

THE 2022 POLLIE AWARDS

WINNERS BOOK



**“THE OSCARS
OF POLITICAL
ADVERTISING”**

- Esquire Magazine

#2022POLLIES



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WINNERS BOOK

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Congratulations

to all of this year's honorees

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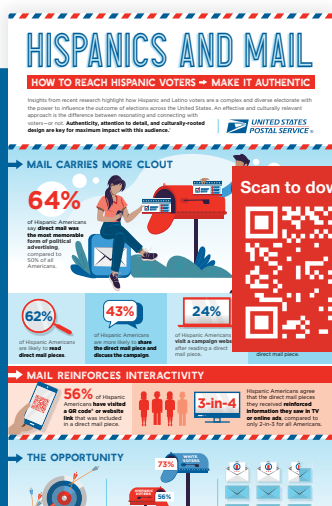




Congratulations to the 2022 Pollie Award winners!

**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

Judges

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.



THE 2022 POLLIE AWARDS

DEMOCRATIC

SCOTT ADAMS
GREEN ALLEY STRATEGIES

MATTHEW "MUDCAT" ARNOLD
AMPERSAND STRATEGIES

JOHN BALDUZZI
THE BALDUZZI GROUP

ACHIM BERGMANN
BERGMANN ZWERDLING DIRECT

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SARAH CARPENTER
BLUE STATE

AJ CARRILLO
BASIS TECHNOLOGIES

DANIELLE CENDEJAS
THE STRATEGY GROUP

ANDRE CHARLES
ANDRE CHARLES CONSULTING

MICHAEL CHARLES
UPPER LEFT STRATEGIES

JENN COLTON
TRILOGY INTERACTIVE

JOE CORRIGAN
EDGE HILL STRATEGIES, LLC

NICK DAGGERS
1833 GROUP

ELENA DITRAGLIA
THE SEXTON GROUP

ELIZABETH DOYEL
SUPERIOR BLUE

JORDAN ELDRIDGE
ELDRIDGE POLITICAL PARTNERS LLC

MAX GLASS
BOLLIER FOR KANSAS

ALEX GUY
CONVERGENCE TARGETED
COMMUNICATIONS

DONNA HALPER
LESLEY UNIVERSITY

AARON HECHT
RED HORSE STRATEGIES

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

WALTER LUDWIG
INDIGO STRATEGIES LLC

CHEBON MARSHALL
WINNING CONNECTIONS

LACHLAN MCINTOSH
MCINTOSH CONSULTING, LLC

LOREN MERCHAN
AUTHENTIC

MATT MERRIMAN-PRESTON
AMPERSAND CONSULTING

AUBREY MONTGOMERY
RITTENHOUSE POLITICAL PARTNERS

MICHAEL MULLER
MULLER PUBLIC STRATEGIES

JOSHUA NANBERG
AMPERSAND STRATEGIES

DEAN NIELSEN
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SULLI NORRIS
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INFOCUS CAMPAIGNS

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JOE REUBENS
THE PARKSIDE GROUP

MATT REY
RED HORSE STRATEGIES

DAN ROTTENSTREICH
AMPLIFY CAMPAIGNS

JESSICA RUBY
TRILOGY INTERACTIVE

BILL RUSSELL
TARGETSMART

MATTHEW SHELTER
BEACON RESEARCH

ALICIA SISNEROS
SISNEROS STRATEGIES

NOAH SLADE COSIMANO
PUTNAM PARTNERS

KALLI TURCOTTE
CHANGE MEDIA GROUP

MARK WANER
DIXON DAVIS MEDIA GROUP

ZAK WILLIAMS
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.*

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LEE-ANN BENDER
ASCENT STRATEGIC INC

MAX BICKLEY
SMART MEDIA GROUP

HUNTER BOWERSOX
SMART MEDIA GROUP

JOANNA BURGOS
ONMESSAGE INC.

