

THE 2023 POLLIE AWARDS

# WINNERS BOOK



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OF POLITICAL  
ADVERTISING”

- Esquire Magazine

#2023POLLIES



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**THE 2023 POLLIE AWARDS**



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# **Congratulations**

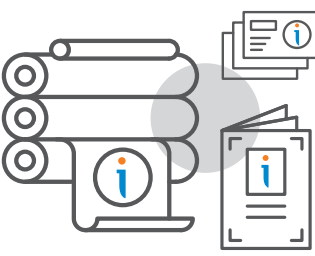
to all of this year's honorees

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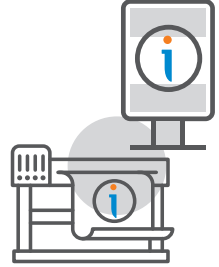




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# Judges

AAPC gratefully acknowledges the 293 judges who participated in the 2023 Pollie Awards. These judges are essential to the success and integrity of the Pollie Awards program and we are truly appreciative of their time and efforts. To all of our judges, thank you! Without you, the Pollie Awards would not be possible.

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\* 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 Some names were withdrawn at the request of the judge.

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# 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 2022 political season!



# Winners

## Overall - Candidate Division

### A01 Best Direct Mail Campaign - Democrat

**Gold**  
Gonzalez Full Plan  
Bergmann Zwerdling Direct

**Silver**  
Harder Full Plan  
Bergmann Zwerdling Direct

**Bronze**  
It's Time for New Leadership  
TJP Strategies

### A02 Best Direct Mail Campaign - Republican

**Gold**  
Mike Garcia for Congress  
Storytellers Mail

**Silver**  
Suzette Valladares for Assembly 2022  
Elizabeth Hanretty Graphic Design

### A03 Best Television Campaign - Democrat

**Gold**  
Lisa Borowski, PA HD 168  
The Win Company

**Silver**  
Pat Ryan for Congress  
Orlattle

**Bronze**  
Defeating Mehmet Oz in Pennsylvania's Senate Race  
GMMB

### A04 Best Television Campaign - Republican

**Gold**  
Katie Britt Series  
FP1 Strategies

**Silver**  
Laurel Lee for Congress  
Consensus Communications

**Bronze**  
Disqualifying Mandela Barnes  
FP1 Strategies

### A05 Best Digital Campaign - Democrat

**Gold**  
Defining Dr. Oz  
New Deal Strategies

**Gold**  
Warnock for Senate  
AL Media

**Silver**  
Owning the Narrative - 4 Digital Videos for Royce Duplessis for State Senate  
Brandon Guichard Digital Group

**Bronze**  
Patty Murray for Senate  
MVAR Media

### A06 Best Digital Campaign - Republican

**Gold**  
Murkowski Fish Party Campaign  
True Blue Strategies

**Silver**  
Real Talk With John Kennedy  
TAG Strategies

**Bronze**  
#NoLainOC - Todd Spitzer for Orange County District Attorney  
Venture Strategic

### A07 Best Phone Campaign - Democrat

**Gold**  
Senator Mark Kelly's Reelection Calls  
Winning Connections

**Silver**  
Securing Democratic Control in the Washington Legislature  
Winning Connections

**Bronze**  
Reelecting Governor Evers  
Winning Connections

### A08 Best Phone Campaign - Republican

**Gold**  
Targeted & Accessible Multilingual Texting Overcomes Language Barriers  
RumbleUp

**Silver**  
Horsford is an Abuser  
McShane LLC

**Bronze**  
Data Driven Phone Campaign in VA-02  
co/efficient

### A09 Best Radio Campaign - Democrat

**Silver**  
Evers for Governor & Democratic Party of Wisconsin  
Strother Nuckels Strategies

**Bronze**  
Decision - Radio  
Matters of State Strategies

### A10 Best Radio Campaign - Republican

**Gold**  
Job Interview Series  
FP1 Strategies

**Silver**  
Katie Britt Series  
FP1 Strategies

**Bronze**  
Protecting Americans Project Action Fund - "Experience" and "From Here"  
Medium Buying

### A11 Best Fundraising Campaign - Democrat

**Gold**  
A New Voice for NM-02 (Gabe Vasquez for Congress)  
FOGLAMP, Alaina Gercak

**Silver**  
Elect Democratic Women's Email Response to the Overturning of Roe v. Wade  
Mothership Strategies

**Bronze**  
Sad Boy Tim  
Break Something

### A12 Best Fundraising Campaign - Republican

**Silver**  
John Kennedy for Senate  
HSP Direct

### A13 Best Field Campaign - Democrat

**Gold**  
LUCHA Blue  
The Colibri Collective

### A15 Best Use of Opposition Research - Democrat

**Gold**  
Trivial Pursuit  
Indigo Strategies LLC

**Silver**  
The Many Houses of Dr. Oz  
New Deal Strategies

**Bronze**  
Caruso  
Nesbitt & Parrinello

### A17 Best in Show - Democrat

**Gold**  
Peltola Fish Party Campaign  
True Blue Strategies

**Silver**  
Tony Evers for Governor  
Strother Nuckels Strategies

**Bronze**  
Dr. Oz's New Jersey Summer  
New Deal Strategies & The Win Company



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## A18 Best in Show - Republican

**Gold**  
Corey Simon for Florida Senate  
Consensus Communications

**Silver**  
Campaign Manager - Kemp for Governor  
RMS Strategies

**Bronze**  
Eric Schmitt Series  
FP1 Strategies

**Bronze**  
Murkowski Fish Party Campaign  
True Blue Strategies

## Overall - Ballot Initiative Division

### A19 Direct Mail Campaign

**Gold**  
Measure D  
Amplify Campaigns

**Silver**  
Vote YES for Clean Air, Clean Water & Wildlife  
The Dover Group

**Bronze**  
Environmental Defense Fund Bond Act  
Mercury LLC

### A20 Best Television Campaign

**Gold**  
Kansas Abortion Ballot Initiative (Vote No)  
GMMB

**Silver**  
Reproductive Freedom For All  
Alper Strategies & Media

**Bronze**  
Ranked Choice Voting - Alaska  
Optima Public Relations

### A21 Best Digital Campaign

**Gold**  
Keeping Colorado Local  
Boulder Strategies LLC

**Silver**  
Impactful Creative & Airtight Messaging:  
Passing Proposal 3 in Michigan  
through Digital Persuasion  
Change Media Group

