THE 2022 POLLIE AWARDS

WINNERS BOOK

"THE OSCARS OF POLITICAL ADVERTISING"
- Esquire Magazine

#2022POLLIES
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THE 2022 POLLIE AWARDS

WINNERS BOOK

TABLE OF CONTENTS

Judges 5
Pollie Contest Winners 10

Congratulations to all of this year’s honorees

Winners Book Printed Courtesy of:

imagecube
Congratulations to the 2022 Pollie Award winners!

Political messaging that’s relevant and true to who people are is a winning strategy for today’s campaigns.

We invite you to leverage the latest voter research and media trends on the Deliver The Win® website to craft a campaign message that resonates with today’s diverse electorate.

Download a free demographic profile fact sheet—like “Hispanics and Mail”—to learn more about authentically reaching diverse voters.

deliverthewin.com/factsheets
AAPC gratefully acknowledges the more than 120 judges who participated in the 2022 Pollie Awards. To ensure the fairest possible treatment of every entrant’s work, our judge pool was comprised in equal 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.
DEMOCRATIC

SCOTT ADAMS
GREEN ALLEY STRATEGIES

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AMPERSAND STRATEGIES

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THE BALDUNZI GROUP

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BLUE STATE

AJ CARRILLO
BASIS TECHNOLOGIES

DANIELLE CENDEJAS
THE STRATEGY GROUP

ANDRE CHARLES
ANDRE CHARLES CONSULTING

MICHAEL CHARLES
UPPER LEFT STRATEGIES

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TRILOGY INTERACTIVE

JOE CORRIGAN
EDGE HILL STRATEGIES, LLC

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1833 GROUP

ELENA DITRAGLIA
THE SEXTON GROUP

ELIZABETH DOYLE
SUPERIOR BLUE

JORDAN ELDRIDGE
ELDRIDGE POLITICAL PARTNERS LLC

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BOLLIER FOR KANSAS

ALEX GUY
CONVERGENCE TARGETED COMMUNICATIONS

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LESLEY UNIVERSITY

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CHERYL HORI
PACIFIC CAMPAIGN HOUSE

TIERNEY HUNT
THE NEW MEDIA FIRM

ADAM KIRSCH
CHANGE RESEARCH

MEREDITH KORDA
RED HORSE STRATEGIES

BYRON LAMASTERS
INFOCUS CAMPAIGNS

TYLER LAW
AKPD MESSAGE AND MEDIA

SPENCER LEE
THE PARKSIDE GROUP

JAKE LEVY-POLLANS
TRILOGY INTERACTIVE

MIKE LUCE
THE DOVER GROUP

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INDIGO STRATEGIES LLC

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MCINTOSH CONSULTING, LLC

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JOSHUA NANBERG
AMPERSAND STRATEGIES

DEAN NIELSEN
CERILLION N4 PARTNERS

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INFOCUS CAMPAIGNS

POOJA PATEL
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BILL RUSSELL
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MATTHEW SHELTER
BEACON RESEARCH

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SISNEROS STRATEGIES

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CHANGE MEDIA GROUP

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SUPERIOR BLUE

TRAVIS WORL
THE SEXTON GROUP

BRIAN WRIGHT
WRIGHTPATH SOLUTIONS

DAVID ZEVALLOS
SISNEROS STRATEGIES

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

## Republican

<table>
<thead>
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<th>Name</th>
<th>Company/Position</th>
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<tr>
<td>LEE-ANN BENDER</td>
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<td>THE LUKENS COMPANY</td>
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<td>ANGIE COPE</td>
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<td>JMC ENTERPRISES OF LOUISIANA/JMC ANALYTICS AND POLLING</td>
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<td>RUMBLEUP</td>
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<td>MURPHY NASICA &amp; ASSOCIATES</td>
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<td>NICK EVERHART</td>
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<td>NICHOLAS FOSTER</td>
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<td>CAUSAL IQ</td>
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<td>CAMPAIGN SOLUTIONS</td>
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## Nonpartisan/Independent

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<tr>
<td>MATT BARRON</td>
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<td>JERI RICHARDSON</td>
<td>SAGAC PUBLIC AFFAIRS</td>
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</table>
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Trophies are $199
Includes Engraving

Medallions are $149
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The Pollie Awards have always been the hallmark of the best work in political advertising, and the work entered this year was a true reflection of the innovation required to persuade and motivate the electorate during a campaign cycle that was nothing but challenging.

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 the material appeared to meet a specific campaign need or solved a particular problem. We also maintained our higher curve for trophy eligibility, continuing to make each win even more significant. AAPC salutes this year’s winners for their outstanding creative and technical achievements in the challenging 2021 political season!
Winners

**Overall - Candidate Division**

**A01 - Best Direct Mail Campaign - Democrat**
- **Gold**
  - Dan Helmer for Virginia House of Delegates
    - The Dover Group

**A01 - Best Direct Mail Campaign - Republican**
- **Gold**
  - Fowler 2021
    - Bergmann Zwerdling Direct

**A02 - Best Direct Mail Campaign - Republican**
- **Gold**
  - Glenn Youngkin for Governor
    - Axiom Strategies

**A03 - Best Television Campaign - Democrat**
- **Gold**
  - Shontel Brown for OH-11
    - SKDK

**A03 - Best Television Campaign - Republican**
- **Silver**
  - Andre Dickens for Mayor
    - Devine Mulvey Longabaugh

**A04 - Best Television Campaign - Republican**
- **Silver**
  - Youngkin For Governor
    - POOLHOUSE

**A05 - Best Digital or Internet Campaign - Democrat**
- **Gold**
  - 51 Videos For Lesli Harris For City Council
    - Brandon Guichard Digital Group

**A05 - Best Digital or Internet Campaign - Republican**
- **Gold**
  - Kari Lake for Arizona
    - Arsenal Media Group

**A06 - Best Phone Campaign - Democrat**
- **Gold**
  - Electing Dearborn’s First Arab American Mayor
    - Winning Connections

**A06 - Best Phone Campaign - Republican**
- **Bronze**
  - Byron Brown For Buffalo Mayor
    - co/efficient

**A07 - Best Radio Campaign - Democrat**
- **Gold**
  - Paige Against the Machine
    - The Win Company

**A07 - Best Radio Campaign - Republican**
- **Silver**
  - Glenn Youngkin for Governor
    - TLC Political

**A08 - Best Fundraising Campaign - Republican**
- **Silver**
  - Gibbons - OH US SEN - (All)
    - The Strategy Group Co.

**A09 - Best Field Campaign - Democrat**
- **Bronze**
  - Winsome Sears RV Tour
    - McShane LLC

**A09 - Best Field Campaign - Republican**
- **Silver**
  - Byron Brown for Buffalo Mayor
    - C3 Public Strategies

**A10 - Best Use of Opposition Research - Democrat**
- **Bronze**
  - The Anti-Militia Slate
    - Compete

**A11 - Best in Show - Democrat**
- **Gold**
  - Byron Brown for Buffalo Mayor
    - The Anti-Militia Slate

**A12 - Best in Show - Republican**
- **Gold**
  - Glenn Youngkin for Governor
    - TLC Political

**A13 - Best Fundraising Campaign - Republican**
- **Silver**
  - Gibbons - OH US SEN - (All)
    - The Strategy Group Co.