COLIN BURKHALTER
HSP DIRECT

SARAH CLAMP
PRIME MEDIA PARTNERS

SETH COLTON
THE LUKENS COMPANY

KATIE COOKSON
CONTENT CREATIVE MEDIA

ANGIE COPE
CONTENT CREATIVE MEDIA

JOHN COUVILLON
JMC ENTERPRISES OF LOUISIANA/JMC
ANALYTICS AND POLLING

LAUREN DATRES
RUMBLEUP

TRACY DIETZ
DONORBUREAU

COLIN DUFFY
GROUNDSWELL DIRECT LLC

DEREK DUFRESNE
ASCENT STRATEGIC INC

JUSTIN EPKER
MURPHY NASICA & ASSOCIATES

NICK EVERHART
CONTENT CREATIVE MEDIA

NICHOLAS FOSTER
MAJORITY STRATEGIES

JOSEPH GOETZ
NRCC

RETT HATCHER
CAPITOL CONSULTING FIRM

JACKIE HUELBIG
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THE DAVID JOHNSON GROUP, LLC

WOODROW JOHNSTON
MC SHANE LLC

DAN KAGAN
SMART MEDIA GROUP

DANIEL KELLY
CAUSAL IQ

CARTER KIDD
CAMPAIGN SOLUTIONS

MATT KNEE
WPA INTELLIGENCE

TOMMY KNEPPER
IN FIELD STRATEGIES INC.

DAWNMARIE KUHN
RIGHT VIEW STRATEGIES LLC

AARON LEIBOWITZ
TARGETED CREATIVE
COMMUNICATIONS INC.

JACKSON LISLE
AMBER INTEGRATED

MATT MACKOWIAK
POTOMAC STRATEGY GROUP

BRYAN MCPARTLAN
C3 PUBLIC STRATEGIES

CHADWICK MELDER
CAMCO CONSULTING

PATRICIA MITCHELL
BULLSEYE PUBLIC AFFAIRS, LLC

LAUREN MORENKO
SMART MEDIA GROUP

MICHAEL MULE
UPT STRATEGIES

CRAIG MURPHY
MURPHY NASICA ASSOCIATES

JOEY PARR
MURPHY NASICA & ASSOCIATES

SARAH PAULUS
OPTIMA PUBLIC RELATIONS

THOMAS PETERS
RUMBLEUP

THOMAS POTTER
SMART MEDIA GROUP

DANIELLA PROPATI
DIRECT PERSUASION

KYLE ROBERTS
SMART MEDIA GROUP

KAREN ROSEBERRY
STRATEGY CONSULTANTS WITHOUT
BORDERS

CORY ROSS
WPA INTELLIGENCE

NICOLE SCHLINGER
CAMPAIGNHQ

AUSTIN STUKINS
PUSH DIGITAL

TRAVIS TAYLOR
STRATEGIC INSIGHTS RESEARCH

ALI VAN DORN
DIRECT PERSUASION

ADAM WISE
NATIONAL MEDIA

JAMES WOOTEN
GEOMARK CONSULTING, LLC

JOSHUA YAGER
SAGAC PUBLIC AFFAIRS

MIKE YELOVICH
WPA INTELLIGENCE

NONPARTISAN/INDEPENDENT

MATT BARRON
MLB RESEARCH

DARDEN COPELAND
CALVERT STREET GROUP

KAREN JAGODA
E-VOTER INSTITUTE DIGITAL
POLITICS PODCAST

DAVID MOWERY
MOWERY CONSULTING GROUP

JERI RICHARDSON
SAGAC PUBLIC AFFAIRS

INTERNATIONAL

VIRGINIA ZAMORA SANTANA
TOTARO CONSULTING AND BACKROOM
COMMUNICATIONS

ARMANDO VALDÉS
PRIETO

JONATHAN MOAKES
SABI STRATEGY GROUP

CARLOS FARA
CARLOS FARA & ASOCIADOS

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The 2022 Political Advertising Playbook

Learn how to plan, prepare and implement political campaigns that reach the right voters in 2022 and beyond.