**Bronze**  
Recalling San Francisco District  
Attorney Chesa Boudin  
KMM Strategies

## A23 Best Radio Campaign

**Gold**  
The Wild West - No Rules, Free Water  
HighGround Inc

**Silver**  
Reproductive Freedom For All  
Alper Strategies & Media

## A25 Best in Show

**Gold**  
Vote Yes for Clean Water and Jobs  
Kivvit

**Silver**  
Reproductive Freedom For All  
Alper Strategies & Media, Change  
Media Group, Moxie Media

**Bronze**  
Portland's Tipped Workers Agree:  
Vote No on Question D  
Restaurant Industry United

## Overall - Public Affairs/ Issue Advocacy Division

### A26 Best Direct Mail Campaign

**Silver**  
Hospitality Jobs  
The Differentiators

**Bronze**  
ACLU CA Action California State  
Legislative Mail Campaign  
RALLY

### A27 Best Television Campaign

**Gold**  
FAJC: Fix the RFS  
Narrative Strategies

**Silver**  
Swipe Fee Reform Advocacy  
Pierrepoint Consulting and Analytics

**Bronze**  
CleanBC  
The NOW Group

### A28 Best Digital Campaign

**Gold**  
City of Ralston Campaign  
Bullhorn Communications

**Silver**  
Arizona  
The Lincoln Project

**Bronze**  
Go Down for Democracy  
Fireside Campaigns

## A29 Best Phone Campaign

**Gold**  
Passing the Bipartisan Safer Communities Act  
Winning Connections

**Bronze**  
Quantity or Quality - Why not Both?  
CampaignHQ

## A30 Best Radio Campaign

**Bronze**  
Oklahoma State Medical Association  
Counterpoint Messaging

## A32 Best Newspaper Campaign

**Gold**  
Stop Pebble Mine Newspaper Campaign  
True Blue Strategies

**Silver**  
APICHA COVID Vaccine Persuasion Program  
The Parkside Group

## A33 Best PAC Campaign

**Gold**  
Arizona  
The Lincoln Project

**Silver**  
UKRAINE: The Fight for Democracy  
The Lincoln Project

**Bronze**  
Giffords PAC  
SKDK

## A34 Best in Show

**Gold**  
Stop Houston Murders PAC Campaign  
Bullhorn Communications & Stop  
Houston Murders PAC

**Silver**  
End the Threat Campaign  
True Blue Strategies

**Bronze**  
Back Bristol Bay Campaign  
True Blue Strategies

## Overall - Miscellaneous Division

### A35 Best New and Unusual Tactic

**Gold**  
Fish Party Campaign  
True Blue Strategies

**Silver**  
Maw-maw's Gumbo  
HSP Direct

**Bronze**  
Dr. Basha's Story  
Change Media Group



# Winners

## A36 Best Data Analytics Solution

**Gold**  
**Judicial Fairness PAC**  
Lawson Strategies

**Silver**  
**Texas Latino Conservatives' Hispanic Power Score & Realignment Survey**  
Echelon Insights, Impacto Group & Tarrance Consulting

**Bronze**  
**Abortion Stories & Prop 3 in Michigan: Using Creative Testing to Craft Winning Messages**  
Change Media Group

## A37 Best Use of Data Analytics/ Machine Learning

**Gold**  
**A.I. Powered Digital Campaign - Evers for Governor**  
Strother Nuckels Strategies with Powers Interactive using FourthWall Data

**Silver**  
**Inactive Algorithm**  
Authentic

**Bronze**  
**Cleaning Up Onboarding with Block Chain Enabled Data Clean Rooms**  
National Media Insights

## A38 Best Media Buying Plan that Moved the Needle

**Gold**  
**Protect Kentucky Access**  
Sage Media Planning & Placement

**Silver**  
**NEA Public Service Loan Forgiveness**  
Kiwit

**Bronze**  
**From Leather Jackets to an Eleven-Point Victory: Helping Gretchen Whitmer Win Michigan**  
Change Media Group

## Direct Mail - Candidate Division

### B01 For U.S. Senate - Democrat

**Silver**  
**Relentless**  
The Strategy Group

### B02 For U.S. Senate - Republican

**Gold**  
**Washington Families Have Some Questions**  
Big Dog Strategies

**Silver**  
**\$4,788,400**  
Big Dog Strategies

**Bronze**  
**Law Enforcement**  
FP1 Strategies

### B03 For U.S. House of Representatives - Democrat

**Gold**  
**Harder Wallet**  
Bergmann Zwerdling Direct

**Silver**  
**Harder Hit**  
Bergmann Zwerdling Direct

**Bronze**  
**Voting Rights**  
Resonance Campaigns

### B04 For U.S. House of Representatives - Republican

**Gold**  
**Who Said That? - Scratch Off**  
BullsEye Public Affairs, LLC

**Silver**  
**End of the Rope**  
Ascent Strategic Inc

**Bronze**  
**Texting with Joe**  
Checkmate Strategies

### B05 For Governor - Democrat

**Gold**  
**Don't Run. We Are Tracking You.**  
The Strategy Group

**Silver**  
**Alleged "Miscarriage"**  
The Strategy Group

**Bronze**  
**Tough Fight**  
Run The World

### B06 For Governor - Republican

**Gold**  
**Laura Kelly - Biden Puppet**  
Big Dog Strategies

**Silver**  
**Georgians First**  
Creative Direct

**Bronze**  
**The Game of Life**  
ColdSpark

### B07 For Down-ballot Statewide

**Silver**  
**Pitbull**  
Bryson Gillette

**Bronze**  
**Ellen for Education**  
First Tuesday Strategies

### B08 For PAC/Super PAC

**Gold**  
**Comrade**  
Napolitano Consulting

**Silver**  
**Kelly Martinez for San Diego County Sheriff IE Innovative Roll Fold**  
Political Strategies, Inc.

**Bronze**  
**"Dangerous" - DMS - NE CD02**  
The Strategy Group Co.

### B09 For Organization

**Gold**  
**Operation**  
Superior Blue

**Silver**  
**Hays County (Texas) Democratic Party - The Little Engine that DID!**  
Hays County Texas Democratic Party

**Bronze**  
**Three Of A Kind**  
Superior Blue & AFL-CIO

### B10 Bilingual/Multilingual/ Foreign Language

**Gold**  
**Hays County (Texas) Democratic Party - The Little Engine that DID!**  
Hays County Texas Democratic Party

**Silver**  
**Mantenga La Línea**  
MDW

**Bronze**  
**Communities United Trump**  
Bergmann Zwerdling Direct

### B11 Early Voting/Absentee Ballot/ Vote-by-Mail

**Gold**  
**The Ballots are Coming!**  
CN4 Partners

**Silver**  
**National Association of Homebuilders "If You're in Business, You're in Politics" GOTV Campaign**  
TLC Political

