

Bronze

Courage and Passion
Buisson Creative

C10 - For Special Election - Local

Gold

"Manure"
Strother Nuckels Strategies

C11 - For PAC/Super PAC

Gold

"Beep"
Strother Nuckels Strategies

Silver

Couldnt Agree More
BrabenderCox

Bronze

KCDA KS-02 "Hill"
PRIME Media Partners

C12 - Bilingual/Multilingual/Foreign Language

Gold

Compas
MAP Political Communication

Silver

Xochitl Torres Small for Congress: Abuela
The New Media Firm

Bronze

AMLO
White Noise (viewer)
Heuristica Comunicación

C13 - Best Use of Humor

Gold

Dodgeball
The NOW Group

Silver

Reynolds - Operator
Something Else Strategies

Bronze

Kemp - Jake
Something Else Strategies

C14 - Best Use of Negative or Contrast

Gold

Dean Phillips for Congress "Phone Booth"
Putnam Partners, LLC

Silver

"Beep"
Strother Nuckels Strategies

Bronze

Elissa Slotkin for Congress "Farm"
Putnam Partners, LLC

C15 - Best Use of Personality or Celebrity

Gold

Meadow
OnMessage, Inc.

Bronze

Coaches
E.SK Strategies



Winners

C16 - Independent Expenditure Campaign - Governor

Gold

Stinks'
OnMessage, Inc.

Silver

Democratic Governors Association
WI - Daughter
GMMB

Bronze

Palmetto PAC - "FireCat"
Content Creative Media

C17 - Independent Expenditure Campaign - U.S. Senate

Gold

Club for Growth Action Missouri
"Took Off"
PRIME Media Partners

Silver

NRSC IE (ND)
Convergence Media

Bronze

"Montana"
Strother Nuckels Strategies

C18 - Independent Expenditure Campaign - U.S. House of Representatives

Gold

"Beep"
Strother Nuckels Strategies

Silver

"Timeline"
Armour Media

Bronze

Congressional Leadership Fund
OH-1 IE
"Smooth Operator"
FP1 Strategies

C19 - Independent Expenditure Campaign - Down-Ballot Statewide

Gold

Puppets
Jacobson & Zilber Strategies

Silver

Unity
Consensus Communications

Bronze

Two Ways
AKPD Message and Media

C20 - Independent Expenditure Campaign - State Legislature

Gold

Honor and Principles PAC
"Our Own Hands"
Content Creative Media

Silver

CCSA Families and Teachers United
"Time's Up"
Putnam Partners, LLC

Bronze

Robert Rivas for California State
Assembly IE:
"Our Story"
RALLY Campaigns

C21 - Independent Expenditure Campaign - Mayor

Bronze

Inglewood Coalition for Safe
Streets and Good Jobs
"Champion"
Putnam Partners, LLC

C23 - Independent Expenditure Campaign - Special Election - Federal

Silver

Congressional Leadership Fund
OH-12 IE
"Admitted"
FP1 Strategies

Television - Ballot Initiative Division

C26 - For Statewide

Gold

Ride Along
SCN Strategies

Silver

Phone Tree
Snyder Pickerill Media Group

Bronze

Voters In Charge - Big Sky
Consensus Communications

Bronze

Agree
Jamestown Associates

C27 - For Local

Gold

Broward Transportation Initiative
Metropolitan Public Strategies

Silver

No on Prop C - Committee for an
Affordable City TV Spots
Whitehurst/Mosher Campaign
Strategy & Media

Bronze

Beating the Mayor, the Media, & All
the Millionaires in 30 seconds
Murphy Nasica & Associates

C28 - Bilingual/Multilingual/Foreign Language

Gold

Voters In Charge - Voting Booth
Consensus Communications

Silver

Raul Dice Votar No On 112
Novitas Communications

Bronze

"You Don't Have the Right-ES"
The Strategy Group Company

Television - Public Affairs/Issue Advocacy Division

C29 - For National

Gold

HSUS Got a "D"
Berman and Company

Silver

"Without 340B - Labor"
The Strategy Group Company

Bronze

Immigrants Have Always Made
America Great
Defending Democracy Together

Bronze

More Than You Think
The NOW Group

C30 - For Statewide

Gold

Independent
Glass House Strategy

Silver

In These Moments
The NOW Group

Winners



C31 - For Local

Silver

The Stand
Mammoth

Bronze

Sucker City
Tom Shepard & Associates, Inc.