Pollie Contest Winners

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

Silver

Ron Kim for Mayor
Bergmann Zwerdling Direct

Bronze

Fowler 2021
Bergmann Zwerdling Direct

A02 - Best Direct Mail Campaign - Republican

Gold

Glenn Youngkin for Governor
Axiom Strategies

Silver

Jake Ellzey's Special Election Victory
Murphy Nasica & Associates

Bronze

Focused on Medford
Napolitano Consulting

A03 - Best Television Campaign - Democrat

Gold

Shontel Brown for OH-11
SKDK

Silver

Andre Dickens for Mayor
Devine Mulvey Longabaugh

A04 - Best Television Campaign - Republican

Silver

Youngkin For Governor
POOLHOUSE

Bronze

Timken Series
FP1 Strategies

A05 - Best Digital or Internet Campaign - Democrat

Gold

51 Videos For Lesli Harris For City Council
Brandon Guichard Digital Group

Silver

Digital Video Campaign for Troy Carter for Congress
Brandon Guichard Digital Group

Bronze

Federal Election 2021
Canada's NDP

A06 - Best Digital or Internet Campaign - Republican

Gold

Kari Lake for Arizona
Arsenal Media Group

A07 - Best Phone Campaign - Democrat

Gold

Electing Dearborn's First Arab American Mayor
Winning Connections

Silver

Byron Brown For Buffalo Mayor - Write-In Tutorials
co/efficient

A08 - Best Phone Campaign - Republican

Bronze

Whitney Wins by 6!
CampaignHQ

A09 - Best Radio Campaign - Democrat

Gold

Paige Against the Machine
The Win Company

A12 - Best Fundraising Campaign - Republican

Silver

Glenn Youngkin for Governor
TLC Political

A13 - Best Field Campaign - Democrat

Silver

Byron Brown for Buffalo Mayor
C3 Public Strategies

A14 - Best Field Campaign - Republican

Bronze

Winsome Sears RV Tour
McShane LLC

A15 - Best Use of Opposition Research - Democrat

Bronze

The Anti-Militia Slate
Compete

A17 - Best in Show - Democrat

Gold

Byron Brown for Buffalo Mayor
C3 Public Strategies

Silver

Federal Election 2021
Canada's NDP

Bronze

Michelle Wu Working for You
AL Media

A18 - Best in Show - Republican

Gold

Sands Series
FP1 Strategies

Silver

Gibbons - OH US SEN - (All)
The Strategy Group Co.

Bronze

Rapid-Deployment Intelligence & Targeting System
WPA Intelligence

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

Bronze

Preserve The Woodlands
Bullhorn Communications

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

A25 - Best in Show

Silver

The Biggest Petition Campaign in U.S. History
Cornerstone Solutions

Bronze

Preserve The Woodlands
Bullhorn Communications

Overall - Public Affairs/Issue Advocacy Division

A26 - Best Direct Mail Campaign

Silver

Ohio REALTORS - Burton Point of Sale
TLC Political

Bronze

New Mexico Voices Children
Sisneros Strategies



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A27 - Best Television Campaign