**Bronze**  
**Keep Integrity & Diversity on The Bench**  
Blueprint Consulting, LLC

### B12 Best Use of Humor

**Gold**  
**The Misadventures of Shady Schweikert**  
Pathfinder Strategic, RDP Strategies, Inked Ideas



## THE 2023 POLLIE AWARDS

**Silver**  
Critical Thinking  
KABZA

**Bronze**  
Negative Summary  
Resonance Campaigns

### B13 Best Use of Negative or Contrast

**Gold**  
Mike Garcia for Congress  
Storytellers Mail

**Silver**  
Map  
Wildfire Contact

**Bronze**  
Smoke & Mirrors  
ColdSpark

### B14 Best Use of Illustration or Photography

**Gold**  
Lauren Book for State Senate  
MDW

**Silver**  
Where's Hurtado  
The Singularis Group

**Bronze**  
Gonzalez Loteria  
Bergmann Zwerdling Direct

### B16 Best Use of Targeting

**Gold**  
The Real Extremist  
Checkmate Strategies

**Silver**  
Heather Matson for Iowa House  
AGENCY

**Bronze**  
Don't Run. We Are Tracking You.  
The Strategy Group

### B17 Best Use of Slate Mail

**Gold**  
We vote!  
MAP Political Communications

**Silver**  
Bingo PLAN  
Sisneros Strategies

**Bronze**  
TeamCudahy Community  
Bergmann Zwerdling Direct

**B18 GOTV**  
**Gold**  
SEIU PA GOTV  
Bergmann Zwerdling Direct

**Silver**  
Harder Neighbors  
Bergmann Zwerdling Direct

**Bronze**  
"Feathers"  
Public Response Group

### B19 Independent Expenditure Campaign - U.S. Senate

**Gold**  
Roulette  
Superior Blue & AFL-CIO

**Silver**  
Easy as Pie  
Red Horse Strategies

**Bronze**  
Oz the R.I.N.O.  
ColdSpark

### B20 Independent Expenditure Campaign - U.S. House of Representatives

**Gold**  
Wreck  
Ascent Strategic Inc

**Silver**  
Self-Dealing Conman Loren Culp  
Big Dog Strategies

**Bronze**  
Get Out Of Jail Free Card  
Big Dog Strategies

### B21 Independent Expenditure Campaign - For Governor

**Silver**  
American Horror Show  
Creative Direct

**Bronze**  
AFSCME - Hobbs for Jobs  
Pendulum Creative Group

### B22 Independent Expenditure Campaign - For Down-ballot Statewide

**Bronze**  
Gustafson protects our freedoms  
CN4 Partners

**B23 GOTV**  
**Bronze**  
Equality for All Nevadans  
New Way Strategies

## Direct Mail - Ballot Initiative Division

### B24 Bilingual/Multilingual/Foreign Language

**Gold**  
Sal y vota  
Solidarity Strategies

**Silver**  
YES 2 ARTS Miami Beach  
Kivvit

### B25 Best Use of Negative or Contrast

**Gold**  
Where Do You Hang Your Hat?  
Amplify Campaigns

**Silver**  
Vote Yes for Clean Water and Jobs  
Kivvit

## Direct Mail - Public Affairs/ Issue Advocacy Division

### B26 For National

**Silver**  
Plan to Vote Comic  
BerlinRosen

### B27 For PAC/Trade Association

**Gold**  
Retail Crime  
The Differentiators

**Silver**  
The Tanque Verde Times  
HighGround Inc.

## Direct Mail - Miscellaneous Division

### B28 Best Use of Opposition Research

**Gold**  
An Idaho Brawl  
McShane LLC

**Silver**  
Judgment  
Cornerstone Solutions

**Bronze**  
Mr. Cassidy - Magic Scrubber  
BullsEye Public Affairs, LLC

## Television - Candidate Division

### C01 For U.S. Senate - Democrat

**Silver**  
Fetterman: Family Matters  
The Win Company

# Winners

**Bronze**  
Mark Kelly for AZ - "I Believe"  
SKDK

## C02 For U.S. Senate - Republican

**Gold**  
Grocery Store  
FP1 Strategies

**Silver**  
Cotton to Congress  
FP1 Strategies

**Bronze**  
Toughness  
FP1 Strategies

## C03 For U.S. House of Representatives - Democrat

**Gold**  
Schrier for Congress - "Hay"  
GMMB

**Silver**  
Helpers - Congresswoman Lauren Underwood  
The Win Company

**Bronze**  
Brittany Pettersen for Congress -- "Stacy"  
Putnam Partners

## C04 For U.S. House of Representatives - Republican

**Gold**  
Mike Flood for Congress "Governors"  
Trail Public Affairs

**Silver**  
Think Different | Marc Molinaro for Congress  
Strategic Partners & Media

**Bronze**  
Adelaide  
BrabenderCox

## C05 For Special Election - U.S. Senate

**Gold**  
Janis - AB PAC  
MZL Media

## C06 For Special Election - U.S. House of Representatives

**Gold**  
"Freedom"  
Backstory Strategies

**Silver**  
Mayra Flores "My Father"  
Convergence

**Bronze**  
Pat Ryan for Congress - "Fought For"  
Orlattle

## C07 For Governor - Democrat

**Gold**  
Evers for Governor, "Twelve"  
Strother Nuckels Strategies

**Silver**  
Team  
MZL Media

**Bronze**  
Evers for Governor, "Right Thing"  
Strother Nuckels Strategies

## C08 For Governor - Republican

**Gold**  
Behind the Scenes  
BrabenderCox

**Silver**  
Irvin 30TV Haunted  
PRIME Media Partners

**Bronze**  
At It Again  
BrabenderCox

## C09 For Down-ballot Statewide

**Gold**  
"New Spin" - Sprague - OH Treas  
The Strategy Group Co.

**Silver**  
VO Guy  
AL Media

**Bronze**  
Jena Griswold for Colorado  
Secretary of State - "Champion"  
Orlattle

## C10 For PAC/Super PAC

**Gold**  
Show Me Values PAC MO - "Afraid"  
Red Elephant Strategy

**Silver**  
United Association - Josh Shapiro  
for Governor IE, "Word."  
Strother Nuckels Strategies

**Bronze**  
Brandon  
DDMG on Behalf of American Bridge

**Bronze**  
Senate Majority PAC - "6313"  
GMMB

## C11 Bilingual/Multilingual/ Foreign Language

**Gold**  
Mayra Flores "Mi Vida"  
Convergence

**Silver**  
Carlos Gimenez "American Dream SPA"  
Convergence

**Bronze**  
Ciscomani for Congress "Trabajo Duro"  
McCarthy Hennings Whalen

## C12 Best Use of Humor

**Gold**  
Motha  
AL Media

**Silver**  
Agents  
BrabenderCox

**Bronze**  
United Association IE to Defeat Kelly  
Tshibaka for U.S. Senate in Alaska  
Strother Nuckels Strategies with Dodson Media

**Bronze**  
Taxpayer Super Ninja  
Madison McQueen

## C13 Best Use of Negative or Contrast

**Gold**  
Mark Kelly for AZ - "Never Served"  
SKDK

**Silver**  
House Majority PAC - "Actual Quotes"  
Orlattle

**Bronze**  
Real Story  
FP1 Strategies

**Bronze**  
"Danger Among Us" - Ohioans  
for a Healthy Economy  
The Strategy Group Co.

## C14 Best Use of Personality or Celebrity

**Gold**  
Harry Cohen for Hillsborough County  
Commission "Everybody"  
Hamburger Group Creative

**Silver**  
Wes Moore for MD - "This Moment"  
SKDK

**Bronze**  
All of Dr. Oz's Magic Pills  
The Win Company

## C15 Independent Expenditure Campaign - U.S. Senate

**Gold**  
INVASION 2022  
Madison McQueen





# THE 2023 POLLIE AWARDS

## Silver

UA IE to Defeat Kelly Tshibaka for U.S. Senate in Alaska  
Strother Nuckels Strategies with Dodson Media

## Bronze

A Good Dad  
Brandon Guichard Digital Group

## C16 Independent Expenditure Campaign - U.S. House of Representatives

### Gold

NRCC WI-03 "What the Pfaff"  
Convergence

### Gold

"Freedom"  
Backstory Strategies

### Silver

Everytown for Gun Safety Victory Fund - "Hope"  
GMMB

## Bronze

HMP (IL-17) - "Tells Tales"  
Sena Kozar Strategies

## C17 Independent Expenditure Campaign - For Governor

### Gold

The Choice is Ours, Black Economic Alliance, Independent Expenditure  
The Win Company

### Silver

Be Change Now - "Solid Ground"  
Orlattle

## Bronze

Melanie  
FP1 Strategies

## C18 Independent Expenditure Campaign - For Down-ballot Statewide

### Silver

Reject  
Jacobson and Zilber Strategies

## C19 Best Use of Targeting

### Silver

Persuadable Precision: Targeting the Digital Footprint of Culture  
Sabio

## Bronze

Keith Ellison for Minnesota Attorney General Campaign  
True Blue Strategies

## Television - Ballot Initiative Division

### C20 Bilingual/Multilingual/Foreign Language

#### Silver

They Risked Everything  
Jacobson and Zilber Strategies

## Television - Public Affairs/Issue Advocacy Division

### C21 For National

#### Gold

Tipping Point  
Integrated Media Campaigns

#### Silver

AdvaMed: Every Moment Matters  
Narrative Strategies

#### Bronze

Save the American Microchip  
Venture Strategic

## Digital - Candidate Division

### D01 Digital Advertising - U.S. Senate - Democrat

#### Gold

Chuck Schumer "Yiddish Lessons"  
Trilogy Interactive

#### Silver

Bad Dawg!  
The Balduzzi Group

#### Bronze

Tammy Duckworth "Fly"  
Snyder Pickerill Media Group LLC

### D02 Digital Advertising - U.S. Senate - Republican

#### Silver

Heiress  
FP1 Strategies

#### Bronze

Real Story  
FP1 Strategies

### D03 Digital Advertising - U.S. House of Representatives - Democrat

#### Gold

Oaths  
Indigo Strategies LLC

#### Silver

Scam Artist  
The New Media Firm, Retired Americans PAC

## Bronze

Jasmine Crockett for Congress - "The Spirit"  
Putnam Partners LLC

### D04 Digital Advertising - U.S. House of Representatives - Republican

#### Gold

Your Vote  
Porcaro Communications

#### Silver

Same Page  
Porcaro Communications

## Bronze

Michael Cassidy's Newlywed Game  
BullsEye Public Affairs, LLC

### D06 Digital Advertising - Special Election - U.S. Senate

#### Silver

Runoff Explainer  
AL Media

### D07 Digital Advertising - For Governor - Democrat

#### Silver

SEIU Katie Hobbs for Governor  
The Colibri Collective

## Bronze

Wes Moore for Maryland - "Mom"  
SKDK

### D08 Digital Advertising - For Governor - Republican

#### Gold

Silently Waiting  
BrabenderCox

#### Silver

Behind the Scenes  
BrabenderCox

## Bronze

Chainsaw  
FP1 Strategies

### D09 Digital Advertising - For Down-ballot Statewide

#### Gold

Janet Dudding - Fired Y'All  
Ampersand Strategies

#### Silver

Montanans for Liberty and Justice  
Counterpoint Messaging

## Bronze

Taxpayer Super Ninja  
Madison McQueen

# Winners

## D11 Digital Advertising - Best Use of Targeting

**Gold**

Statewide Digital Persuasion Advertising (Cross-Platform)  
Texans for Greg Abbott

**Silver**

Targeted Omni-Channel Voter Outreach Using Mobile Device IDs  
BLAKEMORE AND ASSOCIATES / MOBLYZE

**Bronze**

Voter Targeting with HD Video - Augmented P2P Texting  
Peerly Inc.