Digital/Internet - Candidate Division

D01 - Internet Advertising - Governor

Gold

Whitmer for Governor
In Your Corner
GMMB

Silver

Trick or Treat
SCN Strategies

Bronze

Tucker
AL Media

D02 - Internet Advertising - U.S. Senate

Gold

Our Time
The WIN Company

Silver

"The Right Place"
BerlinRosen

Bronze

Is Ted Cruz "Tough as Texas"?
FTC PAC

D03 - Internet Advertising - U.S. House of Representatives

Gold

"We"
76 Words

Silver

Joe Cunningham for Congress
Journey
GMMB

Bronze

Teacher of the Year to Congresswoman:
Jahana Hayes
Change Media Group & Hardpin Media

Bronze

MJ Hegar for Congress
"Like A Girl"
Putnam Partners, LLC

D04 - Internet Advertising - Down-Ballot Statewide

Gold

"Ride Along"
The Strategy Group Company

Silver

Nikki Fried for FL Ag Commissioner
Impact Politics & CateComm

Bronze

Tish James for NY Attorney General
DSPolitical

D05 - Internet Advertising - State Legislature

Gold

Justice
Jacobson & Zilber Strategies

Silver

Don't mess with Texas Governor
Greg Abbott
Murphy Nasica & Associates

Bronze

Carol Alvarado for State Senate
"The Flood"
Putnam Partners, LLC

D06 - Internet Advertising - Mayor

Gold

Cat Brooks for Mayor
"Bullhorn"
Putnam Partners, LLC

Silver

Carlsbad Mayor - Mayor Matt Hall
IVC Media LLC

Bronze

Making History
FSSG

D07 - Internet Advertising - Local/Municipal/Regional

Gold

AVENGER: MoCo
Devine Mulvey Longabaugh

Silver

Jo Ann for Portland
FSSG

Bronze

La Mesa Pets
Baber for City Council 2018

D11 - Internet Advertising - Special Election - Local

Bronze

Running
Ampersand Consulting

D12 - Internet Advertising - Best Use of Search Engine Marketing

Gold

Hotline Bling
Pacific Campaign House

Gold

Ted Cruz
Fundraising Search Advertising
The Prosper Group

Silver

Tester Campaign Exceeds Fundraising
Expectations & Gets The Message Out
Through Search Ads
Authentic Campaigns

Bronze

McSally Google Search
Campaign Solutions

D13 - Internet Advertising - Best Use of Targeting

Gold

Marsha Blackburn GOTV
Targeted Victory

Silver

In Your Neighborhood
Data for Donkeys

Bronze

A New Approach for Demographic
Targeting
Bully Pulpit Interactive

D16 - Website - U.S. Senate

Gold

Rick Scott for Florida
OnMessage Inc.

