

THE 2025 POLLIE AWARDS

WINNERS BOOK



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THE 2025 POLLIE AWARDS

WINNERS BOOK



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Congratulations

to all of this year's honorees

Winners Book Printed Courtesy of:



Judges

AAPC gratefully acknowledges the 263 judges who participated in the 2025 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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STONES' PHONES

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THE 2025 POLLIE AWARDS

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GUY SCARPELLI

CTC TELESERVICES

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CARDINAL CONTACT LLC

PEDRO VALLE

303 DIGITAL

MARYELLEN VELIZ

DSPOLITICAL

LINDSAY VERMEYEN

NEW RIVER STRATEGIES

KATHERINE WAGNER

GP3 MIX MEDIA

DAVID WAID

JAVELINA CONSULTING

ISAAC WALKER

THE ADWELL GROUP

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SBDIGITAL

TONI WEBB

JM2

ASHER WEINSTEIN

NESBITT & PARRINELLO

ANDREW WEISSERT

ARW STRATEGIES

KATE WELSH

BUYING TIME

EDWARD WIGGLESWORTH

SPECTRUM CAMPAIGNS

ZAK WILLIAMS

ZENITH STRATEGIES

CHRISTOPHER WILSON

EYESOVER

DAVID WILSON

RED DOG STRATEGIES

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BRUSHFIRE STRATEGIES

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Pollie Contest Winners

In one of the most unpredictable and high-stakes election cycles in modern history, this year's Pollie Awards entries rose to the moment—cutting through the noise with creativity, clarity, and precision. As campaigns faced shrinking attention spans, a fragmented media environment, and growing distrust in institutions, this year's submissions didn't just stand out—they broke through.

More than ever, the Pollie Awards celebrate campaign communications that delivered—messages that reached the right audiences, changed minds, drove turnout, and ultimately shaped outcomes. In a year where every impression had to count, these winning entries set a new standard for effectiveness under pressure.

AAPC proudly congratulates the 2025 Pollie Award winners for their strategic acumen, innovation, and measurable impact on the 2024 election cycle.

Overall - Candidate Division

A01 Best Direct Mail Campaign (Democrat)

Gold
Superhero
Four Lions Media

Silver
Derek Tran for Congress
Bergmann Zwerdling Direct

Bronze
Clarissa Cervantes for Assembly
Bergmann Zwerdling Direct

A02 Best Direct Mail Campaign (Republican)

Silver
Nevada GOTV - President Trump
Caliber Contact

Silver
AFP Action Sheehy Mail Campaign
Innovative Politics

Bronze
Turning the Tide: America PAC AZ's Game-
Changing Mail Campaign
TLC Political

A03 Best Television Campaign (Democrat)

Gold
Osborn's "Model for Taking on Republicans"
Fight/Osborn for Senate

Silver
Josh Riley for Congress
SKDK

Bronze
Jared Golden for Congress
Beacon Media

Winners

A04 Best Television Campaign (Republican)

Gold

Moreno - OH US SEN
TSGco

Silver

Lifetime of Service
FP1 Strategies

Bronze

Keystone Renewal PAC
SRCPmedia

A05 Best Digital Campaign (Democrat)

Gold

Pablo José Hernández Rivera - "TODOS a Washington"
Kitchen, LLC & 303.Digital LLP

Silver

The Republican Congressman
Progress Action Fund

Bronze

Josh Riley: A Different Kind of Democrat
Blueprint Interactive

A06 Best Digital Campaign (Republican)

Gold

America's Badass
FP1 Strategies

Silver

Moreno - OH US SEN
TSGco

Bronze

MOMS ON A MISSION | Vote Safety. Vote Republican Judges.
Bluestone Creatives, LLC

A07 Best Use of Opposition Research (Democrat)

Gold

Cisneros for Congress
Nesbitt & Parrinello, Armour Evans Media, Bergmann Zwerdling Direct

Silver

Into The Woods
Matters of State Strategies

A08 Best Use of Opposition Research (Republican)

Gold

Con Man
Pathfinder Strategic LLC

Silver

Chris Spencer Oppo
Direct Edge Campaigns/Fulcrum Intel

Bronze

Disgraceful
Jamestown & NX3 Strategies

A09 Best in Show (Democrat)

Gold

Hillary Scholten for Congress
The Adwell Group

Silver

Pablo José Hernández Rivera, "TODOS a Washington"
Kitchen LLC & 303.Digital LLP

Bronze

Eric Sorensen for Congress
The Adwell Group

A10 Best in Show (Republican)

Gold

Lifetime of Service
FP1 Strategies

Silver

McCormick for Senate "Wrestling"
OnMessage Inc.

Bronze

Moreno - OH US SEN
TSGco

A11 Best Field Campaign (Democrat)

Silver

Marie Gluesenkamp Perez
Bottled Lightning Collective

Bronze

Full Speed Ahead
ÖYKÜ

A12 Best Field Campaign (Republican)

Gold

Suzette Valladares for State Senate
Red Dog Strategies, Inc

Silver

Strategy Over Budget: Lessons from MN CD 3 vs. MN CD 2 Campaigns
Buzz360, LLC

Bronze

Utah: Leveraging Top Ballot Candidates for Down Ballot Qualification
Black Peak Signatures and Persuasion

A13 Best Fundraising Campaign (Democrat)

Silver

Jon Tester's Record-Breaking Campaign Success
Authentic

Bronze

Record Breaking Fundraising for Harry Dunn's Congressional Campaign
Liftoff Campaigns

A14 Best Fundraising Campaign (Republican)

Bronze

Dave McCormick for Senate
HSP Direct

A15 Best Phone Campaign (Democrat)

Bronze

Protecting the Democratic Supermajority in Illinois
Winning Connections

A16 Best Phone Campaign (Republican)

Silver

Disgraceful
Jamestown & NX3 Strategies

A17 Best Radio Campaign (Democrat)

Silver

AFSCME - Ruben Gallego for U.S. Senate IE
The Colibri Collective

A18 Best Radio Campaign (Republican)

Bronze

Alaskans for Nick Begich
Art Hackney Communications

Overall - Ballot Initiative Division

A19 Direct Mail Campaign

Gold

Flipping the Housing Narrative on Rent Control
JPM+M

Silver

Yes on Measure E
The Strategy Group

Bronze

First ever parcel tax passed in Pasadena, Sierra Madre, and Altadena.
Blue State Campaigns

A20 Television Campaign

Gold

Legalizing Sports Betting
FP1 Strategies

Silver

Protect Our Schools Kentucky
Beacon Media

Bronze

Montanans Securing Reproductive Rights
A|L Media Strategy

A21 Digital Campaign

Gold

Stressful - Yes on Proposition 2
Gozzo Strategies



THE 2025 POLLIE AWARDS

Silver

Prop 3 - Til Death Do Us Part
J&Z Strategies

Bronze

Legalizing Sports Betting
FP1 Strategies

A22 Best in Show

Gold

Yes on M Ballot
BMWL Campaigns

Silver

Yes On Amendment 2 - Sports Betting in Missouri
Guidant Polling & Strategy

Bronze

Vote NO on the GO
BullsEye Public Affairs

A23 Best Phone Campaign

Bronze

Enshrining Reproductive Freedom in Missouri
Winning Connections

A25 Best Fundraising Campaign

Silver

Make Elections Fair AZ - Proposition 140
HighGround Inc.

Overall-Public Affairs/Issue Advocacy Division

A26 Direct Mail Campaign

Silver

Arizona PAC
Echo Canyon Consulting

Bronze

9/11 Memorial and Museum - 2024 Mail Campaign
The Parkside Group

A27 Digital Campaign

Gold

ACLU of North Carolina - Nick/Death Row
GPS Impact

Silver

The Payback: making the IRA's clean energy cash and savings feel REAL
A-B

Bronze

End Medical Debt -- Maine
Erikson Communication Group

A28 Best PAC Campaign

Gold

Hands Off My Porn
Catalyst Campaigns

Silver

Lights on Energy
American Petroleum Institute and FP1 Strategies

Bronze

American College of Emergency Physicians (NEMPAC) Stop the Cut. Save Emergency Medicine.
Sagac Public Affairs

A29 Best in Show

Gold

Saving Social Media - Fighting for the First Amendment in the Digital Era
Sachs Media

Silver

Robinson Accountability
SBDigital

Bronze

Stop Houston Murders PAC 2024 Campaign
Bullhorn Communications, Judicial Fairness PAC, Stop Houston Murders PAC

A30 Best Newspaper Campaign

Gold

The Conservation Alliance | Public Lands Print Series
True Blue Strategies

Silver

Fight Against \$20
Berman and Company

A31 Best Phone Campaign

Bronze

Call Your Representative
Ascent Strategic

A32 Best Radio Campaign

Silver

Host Committee Radio
Platform Communications

A33 Best Television Campaign

Gold

The Office of Congressman Alex Mooney
TSGco

Silver

Empowered by Blockchain
TAG Strategies

A34 Best Fundraising Campaign

Gold

Nat. Assoc. of Convenience Stores - NACSPAC "Are You in Good Spirits"
Sagac Public Affairs

Bronze

General Motors GM PAC "Protecting Our Lane" Fundraising Campaign
Sagac Public Affairs

Overall - Miscellaneous

A35 Radio Campaign

Gold

History
Art Hackney Communications

Silver

NAACP
SKDK

Bronze

Alaskans for Nick Begich
Art Hackney Communications

A36 Fundraising Campaign

Gold

A Perfect Night in Wisconsin - Winning 5 Seats
Downballot
Goodman Campaigns

Silver

Defending America's Future Trump
McDonald's Gold Frame Contest
Convergence Media

Bronze

Rubio Victory Committee - House and Senate
SMS conducting
Targeted Victory

A37 Field Campaign

Gold

The Fight for Pennsylvania
Echo Canyon Consulting

Silver

Oral History of The Strawberry Fields Massacre
Marketplace Communications

Bronze

Welcome to the Zoo: The Blue 22
Make Liberty Win PAC

A38 Phone Campaign

Gold

The Call to Vote: Reaching Minnesota Voters by Phone
Make Liberty Win PAC

Silver

Electing Reproductive Freedom Champions to the Senate
Winning Connections

Bronze

Ohio on the Line: Dialing up the Buckeye State
Make Liberty Win PAC

A39 Best New and Unusual Tactic

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IMGE

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Meet Them Where They Are: Turning Cultural Events into Voter Action Hubs
Direct Persuasion