Gold

COVID-19 Public Awareness Campaign
for NJ Department of Health
Kivvit

Silver

FWD.us
Putnam Partners, LLC

Bronze

Stop Pebble Mine Campaign
True Blue Strategies

A28 - Best Digital or Internet Campaign

Gold

Justice for Julius
Justice for Julius, Amber Integrated,
& Represent Justice

Silver

Corporate Responsibility
The Lincoln Project

Bronze

Audience of One
The Lincoln Project

A29 - Best Phone Campaign

Silver

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

Bronze

Fuel Choice Coalition
Strategic Elements

A30 - Best Radio Campaign

Silver

"The Fight Isn't Over Yet" and "Don't
Wait" for NJ Department of Health
Kivvit

A31 - Best Fundraising Campaign

Gold

9/11 Museum 20-Year Fundraiser
The Parkside Group

A32 - Best Newspaper Campaign

Gold

Veto Pebble Mine
True Blue Strategies

A33 - Best PAC Campaign

Gold

Audience of One
The Lincoln Project

Silver

Corporate Responsibility
The Lincoln Project

Bronze

Infrastructure Campaign
Convergence Media

A34 - Best in Show

Gold

Stop Pebble Mine Campaign
True Blue Strategies

Silver

COVID-19 Public Awareness Campaign
for NJ Department of Health
Kivvit

Bronze

Susan B. Anthony List Education
Fund Series
FP1 Strategies

Overall - Miscellaneous

A35 - Best New and Unusual Tactic

Gold

Glenn Youngkin for Governor
Smart Media Group & Poolhouse

Silver

Audience of One
The Lincoln Project

Bronze

Integrated Broadcast Texting
Impactive

A36 - Best Data Analytics Solution

Gold

Addressing Addressable: Expanding Reach
with Custom Data in the VA AG Race
National Media, Inc.

Silver

Whole-Campaign Modeling System,
ft. Youngkin for Governor
WPA Intelligence

Bronze

COVID-19 Public Awareness Campaign for NJ
Department of Health
Kivvit

A37 - Best Use of Data Analytics/ Machine Learning

Gold

Whole-Campaign Modeling System, ft.
Youngkin for Governor
WPA Intelligence

Silver

New Jersey's Biggest Wins in
Thirty Years
Grassroots Targeting

Bronze

Demographic Engine
Echelon Insights

Direct Mail - Candidate Division

B01- For U.S. Senate

Bronze

Very Official Correspondence from
Val Arkoosh for Senate
Run the World Digital

B03 - For Governor

Gold

Glenn Youngkin's Gameplan
Axiom Strategies

Silver

Whitmer for Governor: Words Matter.
Run the World Digital

Bronze

Imagine
Ascent Strategic Inc

B04 - For PAC/Super PAC

Gold

Double Dipping
Red Maverick Media

Silver

Daniel Rickenmann
Sinclair Public Affairs

Bronze

Penn Intro
FP1 Strategies

B05 - For Organization

Gold

RMSP - NY (Malliotakis) -
"Infrastructure Vote"
The Strategy Group Co.

Bronze

MUL2111 Health Care
Resonance Campaigns

B06 - Bilingual/Multilingual/ Foreign Language

Silver

Putting Students First
Sisneros Strategies

Bronze

Dos, Tres, Quatro
The Beytin Agency

B07 - Early Voting/Absentee Ballot/Vote-by-Mail

Gold

Replacement Ballot
CN4 Partners

Silver

Jones AB App
FP1 Strategies

B08 - Best Use of Humor - Democrat

Silver

Garbage Truck
Superior Blue Strategies

Bronze

Dan Helmer for Virginia House of Delegates,
"Abortion Scrabble"
The Dover Group

Winners

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...
Publictics

B15 - Best Use of Targeting

Gold
Youngkin for Governor
Axiom Strategies & WPA Intelligence

Silver
Charleston City Council - Targeting to Win an Uphill Race
McIntosh Consulting, LLC

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
Our Kids. Our Community. Our Future.
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
Our Kids. Our Community. Our Future.
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, Simplifi

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

"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



THE 2022 POLLIE AWARDS

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

Digital - Public Affairs/ Issue Advocacy Division

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

Bronze

Peterson - OH CD15 - "Farmer"
The Strategy Group Co.

F03 - For Governor

Gold

Youngkin - Taxin Terry
POOLHOUSE

F04 - For PAC/Super PAC

Gold

Opportunity Matters Fund - "Non-Negotiable"
Content Creative Media

F06 - Best Use of Humor

Gold

Paige Against the Machine
The Win Company

F07 - Best Use of Negative or Contrast

Gold

Opportunity Matters Fund - "Non-Negotiable"
Content Creative Media

Silver

Peterson - OH CD15 - "Fighter"
The Strategy Group Co.