Bronze

LeahVukmir.com
FP1 Strategies

D17 - Website - U.S. House of Representatives

Gold

Dan McCready for Congress
ASSEMBLE

Silver

Website Redesign Pays Dividends
to Hurd for Congress Campaign
The Prosper Group

Bronze

California Counts
Revolution Messaging



Winners

D18 - Website - Down-Ballot Statewide

Gold

Jocelyn Benson for Michigan
Secretary of State
Change Media Group

Silver

Vote Local PA
Think Big Campaigns

Bronze

Leslie Rutledge for Attorney General
Catch Digital Strategy

D19 - Website - State Legislature

Silver

Cheri Helt for Bend
FP1 Strategies

Bronze

Kelly Hancock for Texas Senate
Catch Digital Strategy

D25 - Web Video

Gold

MJ Hegar for Congress
"Doors"
Putnam Partners, LLC

Silver

The Difference
Jamestown Associates

Bronze

A Lifetime of Service
Firelux

D26 - Digital Creative - Stand Alone

Gold

Taking A Winning TV Message to Digital
The Prosper Group

Silver

Where is Greg Gianforte?
4degre.es

Bronze

Lora - Patients For Affordable Drugs Action
Trilogy Interactive

D27 - Digital Creative - Full Set

Gold

Patients for Affordable Drugs Action
TX-32
Trilogy Interactive

Silver

Xochitl Torres Small for Congress:
Digital Advertising
The New Media Firm

Bronze

Whitmer for Governor
Fix the Damn Roads
GMMB

D28 - Bilingual/ Multilingual/ Foreign Language

Gold

AMLO - Behind a vote for PRIAN
Heurística Comunicación

Silver

Sheinbaum - Watch
Heurística Comunicación

Bronze

Hotline Bling
Pacific Campaign House

D29 - Best Use of Social Media Advertising

Gold

From Supporters to Voters
Bully Pulpit Interactive

Silver

Using AI to Drive GOTV Turnout
AdVictory

Bronze

Electing the First LGBTQ Mayor of Trenton, New Jersey
Pacific Campaign House

D30 - Best Use of Social Media - Digital Acquisition Campaign

Gold

Kamala Harris for U.S. Senate
Authentic Campaigns

Silver

Sign the Petition (via Mikie Sherrill)
4degre.es

Bronze

Andres Manuel Lopez Obrador
MORENA 2018
Heurística Comunicación

D31 - Best Use of Video

Gold

Whitmer for Governor
In Your Corner
GMMB

Silver

Bill Lee for TN "Why" Film
Strategic Perception

Bronze

Cancer
JVA Campaigns

D33 - Best Use of Email Marketing (Non-Fundraising)

Gold

Polis for Colorado Ballot Chasing
Emails
Precision Strategies

Silver

Using The Power of Personal Narrative to Protect DREAMers:
John Fetterman for Lt. Governor
Change Media Group

Bronze

Recruitment Video
BrabenderCox

D34 - Best Use of Humor

Gold

The Difference
Jamestown Associates

Silver

The Debate
Jacobson & Zilber Strategies

Bronze

Chris King for Governor
"Carpool Karaoke"
Purple State Political

D35 - Best Use of Negative or Contrast

Gold

Paul Gosar Isn't Working For You
Randy Murray Productions

Silver

AMLO - Plague
Heurística Comunicación

Bronze

"Every Penny"
Indigo Strategies LLC

Winners



D36 - Independent Expenditure Campaign - Governor

Gold

Democratic Governors Association
WI - Coffee
GMMB

Silver

Hashtags
CounterPoint Messaging

Bronze

Venue Replay Technology Campaign
Go BIG Media Inc

D37 - Independent Expenditure Campaign - U.S. Senate

Gold

Do You Know Beto Website
Drogin Group LLC

Silver

"Ultimate Social Justice Warrior"
The Strategy Group Company

Bronze

Stop Phil Bredesen
Campaign Solutions

D38 - Independent Expenditure Campaign - U.S. House of Representatives

Gold

Getting Democrats to the Polls
Nationwide With an Authentic
Digital-First Video
Mothership Strategies

Silver

Midwest Growth PAC
Bryce Deadbeat Dad
Digital Pre-roll Video
The Lukens Company

Bronze

Not One Penny (NJ-03) - Let's Talk
MVAR Media

D39 - Independent Expenditure Campaign - Down-Ballot Statewide

Gold

The Justice 5
Jacobson & Zilber Strategies

Silver

Progress Michigan: Final Poem
The New Media Firm
Progress Michigan

Bronze

Justice Colorado
Rising Tide Interactive

D41 - Independent Expenditure Campaign - Mayor

Gold

"Baloney"
Armour Media

Digital/Internet - Ballot Initiative Division

D46 - Internet Advertising

Gold

Oklahomans Against 793
Right Strategy Group

Silver

Voters Not Politicians
Trilogy Interactive

Bronze

Broward County Transportation Ballot
Initiative
Metropolitan Public Strategies

D47 - Website

Silver

Yes on SDSU West
IVC Media LLC

D48 - Web Video

Gold

Yes on California Proposition 68:
"Stand Up"
RALLY Campaigns

Silver

Is the City Manager Gonna Rescue
You When Your House is on Fire?
Murphy Nasica & Associates