A40 Best Data Analytics Solution

Gold

Power Panel
National Media Insights

Silver

PURLs of Wisdom: Cracking the Code on Voter Engagement
Direct Persuasion

Bronze

The Future of Political Campaign Intelligence
Eyesover

A41 Best Use of Data Analytics/Machine Learning

Gold

Targeting The Greatest Comeback in American Political History
Grassroots Targeting

Silver

The Digital Co-Op Harnesses the Latest in Predictive Machine Learning
MissionWired

Bronze

AI-Powered, Contextual Targeting for Scalable Ad Reach
National Media Insights

A42 Best Media Buying Plan that Moved the Needle

Gold

Targeting the Streaming Persuadables: MAGA Inc.'s Data-Driven Media Strategy
Smart Media Group

Silver

Stop Houston Murders PAC 2024 Campaign
Bullhorn Communications, Judicial Fairness PAC, Stop Houston Murders PAC

Bronze

Winning the Bro Vote: Targeting Men Under 35
IMGE

A43 Best Independent Expenditure Campaign

Gold

The Marquez Menagerie
LG Campaigns

Silver

US Senate Campaign Ohio 2024 IE
Steve Grand Media / SRCP Media

Bronze

Davies for Assembly
McNally Temple Associates, Inc.

Direct Mail - Candidate Division

B01 For President

Gold

Are You Prepared
Creative Direct

Silver

Kamala's America
Caliber Contact

Bronze

A Historic 100-Day Sprint: Introducing the Harris for President Campaign
MissionWired

B02 For Presidential Primary

Bronze

Doug Burgum for America
Storytellers Mail, LLC

B03 For U.S. Senate

Gold

Choice
Convergence Targeted Communications

Silver

Matt
Big Dog Strategies

Bronze

Loteria
Solidarity Strategies

B04 For U.S. House of Representatives

Gold

In Her Own Words
BerlinRosen

Silver

Giving China the Boot
The Strategy Group

Bronze

Iowa CD 4 "Drift" Mailer
Victory Enterprises, Inc.

B06 For State Legislature

Gold

Teddy Bear
Kabza Media

Silver

Flowers' Flowers
Red Horse Strategies

Bronze

Helicopter
Amber Integrated

B08 For Mayor

Silver

Patrick Farrell for Huntington Mayor Drop3
Silver

Bronze

Patrick Farrell for Huntington Mayor Dem1
Bronze

B09 For Local/Municipal/Regional

Gold

Capitals and Wizards
The Balduzzi Group

Silver

Bubba Fish--Fights For All Of Us
Green Alley Strategies

Bronze

Yearbook
Superior Blue

B10 For PAC/Super PAC

Gold

Kayla
Big Dog Strategies

Silver

Better PA - Seuss
Bergmann Zwerdling Direct

Bronze

Better PA - Faces
Bergmann Zwerdling Direct

B11 For Organization

Silver

SEIU Michigan - Power
Bergmann Zwerdling Direct

Bronze

Katie Bernhardt Must GO
TJP Strategies

B12 Bilingual/Multilingual/Foreign Language

Gold

Libre Dave McCormick Mail
Innovative Politics

Silver

Derek Tran - Loteria
Bergmann Zwerdling Direct

Bronze

NY3 Special Red to Blue Win: Flipping the George Santos Seat To Dems
Trip Yang Strategies LLC



THE 2025 POLLIE AWARDS

B13 Early Voting/Absentee Ballot/Vote-by-Mail

Gold

Imagine

Red Maverick Media

Silver

With Honor in Support of Jared Golden for Congress, ME-2

The Dover Group

Bronze

IMPAC Supreme Court Runoff

BullsEye Public Affairs

B14 Best Use of Humor

Gold

Better PA - Seuss

Bergmann Zwerdling Direct

Silver

ASEC Tom Cole Mail

Innovative Politics

Bronze

Puppy Dog Pal

The Parkside Group

B15 Best Use of Negative or Contrast

Gold

Unfit to Serve

Timor Strategies / Percipient Strategies / Axiom Strategies

Silver

Vicente Gonzalez - Passport

Bergmann Zwerdling Direct

Bronze

Wolgamott's Wonderful Vodka

Make Liberty Win

B16 Best Use of Illustration or Photography

Gold

Derek Tran - Loteria

Bergmann Zwerdling Direct

Silver

Superhero SC Rep Heather Bauer

Zenith Strategies

Bronze

Then There's

Big Dog Strategies

B17 Best Use of Social Pressure

Gold

Watching

Goldfinch Partners

Bronze

Donald J. Trump for President 2024

Storytellers Mail, LLC

B18 Best Use of Targeting

Silver

House Milwaukeeans for Affordable Housing

Zenith Strategies

Bronze

Public Notice

TLC Political

B19 Best Use of Slate Mail

Bronze

Bear Arms

Make Liberty Win

B20 GOTV

Gold

New Candidate. Same Failed Policies Backed By Tester.

Caliber Contact

Silver

Donald J. Trump for President 2024

Storytellers Mail, LLC

Silver

Fight

Creative Direct

Bronze

NAR Mississippi Supreme Court Runoff

BullsEye Public Affairs

B21 Independent Expenditure Campaign - President

Gold

Amanda

Big Dog Strategies

Silver

Kayla

Big Dog Strategies

Bronze

A Disaster in North Carolina

Minute Mail Political

B23 Independent Expenditure Campaign - U.S. Senate

Gold

Zombie

International Association of Ironworkers and Superior Blue

Silver

AFP Action Tim Sheehy Mail

Innovative Politics

Bronze

Engaging Thousands of Persuadable Michigan Carpenters to back Elissa Slotkin for U.S.

Senate

Change Media Group

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

Gold

CVAA Pat Harrigan Mail

Innovative Politics

Silver

Scott Perry for Congress

ColdSpark

Silver

Then There's

Big Dog Strategies

Bronze

Carl Marlinga is HIM

Checkmate Strategies

B25 Independent Expenditure Campaign - For Governor

Gold

Luggage

Bottled Lightning Collective

B26 Independent Expenditure Campaign - State Legislature

Gold

Better PA - Stools

Bergmann Zwerdling Direct

Silver

Efren Martinez Neighborhood Warning

LG Campaigns

Silver

Unfit to Serve

Timor Strategies / Percipient Strategies / Axiom Strategies

Bronze

Wolgamott's Wonderful Vodka

Make Liberty Win

B27 Independent Expenditure Campaign - For Down-ballot Statewide

Silver

IMPAC Supreme Court Runoff

BullsEye Public Affairs

Bronze

RIP Our Rights

Navigate Campaigns

B28 Independent Expenditure Campaign - Mayor

Gold

Timeline

Convergence Targeted Communications

Silver

The Vice Guy Gary Price

Southeastern Strategies

Winners

B29 Independent Expenditure Campaign - Local/Municipal/Regional

Gold

Capitals and Wizards
The Balduzzi Group

Silver

**Nithya Raman - Relentlessly Reducing
Homelessness**
The Strategy Group

Bronze

Hagedorn
Checkmate Strategies

Direct Mail - Ballot Initiative Division

B30 GOTV

Gold

Isn't It About Time Springfield?
TLC Political

B31 Best Use of Social Pressure

Silver

Stop Scrolling and Vote
CN4 Partners

Bronze

Make a note and vote
CN4 Partners

B32 Best Use of Negative or Contrast

Gold

No On Prop 127
Caliber Contact

Silver

**No on L Ballot Best Use of Negative or
Contrast**
BMWL Campaigns

B33 For Statewide

Gold

Yes on Proposition 4: Tomorrow
RALLY

Silver

No Regerts
The Strategy Group

Bronze

No On Prop 127
Caliber Contact

B34 For Local

Gold

Land Line
The Strategy Group

Silver

**Vote Yes for the McHenry County Conservation
District Proposition**
The Dover Group

Silver

Land Of Many Taxes
Ascent Strategic

Bronze

House Milwaukeeans for Affordable Housing
Zenith Strategies

B35 Bilingual/Multilingual/Foreign Language

Gold

Defend WA Ballot Guide
CN4 Partners

Silver

Make a note and vote
CN4 Partners

Bronze

Stop Scrolling and Vote
CN4 Partners

Direct Mail - Public Affairs/Issue Advocacy Division

B36 For National

Gold

**9/11 Memorial and Museum - 2024 Mail
Campaign**
The Parkside Group

Silver

Dishonesty or Dementia?
Big Dog Strategies

Bronze

Cracked Egg
Ascent Strategic

B37 For Statewide

Bronze

Somos Votantes
Solidarity Strategies

B38 For PAC/Trade Association

Bronze

**American College of Emergency Physicians
(NEMPAC) Stop the Cut. Save Emergency
Medicine**
Sagac Public Affairs

B39 For Local

Gold

The devil's in the details
Mayes Media Group

Silver

Protect rural Texas schools
Mayes Media Group

Bronze

Spring Hill
Direct Edge Campaigns/Parthenon Strategies

Direct Mail - Miscellaneous

B40 Best Use of Opposition Research

Gold

The Living Room
Echo Canyon Consulting

Silver

Justice for Mishmish
Pacific Campaign House

Bronze

A Tale Of Two Jons
Caliber Contact

B41 Best Use of Generative AI

Gold

Joe Biden's Ice Cream
Caliber Contact

Silver

Gap
Moxie Media

Bronze

Bite Your Budget
Echo Canyon Consulting

Television - Candidate Division

C01 For President

Gold

**Best TV Advertisement -- Kennedy, Kennedy,
Kennedy For Me -- American Values**
American Values

Silver

Trump for President "Fight"
OnMessage Inc.