**A14 - Best Field Campaign - Republican**
- **Silver**
  - Byron Brown for Buffalo Mayor
    - C3 Public Strategies

**A15 - Best Use of Opposition Research - Democrat**
- **Bronze**
  - The Anti-Militia Slate
    - Compete

**A16 - Best in Show - Republican**
- **Gold**
  - Byron Brown for Buffalo Mayor
    - C3 Public Strategies

**A17 - Best in Show - Democrat**
- **Gold**
  - Byron Brown for Buffalo Mayor
    - C3 Public Strategies

**A18 - Best in Show - Republican**
- **Gold**
  - Gibbons - OH US SEN - (All)
    - The Strategy Group Co.

**A19 - Best Direct Mail Campaign**
- **Bronze**
  - Flush the Referendum
    - BullsEye Public Affairs, LLC

**A20 - Best Television Campaign**
- **Silver**
  - Back the Blue TV Campaign
    - McShane LLC

**A21 - Best Digital or Internet Campaign**
- **Gold**
  - The Biggest Petition Campaign in U.S. History
    - Cornerstone Solutions

**A22 - Best Phone Campaign**
- **Silver**
  - Beyond the Headlines of Stop the Recall
    - Chism Strategies

**A23 - Best Field Campaign**
- **Silver**
  - The Biggest Petition Campaign in U.S. History
    - Cornerstone Solutions

**A24 - Best Use of Opposition Research - Democrat**
- **Bronze**
  - Preserve The Woodlands
    - Bullhorn Communications

**A25 - Best in Show**
- **Silver**
  - The Biggest Petition Campaign in U.S. History
    - Cornerstone Solutions

**A26 - Best Direct Mail Campaign**
- **Silver**
  - Ohio REALTORS - Burton Point of Sale
    - TLC Political

**A27 - Best Phone Campaign**
- **Bronze**
  - New Mexico Voices Children
    - Sisneros Strategies

**Overall - Ballot Initiative Division**

**A19 - Best Direct Mail Campaign**
- **Bronze**
  - Flush the Referendum
    - BullsEye Public Affairs, LLC

**A20 - Best Television Campaign**
- **Silver**
  - Back the Blue TV Campaign
    - McShane LLC

**A21 - Best Digital or Internet Campaign**
- **Gold**
  - The Biggest Petition Campaign in U.S. History
    - Cornerstone Solutions

**A22 - Best Phone Campaign**
- **Silver**
  - Beyond the Headlines of Stop the Recall
    - Chism Strategies

**A23 - Best Field Campaign**
- **Silver**
  - The Biggest Petition Campaign in U.S. History
    - Cornerstone Solutions

**A24 - Best Use of Opposition Research - Democrat**
- **Bronze**
  - Preserve The Woodlands
    - Bullhorn Communications

**A25 - Best in Show**
- **Silver**
  - The Biggest Petition Campaign in U.S. History
    - Cornerstone Solutions

**A26 - Best Direct Mail Campaign**
- **Silver**
  - Ohio REALTORS - Burton Point of Sale
    - TLC Political

**A27 - Best Phone Campaign**
- **Bronze**
  - New Mexico Voices Children
    - Sisneros Strategies

**Overall - Public Affairs/Issue Advocacy Division**

**A26 - Best Direct Mail Campaign**
- **Silver**
  - Ohio REALTORS - Burton Point of Sale
    - TLC Political

**A27 - Best Phone Campaign**
- **Bronze**
  - New Mexico Voices Children
    - Sisneros Strategies
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<tr>
<th>Category</th>
<th>Gold</th>
<th>Silver</th>
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<tr>
<td>A27 - Best Television Campaign</td>
<td>COVID-19 Public Awareness Campaign for NJ Department of Health</td>
<td>Putnam Partners, LLC</td>
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<td>A28 - Best Digital or Internet Campaign</td>
<td>Justice for Julius</td>
<td>The Lincoln Project</td>
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<td>A29 - Best Phone Campaign</td>
<td>Peer-to-Peer Texting: The Magic Sauce of Advocacy</td>
<td>RumbleUp</td>
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<td>“The Fight Isn’t Over Yet” and “Don’t Wait” for NJ Department of Health</td>
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<td>A31 - Best Fundraising Campaign</td>
<td>9/11 Museum 20-Year Fundraiser</td>
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<td>A32 - Best Newspaper Campaign</td>
<td>Veto Pebble Mine</td>
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<td>A33 - Best PAC Campaign</td>
<td>Audience of One</td>
<td>The Lincoln Project</td>
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<td>A35 - Best New and Unusual Tactic</td>
<td>Glenn Youngkin for Governor</td>
<td>Smart Media Group &amp; Poolhouse</td>
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<td>A36 - Best Data Analytics Solution</td>
<td>Addressing Addressable: Expanding Reach with Custom Data in the VA AG Race</td>
<td>National Media, Inc.</td>
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<td>A37 - Best Use of Data Analytics/ Machine Learning</td>
<td>Whole-Campaign Modeling System, ft. Youngkin for Governor</td>
<td>WPA Intelligence</td>
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<td>B03 - For Governor</td>
<td>Glenn Youngkin’s Gameplan</td>
<td>Axiom Strategies</td>
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<td>B04 - For PAC/Super PAC</td>
<td>Double Dipping</td>
<td>Red Maverick Media</td>
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<td>Putting Students First</td>
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<td>B07 - Early Voting/Absentee Ballot/Vote-by-Mail</td>
<td>Replacement Ballot</td>
<td>CN4 Partners</td>
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<td>Garbage Truck</td>
<td>Superior Blue Strategies</td>
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<td>B09 - Best Use of Humor - Republican</td>
<td>Very Official Correspondence from Val Arkoosh for Senate</td>
<td>Run the World Digital</td>
<td>Run the World Digital</td>
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</table>
B09 - Best Use of Humor - Republican
Silver
A Fraud
Red Maverick Media

B10 - Best Use of Negative or Contrast - Democrat
Gold
Dan Helmer for Virginia House of Delegates, “Antisemitism Timeline”
The Dover Group
Silver
Don’t Forget This Guy
Cornerstone Solutions

Bronze
Ron Kim “Hiding”
Bergmann Zwerdling Direct

B11 - Best Use of Negative or Contrast - Republican
Gold
Values
Checkmate Strategies
Bronze
Women Speak Out PAC - Poison
TLC Political

B12 - Best Use of Illustration or Photography - Democratic
Gold
Brawl
Bergmann Zwerdling Direct
Silver
Pierina
Bergmann Zwerdling Direct
Bronze
Kelly Bates for Boston City Council At-Large, “Building Bridges”
The Dover Group

B13 - Best Use of Illustration or Photography - Republican
Bronze
Meet Winsome Sears
McShane LLC