Bronze

JT Moore: The Change We Need
Chism Strategies

F08 - Independent Expenditure Campaign

Gold

Equalize
Terrain Media Group

Radio - Ballot Initiative Division

F09 - Best Use of Radio

Silver

Flush the Referendum - Squander Radio
BullsEye Public Affairs, LLC

Radio - Public Affairs/ Issue Advocacy Division

F10 - Best Use of Radio

Gold

Missing Legislator!
Murphy Nasica & Associates

Silver

St. Tammany Casino - Big Promises, St.
Tammany Casino - Big Promises#2
Fletcher Consulting, LLC

Bronze

Coach Pete
Platform Communications

Fundraising

G01 - Best Use of Direct Mail

Gold

9/11 Museum 20-Year Fundraiser
The Parkside Group

Silver

Sam Brown for Nevada, "Battle Tested"
HSP Direct

Bronze

Glenn Youngkin for Governor
TLC Political

G02 - Best Use of Email - Democrat

Gold

Face-to-Face with Donors: Val
Demings for U.S. Senate
MissionWired

Silver

Turning a Personal Sttack into
Fundraising Success
Precision

Bronze

Innovative Personalization to
Drive Fundraising Results
Rising Tide Interactive

G03 - Best Use of Email - Republican

Silver

Tim Scott for Senate
Targeted Victory

Bronze

Win the Convention Email
McShane LLC/LGM Consulting

G04 - Best Use of Social Media

Gold

Larry Elder for Governor
Campaign Solutions

G05 - Best Use of Website/ Donation Page

Bronze

Adam Schiff for Congress
Authentic

G06 - Best Use of a Landing Page for Digital Fundraising

Bronze

Rep. Ilhan Omar's Website
Authentic

G09 - For PAC

Gold

The Collective PAC Continues
to Gain Momentum
New Blue Interactive

Silver

General Motors GM PAC
Fundraising Campaign
Sagac Public Affairs

Bronze

Mittens Move Mountains in 2021
New Blue Interactive

G10 - For Super PAC

Silver

Fundraising for Senate Majority PAC
through Innovative Messaging
Authentic

G13 - For Use of Trade Association Fundraising

Bronze

Path of a ASCO Association PAC Contibution
- Association of Clinical Oncology
Sagac Public Affairs

G14 - Fundraising Gift With Donation

Gold

AmeriChem PAC Donor Lapel Pins
- American Chemistry Council
Sagac Public Affairs

G16 - Virtual Fundraising Event

Bronze

Sen. Patty Murray's 26th Annual
Golden Tennis Shoe Awards
Mission Accomplish

Newspaper

H01 - Full Page

Gold

Julie Su is Jumping Ship
Berman and Company

Silver

It's Time to Protect Arizona's
Most Valuable Resource
HighGround Inc.

Bronze

It's Time to Fulfill the Promise
True Blue Strategies

H03 - Insert

Gold

Thanksgiving Day Coupons
for Paid Family Leave
Berni Consulting

Silver

Piggy Bank
Napolitano Consulting

Collateral

I02 - Door Hanger

Silver

Crickets
Napolitano Consulting



THE 2022 POLLIE AWARDS

I03 - 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

I04 - Logo - Republican

Silver

Lou Barletta for Governor
Go BIG Media Inc.

Bronze

Youngkin For Governor
POOLHOUSE

I06 - Most Original/Innovative Collateral Material - Democrat

Gold

Federal Election 2021
Canada's NDP

Bronze

Un Ano Con Poder
Sisneros Strategies

I07 - 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

I08 - Non-Mail Brochure

Gold

Think Before You Ink
Cornerstone Solutions

Bronze

Vax by Night
Cornerstone Solutions

I09 - 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

Silver

Direct To Device Ad Delivery
co/efficient

Bronze

Text the TCI Away
The Zoldak Agency

M05 - Best Use of Data Analytics/ Machine Learning (Non-Fundraising)

Gold

Trend Decay Knocks Out
Traditional Tracking Surveys
Cygna

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

AAPC Central

Bronze

Tim Greimel "Home"
Bergmann Zwerdling Direct

N02 - Best Use of Television - Small Budget Campaign

AAPC North

Gold

Paige Against the Machine
The Win Company

AAPC North

Silver

Peterson - OH CD15 - "Fighter"
The Strategy Group Co.

