

2026 ANNUAL POLLIE CONTEST CATEGORIES

2026 Overall Campaign Series Categories

CANDIDATE DIVISION

A01 Direct Mail Series

Two or more mailings that advance a cohesive strategy or narrative for a candidate campaign.

A02 Television/Video Series

Two or more video ads on broadcast, cable, or streaming (CTV) that advance a cohesive strategy or narrative for a candidate campaign.

A03 Digital/Online Series

Two or more online ads or creative units (social, display, email, etc.) that advance a cohesive strategy or narrative for a candidate campaign.

A04 Best Use of Opposition Research Series

Two or more pieces (any medium) that effectively use research or opposition data to advance the campaign's strategy.

A05 Best Field/GOTV Series

Two or more field materials or voter contact efforts (any medium) that mobilize supporters or drive turnout for a candidate campaign.

A06 Best Fundraising Series

Two or more fundraising pieces (any medium) that build a unified donor message or goal for a candidate campaign.

A07 Best Dialing & Texting Tools Series

Two or more coordinated calls or texts that advance a cohesive strategy or narrative for a candidate campaign.

A08 Best Radio/Digital Audio Series

Two or more audio ads on radio, podcasts, or streaming that advance a cohesive strategy or narrative for a candidate campaign.

A09 Best Independent Expenditure Series

Two or more pieces (any medium) created for an independent expenditure effort supporting or opposing a candidate to influence voter decision-making.

A10 Best in Show Series

Two or more exceptional, coordinated pieces (any medium) demonstrating creativity and strategy for a candidate campaign.

NON-CANDIDATE DIVISION

A11 Direct Mail Series

Two or more mailings that advance a cohesive strategy or narrative for a ballot initiative or issue advocacy campaign.

A12 Television/Video Series

Two or more video ads on broadcast, cable, or streaming (CTV) that advance a cohesive strategy or narrative for a ballot initiative or issue advocacy campaign.

A13 Digital/Online Series

Two or more online ads or creative units (social, display, email, etc.) that advance a cohesive strategy or narrative for a ballot initiative or issue advocacy campaign.

A14 Best Dialing & Texting Tools Series

Two or more coordinated calls or texts that advance a cohesive strategy or mobilization effort for a ballot initiative or issue advocacy campaign.

A15 Best Radio/Digital Audio Series

Two or more audio ads on radio, podcasts, or streaming that advance a cohesive strategy or narrative for a ballot initiative or issue advocacy campaign.

A16 Best Fundraising Series

Two or more fundraising pieces (any medium) that share a unified donor message or goal for a PAC, ballot initiative or issue advocacy campaign.

A17 Best in Show Series

Two or more exceptional, coordinated pieces (any medium) demonstrating creativity and

strategic coherence across tactics for a ballot initiative or issue advocacy campaign.

A18 Best Ballot Initiative Series

Two or more coordinated pieces (any medium) that advance a cohesive strategy or narrative for a ballot initiative campaign.

A19 Best Organizational/Issue Advocacy Series

Two or more coordinated pieces (any medium) that advance a cohesive strategy or narrative for an issue advocacy or organizational campaign.

A20 Best PAC/Trade Association Series

Two or more coordinated pieces (any medium) that advance advocacy or policy goals for a PAC or trade association campaign.

2026 DIRECT MAIL CATEGORIES

CANDIDATE DIVISION

B01 For U.S. Senate

Direct mail piece made for a U.S. Senate campaign.

B02 For U.S. House of Representatives

Direct mail piece made for a U.S. House of Representatives campaign.

B03 For Governor

Direct mail piece made for a gubernatorial campaign.

B04 For State Legislature

Direct mail piece made for a state legislative campaign.

B05 For Down-Ballot Statewide

Direct mail piece made for a statewide office campaign other than U.S. Senate, U.S. House, or Governor.

B06 For Mayoral

Direct mail piece made for a mayoral campaign.

B07 For Local/Municipal/Regional

Direct mail piece made for a local, municipal, or regional office campaign (other than mayoral).

B08 For PAC/Super PAC

Direct mail piece created for a PAC or Super PAC supporting or opposing a candidate campaign.

B09 For Organization

Direct mail piece created for an organization, including membership organizations, supporting or opposing a candidate campaign.

B10 Bilingual/Multilingual/Foreign Language

Direct mail piece made in a language other than English for any candidate campaign.

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

Direct mail piece encouraging early voting/absentee voting/vote-by-mail for any candidate campaign.

B12 Best Use of Humor

Effective use of humor in a direct mail piece made for any candidate campaign.

B13 Best Use of Negative or Contrast

Effective use of negative or contrast in a direct mail piece made for any candidate campaign.

B14 Best Use of Illustration or Photography

Effective use of illustration or photography in a direct mail piece made for any candidate campaign.

B15 Best Use of Social Pressure

Effective use of social pressure in a direct mail piece made for any candidate campaign.

B16 Best Use of Targeting

Effective use of targeting in a direct mail piece made for any candidate campaign.

B17 Best Use of Slate Mail

Effective use of slate mail to promote multiple candidates or measures in a single mail piece.