B14 - Best Use of Social Pressure - Gold
SSDC “Neighbors”
Bergmann Zwerdling Direct
Silver
If we don’t vote...
Publicis

B15 - Best Use of Targeting - Gold
Youngkin for Governor
Axiom Strategies & WPA Intelligence

B16 - Best Use of Slate Mail - Gold
Crazy Eyes
KABZA
Silver
SSDC “Danger”
Bergmann Zwerdling Direct

Bronze
SSDC “Neighbors”
Bergmann Zwerdling Direct

B17 - GOTV - Gold
SSDC “Neighbors”
Bergmann Zwerdling Direct
Silver
HAN2103 Protecting Civil Rights
Resonance Campaigns

Bronze
Bronson for Anchorage
Axiom Strategies

B19 - Independent Expenditure Campaign - Special Election - U.S. House of Representatives - Bronze
Fought Like Hell
The Balduzzi Group

Direct Mail - Ballot Initiative Division

B21 - GOTV - Gold
Ohio REALTORS - Ashland Career Center Levy
TLC Political
Silver
MCA Mailer 1
FP1 Strategies

Bronze
TJP Strategies

B22 - Bilingual/Multilingual/Foreign Language
Silver
We Are Growing!
KC Strategies

B23 - Best Use of Negative or Contrast - Gold
Mainers for Local Power “Maine Woods”
Frame Media Strategies

Silver
SuperJAWS
Superior Blue & UAW CAP

Bronze
Chief Arradondo
The Strategy Group

B24 - Best Use of Social Pressure - Silver
Vote “YES” for Polk County Clean Water
Wampold Strategies

Direct Mail - Public Affairs/Issue Advocacy Division

B25 - For National - Gold
A Penny for Henry
The Balduzzi Group
Bronze
Shooting for the Moon with One of a Kind Donor Book
The Zoldak Agency

B26 - For PAC/Trade Association - Silver
Bad Bet Casino
CAMCO Consulting, LLC
Bronze
TJP Strategies

Direct Mail - Miscellaneous

B27 - Best Use of Opposition Research - Gold
Jermaine
The Balduzzi Group

Television - Candidate Division

C01 - For U.S. Senate - Gold
Shredder
FP1 Strategies
Silver
Gibbons - OH US SEN - “We Believe”
The Strategy Group Co.

C02 - For Special Election - U.S. House of Representatives - Gold
Peterson - OH CD15 - “Fighter”
The Strategy Group Co.
Silver
Troy Carter for Congress - “More than a Dress”
SKDK
The 2022 Pollie Awards

C03 - For Governor
Gold
Youngkin - Common Cents
POOLHOUSE

Silver
Lee - NV GOV - “Ride of a Lifetime”
The Strategy Group Co.

Bronze
Youngkin - Our Moment
POOLHOUSE

C04 - For PAC/Super PAC
Bronze
Charlene’s Restaurant
Dixon Davis Media Group on behalf of American Bridge 2021

C07 - Best Use of Humor - Republican
Gold
Buford
FP1 Strategies

Silver
Terry’s Tax Collection Agency
POOLHOUSE

C08 - Best Use of Negative or Contrast - Democrat
Gold
Shontel Brown for Congress - “Strong and Effective”
SKDK

Silver
Jay Jones Choice
AL Media

Bronze
His Votes
Canada’s NDP

C09 - Best Use of Negative or Contrast - Republican
Gold
Youngkin - New Day
POOLHOUSE

Silver
Peterson - OH CD15 - “Fighter”
The Strategy Group Co.

Bronze
Youngkin - This or That
POOLHOUSE

C10 - Best Use of Personality or Celebrity
Silver
Opportunity Matters Fund - “Non-Negotiable”
Content Creative Media

Bronze
Shontel Brown for Congress - “Legacy”
SKDK

C12 - Independent Expenditure Campaign - Special Election - U.S. House of Representatives
Silver
DMFI PAC, “Divided”
Sena Kozar Strategies

C13 - Independent Expenditure Campaign - For Governor
Silver
Change
Jamestown Associates

C14 - Best Use of Targeting
Gold
Shame on Tyler Titus
ColdSpark

Bronze
Naomi
Dixon Davis Media Group on behalf of American Bridge 2021

Television - Public Affairs/ Issue Advocacy Division

C16 - For National
Gold
“Spending Spree”
Convergence Media

Silver
Good Morning
SKDK

Bronze
Decades
Integrated Media Campaigns

Digital - Candidate Division

D01 - Internet Advertising - U.S. Senate
Gold
Toughness
FP1 Strategies

Silver
New Georgia Project - Helping Turn the Senate Blue
Fenton Communications, DSPolitical

Bronze
Sen. Schumer Rides His Bike
Trilogy Interactive

D02 - Internet Advertising - Special Election - U.S. House of Representatives
Gold
Shawn Lassiter for Congress “Instinct”
Putnam Partners, LLC

Bronze
Bilingual Digital Breaks
Through in a Tough Race
New Blue Interactive

D03 - Internet Advertising - For Governor
Gold
Chris Jones for Governor “About Time”
Putnam Partners, LLC

Silver
Lee - NV GOV - “Ride of a Lifetime - Web”
The Strategy Group Co.

Bronze
Meet Guy Nohra
Ascent Strategic, Brabender Cox

D05 - Internet Advertising - Best Use of Targeting
Gold
Tom Beckius for Lincoln City Council: Waking Up The Democrats!
Foundation Blue Media, Civic Strategies, Simpli.fi

Silver
Judge Lori Dumas for Commonwealth Court General Election
Indigo Strategies LLC

Bronze
Murphy for Governor - Layered Targeting Approach
Authentic

D06 - Internet Advertising - Best Use of Email Marketing for Digital Acquisition Campaign
Silver
Starting From Scratch, A New Candidate Starts Strong
New Blue Interactive

Bronze
Tim Scott for Senate - Best Use of Email Targeted Victory

D07 - Website - U.S. Senate
Bronze
Fighting for the American Dream
ColdSpark

D09 - Website - For Governor
Silver
Gretchen Whitmer for Governor Website
Change Media Group

Bronze
Jesse Sullivan for Governor Website
IMGE

D10 - Bilingual/Multilingual/ Foreign Language
Gold
The People You Love
Pacific Campaign House

Silver
Youngkin – VA GOV - Youngkin For Governor
The Strategy Group Co.
Winners

Bronze
Mayra Flores for Congress
Arsenal Media Group

D11 - Best Use of Social Media
Gold
Boozman - AR US SEN - Boozman
For Arkansas Instagram
The Strategy Group Co.
Silver
Michelle Wu Urgency of a Mom
AL Media

Bronze
6/6 Mat-Su Borough Candidate Sweep from Strategic Use of Social Media Outreach
MobiBiz Marketing, LLC

D12 - Best Use of Video - Democrat
Gold
Fetterman’s Giant Launch for U.S. Senate
The Win Company
Silver
Val Demings For U.S. Senate Campaign Launch Series
AL Media

Bronze
Chris Jones for Governor “About Time”
Putnam Partners, LLC

D13 - Best Use of Video - Republican
Gold
Fighting to Protect the American Dream
Go BIG Media Inc.
Silver
Herschel Walker for U.S. Senate - Launch Video
Push Digital

Bronze
Exposed
Go BIG Media Inc.