Bronze

PA-Harold-Inflation
Local Voices

C03 For U.S. Senate

Gold

Whatever It Takes
Bearstar Strategies

Silver

Tim Kaine "Faith and Freedom"
GtP Media

Bronze

Gallego for Arizona - "Fail to Plan"
SKDK

C04 For U.S. House of Representatives

Gold

Sniper
POOLHOUSE

Silver

House Freedom Action - "Super Soft Jerry"
Content Creative Media



THE 2025 POLLIE AWARDS

Bronze

Aliya and Jayna
FP1 Strategies

C05 For Governor

Silver

Straight Shooter
The Hereford Agency

Bronze

Stop Sign - Moore Capito for West Virginia
BrabenderCox

C06 For State Legislature

Gold

Denise Villalobos Campaign - "Scumbag"
KC Strategies

Silver

Real Service
BerlinRosen Media

Bronze

Safer
NYS Democratic Assembly Campaign
Committee/Mark Guma Communications

C07 For Down-ballot Statewide

Gold

Denise Ilitch for University of Michigan Regent
"Proven"
Alper Strategies & Media

Silver

Dedicated - Hawkins - OH SUP CT
TSGco

Bronze

Bidegaray for Montana
Nuckels Media Partners

C08 For Mayor

Gold

Aaron Peskin for Mayor
Beacon Media

Silver

Istanbul Succeeded-Women's Employment
ÖYKÜ

Bronze

Real Change for Portland, Keith Wilson for
Mayor
Nuckels Media Partners

C09 For Local/Municipal/Regional

Gold

Charmaine McGuffey for Sheriff - "Safety"
SKDK

Silver

Istanbul Succeeded-Women's Employment
ÖYKÜ

Bronze

Nathan Hochman for Los Angeles County
District Attorney Campaign: Gascon's
Homeless L.A.
Compelling Entertainment

C10 For PAC/Super PAC

Gold

Give Them - MAGA Inc.
TSGco

Silver

Con Man
Pathfinder Strategic LLC

Bronze

Don
FP1 Strategies

C11 Bilingual/Multilingual/Foreign Language

Gold

A Little Less
POOLHOUSE

Silver

Jobs
CN4 Partners

Bronze

Mamá
Conexión

C12 Best Use of Humor

Gold

Pace
McCleskey Media Strategies

Silver

House Majority PAC IE VA-07 - "Fake"
The Adwell Group

Bronze

Senate Majority PAC (PA) - "YANG-Ling"
GMMB

Bronze

Eugene Vindman "Vindman Family"
A|L Media Strategy

C13 Best Use of Negative or Contrast

Gold

Dan Osborn Lights Sh*t on Fire
Fight/Osborn for Senate

Silver

Eric Sorensen for Congress - "On the Floor"
The Adwell Group

Bronze

In Tandem - Moreno - OH US SEN
TSGco

Bronze

Tom Leek: "Help"
Consensus Communications

C14 Best Use of Personality or Celebrity

Silver

"Safety" Mariska Hargitay
The New Media Firm and One for All
Committee

Bronze

Bingman for Corporation Commissioner 2024
- "That Name"
Content Creative Media

C15 [New] Best Use of Testimonial

Gold

Pat Ryan for Congress - "Mirror"
The Adwell Group

Silver

Scott
FP1 Strategies

Bronze

Ann Ashford
The Hereford Agency

C16 Independent Expenditure Campaign - President

Gold

Lost Their Mind
FP1 Strategies

Gold

Moments
TAG Strategies

Silver

Least Likely
FP1 Strategies

Bronze

Don
FP1 Strategies

C18 Independent Expenditure Campaign - U.S. Senate

Gold

Keystone Renewal PAC "Sheriff"
SRCPmedia

Silver

Teammate
Bearstar Strategies

Bronze

Senate Majority PAC (MT) - "Bartender"
GMMB

C19 Independent Expenditure Campaign - U.S. House of Representatives

Gold

Grumpy Old Veterans
Backstory

Silver

House Majority PAC IE VA-07 - "MAGA Parrot"
The Adwell Group

Winners

Bronze
Infuriating
MZL Media LLC

C21 Independent Expenditure Campaign - State Legislature

Gold
Maine Senate Republicans "Mr. Solar"
OnMessage Inc.

Silver
WA WINS
DMM Media, INC

Bronze
Lawless Jesse Huseh
Parthenon Strategies

C22 Independent Expenditure Campaign - For Down-ballot Statewide

Gold
KPP - Dogs
Integrated Media Campaigns

Silver
KPP - Chaos
Integrated Media Campaigns

Bronze
Protecting Our Courts
Forward Solution Strategy Group

C23 Independent Expenditure Campaign - Mayor

Gold
Speedo
Nuckels Media Partners

Silver
Unsafe at any speed
CN4 Partners

C24 Independent Expenditure Campaign - Local/Municipal/Regional

Bronze
Protecting Americans Project Action Fund - "Unfit"
Content Creative Media

C25 Best Use of Targeting

Gold
Targeting the Streaming Persuadables: MAGA Inc.'s Data-Driven Media Strategy
Smart Media Group

Silver
Istanbul Succeeded
ÖYKÜ

Bronze
The Key to Winning the Keystone State
National Media Insights

Television - Ballot Initiative Division

C26 For Statewide

Gold
Missourians for Healthy Families and Fair Wages - "Happens"
The Adwell Group

Silver
Don't Take the Bait
Lawrence & Schiller

Bronze
Our Own
Sena Kozar Strategies

Bronze
Montanans Securing Reproductive Rights "Blair and Walter"
A|L Media Strategy

C27 For Local

Gold
NO on Prop D: Stopping a Misguided Funding Scheme
Change Media Group

Silver
Paperwork, No on Prop E
Nuckels Media Partners

Bronze
Nashville: Choose How You Move
Hardpin and McKenna Media

Television - Public Affairs/Issue Advocacy

C29 For National

Gold
PBM Leeches
Berman and Company

Silver
FWD.us - "Rosa and Everk"
The Adwell Group

Bronze
Fugitive
Bearstar Strategies

C30 For Statewide

Gold
Protecting Our Pocketbook
Innovative Politics

Silver
Hostage
Bearstar Strategies

Bronze
Orchestra _ Paraná in the Rhythm of Development
Lua Propaganda / Governo do Paraná

C31 For Local

Gold
Stop Houston Murders TV Ad - "Jazmen"
Bullhorn Communications, Judicial Fairness PAC, Stop Houston Murders PAC

Silver
Operating Engineers "Ticking Time Bomb"
A|L Media Strategy

Bronze
Movie Magic - The Office of Congressman Alex Mooney
TSGco

Television - Miscellaneous

C32 [New] Best use of CTV targeting

Gold
Young Kim for Congress: Navigating the LA Stream
Targeted Victory

Silver
Game On: Sophisticated CTV Targeting to Persuade Ohio Sports Fans to Vote Yes on Issue 1
Trilogy Interactive

Bronze
WI SSDC
GMMB

Digital - Candidate Division

D01 Digital Advertising - President

Gold
Zen
Go BIG Media

Silver
A Christmas to Remember - Donald J Trump for President 2024
BrabenderCox

Bronze
Trump X Takeover
Launchpad Strategies

D03 Digital Advertising - U.S. Senate

Gold
Tammy Baldwin for Senate - Gumdrop
GPS Impact

Silver
John Curtis for Senate "Jail"
SRCPmedia

Bronze
In Tandem - Moreno - OH US SEN
TSGco



THE 2025 POLLIE AWARDS

D04 Digital Advertising - U.S. House of Representatives

Silver

Drill Sergeant - O'Hara - OH CD02
TSGco

Bronze

Harry Dunn for Congress - "This Day"
The Adwell Group

D06 Digital Advertising - State Legislature

Gold

38 Years
Red Horse Strategies

Silver

Strategy Session
Amber Integrated

Bronze

Boots
Ampersand Strategies

D07 Digital Advertising - For Down-ballot Statewide

Gold

Mo Green for Superintendent
SBDigital

D08 Digital Advertising - Mayor

Silver

Istanbul Succeeded-Agriculture
ÖYKÜ

Bronze

Real Change for Portland, Keith Wilson for Mayor
Nuckels Media Partners

D09 Digital Advertising - Local/Municipal/Regional

Gold

"The Real Gauger" - Unfit. Unhinged. Unsafe.
Cornerstone Solutions

Silver

Alexis for Seattle - Bio
The Strategy Division

Bronze

Chris Scherer: "Crumbles"
Consensus Communications

D11 Digital Advertising - Best Use of Targeting

Gold

Targeting the Streaming Persuadables: MAGA Inc.'s Data-Driven Media Strategy
Smart Media Group

Gold

Michigan House Republican Campaign Committee (HRCC)
AdVictory

Silver

Unionized Innovation: Transforming IBEW Member Communications with Next-Level Technology
Nuckels Media Partners

Bronze

I'm Voting Republican
Traction Control

D12 Digital Advertising - Best Use of Digital Advertising for Acquisition

Silver

Targeting Triumph: Driving Fundraising and Engagement for Adam Schiff's Senate Campaign
Authentic

D13 Website - President

Silver

Kamala Coaster
Go BIG Media

D15 Website - U.S Senate

Bronze

Tim Sheehy - Website
Push Digital, Push Digital Group

D16 Website - U.S House of Representatives

Gold

Abe Hamadeh for Congress (AZ-08)
TSGco

Silver

Iowans for Zach Nunn
AdVictory

Bronze

Rulli for Congress - Special Election Website
Spencer Federal

D18 Website - State Legislature

Silver

Catalina Cruz - the first undocumented Dreamer fighting for Queens
Trip Yang Strategies LLC

Bronze

Nicole Sidman for NC
SBDigital

D21 Website - Local/Municipal/Regional

Silver

MOMS ON A MISSION | Vote Safety. Vote Republican Judges.
Bluestone Creatives, LLC