Bronze

"Born an Addict"
The Strategy Group Company

D49 - Digital Creative - Stand Alone

Silver

"Born an Addict"
The Strategy Group Company

D50 - Digital Creative - Full Set

Gold

"No on 1" Series
The Strategy Group Company

Silver

Protect AR Families
FSSG

Bronze

Yes on SDSU West
IVC Media LLC

Digital/Internet - Public Affairs/ Issue Advocacy Division

D53 - Internet Advertising

Gold

Voting for Civil Liberties
Bully Pulpit Interactive

Silver

Third Point
"Good"
Strategic Perception

Bronze

"Without 340B - Labor"
The Strategy Group Company

D54 - Website

Gold

CTWorkers.org Gives Union Workers
A Safe Space to Engage
The Zoldak Agency

Silver

Center for Jobs & the Economy
Website Redesign
Unearth Campaigns

Bronze

Me Too
Revolution Messaging

D55 - Web Video

Gold

We Didn't Sign Up For War,
We Just Want an Education
Devine Mulvey Longabaugh

Silver

Conflict Minerals
Revolution Messaging

Bronze

Don't Vote:
A Knock the Vote PSA
ACRONYM

D56 - Best Use of Email Marketing (Non-Fundraising)

Gold

The Home Depot PAC
Path of The PAC Dollar Email
Sagac Public Affairs



Winners

D57 - Best Use of Social Media

Gold

We Stand With Seniors...
Will You?

Perry Communications Group

Silver

California Consumer Privacy Act
IVC Media LLC

Bronze

Yes, we could; Jalisco is a leader
Heuristica Comunicacion

D58 - Best Use of Data Analytics/ Machine Learning (Non-Fundraising)

Gold

AI Powered Facebook
Messenger Chatbot
Upstream Communications

Silver

Vote Yes on Prop E
MiQ and EMJ Public Affairs

Bronze

5-Part Introductory Engagement
Workflow Automation
Boulder Strategies LLC

D59 - Best Use of a Mobile Application

Gold

AdMo
Advertising Analytics

Silver

Sri Preston Kulkarni Campaign
RevUp Software

Bronze

Team
The Tuesday Company

Phones - Candidate Divison

E01 - Automated Calls

Gold

Last Minute Trump Tweet
RightVoter, LLC

Silver

Swamp Creature
Axiom Strategies

Bronze

Vote These Bastards Out
Stones' Phones

E02 - Live Calls

Gold

ODP Coordinated Campaign Vote
Planning GOTV
InFocus Campaigns

Silver

Poor Judgement
Stones' Phones

Bronze

Sylvia Garcia for Congress
Bilingual Live Calls during
Early Voting
InFocus Campaigns

E03 - Telephone Town Hall Call/Forum Call

Gold

"Focus on the Heartbeat"
Front Porch Strategies

Silver

Cruzin' for Cash
Ted Cruz's \$90K Telephone Townhall
CampaignHQ

Bronze

Chicago's 45th Ward Discusses
Affordable Housing
The Sexton Group

Phones - Ballot Initiative Division

E05 - Telephone Town Hall Call/Forum Call

Silver

Real Conversations on How to
"Promote the Vote!"
Stones' Phones

Phones - Public Affairs/ Issue Advocacy Division

E06 - Patch-Through Program Autodial/Live

Gold

Bread For The World "Hunger"
Click-To-Call 2018
Eleison Group, LLC

Silver

Passing Gun Dealer Licensing
Legislation in IL
The Sexton Group

Bronze

"Take Action for 340B"
The Strategy Group Company

E07 - Telephone Town Hall Call/Forum Calls

Silver

"Looking Ahead:
Budgeting for the Future"
Front Porch Strategies

Phones - Miscellaneous

E08 - Best Use of Mobile Technology

Gold

AdMo
Advertising Analytics

Silver

Team
The Tuesday Company

Bronze

Dan the Dancing Puppet
SABIO Mobile

E10 - Innovative Use of Automated SMS Technology

Gold

Marrying Online Surveys & P2P SMS
to Create a New Survey Sampling
Approach
Cygnal