D14 - Best Use of a Meme
Silver
Mike Feuer for Mayor “Best Friend”
Putnam Partners, LLC

D15 - Best Viral Campaign
Gold
Charles Graham for Congress “Hayes Pond”
Putnam Partners, LLC
Silver
“For Genocide Games”
OnMessage Inc.

Bronze
Audience of One
The Lincoln Project

D16 - Best Use of Email Marketing (Non-Fundraising)
Gold
Tim Scott for Senate
Targeted Victory

D17 - Best Use of Humor
Gold
Mike Feuer for Mayor “Best Friend”
Putnam Partners, LLC
Silver
Using Humor to Illustrate Trump Pulling the Strings on Jack Ciattarelli the Puppet Authentic
Bronze
Meet Guy Nohra
Ascent Strategic, Brabender Cox

D18 - Best Use of Negative or Contrast - Democrat
Gold
“Blind”
SBDigital
Silver
Gabe Vasquez for Congress: Far Right Herrell
FOGLAMP, Alaina Gercak, Matthew Lewis
Bronze
Ron Johnson Contrast “Ivermectin”
Change Media Group

D19 - Best Use of Negative or Contrast - Republican
Gold
Abbott’s Wall
The Lincoln Project
Silver
Shady Schweikert’s Greatest Hits
Go BIG Media Inc.

D21 - Best Use of Social Media - Digital Acquisition Campaign
Bronze
Phil Arballo For Congress
Momentum Campaigns

D22 - Web Video - Democrat
Gold
Charles Graham for Congress “Hayes Pond”
Putnam Partners, LLC
Silver
Nan Whaley for Ohio Governor: “Tough”
Sena Kozar Strategies

Bronze
Maryland: Let’s Roll
Devine Mulvey Longabaugh

D23 - Web Video - Republican
Gold
Lee - NV GOV - “Ride of a Lifetime - Web”
The Strategy Group Co.
Silver
Fighting to Protect the American Dream
Go BIG Media Inc.
Bronze
Ronda Kennedy for Congress
Arsenal Media Group

D24 - Digital Creative - Stand Alone
Gold
Fetterman’s Giant Launch for U.S. Senate
The Win Company
Silver
Rebuild
The Lincoln Project
Bronze
Winsome Sears has a Gun
McShane LLC

D25 - Digital Creative - Full Set
Silver
Ginger Sykes Torres for Congress
Matters of State Strategies

Bronze
Judge Timika Lane for Superior Court - Primary Digital Series
Indigo Strategies LLC

D26 - Independent Expenditure Campaign - U.S. Senate
Bronze
New Georgia Project - Helping Turn the Senate Blue
Fenton Communications, DSPolitical

D27 - Independent Expenditure Campaign - Special Election - U.S. House of Representatives
Silver
AFC Monster Truck
Go BIG Media Inc.

D28 - Independent Expenditure Campaign - For Governor
Gold
Californians United
Arsenal Media Group
Silver
Off a Cliff
Jamestown Associates

Bronze
Mobilizing the California Electorate
Rising Tide Interactive

Digital - Ballot Initiative Division
D29 - Internet Advertising
Silver
Help Bullhorn Preserve the Woodlands
StackAdapt

Bronze
Back to the ’70s
Forward SSG

D30 - Website
Silver
Watch Out Florida
Cornerstone Solutions
D33 - Best Use of Social Media
Silver
Break In
McShane LLC

D34 - Web Video
Gold
Shameful
Cornerstone Solutions
Silver
Back to the ’70s
Forward SSG
Bronze
No Guarantees
Cornerstone Solutions

D36 - Digital Creative - Full Set
Gold
Back the Blue Digital Campaign
McShane LLC

D37 - Internet Advertising
Gold
“Coach”
Change Media Group
Silver
Tax March: American Rescue Plan
FOGLAMP
Bronze
Save California Solar
COMPETE

D38 - Website
Gold
National Women’s Soccer Players Association - NoMoreSideHustles
Catalyst Campaigns
Silver
DK Grassroots
OneClickPolitics
Bronze
ACLU Border Humanity Project
The Colibri Collective

D39 - Best Use of Email Marketing (Non-Fundraising)
Silver
A Strategic and Novel Approach to the Holiday Email
Precision
Bronze
Justice for Julius
Justice for Julius, Amber Integrated, & Represent Justice

D41 - Best Use of Social Media
Gold
Stop Pebble Mine Campaign
True Blue Strategies
Silver
Corporate Responsibility
The Lincoln Project
Bronze
The People You Love
Pacific Campaign House

D42 - Web Video
Gold
Veterans Guardian
Ascent Media
Silver
Clark County Housing
Go BIG Media Inc.
Bronze
Abbott’s Wall
The Lincoln Project

Phones - Candidate Division
E01 - Automated Calls
Silver
Conservative Takeover After 40 Years
CampaignHQ
Bronze
Write Down Byron Brown
co/efficient

E02 - Live Calls
Gold
Securing Phil Murphy’s Reelection
Winning Connections
Silver
Susan Hutson: A New Sheriff In Town
Chism Strategies

E03 - Telephone Town Hall Call/Forum Call
Silver
Sam Peters Donor Townhall
McShane LLC
Bronze
Carey - OH CD15 - “Conservative Champion”
The Strategy Group Co.

Phones - Ballot Initiative Division
E04 - Live Calls
Gold
Beyond The Headlines of Stop the Recall
Chism Strategies
Silver
Citizens for Cleveland’s Future - “Keep Cleveland Safe”
The Strategy Group Co.

Phones - Public Affairs/Issue Advocacy Division
E06 - Patch-Through Program Autodial/Live
Gold
Constituents Continue to Fight for Constitutional Carry
CampaignHQ

E07 - Telephone Town Hall Call/Forum Calls
Bronze
Opposing Build Back Better on a State Level Telephone Townhall
CampaignHQ

Phones - Miscellaneous
E09 - Best Use of Mobile Technology
Gold
Integrated Broadcast Texting
Impactive
Silver
Video Made Accessible for All: Enhanced Video Texting
RumbleUp
Bronze
Write Down Byron Brown - Write-In Tutorial
co/efficient

E10 - Best Use of Social Science Research
Gold
Deep Partisanship Modeling
WPA Intelligence

E11 - Innovative Use of Automated SMS Technology
Silver
Republican State Leadership Committee
Targeted Victory

E12 - Best Use of Peer to Peer Texting
Gold
Youngkin for Governor: Data-First Voter Contact Thru Texting
WPA Intelligence
Silver
Video Made Accessible for All: Enhanced Video Texting
RumbleUp
Bronze
Local Senator Backs Up Candidate Against Slander
CampaignHQ

Radio - Candidate Division
F02 - For Special Election - U.S. House of Representatives
Gold
Shontel Brown for Congress - “Teamwork”
SKDK
### Winners