Bronze

Nathan Hochman for LA County DA IE
J&Z Strategies

D22 Bilingual/Multilingual/Foreign Language

Gold

Tradition
Backstory

Silver

EDF IE CA-47 - "Mentiras"
The Adwell Group

Silver

Spanish Language Preference Model Revolutionizes Language-Based Targeting
DSPolitical and INTRVL

Bronze

SEIU IE CA-47 - "Banquet"
The Adwell Group

D23 Best Use of Social Media

Gold

The Republican Congressman
Progress Action Fund

Silver

Doug Burgum For President
AdVictory

Bronze

Into The Woods
Matters of State Strategies

D24 Best Use of a Video

Gold

Trump Powertie
Launchpad Strategies

Silver

Must Ask
MVAR Media

Bronze

John Johnson Tosses Phone, Keeps Principles
Tactical Campaigns

D25 Best Use of a Meme

Bronze

Man in Finance
Red Horse Strategies

D26 Best Viral Campaign

Gold

Instant Replay - Donald J Trump for President 2024
BrabenderCox

Silver

Last Time I Saw Her - Donald J Trump for President 2024
BrabenderCox

Bronze

Harry Dunn for Congress - "This Day"
The Adwell Group

Winners

D27 Best Use of Email Marketing (Non-Fundraising)

Silver

What you do with your email list until Hurricane Helene devastated our district
Goodman Campaigns

D28 Best Use of Humor

Gold

Vote Naked
Blue Nation Strategies

Silver

John Johnson for SD19 - Principled Conservative, Not a Flashy Politician
Tactical Campaigns

Bronze

How High
FP1 Strategies

D29 Best Use of Negative or Contrast

Gold

In Tandem - Moreno - OH US SEN
TSGco

Silver

Brothers
Backstory

Bronze

The Itsy Bitsy Spider, Jerry Sheridan
Matters of State Strategies

D30 Best Use of Digital Audio

Gold

Roll Up Sleeves
Red Horse Strategies

Silver

Nathan Hochman for LA County DA IE - Kitchen Table
J&Z Strategies

Bronze

AFSCME - Ruben Gallego for U.S. Senate IE
The Colibri Collective

D31 Best Use of Social Media - Digital Acquisition Campaign

Gold

Tim Burchett for Congress
ColdSpark

Silver

Education Truth Project
MV Digital

Bronze

Doug Burgum For President
AdVictory

D32 Web Video

Gold

Wolves
BerlinRosen Media

Silver

Most Liberal Nominee In History
Dave McCormick For Senate

Bronze

Drill Sergeant - O'Hara - OH CD02
TSGco

D33 Digital Creative - Stand Alone

Gold

Bank Heist - Donald J Trump for President 2024
BrabenderCox

Silver

Dear Dad
Elevate Strategies

Bronze

Unborn Baby
ÖYKÜ

D34 Digital Creative - Full Set

Gold

Nathan Hochman for LA County DA IE - Glass
J&Z Strategies

Silver

SMP "Olympics"
A|L Media Strategy

Bronze

Votamos Ganamos
Ravenna Strategies

Bronze

Nathan Hochman for Los Angeles County District Attorney Campaign
Compelling Entertainment & Ambition Media

D35 Independent Expenditure Campaign - President

Gold

Lost Their Mind
FP1 Strategies

Gold

Give Them - MAGA Inc.
TSGco

Silver

Zen
Go BIG Media

Bronze

BARTENDER
One For All Committee

D37 Independent Expenditure Campaign - U.S. Senate

Gold

SMP Wisconsin
A|L Media Strategy

Silver

Brothers
Backstory

Bronze

Council for Innovation Promotion Applauds Patent-Protecting Senator Hirono
SWAY and DSPolitical

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

Gold

A Poison Parasite and Local Imagery Break the Mold for Abortion-Themed Ads
Trilogy Interactive

Silver

SEIU IE CA-47 - "Banquet"
The Adwell Group

Bronze

Grumpy Old Veterans
Backstory

D39 Independent Expenditure Campaign - For Governor

Gold

Rear View
Red Horse Strategies

Bronze

"Reichert's Resume": An Outside-the-Box Abortion-Themed Ad to Win the Blue-State Race That Kept Dems Up at Night
Trilogy Interactive

D40 Independent Expenditure Campaign - State Legislature

Gold

Wrong Profession: Winning the PA State House on Abortion
Change Media Group

Silver

Lineman
Red Horse Strategies

D41 Independent Expenditure Campaign - For Down-ballot Statewide

Gold

KPP - Chaos
Integrated Media Campaigns

Silver

"Stop Motion" - Protecting Michigan's Democratic Supreme Court Majority
Change Media Group

Bronze

KPP - Dogs
Integrated Media Campaigns

D42 Independent Expenditure Campaign - Mayor

Gold

"Speedo"
Nuckels Media Partners



THE 2025 POLLIE AWARDS

D43 Independent Expenditure Campaign - Local/Municipal/Regional

Silver

Stop The Rat

Green Alley Strategies

Bronze

Nathan Hochman for LA County DA IE

J&Z Strategies

Digital - Ballot Initiative Division

D44 Digital Advertising

Gold

No On 2109 - Dan

The New Media Firm

Silver

Vote NO on the GO

BullsEye Public Affairs

Bronze

Stressful - Yes on Proposition 2

Gozzo Strategies

D45 Website

Gold

Renew Our Land Bank

GMMB

Silver

Leveraging Grassroots Testimonials to Defeat

Rent Control Ballot Measure

BASK Digital Media

Bronze

Issue 55 Vote for Arts Website

R Strategy Group

D46 Best Use of Social Media

Silver

Our Future Los Angeles

People First

Bronze

Game On: Savvy Social Media Strategy to

Persuade Ohio Sports Fans to Vote Yes on

Issue 1

Trilogy Interactive

D47 Web Video

Gold

Amendment 4: "Deception"

Consensus Communications

Silver

Yes on M Explainer Video 1 Ballot - Web Video

BMWL Campaigns

Bronze

Her Room: The shocking reality under Florida's

extreme abortion ban

Change Media Group

D48 Digital Creative - Stand Alone

Silver

Yes Amendment 79 - Olivia Rodrigo

Geofencing Campaign

The Colibri Collective

Bronze

Yes on Prop 3 - Rick Zbur Testimonial

J&Z Strategies

D49 Digital Creative - Full Set

Silver

Forney Crime Control & Prevention District -

The Facts

Mayes Media Group

Bronze

Reaching Oversaturated Ohioans With Niche

and Nuance

Trilogy Interactive

Digital - Public Affairs/Issue Advocacy Division

D50 Digital Advertising

Gold

Viral Votes: Engaging The Bros

Direct Persuasion

Silver

"Fight Beside Us"

alignco

Bronze

Protecting Our Pocketbook

Innovative Politics

D51 Website

Silver

Homeless Prenatal Program

Cultivate Strategies

Bronze

Not My Tax Dollars

Cultivate Strategies

D52 Best Use of Email Marketing (Non-Fundraising)

Silver

American Assoc. of Nurse Anesthesiology

(CRNA PAC) Student PAC 101 Email

Sagac Public Affairs

Bronze

Project Superbloom PAC Full Graphic Send

Evinco Strategies

D53 Best Use of Social Media

Gold

Post-Roe Sh*t Show

Vocal Media

Silver

Istanbul Succeeded

ÖYKÜ

Bronze

Championing Affordable Housing: The League

of Arizona Cities and Towns' Digital Advocacy

in Action

HighGround Inc.

D54 Web Video

Gold

SMS - Mobile Safety Advocacy Group

TSGco

Silver

AFC Yearbook

Trilogy Interactive

Bronze

Virus

SBDigital

D55 Digital Creative - Stand Alone

Gold

Call Me - The Office of Congressman Max

Miller

TSGco

Silver

Hostage

Bearstar Strategies

Bronze

Underground-Subways of Istanbul

ÖYKÜ

D56 Digital Creative - Full Set

Gold

Istanbul Succeeded

ÖYKÜ

Silver

Washington Charter Schools Association |

Awareness Campaign

True Blue Strategies

Silver

Voting is not your right - Kalamazoo

Community Foundation

New Blue Interactive

Bronze

Love is a choice

Solidarity Strategies

Digital - Miscellaneous

D57 [New] Best Use of Social Media Influencer

Gold

The Good Liars Meet Michele Morrow

Brackish Solutions

Silver

Bro-Vote Blueprint: Influencers That Turned

Engagement Into Civic Action

Direct Persuasion

Winners

Bronze
People First & Precision Strategies
People First & Precision Strategies

D58 Best Use of Generative AI

Silver
Not Going Back
Gutsy Media

Bronze
AI Targeting & Messaging - Ron Bernal for Antioch Mayor
Praetorian Public Relations

Phones - Candidate Division

E01 Automated Calls

Gold
Planned Parenthood Votes North Carolina
Gold

Silver
Olentangy Pride - Olentangy for Kids - OLSD
Silver

Bronze
Homegrown Sounds Winning Hometown Votes
Bronze

E02 Live Calls

Gold
Connecting Dots in PA's Billion-Dollar Battle
CampaignHQ

Silver
Run-off Showdown Brings a New Sheriff to Town
CampaignHQ

Bronze
McClain Delaney Program
Brushfire Strategies

Bronze
Cifers for Senate Live Calls
Vespia Partners & Victory Phones

E03 Telephone Town Hall Call/Forum Call

Gold
Cutler's Last Stand
CampaignHQ

Silver
Ringing Up a Win in Low Turnout
CampaignHQ

Bronze
Winning The Gun Owner Vote
Victory Insights

Phones - Ballot Initiative Division

E04 Live Calls

Gold
Mobilizing the Early Vote to Restore Reproductive Freedom in Missouri
Winning Connections

E05 Telephone Town Hall Call/Forum Call

Gold
Friends of the Lake County Forest Preserves
Stones' Phones

Phones - Public Affairs/Issue Advocacy Division

E06 Patch-Through Program Autodial/Live

Gold
Shutting the Lights Off on Bureaucracy
CampaignHQ

Silver
45,000 Calls That Changed the Game
CampaignHQ

Bronze
Protecting the Blue Wall in Nebraska
Winning Connections

E07 Telephone Town Hall Call/Forum Calls

Gold
Pushing the Veto Button with Grassroots on the Line
CampaignHQ

Phones - Miscellaneous

E08 Best Use of Mobile Application/Technology

Gold
Connecting a Community in Crisis: Texting as a Lifeline After Hurricane Helene
John McCravy for House, RumbleUp, Gipper Strategies, LLC

Silver
HD Video Texting Breaks TV Boundaries in 2024 Campaigns
Peerly Inc.