AAPC South

Bronze

Virginia is for Winners!
SABIO

N03 - Best Use of Digital/Internet - Small Budget Campaign

AAPC South

Gold

"Obvious"
SBDigital

AAPC North

Silver

Delaware State Education
Association - Chris the Zenith
The New Media Firm

APC West

Silver

The People You Love
Pacific Campaign House

AAPC Central

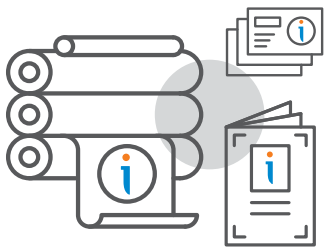
Bronze

Frontline
Forward SSG

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



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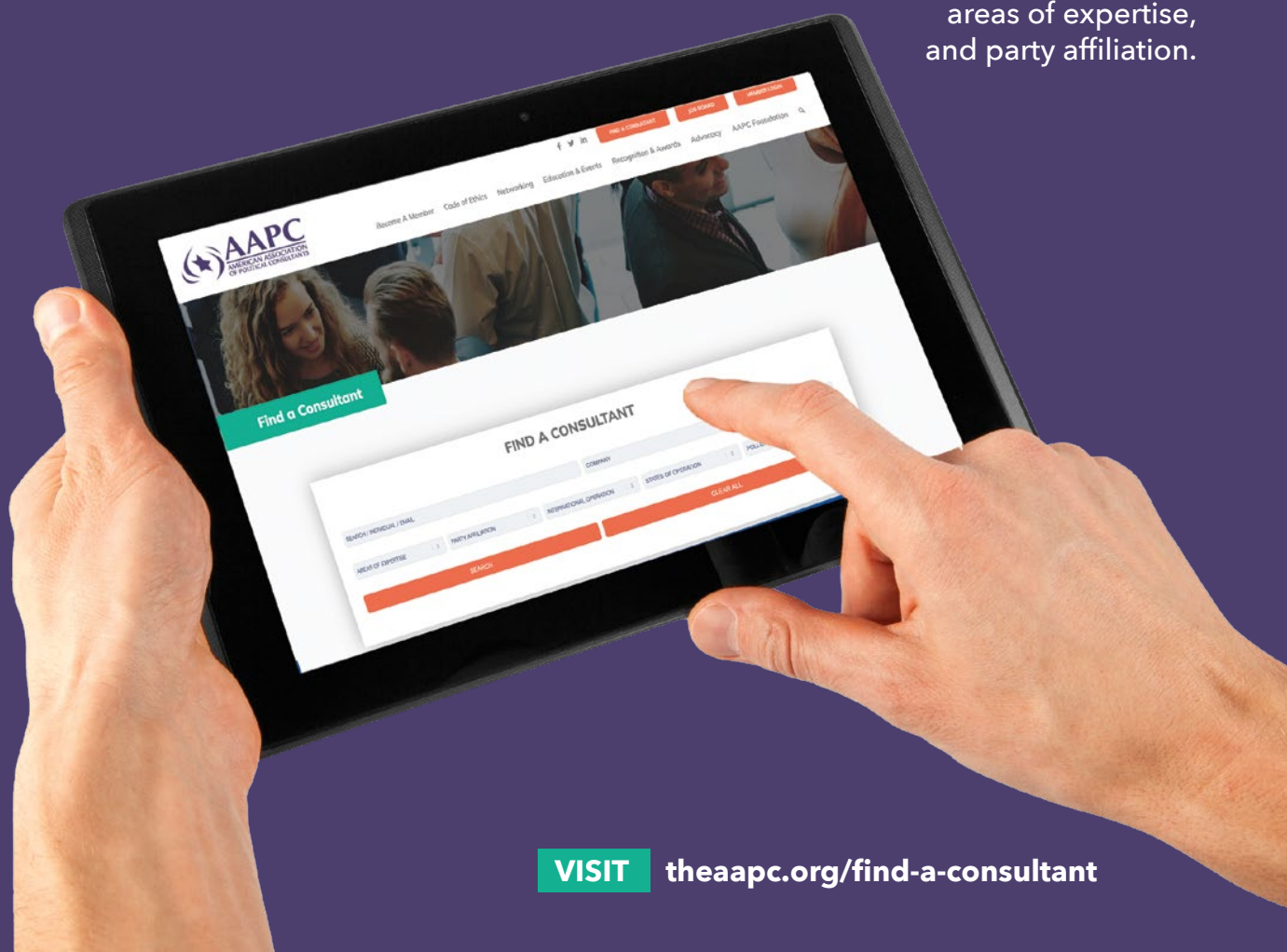
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THE 2022 POLLIE AWARDS