**Bronze**

Advanced Contextual Targeting on YouTube - Dr. Singh's Story  
Clarify Agency

## D12 Digital Advertising - Best Use of Digital Advertising for Acquisition

**Silver**

JR Majewski stormed the capitol. Now he's running for Congress  
Run The World

**Bronze**

"How To" Find Your Polling Location  
Convert Digital

## D14 Website - U.S. Senate - Republican

**Bronze**

John Kennedy Website  
TAG Strategies

## D15 Website - U.S. House of Representatives - Democrat

**Silver**

Ilhan Omar Website Redesign  
Authentic

## D16 Website - U.S. House of Representatives - Republican

**Gold**

Liz Cheney for Virginia  
Surge Public Affairs & Go Big Media

## D17 Website - For Governor - Democrat

**Gold**

SEIU Katie Hobbs for Governor  
The Colibri Collective

## D18 Website - For Governor - Republican

**Silver**

kristinoem.com - Noem - SD GOV  
The Strategy Group Co.

## D19 Website - For Down-ballot Statewide

**Silver**

Ervin and Inman  
The Differentiators

**Bronze**

Adrian Fontes for Secretary of State  
MDW

## D20 Bilingual/Multilingual/Foreign Language

**Gold**

Leila do Vôlei for Governor  
ESPLANADA Comunicação Estratégica

**Silver**

What is America  
Jacobson and Zilber Strategies

**Bronze**

Luke Warford for Texas Railroad Commission - "Rateros"  
Putnam Partners

## D21 Best Use of Social Media

**Gold**

Twitter DM Amplifies Rep. Sharice Davids Voice in 2022  
New Blue Interactive

**Silver**

Patty Murray "Wrong"  
MVAR Media

## D22 Best Use of Video

**Gold**

Nick DiCeglie Campaign  
Consensus Communications

**Silver**

The Deep End: How taking on extreme Republican candidates sunk their chances at the ballot box  
Change Media Group

**Bronze**

Maxwell Frost for Congress - "Hear From"  
Putnam Partners

## D23 Best Use of a Meme

**Gold**

MEMOJI  
Mowery Consulting Group

**Bronze**

Katie Hobbs "Midnights" Ad  
Authentic

## D24 Best Viral Campaign

**Gold**

Sweet Florida  
TAG Strategies

**Silver**

Snooki  
New Deal Strategies

**Bronze**

Top Gov  
TAG Strategies

## D26 Best Use of Humor

**Gold**

Toughness  
FP1 Strategies

**Silver**

The Adventures of Jazzman and Robert  
Brandon Guichard Digital Group

**Bronze**

Mike Reichenbach: You Make a Terrible Liberal  
Surge Public Affairs

## D27 Best Use of Negative or Contrast

**Gold**

My Baby: How Betsy DeVos Pushing Tudor Dixon in a Stroller Lit Up the Internet in Michigan  
Change Media Group

**Silver**

The Adventures of Jazzman and Robert  
Brandon Guichard Digital Group

**Bronze**

Tide  
The Lincoln Project

## D28 Best Use of Digital Audio

**Silver**

Opportunity Arizona: Using the Surround-Sound Effects of Internet Radio to Boost Latino Voter Turnout  
Change Media Group

**Bronze**

Resonating with Voters through Resonance Theory  
National Media Insights + Mottola Consulting

## D30 Web Video

**Gold**

My Grandmother  
Brandon Guichard Digital Group

**Silver**

The Deep End: How taking on extreme Republican candidates sunk their chances at the ballot box  
Change Media Group

**Bronze**

"I Carry Her With Me"  
Bearstar Strategies



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### D31 Digital Creative - Stand Alone