Bronze
ReadyToVote: Revolutionary Mobile GOTV Technology
Prompt.io

E09 Best Use of SMS

Gold
Calling All Gun Owners!
5 Point Strategy

Silver
DC School Board MMS Program
Brushfire Strategies

Bronze
2025 Presidential
Texting For Less

E10 Best Use of Peer to Peer Texting

Gold
Ask Michael Way Anything
Victory Insights

Silver
Texting Microtargeting Persuaded and Turned Out Voters
BASK Digital Media & Bicker, Castillo, Fairbanks & Spitz Public Affairs

Bronze
Tom Kean for Congress
ColdSpark

Radio and Digital Audio - Candidate Division

F01 For President

Silver
Trump for President
DMM Media, INC

F03 For U.S. Senate

Gold
Pass the Toast
Paul Caprio & Associates

Silver
Play Ball
Paul Caprio & Associates

Bronze
Fights for you
Solidarity Strategies

F04 For U.S. House of Representatives

Gold
Whoa!
North Woods Advertising

Silver
Breaking Up
Art Hackney Communications

Bronze
Rebecca Cooke "4-H"
A|L Media Strategy

F06 For State Legislature

Gold
Tom Leek: "Honor"
Consensus Communications

Silver
Inspiring Churchgoing Couples to Hold Anti-Birth-Control Politicians Accountable
Trilogy Interactive



THE 2025 POLLIE AWARDS

Bronze
The Right Harris Radio Ad
Victory Enterprises, Inc.

F07 For Mayor

Gold
Real Change for Portland, Keith Wilson for Mayor
Nuckels Media Partners

Silver
Got a Beef ??
Art Hackney Communications

F08 For Local/Municipal/Regional

Gold
Legend Radio for Bidegaray for Montana
Nuckels Media Partners

Silver
Branning Supreme Court Runoff
BullsEye Public Affairs

Bronze
Nathan Hochman for LA County DA IE - Kitchen Table
J&Z Strategies

F09 For PAC/Super PAC

Gold
NAAPAC, "Vicente!"
Nuckels Media Partners

Silver
Nathan Hochman for LA County DA IE - Kitchen Table
J&Z Strategies

Bronze
House Freedom Action - "Super Soft Jerry" (Radio ad)
Content Creative Media

F10 Bilingual/Multilingual/Foreign Language

Gold
SEIU - Ruben Gallego for U.S. Senate
The Colibri Collective

Silver
The Brooklyn Blueprint
National Media Insights

Bronze
Voz De La Esperanza
WinPower Strategies

Bronze
NAAPAC, "Vicente!"
Nuckels Media Partners

F11 Best Use of Humor

Gold
House Freedom Action - "Super Soft Jerry"
Content Creative Media

F12 Best Use of Negative or Contrast

Gold
Neal & Son
North Woods Advertising

Silver
Breaking Up
Art Hackney Communications

Bronze
Conservative Not Convict - OHRA - Swearingen - OH HD89
TSGco

F13 Independent Expenditure Campaign

Gold
Chopper
RBI Strategies and Research

Silver
Nathan Hochman for LA County DA IE - Kitchen Table
J&Z Strategies

Bronze
Working for Iowans
BullsEye Public Affairs

Radio and Digital Audio - Miscellaneous Division

F14 Best Use of Radio

Gold
Breaking Up
Art Hackney Communications

Silver
House Freedom Action - "Super Soft Jerry"
Content Creative Media

Bronze
Missourians for Healthy Families and Fair Wages - "Every Worker"
The Adwell Group

F15 [NEW] Best Use of Podcast (Audio or Video)

Gold
Mastering the Podcast Election with the Bro-Vote
Direct Persuasion

Fundraising

G01 Best Use of Direct Mail

Gold
Yogi Berra "It's déjà vu all over again" - Garvey for U.S. Senate
HSP Direct

Silver
Steve Garvey's, Former Dodger & U.S. Senate nominee, Baseball Card
HSP Direct

Bronze
Witch Hunt Prospect
Red Beacon Strategies, LLC

G02 Best Use of Email

Gold
Harry Dunn, the Trauma of January 6, and the Path Forward
Liftoff Campaigns

Silver
Western Alliance Bank PAC (WABPAC) - Bracket Bonanza "It's Time to Get in the Game"
Sagac Public Affairs

Bronze
Jim Justice - Get Well Babydog
Campaign Solutions, Push Digital Group

G03 Best Use of Social Media

Gold
Doug Burgum For President
AdVictory

G04 Best Use of Website/Landing Page

Silver
Doug Burgum For President
AdVictory

G05 Best Use of a Mobile App for Digital Fundraising

Bronze
Immersive Mobile Fundraising with AI, Video & Augmented Peer-to-Peer Texting
Peerly Inc.

G06 Best Use of Phones/SMS

Gold
HD Video SMS: Delivering Highly Targeted 1080p Campaign Ads Straight to Voters' Phone
Peerly Inc.

Silver
Apology Accepted: How Owning Up Fueled George Logan for Congress
Targeted Victory

Bronze
Andy Kim's \$500,000 Text
Liftoff Campaigns

G07 For Independent Committee, PAC or Super PAC

Gold
Defending America's Future Trump McDonald's Gold Frame Contest
Convergence Media

Silver
Western Alliance Bank PAC (WABPAC) - Bracket Bonanza "It's Time to Get in the Game"
Sagac Public Affairs

Winners

Bronze

General Motors GM PAC "Protecting the Future of Transportation"
Sagac Public Affairs

G08 For Non-Profit Organization/Trade Association

Gold

Nat. Assoc. of Convenience Stores - NACSPAC
"Are You in Good Spirits"
Sagac Public Affairs

Bronze

American College of Emergency Physicians (NEMPAC) Stop the Cut. Save Emergency Medicine."
Sagac Public Affairs

Newspaper

H01 Full Page

Gold

Newsom Called Out for Thousands of Lost Jobs
Berman and Company

Silver

Yes on M Sing Tao
BMW Campaigns

Bronze

Alaska Wilderness League | "Scrooged" Print
True Blue Strategies

H02 Less Than a Full Page

Gold

Novo Casa Paulista. Happiness in the right address.
Lua Propaganda / CDHU / Governo de São Paulo

Silver

NY3 Special Red to Blue Win: Flipping the George Santos Seat To Dems
Trip Yang Strategies LLC

Bronze

Did You Know?
Pacific Campaign House

H03 Insert

Silver

Erased
Napolitano Consulting

Collateral

I01 Billboard

Gold

Bringing Out the "Garbage"
National Media Insights & Coldspark

Silver

Arrival Impact: Dominating MKE Airport with Strategic Billboard Takeover
Direct Persuasion

Bronze

Conservative Agenda for Arizona, "Thank Our Election Workers"
Echo Canyon Consulting

I02 Door Hanger

Silver

Cooney GOTV Doorhanger
The Parkside Group

Bronze

The Leadership Texas Deserves
RMC- Revolutionizing Microtargeted Campaigns

I03 Logo & Branding

Gold

Public Advocates
Cultivate Strategies

Silver

Kelly Hines Campaign
Amber Integrated

Bronze

Arizona Democratic Party - DNC Branding
The Colibri Collective

I04 Most Original/Innovative Collateral Material - Democrat

Gold

Fight Like Hell PAC Bus - The Vehicle for Change
Change Media Group

Silver

Committee to Protect Tips - NO on 5
Shawmut Strategies Group

Bronze

Americans for Contraception & "Freeda"
flytedesk

I05 Most Original/Innovative Collateral Material - Republican

Gold

Helicopter
Amber Integrated

Bronze

Bringing Out the "Garbage"
National Media Insights & Coldspark

I06 Non-Mail Brochure

Gold

Upthegrove Walk
CN4 Partners

Silver

The Unofficial-Official Book of Candidates
Neel & Partners

Bronze

CHISPA Arizona PAC
The Colibri Collective

I07 Yard/Outdoor Sign

Gold

Fight Like Hell PAC Bus - The Vehicle for Change
Change Media Group

I08 [New] Best Merchandise

Gold

Arizona Democratic Party - DNC Lanyard
The Colibri Collective

Silver

EDF Action
New Blue Interactive

Bronze

Creating Hype Through Exclusivity
Direct Persuasion

Field

J01 Field Program - Statewide

Silver

CHISPA Arizona PAC
The Colibri Collective

Bronze

North Carolina for President Trump
In Field Strategies Inc.