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

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

AAPC South

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

Safe At School
Creative Direct

AAPC South

Silver

Recipe for Disaster
Creative Direct

AAPC North

Bronze

"Who are they working for?"
Checkmate Strategies

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

AAPC North

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

N12 - Direct Mail - For Local/Municipal/Mayoral

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

N13 - Direct Mail - GOTV (Non-Federal)

AAPC North

Gold

Antonio Reynoso - "Progressive We Need"
Red Horse Strategies

AAPC North

Silver

Orange Psychopath
The Beytin Agency

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 Central

Bronze

Save Saint Paul
Arsenal Media Group

N25 - Television - Independent Expenditure Campaign - For Local/ Municipal/Mayoral

AAPC West

Bronze

No Plan
CN4 Partners

N26 - Internet Advertising - For Statewide

AAPC South

Gold

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.

N27 - Internet Advertising - For State Legislature

AAPC South

Gold

"Blind"
SBDigital

AAPC South

Silver

"Obvious"
SBDigital

AAPC Central

Bronze

Hands
Brandon Guichard Digital Group

AAPC North

Bronze

Unbelievable
Jamestown Associates

N28 - Internet Advertising - For Local/ Municipal/Mayoral - Small Budget Campaign

AAPC Central

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

Bronze

Bringing Diversity and Representation to a Michigan Suburb's Mayor's Office
Change Media Group

N29 - Internet Advertising - For Local/Municipal/Mayoral

AAPC West

Gold

Mean Tweets
CN4 Partners

AAPC North

Bronze

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

N30 - Website - For Statewide

AAPC North

Gold

Tami Gouveia for Lt. Governor
Erikson Communications Group

N32 - Website - For Local/Municipal/ Mayoral - Small Budget Campaign

AAPC North

Gold

Helen Gym's Splash Page Launch
Authentic

AAPC South

Silver

Crystal Smitherman for Birmingham City Council, District 6
FSSG

AAPC Central

Bronze

Revitalize Arizona for Yassamin Ansari
The Colibri Collective

N35 - Digital Independent Expenditure - For State Legislature

AAPC South

Bronze

AFC Monster Truck
Go BIG Media Inc.

N36 - Digital Independent Expenditure - For Local/Municipal/ Mayoral - Small Budget Campaign

AAPC North

Gold

"Bold Plan" for ELM Action & Mayor Michelle Wu
Kivvit



THE 2022 POLLIE AWARDS

AAPC Central

Silver

Nextdoor Knocking

Pacific Campaign House

AAPC South

Bronze

No to Briscoe Brown

The Balduzzi Group

N38 - Radio Advertisement (Non-Federal)

AAPC South

Gold

Ranking Risk

CounterPoint Messaging

AAPC North

Silver

Paige Against the Machine

The Win Company

N39 - Field Program (Non-Federal)

AAPC South

Silver

Team Paschal Field Program

Strategic Impact

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

AAPC South

Flush the Referendum - GOTV

BullsEye Public Affairs, LLC

AAPC North

Ron Kim "Hiding"

Bergmann Zwerdling Direct

N02 - Best Use of Television - Small Budget Campaign

AAPC South

Virginia is for Winners!