<table>
<thead>
<tr>
<th>Category</th>
<th>Bronze</th>
</tr>
</thead>
<tbody>
<tr>
<td>F03 - For Governor</td>
<td>Gold&lt;br&gt;Youngkin - Taxin Terry POOLHOUSE</td>
</tr>
<tr>
<td>F04 - For PAC/Super PAC</td>
<td>Gold&lt;br&gt;Opportunity Matters Fund - “Non-Negotiable” Content Creative Media</td>
</tr>
<tr>
<td>F06 - Best Use of Humor</td>
<td>Gold&lt;br&gt;Paige Against the Machine The Win Company</td>
</tr>
<tr>
<td>F07 - Best Use of Negative or Contrast</td>
<td>Gold&lt;br&gt;Opportunity Matters Fund - “Non-Negotiable” Content Creative Media</td>
</tr>
<tr>
<td>Bronze</td>
<td>JT Moore: The Change We Need Chism Strategies</td>
</tr>
<tr>
<td>F08 - Independent Expenditure Campaign</td>
<td>Gold&lt;br&gt;Equalize Terrain Media Group</td>
</tr>
<tr>
<td>Radio - Ballot Initiative Division</td>
<td>F09 - Best Use of Radio Silver&lt;br&gt;Flush the Referendum - Squander Radio BullSEye Public Affairs, LLC</td>
</tr>
<tr>
<td>Radio - Public Affairs/ Issue Advocacy Division</td>
<td>F10 - Best Use of Radio Gold&lt;br&gt;Missing Legislator! Murphy Nasica &amp; Associates Silver&lt;br&gt;St. Tammany CasiNO - Big Promises, St. Tammany CasiNO - Big Promises#2 Fletcher Consulting, LLC</td>
</tr>
<tr>
<td>Bronze</td>
<td>Coach Pete Platform Communications</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Category</th>
<th>Gold</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fundraising</td>
<td>G01 - Best Use of Direct Mail Gold&lt;br&gt;9/11 Museum 20-Year Fundraiser The Parkside Group Silver&lt;br&gt;Sam Brown for Nevada, “Battle Tested” HSP DirectBronze&lt;br&gt;Glenn Youngkin for Governor TLC Political</td>
</tr>
<tr>
<td>G02 - Best Use of Email - Democrat</td>
<td>Gold&lt;br&gt;Face-to-Face with Donors: Val Demings for U.S. Senate MissionWired Silver&lt;br&gt;Turning a Personal Attack into Fundraising Success PrecisionBronze&lt;br&gt;Innovative Personalization to Drive Fundraising Results Rising Tide Interactive</td>
</tr>
<tr>
<td>G03 - Best Use of Email - Republican</td>
<td>Silver&lt;br&gt;Tim Scott for Senate Targeted Victory Bronze&lt;br&gt;Win the Convention Email McShane LLC/LGM Consulting</td>
</tr>
<tr>
<td>G04 - Best Use of Social Media</td>
<td>Gold&lt;br&gt;Larry Elder for Governor Campaign Solutions</td>
</tr>
<tr>
<td>G05 - Best Use of Website/ Donation Page</td>
<td>Bronze&lt;br&gt;Adam Schiff for Congress Authentic</td>
</tr>
<tr>
<td>G09 - For PAC</td>
<td>Gold&lt;br&gt;The Collective PAC Continues to Gain Momentum New Blue Interactive Silver&lt;br&gt;General Motors GM PAC Fundraising Campaign Sagac Public Affairs</td>
</tr>
<tr>
<td>Bronze</td>
<td>Mittens Move Mountains in 2021 New Blue Interactive Gold&lt;br&gt;Fundraising for Senate Majority PAC through Innovative Messaging Authentic</td>
</tr>
<tr>
<td>G10 - For Super PAC</td>
<td>Silver&lt;br&gt;Fundraising Gift With Donation Gold&lt;br&gt;AmeriChem PAC Donor Lapel Pins - American Chemistry Council Sagac Public Affairs</td>
</tr>
<tr>
<td>G14 - Fundraising Gift With Donation</td>
<td>Bronze&lt;br&gt;Sen. Patty Murray’s 26th Annual Golden Tennis Shoe Awards Mission Accomplice</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Category</th>
<th>Silver</th>
</tr>
</thead>
<tbody>
<tr>
<td>Newspaper</td>
<td>H01 - Full Page Gold&lt;br&gt;Julie Su is Jumping Ship Berman and Company Silver&lt;br&gt;It’s Time to Protect Arizona’s Most Valuable Resource HighGround Inc. Bronze&lt;br&gt;It’s Time to Fulfill the Promise True Blue Strategies</td>
</tr>
<tr>
<td>H03 - Insert</td>
<td>Gold&lt;br&gt;Thanksgiving Day Coupons for Paid Family Leave Berni Consulting Silver&lt;br&gt;Piggy Bank Napolitano Consulting</td>
</tr>
<tr>
<td>Collateral</td>
<td>I02 - Door Hanger Silver&lt;br&gt;Crickets Napolitano Consulting</td>
</tr>
</tbody>
</table>
THE 2022 POLLIE AWARDS

103 - Logo - Democrat
Gold
Laurie Bishop for Congress: Brand & Visual Identity
FOGLAMP, Kim Bariring
Silver
The Sky’s The Limit
Chism Strategies
Bronze
Mia McLeod: Creating a Fresh New Look
Authentic

104 - Logo - Republican
Silver
Lou Barletta for Governor
Go BIG Media Inc.
Bronze
Youngkin For Governor
POOLHOUSE

106 - Most Original/Innovative Collateral Material - Democrat
Gold
Federal Election 2021
Canada’s NDP
Bronze
Un Ano Con Poder
Sisneros Strategies

107 - Most Original/Innovative Collateral Material - Republican
Gold
“Limpin’ Ain’t Easy” Merchandise
Convergence Media
Silver
SFA-MLB Grow Some Balls Sticker
ColdSpark
Bronze
Chicken Sh*t Politicians
Ascent Strategic Inc

108 - Non-Mail Brochure
Gold
Think Before You Ink
Cornerstone Solutions
Bronze
Vax by Night
Cornerstone Solutions

109 - Yard/Outdoor Sign
Bronze
Think Before You Ink
Cornerstone Solutions

International
INT01 - Digital / Social Media Campaign
Gold
Governor Marina del Pilar
Heurística Comunicación
Silver
Morena Nacional
Heurística Comunicación
Bronze
Governor - Alfredo Ramírez Bedolla
Heurística Comunicación - Atlas - Colectivo Consultoría

INT02 - Campaign Video (TV Spot or Web Video)
Gold
Cereal - Governor Víctor Castro
Heurística Comunicación - Laboratorio Creativo
Silver
Wrestlers- Morena Nacional
Heurística Comunicación - NF producciones
Bronze
PRIAN Opera - Morena Nacional
Heurística Comunicación - NF producciones - Alejandro Pérez “Orco”

INT03 - Best Outdoor Advertising Campaign
Bronze
Morena Nacional
Heurística Comunicación

INT04 - Phone / SMS / WhatsApp Campaign
Silver
Issue Advocacy Division - Live Calls
GOTVax
Silver
Engage tens of thousands using multi-channel phone and SMS technology tools
Strategic Communications Inc.