J02 Paid Field Program

Gold

Montanans Securing Reproductive Rights
Landslide Political

Silver

Suzette Valladares for State Senate
Red Dog Strategies, Inc

Bronze

Simon Persico
Great Society Strategies

J03 Field Program - Local

Gold

Daniel Lurie for San Francisco Mayor
Street Level Strategy LLC

Silver

Sheikhani For Constable
Fox Bryant LLC

Bronze

Latimer vs. Bowman: Defeating the Progressive Coalition on the Ground
North Shore Strategies

J04 Field Program - Ballot Initiative

Gold

Montanans Securing Reproductive Rights
Landslide Political



THE 2025 POLLIE AWARDS

Silver

Paid Sick Leave for Nebraskans
Landslide Political

J05 GOTV - Statewide

Silver

Nebraska Railroaders in Support of Dan Osborn for US Senate
Landslide Political

Bronze

Paid Relational Organizing
Good Fight Political

J06 GOTV - Local

Silver

CA 13 Ballot Cure Program
Gozzo Strategy + Campaigns, Grindstone Campaigns, Wagaman Strategies

Bronze

Full Speed Ahead
ÖYKÜ

Bronze

Suzette Valladares for State Senate
Red Dog Strategies, Inc

J08 Ballot Access - Petition Collection

Gold

Paid Sick Leave for Nebraskans
Landslide Political

Silver

Mobilizing Under Pressure: The Blake Masters Signature Surge
Targeted Victory

Bronze

Mohawk Valley First Ballot Line - Buttenschon for Assembly
Hamilton Campaign Network

J09 Grassroots Program - Public Affairs/ Issue Advocacy

Gold

Pilot Mental Health Campaign (PMHC)
Aristotle International

Silver

The Sun'll Come Out on This Ohio Solar Energy Project Thanks to Community Engagement
Calvert Street Group

Bronze

Today's Special: Election Ready "TakeOut" Stickers
Cornerstone Solutions

J10 Absentee/Early Voting Program

Gold

Flipping the MI State House
In Field Strategies Inc.

Silver

Protecting the House
Echo Canyon Consulting

Bronze

Double or Nothing
RepublicanAds.com

J11 Voter Registration Program

Silver

How to Vote?
ÖYKÜ

J12 Voter ID Program

Silver

Voter ID in the Land of 10,000 Lakes: Flipping Seats and Changing Landscapes
Make Liberty Win PAC

Bronze

Swing States Sweep
Echo Canyon Consulting

J13 Walk/Handout Piece

Gold

Upthegrove Walk
CN4 Partners

Silver

Feel the Vote: Braille 'I VOTED' Sticker
Cornerstone Solutions

Bronze

CHISPA Arizona PAC
The Colibri Collective

J14 Best Use of Analytics

Silver

MA Opportunity Report Card
Berman and Company

Bronze

Targeting Coordinated Canvassing to Re-elect President Donald J. Trump
Grassroots Targeting

Shoulda, Woulda, Coulda

L01 Best Use of Direct Mail

Gold

Mohan
AGENCY Strategies

Silver

McPills
AGENCY Strategies

Silver

She thinks you're a fool
TLC Political

Bronze

Danbury's Wheel of Fortune
New Way Strategies

L02 Best Use of Television

Gold

Throw Away
Steve Grand Media

Silver

Sinema - Disappointment is in the Air
Matters of State Strategies

Bronze

Red Meat
The Hereford Agency

L03 Best Use of Digital

Gold

Recordamos
Conexión

Silver

My Prayer
Conexión

Bronze

Kari Lake
SBDigital

L05 Best Fundraising Effort

Bronze

All Aboard! Raising \$600k+ from texting in North Dakota for a railway worker
Goodman Campaigns

Technology, Data and Analytics

M01 Best Ad Technology Innovation

Gold

Precision in Reaching Culturally Diverse Voters
Sabio

Silver

Delivering Incremental Reach Using Audience Addressable in PA
National Media Insights

Bronze

AI-Powered, Contextual Targeting for Scalable Ad Reach
National Media Insights

M02 Best Innovation for Voter Targeting

Gold

Exact Distance From Crime Scene
Victory Insights

Silver

Auntie Confessionals
Pacific Campaign House

Bronze

Istanbul Succeeded
ÖYKÜ

M03 Best Fundraising Technology

Gold

A New Way to Find Donors in Seconds
DonorAtlas

Winners

Silver

Andy Kim's \$500,000 Text
Liftoff Campaigns

M04 Best Use of Mobile Technology

Gold

Connecting a Community in Crisis: Texting as a Lifeline After Hurricane Helene
John McCravy for House, RumbleUp, Gipper Strategies, LLC

Silver

Andy Kim's \$500,000 Text
Liftoff Campaigns

Bronze

Testing, Targeting and Persuading via Text. Building A Historically Broad Coalition for U.S. Senate in Nebraska
Liftoff Campaigns

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

Gold

501(c)(3) Safety and Justice Narrative Pilot
Yosemite Consulting

Silver

Mastering Voter Targeting in a Fragmented Media Landscape
Deep Root Analytics

Bronze

AI-Powered, Contextual Targeting for Scalable Ad Reach
National Media Insights

M07 Best Use of New Digital Technology

Gold

501(c)(3) Safety and Justice Narrative Pilot
Yosemite Consulting

Silver

Elevating Digital Outreach: Transforming Voter Engagement with Immersive HD Technology
Peerly Inc.

Bronze

Poll Dashboard
Victory Insights

M08 Best Use of Polling Research - Federal

Silver

Keystone Renewal PAC
Guidant Polling & Strategy

Bronze

Kennedy Kennedy Kennedy Polling
Tactical Campaigns

M09 Best Use of Polling Research - State

Gold

Michael Way: Zero To Hero
Victory Insights

Gold

Kelly Armstrong for Governor - North Dakota
Guidant Polling & Strategy

Silver

Data on Fast Food Wage Hikes Changes the Debate
Berman and Company

Bronze

Holding and Improving in a Competitive Legislative District through Research
EMC Research

M10 Best Use of Polling Research - Local

Gold

Long Beach City Ballot Measures
Lindsay Vermeyen and Breakthrough Campaigns

Silver

Oh my Gosh Bergosh look at those Polls
Tactical Campaigns

Bronze

Mobilizing the Vote
RepublicanAds.com

M11 Best Use of Polling Research - Ballot Initiative

Gold

Yes On Amendment 2 - Sports Betting in Missouri
Guidant Polling & Strategy

Silver

Research to win a victory for No to OH Issue 1
J.L. Partners

Bronze

DEFEATING AMENDMENT H
Victory Insights

Americas and U.S. Territories

O01 Digital/Social Media Campaign

Gold

Ballot Box
The NOW Group / Saskatchewan Teachers' Federation

Gold

So Fund Me
POINT BLANK

Silver

Unfair Canada
POINT BLANK

Bronze

Leonel Fernandez Presidente 2024
JENGA Strategies & Consulting Group

O02 Campaign Video (TV Spot or Web Video)

Gold

So Fund Me
POINT BLANK

Silver

The Record
Arrow Communications Group Inc.

Bronze

Here for You
BuzzMaker

O03 Best Outdoor Advertising Campaign

Gold

À Quel Prix / At What Cost
The NOW Group / Association des pompiers de Montréal

Silver

Claudia Sheinbaum President
Heurística Comunicación, Fotógrafos y Equipo de campaña

Bronze

Proud Pricks
POINT BLANK

Congratulations to all of our 2025 winners!

The Political Advertising Playbook

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





40 UNDER FORTY



The AAPC is dedicated to fostering the next generation of political professionals and is proud to recognize leaders and innovators in the political business community (including media, advertising, polling and public affairs) who are making a mark in their organizations and their professions and whose conduct has been consistent with the Professional Code of Ethics of the AAPC.

ACKNOWLEDGMENTS

AAPC thanks the 40 Under 40 Committee and our judges for volunteering their time to help make the 40 Under 40 Awards possible!



BRENDA GIANINY
AXIS RESEARCH, INC
40 Under 40 Co-Chair, AAPC



ZANDRIA HAINES
SB DIGITAL
40 Under 40 Co-Chair, AAPC

REPUBLICANS

- MARK HARRIS**
COLDSPARK
- DAVID SEAWRIGHT**
DEEP ROOT ANALYTICS
- ADAM WISE**
NATIONAL MEDIA INSIGHTS
- JACKIE HUELBIG**
BASIS TECHNOLOGIES
- REBECCA DONATELLI**
CAMPAIGN SOLUTIONS
- JOANNA BURGOS**
COMPEL
- TRACY DIETZ**
DONORBUREAU
- NICK EVERHART**
CONTENT CREATIVE MEDIA
- MEGHAN COX**
IMPACT ADVOCACY GROUP
- RYAN HORN**
BULLHORN COMMUNICATIONS

DEMOCRATS

- LARRY HUYNH**
TRILOGY INTERACTIVE
- KELLY GIBSON**
BRYSON GILLETTE
- ROSA MENDOZA**
GLOBAL STRATEGY GROUP
- TERRENCE WOODBURY**
HIT STRATEGIES
- TARYN ROSENKRANZ**
NEW BLUE INTERACTIVE
- GILLIAN ROSENBERG ARMOUR**
AGENCY
- RAGHU DEVAGUPTAPU**
LEFT HOOK STRATEGIES