SABIO

AAPC North

Paige Against the Machine

The Win Company

N03 - Best Use of Digital/Internet - Small Budget Campaign

AAPC Central

Frontline

Forward SSG

AAPC South

"Obvious"

SBDigital

AAPC North

Delaware State Education

Association - Chris the Zenith

The New Media Firm

AAPC West

The People You Love

Pacific Campaign House

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 South

Make a Change

FP1 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

N10 - Direct Mail - For State Legislature

AAPC North

"Who are they working for?"

Checkmate Strategies

AAPC Central

Sheep's Clothing

KC Strategies

AAPC South

Safe At School

Creative Direct

Winners

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

AAPC West

Carmen Rivera Public Safety Mailer
Upper Left Strategies

AAPC Central

Stop Sign
Superior Blue

AAPC North

Sandy Nurse for New York City Council
Title Fight

AAPC South

Haynie Personalized Note
Convergence Targeted Communications

N12 - Direct Mail - For Local/ Municipal/Mayoral

AAPC Central

Paula Blackmon Public Safety
Tim Reeves Consulting, LLC

AAPC North

RATS!
North Shore Strategies

N13 - Direct Mail - GOTV (Non-Federal)

AAPC North

Antonio Reynoso - "Progressive We Need"
Red Horse Strategies

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

AAPC North

LD8 Extreme Team
Napolitano Consulting

AAPC South

McAuliffe Ultra Inflation
Creative Direct

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

AAPC South

Rockstar!
The Balduzzi Group

AAPC North

Changing Stripes
Napolitano Consulting

AAPC Central

Better Gilbert Roads
Camelback Strategy Group

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

AAPC West

No It's Not
CN4 Partners

AAPC North

Brawl
Bergmann Zwerdling Direct

AAPC South

No To Briscoe Brown
The Balduzzi Group

N18 - Television - For Statewide

AAPC South

Jay Jones Lead
AL Media

AAPC North

Judge Timika Lane for Superior Court - "Need and Deserve"
Indigo Strategies LLC

N19 - Television - For State Legislature

AAPC Central

Look After Your Neighbors
KC Strategies

AAPC South

Briana Sewell for Virginia HD 51, "Same Street"
Sena Kozar Strategies

AAPC North

Flynn Fights Defund
The Win Company

N20 - Television - For Local/Municipal/ Mayoral - Small Budget Campaign

AAPC North

Paige Against the Machine
The Win Company

N21 - Television - For Local/ Municipal/Mayoral

AAPC South

Crisis Comeback
CounterPoint Messaging

AAPC North

Paige Against the Machine
The Win Company

N22 - Television - Independent Expenditure Campaign - For Statewide

AAPC North

Off the Hook
Integrated Media Campaigns

N24 - Television - Independent Expenditure - For Local/Municipal/ Mayoral - Small Budget Campaign

AAPC Central

Save Saint Paul
Arsenal Media Group

AAPC North

Protect Families | Ed Gainey for Mayor
New Heights Communications
& The Hooligans Agency

N25 - Television - Independent Expenditure Campaign - For Local/Municipal/Mayoral

AAPC West

No Plan
CN4 Partners

N26 - Internet Advertising - For Statewide

AAPC North

LaRose - OH SOS - "Sweat"
The Strategy Group Co.

AAPC South

Meet Winsome Sears
McShane LLC

AAPC Central

Abraham Hamadeh for Attorney General
Arsenal Media Group

N27 - Internet Advertising - For State Legislature

AAPC North

Unbelievable
Jamestown Associates

AAPC Central

HANDS
Brandon Guichard Digital Group

AAPC South

"Blind"
SBDigital

N28 - Internet Advertising - For Local/Municipal/Mayoral - Small Budget Campaign

AAPC North

Bringing Diversity and Representation to a Michigan Suburb's Mayor's Office
Change Media Group

AAPC South

Jason Dozier for Atlanta City Council Digital Program
AmperSand Strategies



THE 2022 POLLIE AWARDS

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!**

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