#### Gold

##### A Good Dad

Brandon Guichard Digital Group

#### Silver

##### Patty Murray "Lace Up"

MVAR Media

#### Bronze

##### Relationship Status

Pacific Campaign House

### D32 Digital Creative - Full Set

#### Gold

##### U Up (to Vote)?

Pacific Campaign House

#### Silver

##### Nick DiCeglie Campaign

Consensus Communications

#### Bronze

##### Quote Him (A Better Maine)

FOGLAMP, Jay Littman

### D33 Independent Expenditure Campaign - U.S. Senate

#### Gold

##### Defining Blake Masters Early with the DSCC IE

Rising Tide Interactive

#### Silver

##### DSCC "Funny"

MVAR Media

#### Bronze

##### A Good Dad

Brandon Guichard Digital Group

### D34 Independent Expenditure Campaign - U.S. House of Representatives

#### Gold

##### Enough

Jacobson and Zilber Strategies

#### Silver

##### Ohio Deserves Better: Keep Insurrectionist JR Majewski Out of Office

Blue State

#### Bronze

##### "Clear to See"

TLC Political

### D35 Independent Expenditure Campaign - For Governor

#### Gold

##### LIRR Stalker Ad

Meridian Strategies

#### Silver

##### Promises Made, Promises Kept

Jacobson and Zilber Strategies

#### Bronze

##### Working with Save the Children

Action Network

Assemble the Agency

### D36 Digital Independent Expenditure - For Down-ballot Statewide

#### Gold

##### Matt DePerno - End Citizens United

Sapphire Strategies

#### Silver

##### Ervin and Inman

The Differentiators

#### Bronze

##### For Them

Jacobson and Zilber Strategies

## Digital - Ballot Initiative Division

### D37 Digital Advertising

#### Gold

##### Get Smart: Winning Voting Rights in Michigan with Innovative Digital Ads

Trilogy Interactive

#### Silver

##### Measures J and K

Randle Communications

#### Bronze

##### Fairness for Patients

Forward Solution Strategy Group

### D38 Website

#### Gold

##### A Website to Protect Reproductive Freedom, Fight Misinformation, and Persuade Michiganders to Vote YES on 3!

Change Media Group

#### Silver

##### CA NO on Prop 27 Website: Using Design to Persuades Voters

BASK Digital Media, Winner & Mandabach Campaigns, Bicker Castillo

Fairbanks & Spitz Public Affairs

#### Bronze

##### YES 2 ARTS Miami Beach

Kivvit

### D39 Best Use of Social Media

#### Gold

##### Raleigh Parks Bond Social Media Campaign

Sinclair Public Affairs

#### Silver

##### Statewide Ballot Measure 1 - "The Freedom Amendment"

Five Seasons Media

#### Bronze

##### Meeting People Where They Are: Prop 3 on Social Media in Michigan

Change Media Group

### D40 Web Video

#### Gold

##### DoorDash FAIL

Boulder Strategies LLC

#### Silver

##### Maryland Cannabis/Yes on 4 Ballot Initiative

SKDK

#### Bronze

##### Measures J and K

Randle Communications

### D41 Digital Creative - Stand Alone

#### Gold

##### Yes on F - A record breaking win for the San Francisco Library Preservation Fund Amara TikTok

BMWL Campaigns

#### Silver

##### Dr. Basha's Story

Change Media Group

#### Silver

##### Fairness for Patients

Forward Solution Strategy Group

#### Bronze

##### "Imagine This" - Telling the Story of a Future without Prop 3

Change Media Group

### D42 Digital Creative - Full Set

#### Gold

##### "FINALLY AN AD WORTH NOT SKIPPING": Tailored Creative to Win Prop 2 in Michigan

Trilogy Interactive

#### Silver

##### Helping Domestic Violence and Crime Victims Overall Digital Campaign

BMWL Campaigns

#### Bronze

##### AFP-CO Issue Committee "It's Our Money, and We Need it NOW" Vote YES on Prop #121 Campaign

TLC Political

## Digital - Public Affairs/ Issue Advocacy Division

### D43 Digital Advertising

#### Gold

##### This Shift is for You

FP1 Strategies



# Winners

## Silver

**Big Pharma Tried to Defeat Us: How 1,000+ Advocacy Ads Helped Win Lower Drug Prices**  
Trilogy Interactive

## Bronze

**Planned Parenthood Votes! South Atlantic, Black Organizing Project**  
SBDigital

## D44 Website

### Silver

**Environmental Defense Fund Bond Act**  
Mercury LLC

### Bronze

**Los Angeles County Registrar/Recorder Make a Plan to Vote Tool Website**  
Fenton Communications

### Bronze

**Virginia Think Tank Brings Decades Worth of Content Together in New Website**  
The Zoldak Agency

## D45 Best Use of Email Marketing (Non-Fundraising)

### Silver

**National Immigration Law Center DACA Email**  
Authentic

### Bronze

**APCIA PAC & Grassroots Celebrates Black History Month**  
Sagac Public Affairs

## D46 Best Use of Social Media

### Gold

**UKRAINE: The Fight for Democracy**  
The Lincoln Project

### Silver

**Last Week in the Republican Party**  
The Lincoln Project

### Bronze

**Back Bristol Bay**  
True Blue Strategies

## D47 Web Video

### Gold

**My Own Lock & Key -- "David's Story"**  
Putnam Partners

### Silver

**"10k In My Pocket" - Building Back Together (org)**  
VNCS

### Bronze

**Keith Davis Jr. Should Not Be In Jail**  
Forward Frame Media

## D48 Digital Creative - Stand Alone

### Gold

**Freedom for All, Way to Win**  
The Win Company

### Silver

**Never Again**  
The Lincoln Project

### Bronze

**Always & Forever**  
Gutsy Media

## D49 Digital Creative - Full Set

### Gold

**Accountable Iowa**  
Forward Solution Strategy Group

### Silver

**Combatting Deeply-Rooted Socialism Propaganda in Florida with Data-Driven Social Creative**  
Precision Strategies

### Bronze

**Mobilizing Michigan Voters: Increasing Youth and African American Voter Turnout in the 2022 Midterms**  
Change Media Group

## Phones - Candidate Division

### E01 Automated Calls

#### Gold

**Ella's Dad**  
NYS Democratic Assembly Campaign Committee

#### Silver

**A Small Voice to Inspire them All**  
CampaignHQ

### E02 Live Calls

#### Gold

**92 Votes Deliver Big Change to Small Town**  
CampaignHQ

#### Silver

**Senator Mark Kelly's Reelection Calls**  
Winning Connections

### Bronze

**Defending Illinois' Supermajority**  
Winning Connections

### E03 Telephone Town Hall Call/Forum Call

#### Gold

**Lawler retires DCCC Chair**  
CampaignHQ

#### Silver

**Bird Soars to Victory with Telephone Townhall**  
CampaignHQ

### Bronze

**"Committed to Oklahoma" - Mullin - OK US SEN**  
Front Porch Strategies

## Phones - Ballot Initiative Division

### E04 Live Calls

#### Gold

**Protecting Abortion in Kentucky**  
Winning Connections

### Bronze

**Ensuring Reproductive Freedom in Michigan**  
Winning Connections

## Phones - Public Affairs/ Issue Advocacy Division

### E06 Patch-Through Program Autodial/Live

#### Gold

**Chips for America Live Patch**  
Brushfire Strategies

#### Silver

**Passing the Bipartisan Safer Communities Act**  
Winning Connections

### Bronze

**"Stop Forced Unionization" - Ohioans for a Healthy Economy**  
The Strategy Group Co.

## Phones - Miscellaneous Division

### E08 Best Use of Mobile Application/Technology

#### Gold

**Augmented P2P Texting - Custom Fonts, Full HD Video & Dynamic Personalization**  
Peery Inc.

### Bronze

**Maximizing Voter Connection with Reliable Enhanced Video Texting**  
RumbleUp

### E09 Best Use of SMS

#### Gold

**Targeted & Accessible Multilingual Texting Overcomes Language Barriers**  
RumbleUp

#### Silver

**Fairfax County GOP Brings Awareness to Special Election with Clear SMS Texts**  
Zoldak Victory



# THE 2023 POLLIE AWARDS

## **Bronze**

America's Senator  
TAG Strategies

## **E10 Best Use of Peer to Peer Texting**

### **Gold**

Augmented P2P Texting with Full Length HD Video 1920x1080p  
Peerly Inc.

### **Silver**

"Serving the Public" - Galloway - OH Lake Co Auditor  
The Strategy Group Co.

## **Bronze**

Maximizing Voter Connection with Reliable Enhanced Video Texting  
RumbleUp

## **Radio - Candidate Division**

### **F01 For U.S. Senate**

#### **Gold**

Ms. Lindsey #1  
Paul Caprio & Associates

### **F02 For U.S. House of Representatives**

#### **Gold**

Quitter  
Art Hackney Communications

#### **Silver**

Michael Cassidy's Newlywed Game  
BullsEye Public Affairs, LLC

## **Bronze**

Teresa Leger for U.S. Congress  
Solidarity Strategies

### **F03 For Governor**

#### **Gold**

Choices  
Art Hackney Communications

#### **Gold**

Prison Calls  
McCleskey Media Strategies

## **Bronze**

Evers for Governor & Democratic Party of Wisconsin, "Bicycle"  
Strother Nuckels Strategies

### **F04 For PAC/Super PAC**

#### **Gold**

AB PAC Pray for Him  
MZL Media

#### **Silver**

Everytown for Gun Safety Victory Fund - "Voice"  
GMMB

## **Bronze**

Deadbeat Evan 30  
G2 Consulting

### **F05 Bilingual/Multilingual/Foreign Language**

#### **Gold**

ACLU Adrian Fontes for Secretary of State in Diné  
The Colibri Collective

#### **Silver**

La Verdad/The Truth  
Chambers Lopez Strategies LLC

## **Bronze**

David's Legacy  
AL Media

### **F06 Best Use of Humor**

#### **Gold**

Voting Double  
The Hereford Agency

#### **Silver**

Jeremy Oden - "Always Totin"  
Convergence

### **F07 Best Use of Negative or Contrast**

#### **Gold**

Protecting Americans Project Action Fund - "Experience" and "From Here"  
Medium Buying

#### **Silver**

Quitter  
Art Hackney Communications

## **Bronze**

Old Western  
RBI Strategies and Research

### **F08 Independent Expenditure Campaign**

#### **Bronze**

Michael Guest - Actual Conservative  
BullsEye Public Affairs, LLC

## **Radio - Ballot Initiative Division**

### **F09 Best Use of Radio**

#### **Gold**

Vote Yes for Clean Air, Clean Water, and Wildlife "Hidden Gems"  
Hamburger Group Creative

#### **Silver**

Reproductive Freedom For All "Barbershop Radio"  
Alper Strategies & Media

## **Radio - Public Affairs/ Issue Advocacy Division**

### **F10 Best Use of Radio**

#### **Gold**

Detroit Votes 2022 "Bounce Radio"  
Alper Strategies & Media/ Action Factory

#### **Silver**

Protect Florida Families  
First Tuesday Strategies

## **Bronze**

BBT - Accessible Internet  
Solidarity Strategies

## **Radio - Miscellaneous Division**

### **F11 Best Use of Digital Audio**

#### **Bronze**

Election Day  
The New Media Firm

## **Fundraising**

### **G01 Best Use of Direct Mail**

#### **Silver**

Major Donor Annual Appeal  
TLC Political

## **Bronze**

McMullin for Utah  
Blueprint Public Affairs

### **G02 Best Use of Email**

#### **Silver**

Former President Bartlet Raises Big for Sen. Cortez Masto  
MissionWired

## **Bronze**

Ritchie Torres For Congress  
Momentum Campaigns

### **G06 Best Use of a Mobile App for Digital Fundraising**

#### **Silver**

Increasing ROI using Immersive Mobile Fundraising & HD Video Texting  
Peerly Inc.