DEMOCRATS



ALEX KELLNER
BULLY PULPIT INTERNATIONAL



GISEL ACEVES
MVAR MEDIA



ANDREA RAMUNNO
RISE POLITICAL STRATEGIES



KATI CARD
MISSIONWIRED



ANDY BARR
UPLIFT



KEVIN LIAO
FRONTRUNNER STRATEGIES



ANNIE LEVENE
RISING TIDE INTERACTIVE



KRISTIN SOSANIE
IMPULSION STRATEGIES



ANNIE NORBITZ
GLOBAL STRATEGY GROUP



MARA KUNIN
THE ADWELL GROUP



ARIEL GROVER
LIFTOFF CAMPAIGNS



RACHEL CAMPBELL
NOVEL MESSAGING



BRIAN KREBS
PRECISION STRATEGIES



STEVE SISNEROS
ALLIANCE FOR AUTOMOTIVE INNOVATION



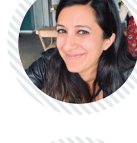
CASEY BESSETTE
SAGE MEDIA PLANNING & PLACEMENT



SUZY GOLD
GOOD FIGHT POLITICAL



ETHAN SUSSELES
THE PIVOT GROUP



VRITI JAIN
GPS IMPACT



GARRETT STEPHENS
THE PIVOT GROUP



WILL VAN NUYS
DEMOCRATIC CONGRESSIONAL CAMPAIGN COMMITTEE



40 UNDER
FORTY

REPUBLICANS



ANDREW MULLINS
IMGE



BRAD HEROLD
SOMETHING ELSE STRATEGIES



CAROLINE KAARDAL
COLDSPARK



CAROLINE RAYBURN
HSP DIRECT



DAVID HAAS
FRONTLINE STRATEGIES



DEREK DUFRESNE
ASCENT STRATEGIC



DYLAN LEFLER
FP1 STRATEGIES



ELIZABETH GREGORY
DAVE MCCORMICK FOR SENATE



ELLIOTT HUSBANDS
REPUBLICAN STATE LEADERSHIP COMMITTEE



GREG BUTCHER
ALAMO INTELLIGENCE



HOOFF COOKSEY
LOOK AHEAD STRATEGIES



JOHN CORBETT
GOVERNOR KELLY AYOTTE



MARK MCLAUGHLIN
SENATE LEADERSHIP FUND



MATT GORMAN
TARGETED VICTORY



MATT GRUDA
DAVE MCCORMICK FOR US SENATE



MATTHEW BRASSEAU
WHITE HOUSE



MAX DOCKSEY
FOUNDATION STRATEGIES



MEREDITH ALLEN DELLINGER
WINNING FOR WOMEN



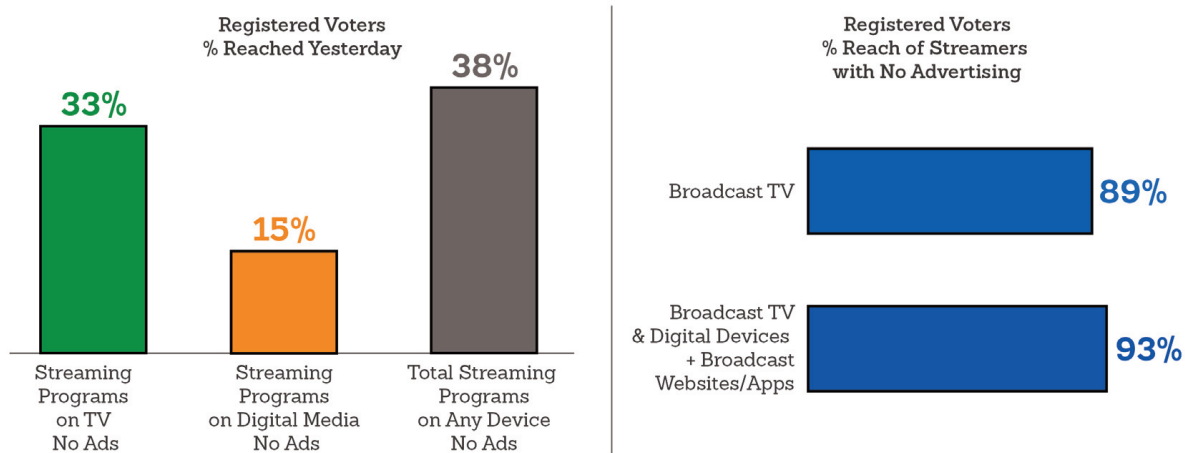
RAYCHEL RENNA-WAKEMAN
NATIONAL REPUBLICAN CONGRESSIONAL COMMITTEE



TRAVIS TUNIS
FABRIZIO, LEE & ASSOCIATES

MEDIA'S IMPACT ON VOTERS

38% stream with **NO** advertising.
Advertisers **cannot** reach these
viewers – but **broadcast assets**
CAN reach 93% of them.



Source: GfK/NIQ TVB Media Comparisons Study 2025. M-S 4A-2A. Persons 18+ Registered to vote: Yes.

LOCAL BROADCAST TV
WE GET VOTERS



We Get Voters is a campaign created by the Television Bureau of Advertising (TVB) to promote local broadcast TV's voter influence and political impact.

TVB Local
Media
Marketing
Solutions

TVB is the not-for-profit trade association representing
America's local broadcast TV industry.



Campaign Excellence

AWARDS 2025

HONORING EXCELLENCE IN CAMPAIGN STRATEGY AND MANAGEMENT

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

2025 Campaign Excellence Committee

AAPC thanks the 2025 Campaign Excellence Committee for volunteering their time to help make the Campaign Excellence Awards possible!

DANIELLE CENDEJAS

THE STRATEGY GROUP

BRENDA GIANINY

AXIS RESEARCH

KELLY GIBSON

BRYSON GILLETTE

MARK HARRIS

COLDSPARK

RICK RIDDER

RBI STRATEGIES AND RESEARCH

MIKE SHIELDS

CONVERGENCE MEDIA

SCOTT SIMPSON

RESONANCE CAMPAIGNS

KYLE ROBERTS

SMART MEDIA GROUP

Ballot Measure Campaign of the Year

Winning for Missouri Education

Guidant Polling & Strategy, Brooks Kochvar & Brendon DeToro

The campaign to pass Missouri's Amendment 2 defeated a \$14 million opposition effort to legalize sports betting and direct its revenues to education. This groundbreaking win was the first Missouri ballot initiative to prevail against over \$3 million in opposition, securing a razor-thin victory by fewer than 3,000 votes.

Data & Analytics Innovator of the Year

Tim Saler and Tony Fabrizio

Donald J. Trump for President 2024, Inc.

Facing a \$400 million ad spending gap, Saler and Fabrizio flipped the script: instead of chasing mass impressions, they identified, modeled, and reached 6.3 million persuadable voters primarily through streaming platforms, marking the first-ever scaled use of a fully customized streaming audience in a presidential race. Their data-driven strategy redefined how campaigns persuade—and win.

Democratic Fundraiser of the Year

Lara Henderson, Tina Ignasiak, and Ben Wikler

Democratic Party of Wisconsin

In 2024, the Democratic Party of Wisconsin, under Chair Ben Wikler's leadership, raised nearly \$57 million—twice the GOP's total—through creative virtual events like a Veep reunion with Stephen Colbert, expanded grassroots and major donor support, and strategic investments, including \$1.1M in the 94th Assembly District. These efforts showed how innovative fundraising can build statewide infrastructure and boost wins.

Republican Fundraiser of the Year

Meredith O'Rourke

Donald J. Trump for President 2024, Inc.

As Senior Advisor and National Finance Director, Meredith O'Rourke helped raise over \$2 billion across Trump campaigns, committees, and the inaugural—setting records and reshaping GOP fundraising strategy for the digital age.

Democratic Campaign Manager of the Year, Non-Statewide

Ben Rodriguez

Adam Gray for Congress (CA-13)

Ben Rodriguez led Adam Gray's successful 2024 campaign to flip California's 13th District, unseating GOP Rep. John Duarte in one of the year's toughest and closely watched races. Now Chief of Staff, Rodriguez's steady leadership reflects the campaign's strength and cohesion.

Republican Campaign Manager of the Year, Non-Statewide

Matthew Zacher

Don Bacon for Congress (NE-02)

At just 24, Matthew Zacher led Rep. Don Bacon's re-election in Nebraska's prized "Blue Dot" 2nd District, where Democrats usually excel. Using robust data—from door surveys to precinct modeling—he identified West Omaha as key and executed a multilayered GOTV strategy that delivered crucial margins and a narrow but decisive win.

Democratic Independent Expenditure Campaign of the Year

Battleground New York

Andrew Grossman and Grossman Solutions

Battleground New York ran the largest IE campaign in state history, flipping four House seats and reversing 2022 losses. Backed by major labor and advocacy groups, it operated in six districts, built New York's first statewide IE voter table, and drove 23,000 canvass hours and 800,000 voter contacts—setting a new standard for strategic, coalition-driven engagement.

Republican Independent Expenditure Campaign of the Year

Make America Great Again Inc.

Taylor Budowich

Taylor Budowich turned MAGA Inc. into 2024's most influential GOP Super PAC, raising over \$500 million and powering Trump's nomination. Amid a crowded primary and Trump's indictments, he drove a \$40 million media strategy that secured key wins in Iowa and New Hampshire, setting a new benchmark for IE campaigns.

Democratic Campaign Manager of the Year, Statewide

Stewart Boss

Rosen for Nevada

Stewart Boss led Sen. Jacky Rosen's 2024 re-election—Democrats' most vulnerable seat—to victory in a state Trump won by over 3 points. Managing a \$47M budget and 40-person team, he ran a disciplined campaign focused on Rosen's bipartisan record and kitchen-table issues, helping her outperform the ticket statewide.

Republican Campaign Manager of the Year, Statewide

Matt Gruda

Dave McCormick for US Senate

As campaign manager for Dave McCormick's 2024 Senate run in Pennsylvania, Matt Gruda quickly made McCormick a top-tier challenger to Sen. Bob Casey. He led a record-breaking Q4 fundraising haul of \$5.4M from over 15,000 donors—outpacing any quarter in Casey's 18-year career—and positioned McCormick as a formidable contender in one of the nation's most closely watched Senate races.

Democratic Statewide Campaign of the Year

Elissa Slotkin for Michigan

Matt Hennessey, Patrick Eisenhauer, Dixon/Davis Media Group, The Strategy Group, Wavelength Strategy, and Impact Research

In a tight race, Elissa Slotkin won an open Senate seat in Michigan—even as Trump carried the state. A former CIA analyst and three-term congresswoman, she ran a disciplined, cross-partisan campaign centered on national security, drug prices, education, and abortion rights. Facing a strong challenge from Republican Mike Rogers, Slotkin prevailed in one of the cycle's most competitive battlegrounds—a bellwether of Democratic resilience in tough terrain.

Republican Statewide Campaign of the Year

Dave McCormick for US Senate

Public Opinion Strategies, Brad Todd OnMessage, and ColdSpark

Dave McCormick's 2024 Senate campaign delivered a disciplined, message-driven win, grounded in his West Point background and Pennsylvania roots. Centered on his six-part Keystone Agenda, the team made 500 grassroots stops and earned strong media with efforts like the "Price of Poor Leadership" tour—driving a clear, authentic path to victory.