Field
J01 - Paid Field Program
Gold
Byron Brown for Buffalo Mayor
C3 Public Strategies
Silver
The Biggest Petition Campaign in U.S. History
Cornerstone Solutions
Bronze
Back the Blue Field Program
McShane LLC

Bronze
Republican John Lujan Prevails in a Biden +14 District
Murphy Nasica & Associates

J02 - Field Program - Special Election
Gold
Ryan Fazio for Connecticut State Senate
C3 Public Strategies

J03 - Field Program - Ballot Initiative
Gold
Back the Blue Field Program
McShane LLC

J04 - GOTV - Special Election
Gold
Ryan Fazio for Connecticut State Senate
C3 Public Strategies
Bronze
Republican John Lujan Prevails in a Biden +14 District
Murphy Nasica & Associates

J05 - GOTV - Ballot Initiative
Gold
Back the Blue Field Campaign
McShane LLC

J07 - Grassroots Program - Public Affairs/Issue Advocacy
Gold
Justice for Julius
Justice for Julius, Amber Integrated, & Represent Justice
Silver
The Biggest Petition Campaign in U.S. History
Cornerstone Solutions
Bronze
Good Government Group Empowers Employee Advocacy
Sachs Media/HCA Healthcare

J09 - Voter Registration Program
Bronze
Greater Georgia
Creative Direct

J10 - Voter ID Program
Bronze
Back the Blue Field Program
McShane LLC

J11 - Walk/Handout Piece
Gold
Re-Elect Anthony Piccirillo Suffolk County Legislator Palm Card
Right View Strategies
Silver
Think Before You Ink
Cornerstone Solutions

J12 - Best Use of Analytics
Gold
Field Targeting Makes A Majority in Virginia
Grassroots Targeting
Silver
Youngkin for Governor’s Data-Centric Field Operation
WPA Intelligence
Winners

**Bronze**
- Back the Blue Field Program
  McShane LLC

**Shoulda, Woulda, Coulda**
- L01 - Best Use of Direct Mail
  **Bronze**
  Lydia Bean - Green Bean
  Convergence Targeted Communications

- L02 - Best Use of Television
  **Gold**
  Save Amarillo PAC - “Clowns”
  The Strategy Group Co.
  **Silver**
  Good Friend
  Integrated Media Campaigns
  **Bronze**
  Way To Win
  Solidarity Strategies

- L03 - Best Use of Digital/Internet
  **Gold**
  Counting to Zero
  Go BIG Media Inc.
  **Silver**
  Lindsey Graham - Results Not Found Video Ad
  Push Digital
  **Bronze**
  AMM - “Dear Democrats”
  The Strategy Group Co.

- L06 - Best Use of Radio
  **Bronze**
  Penny
  RBI Strategies and Research

- L08 - Best Use of Collateral
  **Gold**
  ‘Open Bottles, Not Borders’, RSLC
  Targeted Victory

**Technology**
- M01 - Best Ad Technology Innovation
  **Gold**
  Addressing Addressable: Expanding Reach with Custom Data in the VA AG Race
  National Media, Inc.
  **Silver**
  Video Made Accessible for All: Enhanced Video Texting
  RumbleUp
  **Bronze**
  Creative Optimizer
  Echelon Insights

- M02 - Best Innovation for Voter Targeting
  **Gold**
  The Eightfold Path to Digital Enlightenment: How to Reach and Prioritize Primary Voters in America’s Largest City
  Change Media Group
  **Silver**
  Target Tens of Thousands Using Multi-Channel Engagement Technology Tools
  Stratcom and Point Blank
  **Bronze**
  Tax March: American Rescue Plan
  FOGLAMP

- M03 - Best Fundraising Technology
  **Silver**
  Textify
  Trilogy Interactive

- M04 - Best Use of Mobile Technology
  **Gold**
  Video Made Accessible for All: Enhanced Video Texting
  RumbleUp
  **Silver**
  Get Vaccinated Michigan “Share Your Story” with Selfie Videos
  Change Media Group
  **Bronze**
  Direct To Device Ad Delivery
  co/efficient

- M05 - Best Use of Data Analytics/ Machine Learning (Non-Fundraising)
  **Gold**
  Trend Decay Knocks Out Traditional Tracking Surveys
  Cygnal
  **Silver**
  New Jersey’s Biggest Wins in Thirty Years Grassroots Targeting
  **Bronze**
  Demographic Engine
  Echelon Insights

- M06 - Best Use of Data Analytics/ Machine Learning in Online Fundraising
  **Bronze**
  DonorMachine - NRSC
  DonorBureau

- M07 - Best Use of New Field Technology
  **Silver**
  Nextdoor Knocking
  Pacific Campaign House

**Bronze**
- Integrated Broadcast Texting
  Impactive

**Regional - Miscellaneous**
- N01 - Best Use of Direct Mail - Small Budget Campaign
  **AAPC North**
  Silver
  Shooting for the Moon with One of a Kind Donor Book
  The Zoldak Agency

- N02 - Best Use of Television - Small Budget Campaign
  **AAPC North**
  Gold
  Paige Against the Machine
  The Win Company
  **AAPC Central**
  Bronze
  Tim Greimel “Home”
  Bergmann Zwerdling Direct

- N03 - Best Use of Digital/Internet - Small Budget Campaign
  **AAPC North**
  Gold
  “Obvious”
  SBDigital
  **AAPC South**
  Silver
  Peterson - OH CD15 - “Fighter”
  The Strategy Group Co.

- N04 - Best Use of Phones/Text - Small Budget Campaign
  **AAPC South**
  Silver
  Delaware State Education Association – Chris the Zenith
  The New Media Firm
  **AAPC West**
  Silver
  The People You Love
  Pacific Campaign House