E11 - Best Use of Peer to Peer Texting

Gold

Hurricane Disaster Relief Paired With
Unique GOTV Solution
RumbleUp

Silver

Polls are Close:
Ted's 5X Match Tops \$100,000
CampaignHQ

Bronze

Planned Parenthood Defenders
Community Outreach Group

Radio - Candidate Division

F01 - For Governor

Gold

Kemp - Healthy Appreciation
Something Else Strategies

Silver

Squash Man
Go BIG Media Inc

Bronze

Reynolds - Hubbell Help Line
Something Else Strategies

Winners



F02 - For U.S. Senate

Gold

Play Ball

Paul Caprio and Associates

F03 - For U.S. House of Representatives

Gold

Stands Up for Us

POOLHOUSE

Bronze

Xochitl Torres Small for Congress: Swamp

The New Media Firm

F04 - For Down-Ballot Statewide

Gold

Ainsworth - Twinkle, Twinkle
Something Else Strategies

Silver

Tiempo de Votar (Time to Vote)
ALZA Strategies

F05 - For State Legislature

Gold

Funny Name, Great Representative
Right Angle Consulting

Silver

Truth Matters

Hackney & Hackney

Bronze

Randy Ligon for State House
"Auctioneer"

First Tuesday Strategies

F07 - For Local/Municipal/Regional

Silver

We're #1!

Sermo Digital

Bronze

Experience Counts
WrightPath Solutions

F11 - For PAC/Super PAC

Gold

Congressional Leadership Fund
WI-1 IE
"Nine Arrests"
FP1 Strategies

Silver

Scary Linda Belcher
GRIT CREATIVE

F12 - Bilingual/Multilingual/Foreign Language

Gold

Tiempo de Votar (Time to Vote)
ALZA Strategies

Silver

Todos Somos Héroes

MAP Political Communication

Bronze

Equidad y Justicia

NWP Consulting

F13 - Best Use of Humor

Gold

Conservative Alliance PAC
"Hagan Kingdom"
Content Creative Media

Silver

"Bill the Farmer"

Strother Nuckels Strategies

Bronze

A Problem Like Maria

Buisson Creative

F14 - Best Use of Negative or Contrast

Gold

Congressional Leadership Fund
WI-1 IE
"Nine Arrests"
FP1 Strategies

Silver

Conservative Alliance PAC
"Hagan Kingdom"
Content Creative Media

Bronze

E-I-E-I-NO

Right Angle Consulting

F15 - Independent Expenditure Campaign

Gold

Congressional Leadership Fund
WI-1 IE
"Nine Arrests"
FP1 Strategies

Silver

Card Shark

Hackney & Hackney

Bronze

Conservative Alliance PAC
"Hagan Kingdom"
Content Creative Media

Radio - Ballot Initiative Division

F16 - Best Use of Radio

Gold

Fernando Sergio

EIS Solutions

Ascent Media

Hispanic Chamber of Metro Denver

Silver

"Vote Yes for Justice, Vote Yes for Amendment 2"

Top Drawer Strategies

Bronze

Pineville Prop 4 & 5

Pineville Thrives

Hatch Consulting Group

Radio - Public Affairs/Issue Advocacy Division

F17 - Best Use of Radio

Gold

Officer Down

McNally Temple Associates

Silver

ASPCA - "Vote No"

Content Creative Media

Bronze

USATuPoder

MAS Consulting/Ojiva

Fundraising

G01 - Best Use of Direct Mail

Gold

Mr. Waldron

Camelot Consulting

Silver

Say Hello to Dusty

Lawrence & Schiller

Bronze

Battle for 51

HSP Direct

G02 - Best Use of Email

Gold

Record Breaking Email Fundraising
4degre.es

Silver

Martha McSally

Campaign Solutions

Bronze

Sounding the Alarm Across
Texas & America

The Prosper Group



Winners

G03 - Best Use of Social Media

Gold

From Teacher of the Year to Congresswoman:
Jahana Hayes for Congress
Change Media Group & Hardpin Media