### **G07 Best Use of Phones/SMS**

#### **Silver**

Hageman, Cheney, and the NYT  
Go BIG Media

## **Bronze**

From Sandy Hook to Uvalde: Meeting The Moment With Sandy Hook Promise  
Trilogy Interactive & Mission Wired



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# THE 2023 POLLIE AWARDS

## G08 For Independent Committee, PAC or Super PAC

**Silver**

GM PAC "Take the Wheel" Video  
Sagac Public Affairs

**Bronze**

A New Appeal from an Old Friend  
HSP Direct

## G09 For Non-Profit Organization/ Trade Association

**Gold**

The Battleground State  
Blueprint Public Affairs

**Silver**

911 Memorial Museum Year in Review  
The Parkside Group

**Bronze**

Association PAC All-Access Pass  
Aristotle

## G10 Fundraising Event

**Gold**

Veep + The West Wing Crossover Reunion  
Hovercast

**Silver**

Leidos Puppies and Politics Event  
Sagac Public Affairs

**Bronze**

Home Grown Candidate - Mullin  
Event with Kristi Noem  
GrPro, LLC

## Newspaper

### H01 Full Page

**Gold**

EPA, Be the Hero  
True Blue Strategies

**Silver**

Yes on F - A Record Breaking  
Win for the San Francisco Library  
Preservation Fund Newspaper Ad  
BMW Campaigns

**Bronze**

LCV Monuments Campaign  
Solidarity Strategies

### H02 Less Than Full Page

**Gold**

Mike Reichenbach: Takeover to Truth  
Surge Public Affairs

### H03 Insert

**Gold**

Manchin's Dirty Deal - Insert  
True Blue Strategies

**Silver**

EPA, Be the Hero Insert  
True Blue Strategies

## Collateral

### I01 Billboard

**Gold**

Holy "Cao" He's on a Truck  
National Media Insights

**Silver**

UAW Investigation  
Berman and Company

**Bronze**

Melting Ben & Jerry's Hold on Unilever  
Smart Media Group

### I02 Door Hanger

**Gold**

Doors for Dems: How We Hit a Million  
Doors with Custom Targeted Hangers  
for the Michigan Democratic Party  
Change Media Group

**Silver**

FoF Nevada  
Pendulum Creative Group

**Bronze**

Ellen for Education  
First Tuesday Strategies

### I03 Logo

**Gold**

La'Ron Singletary for Congress  
Surge Public Affairs &  
Honold Communications

**Silver**

La Mariposa  
Sisneros Strategies

**Bronze**

YES 2 ARTS Miami Beach  
Kivvit

### I04 Mass Transit/Bus Sign

**Gold**

Florida Victory Tour 2022  
MDW

**Silver**

Whitmer for Michigan Campaign Bus:  
The Road to Getting Things Done  
Change Media Group

**Bronze**

APICHA COVID Vaccine Persuasion Program  
The Parkside Group

## I05 Most Original/Innovative Collateral Material - Democrat

**Gold**

John Fetterman Bought a Plane  
to Troll Oz LOL  
The Win Company

**Silver**

Every Student, Every Moment,  
Forward Together  
TJP Strategies

**Bronze**

LUCHA Times  
The Colibri Collective

**Bronze**

Mayor Rex  
The Strategy Group

## I07 Non-Mail Brochure

**Gold**

LUCHA Blue Voter Guide  
The Colibri Collective

**Bronze**

Hays County (Texas) Democratic Party  
-- The Little Engine that DID!  
Hays County Texas Democratic Party

## I08 Yard/Outdoor Sign

**Gold**

Every Student, Every Moment,  
Forward Together  
TJP Strategies

**Silver**

Come & Take It Yard Sign  
Mother's Against Greg Abbott PAC

**Silver**

Yes for a Safer Mesa  
HighGround Inc.

**Silver**

Fish Party Yard Sign  
True Blue Strategies

**Bronze**

Be a Hero - Wild Postings  
True Blue Strategies

## Field

### J01 Paid Field Program

**Gold**

Governor Brian Kemp  
In Field Strategies

**Silver**

Lauren McNally OH 59th  
Blue Phoenix Strategies, LLC

# Winners

## Bronze

PA Coordinated Campaign 2022  
- Allegheny and Philadelphia  
Counties - Paid Canvass Program  
At Scale, LLC

## J03 Field Program - Ballot Initiative

### Gold

Yes on H. Recall District Attorney  
Chesa Boudin Now  
Landslide Political

### Silver

Natural Medicine Colorado  
Landslide Political

## J06 Ballot Access - Petition Collection

### Gold

Damn the Torpedoes Full Speed Ahead  
Advanced Micro Targeting, Inc.

### Silver

Blitz to the Finish Line  
Advanced Micro Targeting, Inc.

## J07 Grassroots Program - Public Affairs/Issue Advocacy

### Silver

Grassroots Program Mobilizes Youth  
Activists to Advance Liberty  
Young Americans for Liberty

## Bronze

Outshining Our Opponents: 4/4 Solar  
Projects Win Approval in Ohio  
Calvert Street Group

## J09 Voter Registration Program

### Gold

Navajo Voter Registration  
Field Strategies

## J10 Voter ID Program

### Bronze

Governor Brian Kemp  
In Field Strategies

## J11 Walk/Handout Piece

### Silver

Hard-hitting Literature Delivered by Youth  
Activists Mobilizes Grassroots Action  
Young Americans for Liberty

## J12 Best Use of Analytics

### Gold

Innovative Field Program Empowers  
Independents to Build a Better Nevada  
CSC, LLC & Grassroots Targeting

### Silver

Analytics-Driven GOTV For Tarrant County  
WPA Intelligence

## Bronze

Fleur De Guerre - An Analytical Framework For  
Targeting And Visualizing Multi-Way Primaries  
WPA Intelligence

## Shoulda Woulda Coulda

## L01 Best Use of Direct Mail

### Gold

Raw Deal  
AGENCY

### Silver

Pilar Schiavo for California State  
Assembly, Disco Trump  
The Dover Group

## Bronze

Mattie Parker For Fort Worth Mayor  
Mayes Media Group

## L02 Best Use of Television

### Gold

Vote Yes for Clean Air, Clean Water,  
and Wildlife "Backwards"  
Hamburger Group Creative

### Silver

FF PAC - "Leaders"  
GMMB

## Bronze

Allan Fung "Ask The People"  
Convergence

## L03 Best Use of Digital

### Silver

McClusky For Mayor  
Focus Creative

## Bronze

Chuck Schumer "Sleepy Phone"  
Trilogy Interactive

## L05 Best Fundraising Effort

## Bronze

The Emperor Has No Clothes  
HSP Direct

## L06 Best Use of Radio

### Gold

"Inflation On High"  
North Woods Advertising

### Silver

Mattie Parker For Fort Worth Mayor  
Mayes Media Group

## L07 Best Use of Newspaper

### Gold

GOTV Newspaper Ads: Alternative  
Language Opportunities For Us  
Fincher Consulting

## Bronze

Mike Lee Right on the Money  
Carli Productions

## L08 Best Use of Collateral

### Silver

Things to Know About When You Go  
Calvert Street Group

## Technology

## M01 Best Ad Technology Innovation

### Gold

CTV Integration: A 360 View  
of Political Advertising  
AdImpact

### Gold

ONE AND ONLY  
RepublicanAds.com

### Silver

Learning Comes Alive  
The NOW Group

## Bronze

Cleaning Up Onboarding with Block  
Chain Enabled Data Clean Rooms  
National Media Insights

## M02 Best Innovation for Voter Targeting

### Gold

Targeted & Accessible Multilingual  
Texting Overcomes Language Barriers  
RumbleUp

### Silver

Carbon County Citizens for Water,  
Farms, and Land "Generations"  
Hamburger Group Creative

## Bronze

Persuadable Precision: Targeting  
the Digital Footprint of Culture  
Sabio

## M03 Best Fundraising Technology

### Gold

Immersive Mobile Fundraising with HD  
Video & Augmented Peer-to-Peer Texting  
Peerly Inc.