- **AAPC Central**
  **Bronze**
  Frontline
  Forward SSG

**N04 - Best Use of Phones/Text - Small Budget Campaign**

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### The 2022 Pollie Awards

#### AAPC North

**Gold**
- Peer-to-Peer Texting: The Magic Sauce of Advocacy
  - RumbleUp

#### AAPC Central

**Silver**
- Susan Hutson: A New Sheriff In Town
  - Chism Strategies

#### AAPC South

**Gold**
- Safe At School
  - Creative Direct

**Silver**
- Recipe for Disaster
  - Creative Direct

**Bronze**
- "Who are they working for?"
  - Checkmate Strategies

### N05 - Best Fundraising Effort - Small Budget Campaign

#### AAPC North

**Gold**
- 9/11 Museum 20-Year Fundraiser
  - The Parkside Group

### N06 - Best Use of Radio - Small Budget Campaign

#### AAPC South

**Gold**
- Make a Change
  - FP1 Strategies

**Silver**
- JT Moore: The Change We Need
  - Chism Strategies

#### AAPC South

**Bronze**
- Flush the Referendum - Squander Radio
  - BullsEye Public Affairs, LLC

### N08 - Best Use of Collateral - Small Budget Campaign

#### AAPC Central

**Gold**
- Arizona Coalition for Change “Sleeves Up Arizona”
  - The Colibri Collective

#### AAPC North

**Silver**
- Anthony Piccirillo for Suffolk County Legislator
  - Right View Strategies

### Regional - Candidate Division

#### N09 - Direct Mail - For Statewide

#### AAPC South

**Silver**
- Sears for Lt. Governor
  - Creative Direct

#### AAPC South

**Bronze**
- Meet Winsome Sears
  - McShane LLC

#### N10 - Direct Mail - For State Legislature

#### AAPC South

**Gold**
- Sandy Nurse for New York City Council
  - Title Fight

#### AAPC North

**Silver**
- All Over This Map
  - Green Alley Strategies

#### AAPC North

**Bronze**
- Absent Arace
  - Checkmate Strategies

#### N11 - Direct Mail - For Local/Municipal/Mayoral - Small Budget Campaign

#### AAPC North

**Gold**
- RATS!
  - North Shore Strategies

#### AAPC North

**Silver**
- Eric Adams - “Bulletproof”
  - Red Horse Strategies

#### AAPC North

**Bronze**
- Eric Adams - “Lifetime”
  - Red Horse Strategies

### N12 - Direct Mail - For Local/Municipal/Mayoral

#### AAPC North

**Gold**
- Changing Stripes
  - Napolitano Consulting

#### AAPC Central

**Silver**
- Better Gilbert Roads
  - Camelback Strategy Group

#### AAPC Central

**Bronze**
- Legalize it. Tax it. Regulate it.
  - Camelback Strategy Group

### N13 - Direct Mail - GOTV (Non-Federal)

#### AAPC North

**Gold**
- Antonio Reynoso - “Progressive We Need”
  - Red Horse Strategies

**Silver**
- Orange Psychopath
  - The Beytin Agency

### N14 - Television - For Statewide

#### AAPC North

**Bronze**
- Eric Dinowitz - “Vote by Mail”
  - Red Horse Strategies

#### N15 - Direct Mail - Independent Expenditure Campaign - For State Legislature

#### AAPC South

**Gold**
- McAuliffe Ultra Inflation
  - Creative Direct

### N16 - Direct Mail - Independent Expenditure Campaign - For Local/Municipal/Mayoral - Small Budget Campaign

#### AAPC North

**Gold**
- Changing Stripes
  - Napolitano Consulting

#### AAPC Central

**Silver**
- Better Gilbert Roads
  - Camelback Strategy Group

#### AAPC Central

**Bronze**
- Legalize it. Tax it. Regulate it.
  - Camelback Strategy Group

### N17 - Direct Mail - Independent Expenditure Campaign - For Local/Municipal/Mayoral

#### AAPC North

**Gold**
- Brawl
  - Bergmann Zwerdling Direct

#### AAPC South

**Silver**
- No To Briscoe Brown
  - The Balduzzi Group

#### AAPC West

**Bronze**
- No It’s Not
  - CN4 Partners

### N18 - Television - For Statewide

#### AAPC North

**Silver**
- Judge Timika Lane for Superior Court - “Need and Deserve”
  - Indigo Strategies LLC

#### AAPC North

**Bronze**
- Soft
  - Jamestown Associates
Winners

N19 - Television - For State Legislature
AAPC North
Gold
Flynn Fights Defund
The Win Company

AAPC North
Silver
Unbelievable
Jamestown Associates

AAPC Central
Bronze
Look After Your Neighbors
KC Strategies

N20 - Television - For Local/Municipal/Mayoral - Small Budget Campaign
AAPC North
Gold
Paige Against the Machine
The Win Company

AAPC North
Bronze
Caroline Simmons Growing Fast
AL Media

N21 - Television - For Local/Municipal/Mayoral
AAPC South
Gold
Crisis Comeback
CounterPoint Messaging

AAPC North
Silver
Paige Against the Machine
The Win Company

AAPC North
Bronze
Antonio Reynoso - “Lullaby”
Red Horse Strategies

N22 - Television - Independent Expenditure Campaign - For Statewide
AAPC North
Gold
Off the Hook
Integrated Media Campaigns

N24 - Television - Independent Expenditure Campaign - For Local/Municipal/Mayoral - Small Budget Campaign
AAPC North
Silver
Protect Families | Ed Gainey for Mayor
New Heights Communications & The Hooligans Agency

AAPC North
Silver
Meet Winsome Sears
McShane LLC

AAPC Central
Silver
Abraham Hamadeh for Attorney General
Arsenal Media Group

AAPC North
Bronze
LaRose - OH SOS - “Sweat”
The Strategy Group Co.

N26 - Internet Advertising - For Statewide
AAPC South
Gold
“Blind”
SBDigital

AAPC South
Silver
“Obvious”
SBDigital

AAPC Central
Bronze
Hands
Brandon Guichard Digital Group

AAPC North
Bronze
Unbelievable
Jamestown Associates

AAPC South
Gold
From 2% to 49.6% in 12 Weeks: Our strategies that helped build name ID and win votes for Kathryn Garcia
Change Media Group

N29 - Internet Advertising - For Local/Municipal/Mayoral
AAPC North
Gold
Tami Gouveia for Lt. Governor
Erikson Communications Group

AAPC North
Silver
Crystal Smitherman for Birmingham City Council, District 6
FSSG

AAPC Central
Bronze
Revitalize Arizona for Yassamin Ansari
The Colibri Collective

N30 - Website - For Statewide
AAPC Central
Bronze
Mean Tweets
CN4 Partners

N32 - Website - For Local/Municipal/Mayoral - Small Budget Campaign
AAPC North
Gold
DJ Mannie Fresh is Rockin’ with Lesli Harris
Brandon Guichard Digital Group

AAPC Central
Silver
How to Make Yakamein
Brandon Guichard Digital Group

AAPC North
Gold
“Bold Plan” for ELM Action & Mayor Michelle Wu
Kivvit

AAPC North
Bronze
Bringing Diversity and Representation to a Michigan Suburb’s Mayor’s Office
Change Media Group

N35 - Digital Independent Expenditure - For State Legislature
AAPC South
Silver
Crystal Smitherman for Birmingham City Council, District 6
FSSG

N36 - Digital Independent Expenditure - For Local/Municipal/Mayoral - Small Budget Campaign
AAPC North
Gold
"Bold Plan" for ELM Action & Mayor Michelle Wu
Kivvit
CONGRATULATIONS TO THESE ENTRIES FOR PLACING FIRST IN THEIR REGION

N01 - Best Use of Direct Mail - Small Budget Campaign
AAPC Central
Tim Greimel “Home”
Bergmann Zwerdling Direct

N02 - Best Use of Television - Small Budget Campaign
AAPC South
Ron Kim “Hiding”
Bergmann Zwerdling Direct