Silver

Leveraging Organic Social for Fundraising by Building Audiences, Relationships, and Authenticity
Authentic Campaigns

G05 - Best Use of a Landing Page for Digital Fundraising

Bronze

Hogan for Governor
100 Days Video Page
Campaign Inbox

G08 - Best Fundraising Technology

Gold

NRCC Major Donor Analytics
Echelon Insights

Silver

Either Sen. Collins VOTES NO on Kavanaugh OR we fund her future opponent
Crowdpac

Bronze

Reply to Donate
FP1 Strategies

G09 - Best Use of Data Analytics/Machine Learning in Online Fundraising

Bronze

Making The Most of A Viral Moment: Building a Grassroots Fundraising Machine for MJ Hegar
Change Media Group

G10 - For PAC

Gold

The Home Depot PAC
2017 Annual Report
Sagac Public Affairs

G11 - Best Use of Independent Committee and Super PACS

Gold

Is Ted Cruz "Tough as Texas"?
FTC PAC

G12 - Best Use of 501(c)(4)

Gold

Susan B. Anthony List Kavanaugh Nomination Fundraising Email
Campaign Inbox

G13 - For Use of Trade Association Fundraising

Bronze

AmeriChem PAC - Annual Report
Sagac Public Affairs

G14 - Fundraising Gift With Donation

Bronze

AmeriChem PAC
Hall of Fame Donation Gift
Sagac Public Affairs

Newspaper

H01 - Full Page

Gold

AAP1 Social Pressure Newspaper Ads
Mosaic Media Strategy Group

Silver

We are all the Tree of Life
Jamestown Associates

Bronze

Jalisco's Talent Goes a Long Way
Heuristica Comunicacion

H02 - Less Than a Full Page

Silver

Haston: Chester County
Direct Edge Campaigns

Bronze

Jalisco - Agrifood giant
Heuristica Comunicacion

H03 - Insert

Bronze

Vote FOR Round Rock
Texas Petition Strategies

Collateral

I02 - Door Hanger

Gold

Statewide Success with GOTV Sticky Lit
Change Media Group

Silver

Clear Choice
The Singularis Group

Bronze

JOLT
Solidarity Strategies

I03 - Logo

Gold

Question 2
Yes for Mesa Public Safety
HighGround, Inc.

Silver

ADPAC: American Dental Association
Tooth Talk
Sagac Public Affairs

Bronze

PCI PAC: "March Madness" Logo for Internal Employee Solicitation Campaign
Sagac Public Affairs

I04 - Mass Transit/Bus Sign

Gold

Gavin Newsom Courage for a Change
50+1 Strategies

Silver

Sigamos Avanzando
Colectivo B

Bronze

AMLO - Sheinbaum
Heuristica Comunicacion

I05 - Most Original/Innovative Collateral Material

Gold

Oh, the Places You'll Forget
FP1 Strategies

Silver

AMLO - AMLOVERS
Heuristica Comunicacion

Bronze

El predial te protege - Illustration
Colectivo B

I06 - Non-Mail Brochure

Gold

Codes for Kicks
Calvert Street Group

Silver

Claudia Sheinbaum
Heuristica Comunicacion

Bronze

AmeriChem PAC
"Pack Your Bags"
Prize Brochure
Sagac Public Affairs

Winners



J07 - Yard/Outdoor Sign

Gold

Yes For Your Libraries
TJP Media

Silver

Fierce
Moxie Media

Bronze

ABC: Always Be Closing
Murphy Nasica & Associates

Field

J01 - Paid Field Program

Gold

"Mike Pence did what?"
Stampede Consulting

Silver

Staying Afloat in a Blue Wave
Murphy Nasica & Associates

Bronze

Nevada State Legislature
Zero Week Solutions

J02 - Field Program - Federal

Bronze

The Rural Canvassing Program that
Beat Back the Blue Wave
Murphy Nasica & Associates

J04 - Field Program - Local

Gold

36,000 Square Miles Across 37
Counties for 658 Votes
Murphy Nasica & Associates

Silver

The Big Red Wall
Advanced Micro Targeting, Inc.