### Silver

Fundrayse - Hypertargeted  
Fundraising Without Silos  
WPA Intelligence

## Bronze

Twitter Insight Database  
Momentum Campaigns

## M04 Best Use of Mobile Technology

### Gold

Safety  
Go BIG Media



# Well done!

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# Winners

**Silver**  
**WHEN IT REALLY COUNTS**  
RepublicanAds.com

**Bronze**  
**Aadland for Colorado**  
Buzz360

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

**Gold**  
**Cleaning Up Onboarding with Block  
Chain Enabled Data Clean Rooms**  
National Media Insights

**Silver**  
**CTV Integration: A 360 View  
of Political Advertising**  
AdImpact

**Bronze**  
**Gretchen Whitmer Taps ACR Intelligence  
for Michigan Governor Win**  
MiQ & GMMB

**M06 Best Use of Data Analytics/Machine  
Learning in Online Fundraising**

**Gold**  
**Rand Paul Social Video Ad Creative Testing**  
IMGE

**Silver**  
**Inactive Algorithm**  
Authentic

**M07 Best Use of New Digital Technology**

**Gold**  
**AnyWeigh**  
Victory Insights

**Silver**  
**Cleaning Up Onboarding with Block  
Chain Enabled Data Clean Rooms**  
National Media Insights

**Bronze**  
**CTV Integration: A 360 View  
of Political Advertising**  
AdImpact

## Americas and U.S. Territories

**O01 Digital / Social Media Campaign**

**Gold**  
**Leila do Vôlei for Governor**  
ESPLANADA Comunicação Estratégica

**O02 Campaign Video (Tv  
Spot or Web Video)**

**Silver**  
**Leila do Vôlei for Governor**  
ESPLANADA Comunicação Estratégica

## CONGRATULATIONS TO THESE ENTRIES FOR PLACING FIRST IN THEIR REGION

### Regional - Overall Division

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

**AAPC Central**

**Jenny for Colorado**  
Superior Blue, Paola Paga and  
Jenny for Colorado

**AAPC North**

**Dani Isaacsohn for State Rep.  
Direct Mail Program**  
Blue Wall Mail

**AAPC South**

**Jessica Fitzwater for County Executive**  
The Beytin Agency

**AAPC West**

**Sheng Thao for Oakland Mayor  
Direct Mail Campaign**  
RALLY

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

**AAPC Central**

**Their Future, Our Future**  
Berni Consulting

**AAPC North**

**"New Spin" - Sprague - OH Treas**  
The Strategy Group Co.

**AAPC South**

**Bill Ward for NC House**  
Consensus Communications

**AAPC West**

**Pick Up and Drop Off**  
GrassrootsLab

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

**AAPC Central**

**Hays County (Texas) Democratic Party  
-- The Little Engine that DID!**  
Hays County Texas Democratic Party

**AAPC North**

**Democracy Hanging In The Balance**  
Foundation Blue Media

**AAPC South**

**DJ Johnson For State Rep, "General Election"**  
Oddball Creative

**AAPC West**

**Big Pharma Grocers**  
Elevate Public Affairs

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

**AAPC Central**

**Livingston Fundraising Texas**  
Neel & Partners, LLC.

**AAPC North**

**Larson**  
Goodman Campaigns

**AAPC South**

**Adam Hattersley - Texting**  
Goodman Campaigns

**AAPC West**

**CA Law Enforcement Legislative IE**  
Political Strategies, Inc.

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

**AAPC South**

**Adam Hattersley**  
Goodman Campaigns

**AAPC West**

**Better Boundaries**  
Blueprint Public Affairs



# THE 2023 POLLIE AWARDS

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

### AAPC Central

Dawn Driscoll Radio Campaign  
Victory Enterprises, INC

### AAPC West

Planned Parenthood Votes  
Arizona: Take Control  
50+1 Strategies

## N07 Best Use of Newspaper - Small Budget Campaign (<\$1 million)

### AAPC Central

Hays County (Texas) Democratic Party  
-- The Little Engine that DID!  
Hays County Texas Democratic Party

### AAPC South

Mike Reichenbach: The Real Sunday Story  
Surge Public Affairs

### AAPC West

Heal as a Community  
True Blue Strategies

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

### AAPC Central

At Risk: Abortion in Kansas  
Prairie Progress Consulting

### AAPC North

APICHA COVID Vaccine Persuasion Program  
The Parkside Group

## Regional - Candidate Division

## N09 Direct Mail - For State Legislature - Democrat

### AAPC Central

"George Washington/Milngavie Freuchie"  
(Mill-guy Froo-kay) / Hoan Huynh Intro Mailer  
Public Response Group

### AAPC North

Snodgrass Wagon  
Superior Blue Strategies

### AAPC South

Jones Fighter  
Bergmann Zwerdling Direct

### AAPC South

Lauren Book for State Senate  
MDW

### AAPC West

Assemblymember Alex Lee - the  
Youngest, Most Progressive Member of  
the California Assembly Direct Mail 2  
BMW Campaigns

## N10 Direct Mail - For State Legislature - Republican

### AAPC Central

Zito Unhinged and Unfit  
Direct Edge Campaigns

### AAPC North

SMCC Scott Alexander - Jobs For Tomorrow  
TLC Political

### AAPC South

Miller Shot Chaser  
Direct Edge Campaigns

### AAPC West

Brian Jones for Senate (CA----40)  
Inoculation and Closing Message  
Political Strategies, Inc.

## N11 Direct Mail - For Local/Municipal/Mayoral - Small Budget (<\$1 million) - Democrat

### AAPC Central

Hays County (Texas) Democratic Party  
-- The Little Engine that DID!  
Hays County Texas Democratic Party

### AAPC North

Golub Backed  
Bergmann Zwerdling Direct

### AAPC South

Dear Jane and Jonah  
The Beytin Agency

### AAPC West

During the Pandemic  
JPM+M

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

### AAPC Central

Friends of Waring  
Camelback Strategy Group

### AAPC North

Under the Rug  
Checkmate Strategies

### AAPC West

Strickland GOP Story  
DMH Meyer

## N13 Direct Mail - For Local/Municipal/Mayoral

### AAPC South

Using Direct Mail on a limited budget  
to win a School Board Race against Ron  
DeSants' handpicked candidate  
Duval Street Media, LLC

### AAPC West

Way Out of No Way  
The Strategy Group

## N14 Direct Mail - GOTV (Nonfederal)

### AAPC Central

Protecting Our Rights  
JESSIE PAC

### AAPC North

They're voting...are you?  
NYS Democratic Assembly  
Campaign Committee

### AAPC South

Voter Alert  
The Differentiators

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

### AAPC Central

Trump's #1 Fan  
Blue Wall Mail

### AAPC North

Fun LGBTQ Victory Fund GOTV  
Mailer for Becca Balint  
Solidarity Strategies

### AAPC South

Missouri NEA "Thank Paula"  
Campaign X Collective

### AAPC West

SEIU CA Them  
Bergmann Zwerdling Direct

## N16 Direct Mail - Independent Expenditure Campaign - For State Legislature - Republican

### AAPC Central

"Unfit"  
CAMP

### AAPC North

Comrade  
Napolitano Consulting

# Winners

## **AAPC South**

Where in the World is Howard Hunter?  
Direct Edge Campaigns

## **AAPC West**

LeBeau Has Got To Go  
Napolitano Consulting

**N17 Direct Mail - Independent Expenditure Campaign - For Local/Municipal/Mayoral - Small Budget (<\$1 million) - Democrat**