AAPC North
Paige Against the Machine
The Win Company

AAPC West
The People You Love
Pacific Campaign House

AAPC Central
Frontline
Forward SSG

AAPC South
“Obvious”
SBDigital

AAPC North
Delaware State Education Association – Chris the Zenith
The New Media Firm

N03 - Best Use of Digital/Internet - Small Budget Campaign
AAPC Central
Flush the Referendum - GOTV
BullsEye Public Affairs, LLC

AAPC South
Bullslayer
The New Media Firm

N04 - Best Use of Phones/Text - Small Budget Campaign
AAPC North
Peer-to-Peer Texting: The Magic Sauce of Advocacy
RumbleUp

AAPC Central
Susan Hutson: A New Sheriff In Town
Chism Strategies

N05 - Best Fundraising Effort - Small Budget Campaign
AAPC North
9/11 Museum 20-Year Fundraiser
The Parkside Group

N06 - Best Use of Radio - Small Budget Campaign
AAPC North
Paige Against the Machine
The Win Company

AAPC Central
Sheep’s Clothing
KC Strategies

N07 - Best Use of Newspaper - Small Budget Campaign
AAPC Central
Protecting Arizona’s Most Economically Valuable Asset
HighGround Inc

N08 - Best Use of Collateral - Small Budget Campaign
AAPC North
Anthony Piccirillo for Suffolk County Legislator
Right View Strategies

AAPC Central
Arizona Coalition for Change “Sleeves Up Arizona”
The Colibri Collective

AAPC South
The Sky’s The Limit
Chism Strategies

N09 - Direct Mail - For Statewide
AAPC South
Sears for Lt. Governor
Creative Direct

AAPC North
“Who are they working for?”
Checkmate Strategies

N10 - Direct Mail - For State Legislature
AAPC North
Sheep’s Clothing
KC Strategies

AAPC South
Safe At School
Creative Direct
<table>
<thead>
<tr>
<th>Category</th>
<th>Winner</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>N11 - Direct Mail - For Local/Municipal/Mayoral - Small Budget Campaign</td>
<td>AAPC West</td>
<td>Carmen Rivera Public Safety Mailer - Upper Left Strategies</td>
</tr>
<tr>
<td>N12 - Direct Mail - For Local/Municipal/Mayoral</td>
<td>AAPC Central</td>
<td>Paula Blackmon Public Safety - Tim Reeves Consulting, LLC</td>
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<tr>
<td>N13 - Direct Mail - GOTV (Non-Federal)</td>
<td>AAPC North</td>
<td>Antonio Reyosono - “Progressive We Need” - Red Horse Strategies</td>
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<td>N15 - Direct Mail - Independent Expenditure Campaign - For State Legislature</td>
<td>AAPC North</td>
<td>LD8 Extreme Team - Napolitano Consulting</td>
</tr>
<tr>
<td>N16 - Direct Mail - Independent Expenditure - For Local/Municipal/Mayoral - Small Budget Campaign</td>
<td>AAPC South</td>
<td>Rockstar! - The Balduzzi Group</td>
</tr>
<tr>
<td>N17 - Direct Mail - Independent Expenditure Campaign - For Local/Municipal/Mayoral</td>
<td>AAPC West</td>
<td>No It’s Not - CN4 Partners</td>
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<td>N18 - Television - For Statewide</td>
<td>AAPC South</td>
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<td>Paige Against the Machine - The Win Company</td>
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<td>Crisis Comeback - CounterPoint Messaging</td>
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<td>Off the Hook - Integrated Media Campaigns</td>
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<td>N24 - Television - Independent Expenditure - For Local/Municipal/Mayoral - Small Budget Campaign</td>
<td>AAPC Central</td>
<td>Save Saint Paul - Arsenal Media Group</td>
</tr>
<tr>
<td>N25 - Television - Independent Expenditure Campaign - For Local/Municipal/Mayoral</td>
<td>AAPC North</td>
<td>Protect Families</td>
</tr>
<tr>
<td>N26 - Internet Advertising - For Statewide</td>
<td>AAPC North</td>
<td>LaRose - OH SOS - “Sweat” - The Strategy Group Co.</td>
</tr>
<tr>
<td>N27 - Internet Advertising - For State Legislature</td>
<td>AAPC South</td>
<td>Meet Winsome Sears - McShane LLC</td>
</tr>
<tr>
<td>N28 - Internet Advertising - For Local/Municipal/Mayoral - Small Budget Campaign</td>
<td>AAPC Central</td>
<td>Abraham Hamadeh for Attorney General - Arsenal Media Group</td>
</tr>
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<td>AAPC North</td>
<td>Unbelievable - Jamestown Associates</td>
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<td>AAPC South</td>
<td>“Blind” - SBDigital</td>
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<td>N31 - Internet Advertising - For State Legislature</td>
<td>AAPC Central</td>
<td>Bringing Diversity and Representation to a Michigan Suburb’s Mayor’s Office - Change Media Group</td>
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<tr>
<td>N32 - Internet Advertising - For Local/Municipal/Mayoral - Small Budget Campaign</td>
<td>AAPC North</td>
<td>Jason Dozier for Atlanta City Council Digital Program - Ampersand Strategies</td>
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</table>
AAPC West
Toshiko Hasegawa for Seattle Port Commissioner
Upper Left Strategies

AAPC Central
DJ Mannie Fresh is Rockin’ with Lesli Harris
Brandon Guichard Digital Group

N29 - Internet Advertising - For Local/Municipal/Mayoral
AAPC North
From 2% to 49.6% in 12 Weeks: Our strategies that helped build name ID and win votes for Kathryn Garcia
Change Media Group

AAPC West
Mean Tweets
CN4 Partners

N30 - Website - For Statewide
AAPC South
Meet Winsome Sears Website
McShane LLC

AAPC North
Tami Gouveia for Lt. Governor
Erikson Communications Group

N33 - Website - For Local/Municipal/Mayoral - Small Budget Campaign
AAPC Central
Revitalize Arizona for Yassamin Ansari
The Colibri Collective

AAPC North
Helen Gym’s Splash Page Launch
Authentic

AAPC South
Crystal Smitherman for Birmingham City Council, District 6
FSSG

N35 - Digital Independent Expenditure - For State Legislature
AAPC South
AFC Monster Truck
Go BIG Media Inc.

N36 - Digital Independent Expenditure - For Local/Municipal/Mayoral - Small Budget Campaign
AAPC South
No to Briscoe Brown
The Balduzzi Group

AAPC West
No Place
Ravenna Strategies

AAPC North
"Bold Plan” for ELM Action & Mayor Michelle Wu
Kivvit

AAPC Central
Nextdoor Knocking
Pacific Campaign House

N38 - Radio Advertisement (Non-Federal)
AAPC South
Ranking Risk
CounterPoint Messaging

AAPC North
Paige Against the Machine
The Win Company

N39 - Field Program (Non-Federal)
AAPC South
Team Paschal Field Program
Strategic Impact

Congratulations to All of Our 2022 Winners!
BECAUSE VOTER MATTERS

Connect with voters across devices and content on the issues that matter most to them. Because every voter matters.