Bronze

Winning Grass Roots Campaign to
Elect Sheriff - Voters Contacted,
Identified, and GOTV
CAMCO Consulting

J05 - Field Program - Ballot Initiative

Gold

20% Turnout Shift
EIS Solutions
Blitz Canvassing

Silver

Newton Legal Cannabis Ballot
Campaign
Five Corners Strategies

J06 - GOTV - Federal

Gold

SAFE 2018 Midterm Election
Campaign
Mammoth

Silver

Florida Senate Race
In Field Strategies Inc.

Bronze

Max Rose 2018
North Shore Strategies

J08 - GOTV - Local

Gold

2018 Midterm Elections Advertising
Mammoth

Silver

Flag Drop GOTV
Millennium Consulting, Inc.

Bronze

Green Wave
Advanced Micro Targeting, Inc.

J09 - GOTV - Ballot Initiative

Bronze

20% Turnout Shift
EIS Solutions
Blitz Canvassing

J10 - Ballot Access - Petition Collection

Gold

Grassroots Path to the Ballot
Voters Not Politicians

Silver

Jersey City Katyn Memorial
Fuerza Strategy Group

J11 - Grassroots Program - Public Affairs/Issue Advocacy

Gold

Fourth Time's a Charm
Getting Newland Sierra Approved
Davies Public Affairs

Silver

We Stand With Seniors... Will You?
Perry Communications Group

Bronze

Team
The Tuesday Company

J12 - Absentee/ Early Voting Program

Gold

Beto + Bob,
The "Almost" Shockers of 2018
Stampede Consulting

J13 - Voter Registration Program

Silver

Lose Your V-Card
DoSomething.org

Bronze

UnidosUS Google Ad
Solidarity Strategies

J15 - Walk/Handout Piece

Gold

Rossi Baggage
Cerillion N4 Partners

Silver

Big Cig
Cerillion N4 Partners

Bronze

Running for You
Hackney & Hackney

J16 - Best Use of New Technology

Gold

Better Results Through Peer-to-Peer
Multimedia Texting (MMS vs. SMS)
RumbleUp

Silver

Team
The Tuesday Company

J17 - Best Use of Analytics

Silver

RNC Voter Scoring Project
WPA Intelligence

Bronze

Dynamic Election Day Turnout Model
AmperSand Consulting

Student

K01 - Best Campaign Plan

Gold

Nina Turner for Ohio
Fordham University, Elections &
Campaign Management Program



Winners

Shoulda, Woulda, Coulda

L01 - Best Use of Direct Mail

Gold

Two Visions

Convergence Targeted Communications

Silver

Phil Shredesen

Big Dog Strategies

Bronze

Crying Child

Superior Blue Strategies

L02 - Best Use of Television

Gold

"Blockhead"

The Strategy Group Company

Silver

Jalisco - Prevention (Crime)

Heurística Comunicación

L03 - Best Use of Digital/Internet

Gold

Fiscally Irresponsible

CounterPoint Messaging

Silver

Cancer

Roldán Carreón Cossío y Asociados

Bronze

Criminal

Roldán Carreón Cossío y Asociados

L06 - Best Use of Radio

Silver

Jalisco - Extortion

Heurística Comunicación

The One That Got Away

M01 - Best Use of Direct Mail

Gold

Bandido

The Positive Program

Silver

Ruiz Sidekick

Bergmann Zwerdling Direct

Bronze

Cisneros Reveal

Bergmann Zwerdling Direct

M02 - Best Use of Television

Gold

Michelle Lujan Grisham for Governor

"The Wall"

Putnam Partners, LLC

Silver

Caldwell - No Bull

Something Else Strategies

Bronze

The Committee for Allan Fung

Convergence Media

M03 - Best Use of Digital/Internet

Gold

3 AM

Sharp Politics

Silver

DCCC IE - Russian Dolls

Trilogy Interactive

Bronze

Coahuila Never Stops

Atelier Espora