## **AAPC Central**

Promises Kept  
The Balduzzi Group

## **AAPC South**

Signs  
BerlinRosen

## **AAPC West**

Disturbing Hats  
Amplify Campaigns

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

## **AAPC North**

Behind the Wheel  
Napolitano Consulting

## **AAPC South**

Parents First  
Ascent Strategic Inc

## **AAPC West**

Hagman Heroes  
Eleven Public Affairs

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

## **AAPC North**

One  
AGENCY

## **AAPC West**

Communities United Trump  
Bergmann Zwerdling Direct

**N20 Television - For State Legislature - Democratic**

## **AAPC Central**

Thoms Tax  
AL Media

## **AAPC North**

Exception  
Red Horse Strategies

## **AAPC South**

Hemmer for Tennessee  
Forward Solution Strategy Group

## **AAPC West**

Angelique Ashby for CA State Senate, "Locker"  
Strother Nuckels Strategies

**N21 Television - For State Legislature - Republican**

## **AAPC Central**

Dawn Driscoll Truth TV  
Victory Enterprises, INC

## **AAPC North**

Huizenga SD-30 30TV David the Defunder  
PRIME Media Partners

## **AAPC South**

DJ Johnson For State Rep, "A Mile"  
Oddball Creative

**N22 Television - For Local/Municipal/Mayoral - Small Budget (<\$1 million) - Democratic**

## **AAPC South**

Harry Cohen for Hillsborough County Commission "Everybody"  
Hamburger Group Creative

## **AAPC West**

Clean River  
Changing Dynamics

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

## **AAPC South**

Remember This | Jessica Haire for Anne Arundel County Executive  
Strategic Partners & Media

**N24 Television - For Local/Municipal/Mayoral**

## **AAPC West**

Leader  
AKPD Message & Media

**N25 Television - Independent Expenditure Campaign - For State Legislature**

## **AAPC South**

Just Plain Awful  
Consensus Communications

## **AAPC West**

Vote No on Republican Bill Boyce  
Fincher Consulting

**N26 Television - Independent Expenditure Campaign - For Local/Municipal/Mayoral - Small Budget (<\$1 million)**

## **AAPC North**

Protecting Americans Project Action Fund - "Risk"  
Content Creative Media

## **AAPC South**

Protecting Americans Project Action Fund - "Too Busy"  
Content Creative Media

## **AAPC West**

No Mas Excusas  
Eleven Public Affairs

**N27 Television - Independent Expenditure Campaign - For Local/Municipal/Mayoral**

## **AAPC West**

Agree  
Jacobson and Zilber Strategies

**N28 Digital Advertising - For State Legislature - Democrat**

## **AAPC Central**

My Grandmother  
Brandon Guichard Digital Group

## **AAPC North**

Gregg Johnson for Illinois State Representative, Mom's Story  
The Dover Group

## **AAPC South**

Out of Touch  
Statecraft Media

## **AAPC West**

Max Carter - Service  
Ampersand Strategies

**N29 Digital Advertising - For State Legislature - Republican**

## **AAPC North**

Scammer  
Jackson Group Media - Bud Jackson

## **AAPC South**

Mike Reichenbach: You Make a Terrible Liberal  
Surge Public Affairs





## THE 2023 POLLIE AWARDS

**N30 Digital Advertising - For Local/Municipal/Mayoral - Small Budget (<\$1 million) - Democrat**

**AAPC North**

Keeping Up With Tarver  
The Balduzzi Group

**AAPC West**

Treva Reid For Oakland Mayor  
88spire

**N31 Digital Advertising - For Local/Municipal/Mayoral - Small Budget (<\$1 million) - Republican**

**AAPC South**

David Klein for Lee Co. Health Board  
TLC Political

**N32 Digital Advertising - For Local/Municipal/Mayoral**

**AAPC Central**

The Adventures of Jazzman and Robert  
Brandon Guichard Digital Group

**AAPC South**

My Home (Muriel Bowser for Mayor)  
FOGLAMP, Jay Littman

**AAPC West**

Never Left  
Jacobson and Zilber Strategies

**N33 Website - For State Legislature**

**AAPC South**

County GOP Special Election Website  
Becomes Candidate Website  
Zoldak Victory

**N34 Website - For Local/Municipal/Mayoral - Small Budget (<\$1 million)**

**AAPC Central**

Hays County (Texas) Democratic Party  
-- The Little Engine that DID!  
Hays County Texas Democratic Party

**AAPC South**

Retain Integrity  
Blueprint Consulting, LLC

**AAPC West**

Sheng Thao for Oakland Mayor Website  
RALLY

**N35 Website - For Local/Municipal/Mayoral**

**AAPC South**

Get to Know Sandra Davis  
Zoldak Victory

**N36 Digital Independent Expenditure - For State Legislature**

**AAPC Central**

The Deep End: How Taking on  
Extreme Republican Candidates Sunk  
their Chances at the Ballot Box  
Change Media Group

**AAPC North**

The Deep End: How Taking on  
Extreme Republican Candidates Sunk  
their Chances at the Ballot Box  
Change Media Group

**AAPC South**

Alexis Calatayud Display  
Neel & Partners, LLC.

**AAPC West**

Police for me, not for you  
Edgewater Strategies

**N37 Digital Independent Expenditure - For Local/Municipal/Mayoral - Small Budget (<\$1 million)**

**AAPC Central**

Where Y'at  
Berni Consulting

**AAPC West**

Don't Talk About It, Just Do It  
Green Alley Strategies

**N39 Radio Advertisement - Non-Federal**

**AAPC Central**

Driscoll "Looking Up"  
Victory Enterprises, INC

**AAPC South**

Republican State Leadership  
Committee - "Sh\*t" (Radio ad)  
Content Creative Media

**AAPC West**

Rock the Boat  
Art Hackney Communications

**N40 Field Program - Non-Federal**

**AAPC Central**

Texans for Greg Abbott  
Camelback Strategy Group

**AAPC North**

NY SD 26 Paid Persuasion Program  
North Shore Strategies

**AAPC South**

North Carolina's Most Flippable  
Mobilize The Message

**AAPC West**

Juan Alanis for State Assembly District 22  
Red Dog Strategies, Inc.

**N41 Field - GOTV - Non-Federal**

**AAPC North**

New District? No Problem!  
North Shore Strategies

**Congratulations  
to All of Our  
2023 Winners!**

# The Political Advertising Playbook

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



01 | Politics and the Programmatic Landscape

02 | Which Generations Are Voting

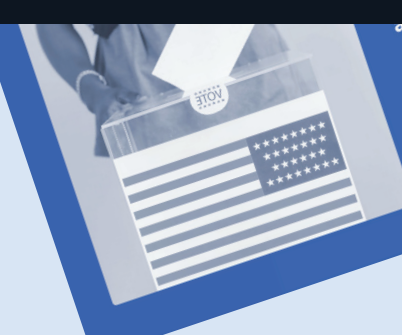
03 | Benefits of Programmatic for Political Campaigns

04 | Formats and Channels for Political Ads

05 | Political Audience Targeting

06 | Programmatic Features for a Successful Political Campaign Strategy

07 | Conclusion



This political advertising... marketers can plan, prepare and... campaigns that reach the right voters, m...

06 | PROGRAMMATIC FEATURES FOR A SUCCESSFUL POLITICAL CAMPAIGN STRATEGY

casting

Campaign forecasting can be leveraged to better understand how your campaign is going to scale and perform before you spend at all. This way, you can plan your political campaign strategy quickly and effectively. Forecasting will give you the ability to identify the highest-value opportunities and reach customers across an optimal media mix.

Forecasting will provide you the insights you need to get your campaign up and running quickly. By predicting how your campaign will scale ahead of time, you can make sure you're including the parameters that will help you reach the right audience and maximize the impact of your ad dollars.



 StackAdapt

## POLITICAL ADVERTISING PLAYBOOK



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# Leading West Coast Union Printer/Mailer

▶ **AGGRESSIVE Political Mail Schedules**  
*Putting your campaigns in homes faster*

▶ **Social Pressure Mailers**  
*3 million a day matched mail capacity  
(personalized letter into personalized envelope)*

▶ **SHAREMAIL**  
**Voter Reg or similar projects**  
*2 million a day with up to 6 matching  
components all machine matched and  
camera verified at high speeds*

▶ **5 color envelopes**  
*In-house manufacturing  
up to 3 million pieces a day*

▶ **AID has been a trusted source  
for serious political mail  
consultants for two decades**



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**Congratulations**  
**2023 Pollie Award Winners!**

**ADVANCED**  
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**Don Contardi, President 949-300-9525 (cell)**