Democratic Most Valuable Player of the Year

Brad Elkins

Schiff for Senate, Martin Heinrich for Senate, and the DCCC

Brad Elkins helped shape Democrats' 2024 success, leading two winning Senate campaigns—Adam Schiff in California and Martin Heinrich in New Mexico—while advising key House races for the DCCC. In California, he strategically elevated Republican Steve Garvey to avoid a costly intra-party runoff. In New Mexico, he fended off a well-funded GOP challenger, securing a double-digit win for Heinrich. Elkins' savvy and multitasking made him a key player in high-stakes contests..

Republican Most Valuable Player of the Year

James Blair

Donald J. Trump for President 2024, Inc.

As National Field Director and later Political Director, James Blair was a key architect of Trump's 2024 campaign. His early-state strategy helped clear the GOP primary field, and post-primaries, he led a revamped outreach push under new FEC rules—boosting registration, early voting, and turnout among low-propensity voters. His efforts delivered double-digit gains with young voters, Independents, Hispanics, and Black men, reshaping the GOP coalition. At just 35, Blair's bold, unorthodox approach made him one of the cycle's standout Republican strategists.

Democratic Pollster of the Year

Michelle Mayorga

Gallego for Arizona

Michelle Mayorga was key to Ruben Gallego's 2024 Senate win in Arizona, crafting a culturally fluent, data-driven strategy that energized Latino voters. Her targeted polling shaped multilingual messaging and powerful storytelling—like Gallego's Lotería-themed ad—connecting his personal story to core issues. Her insights helped counter GOP attacks and fueled one of Democrats' biggest wins of the cycle.

Republican Pollster of the Year

Tony Fabrizio

Donald J. Trump for President 2024, Inc.

Tony Fabrizio was a key force behind Trump's 2024 victory, delivering razor-sharp data and strategy as Chief Pollster through a turbulent cycle—navigating indictments, an assassination attempt, and a historic nominee swap. His memos shaped GOP messaging, debunked flawed polling, and guided campaigns nationwide. With 38 years of experience, he also mentored the next generation, cementing his legacy.

Campaign of the Year

Donald J. Trump for President 2024, Inc.

Susie Wiles and Chris LaCivita

Donald J. Trump's 2024 campaign, led by Susie Wiles and Chris LaCivita, was a masterclass in strategic execution and message control. Wiles oversaw a tightly coordinated national operation, keeping the campaign disciplined and focused, while LaCivita's command of the war room and rapid-response strategy shaped the media narrative and neutralized opposition attacks. Their leadership flipped all seven swing states, secured the popular vote, and powered Trump's historic return to the White House for a non-consecutive second term.

Tina Stoll

Tina Stoll is one of the Democratic Party's most respected and effective fundraising strategists. As the founder and president of Campaign Finance Consultants, she has spent the past 35 years helping to shape the fundraising landscape for Democratic campaigns. Tina and her team have raised hundreds of millions of dollars and provided strategic counsel to a wide array of Democratic presidential, Senate, House, and gubernatorial campaigns, as well as major political committees and nonprofit organizations. Renowned for her deep national donor network and hands-on client approach, Tina brings unmatched expertise in major gifts, grassroots fundraising, and PAC engagement—both in Washington, D.C. and across the country. Her pioneering leadership, trusted guidance, and transformative impact on Democratic fundraising have set a gold standard in the industry, earning her a well-deserved place in the AAPC Hall of Fame.



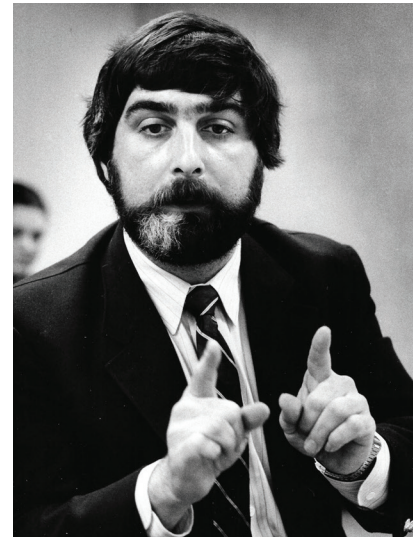
Larry McCarthy

Larry McCarthy is one of the most accomplished and influential media strategists in American politics, known for creating some of the most iconic political ads of the past four decades. His work has shaped presidential campaigns, Senate races, and independent expenditure efforts with a distinctive blend of emotion, innovation, and strategic punch. McCarthy has crafted winning media for leaders like Mitt Romney, Mitch McConnell, Susan Collins, John McCain, and Doug Ducey, and played pivotal roles in numerous gubernatorial, Senate, and ballot initiative victories. A former senior vice president at Ailes Communications and NRSC communications director, McCarthy is also an Emmy-winning writer, published author, and frequent speaker at top universities. His lasting impact on Republican messaging strategy cements his place in the AAPC Hall of Fame.

Every year the AAPC selects individuals whose careers and activities can serve as inspirations to us all, especially students and young professionals looking for examples of leadership, longevity and accomplishment. Induction into the AAPC Hall of Fame is the highest honor that working members of the profession can bestow upon a colleague.

Patrick Caddell (1950-2019)

Patrick Caddell was a pioneering pollster and iconoclast whose innovative approach to public opinion research reshaped American presidential campaigns for over 50 years. Fresh out of Harvard, in 1972 Pat became the youngest senior advisor to a presidential campaign in history when campaign manager Gary Hart hired him for George McGovern's run. He crafted the "data driven" campaign message for underdog Jimmy Carter's presidential bid that secured the White House. Pat's Cambridge Survey Research went on to advise over 150 campaigns, including those of Gary Hart, Mario Cuomo, Jerry Brown, and Ted Kennedy, all while mentoring a generation of future Democrat pollsters. By 2000 his blunt assessments of modern politics led him to Co-Producing and Writing "The West Wing" while consulting on major motion pictures like "Air Force One," "In the Line of Fire" and "Outbreak." Believing that the modern Democratic Party that he revered had largely left its roots, in 2016 Pat was an advisor to Donald Trump's first presidential campaign. But Pat always maintained that his most exciting "victory" was watching a beloved granddaughter win the Junior Division of the Westminster Kennel Club Dog Show. Caddell's lasting influence on Democratic politics and voter-focused strategy secures his place in the AAPC Hall of Fame.



Jill Buckley

Jill Buckley is a trailblazing media consultant and one of the first women to lead a national political consulting firm. Over two decades, she produced groundbreaking work for top Democratic campaigns, including the 1981 Democratic response to President Reagan's State of the Union. A pioneer in candidate training, she helped launch one of the DNC's first candidate schools and mentored countless women seeking office. Buckley co-founded one of the earliest woman-led consulting partnerships, Rothstein/Buckley, and later ran Jill Buckley & Associates, crafting media for prominent Senators like Tom Daschle, Pat Leahy, and George McGovern. In 1993, she joined the Clinton Administration at USAID, continuing a distinguished career in public service. Buckley's creative leadership and advocacy for women in politics left a lasting mark on the industry.



Maria Cino

With over four decades of leadership across politics, government, and the private sector, Maria Cino has consistently broken ground in political consulting. From engineering Republican victories in the historic 1994 midterms to leading the 2008 Republican National Convention, she has demonstrated unmatched strategic acumen and organizational excellence. Maria served as Deputy Chairman of the Republican National Committee, National Political Director for Bush's 2000 campaign, and Executive Director of the NRCC. Her federal service includes two Senate-confirmed roles: Deputy Secretary of Transportation, where she managed a \$61 billion budget, and Director General of the U.S. and Foreign Commercial

Service, overseeing global trade promotion. After government, Maria led federal affairs for three Fortune 500 companies and was repeatedly named one of Washington's top corporate lobbyists by The Hill. A champion for mentorship and coalition building, she continues to influence political strategy and leadership development at the highest levels.

The AAPC's Trailblazer Award honors an individual or company recognized for pioneering innovation in campaign technology or tactics. This year's recipients are known for original development, creative application, and leadership in advancing political and public affairs consulting.



Dotty Lynch (1945-2014)

Dotty Lynch was a pioneering pollster and strategist who became the first woman to serve as lead pollster on a presidential campaign, shaping Gary Hart's 1984 candidacy. A trailblazer for women in political consulting, she began her career at Cambridge Survey Research, contributing to the McGovern, Carter, and Kennedy campaigns before founding her own firm and serving as National Polling Director for the DNC. Lynch was among the first to identify the gender gap as a critical electoral force and developed early strategies to engage women voters. She later spent two decades at CBS News leading election coverage, and in her final years, taught at American University and remained a passionate advocate for women in politics. Her legacy endures in the generations of women she mentored and inspired.

Nancy Bocskor

Nancy Bocskor, hailed as a "Democracy Coach," is a leading voice in political consulting with a global reach. As Director of Development at Business for America, she helps bridge political divides by engaging corporate leaders in civic renewal. A former Chief of Staff on Capitol Hill and founder of her own consulting firm, she has trained candidates—especially women—in all 50 states and 28 countries, reshaping political leadership through trust-based engagement. Bocskor's impact is deeply institutional. She currently serves on the boards of POWER at Ohio State and the LBJ Women's Campaign School at UT, shaping programs that elevate women in politics. Her past leadership includes Running Start, the Center for Second Service for Veterans, and chairing curriculum at The Campaign School at Yale. She also led the Public Leadership Education Network as Interim Executive Director and remains on its board, where she was named "Mentor of the Year." Through teaching, writing, and strategic development, Bocskor has expanded the pipeline of women and veterans entering public service—an enduring contribution to the field of political consulting.



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Upcoming Events

AAPC Midwest Regional Conference

June 23 - June 24 | Cincinnati, OH

AAPC Mid-Atlantic Regional Conference

July 9 - July 10 | Washington, D.C.

AAPC Southwest Regional Conference

September 15 - September 16 | Austin, Texas

AAPC California Regional Conference

October 14 - October 15 | Long Beach, California

AAPC Atlanta Networking Luncheon

October 30 | Atlanta, GA

2026 Pollie Awards & Conference

March 24, 2026 - March 26, 2026 | Amelia Island, FL

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