B18 GOTV

Direct mail piece created for a Get Out the Vote (GOTV) effort.

B19 Independent Expenditure Campaign - U.S. Senate

Direct mail piece created for an independent expenditure effort supporting or opposing a U.S. Senate campaign.

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

Direct mail piece created for an independent expenditure effort supporting or opposing a U.S. House campaign.

B21 Independent Expenditure Campaign - For Governor

Direct mail piece created for an independent expenditure effort supporting or opposing a gubernatorial campaign.

B22 Independent Expenditure Campaign - State Legislature

Direct mail piece created for an independent expenditure effort supporting or opposing a state legislative campaign.

B23 Independent Expenditure Campaign - For Down-Ballot Statewide

Direct mail piece created for an independent expenditure effort supporting or opposing a statewide office campaign other than U.S. Senate, U.S. House, or Governor.

B24 Independent Expenditure Campaign - Mayoral

Direct mail piece created for an independent expenditure effort supporting or opposing a mayoral campaign.

B25 Independent Expenditure Campaign - Local/Municipal/Regional

Direct mail piece created for an independent expenditure effort supporting or opposing a local, municipal, or regional office campaign.

NON-CANDIDATE DIVISION

B26 GOTV

Direct mail piece created for a Get Out The Vote (GOTV) effort in support of a ballot initiative campaign, including early voting, absentee voting, or vote-by-mail.

B27 Best Use of Social Pressure

Effective use of social pressure in a direct mail piece made for a ballot initiative or issue advocacy campaign.

B28 Best Use of Negative or Contrast

Effective use of negative or contrast in a direct mail piece made for a ballot initiative or issue advocacy campaign.

B29 Bilingual/Multilingual/Foreign Language

Direct mail piece made in a language other than English for a ballot initiative or issue advocacy campaign.

B30 For National

Direct mail piece made for national issue advocacy campaign.

B31 For Statewide

Direct mail piece made for a statewide ballot initiative or issue advocacy campaign.

B32 For PAC/Trade Association

Direct mail piece created for a PAC or trade association as part of a non-candidate advocacy or issue campaign.

B33 For Local

Direct mail piece created for a local ballot initiative or issue advocacy campaign.

OPEN DIVISION

B34 Best Use of Research

Effective use of research or data in a direct mail piece created for a candidate, ballot initiative, or issue advocacy campaign.

2026 TELEVISION CATEGORIES

CANDIDATE DIVISION

C01 For U.S. Senate

Television advertisement made for a U.S. Senate campaign.

C02 For U.S. House of Representatives

Television advertisement made for a U.S. House of Representatives campaign.

C03 For Governor

Television advertisement made for a gubernatorial campaign.

C04 For State Legislature

Television advertisement made for a state legislative campaign.

C05 For Down-Ballot Statewide

Television advertisement made for a statewide campaign, other than U.S. Senate, U.S. House, or Governor.

C06 For Mayoral

Television advertisement made for a mayoral campaign.

C07 For Local/Municipal/Regional

Television advertisement made for a local, municipal, or regional office campaign (other than mayoral).

C08 For PAC/Super PAC

Television advertisement made for a PAC/Super PAC on behalf of any candidate campaign.

C09 For Organization

Television piece created for an organization, including membership organizations, supporting or opposing a candidate campaign.

C10 Bilingual/Multilingual/Foreign Language

Television advertisement made in a language other than English for any candidate campaign.

C11 Best Use of Humor

Effective use of humor in a television advertisement made for any candidate campaign.

C12 Best Use of Negative or Contrast

Effective use of negative or contrast in a television advertisement made for any candidate campaign.

C13 Best Use of Personality or Celebrity

Effective use of a personality or celebrity in a television advertisement made for any candidate campaign.

C14 Best Use of Testimonial

Effective use of testimonial(s) in a television advertisement made for any candidate campaign.

C15 Independent Expenditure Campaign - U.S. Senate

Television advertisement made for an independent expenditure supporting or opposing a U.S. Senate campaign.

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

Television advertisement made for an independent expenditure effort supporting or opposing a U.S. House campaign.

C17 Independent Expenditure Campaign - For Governor

Television advertisement made for an independent expenditure effort supporting or opposing a gubernatorial campaign.

C18 Independent Expenditure Campaign - State Legislature

Television advertisement made for an independent expenditure effort supporting or opposing a state legislative campaign.

C19 Independent Expenditure Campaign - For Down-Ballot Statewide

Television advertisement made for an independent expenditure effort supporting or opposing a statewide office campaign other than U.S. Senate, U.S. House, or Governor.

C20 Independent Expenditure Campaign - Mayoral

Television piece created for an independent expenditure effort supporting or opposing a mayoral campaign.

C21 Independent Expenditure Campaign - Local/Municipal/Regional

Television advertisement made for an independent expenditure effort supporting or opposing a local, municipal, or regional office campaign (other than mayoral).

C22 Best Use of Targeting

Effective audience targeting or message customization in a television or video ad created for a candidate campaign.

NON-CANDIDATE DIVISION

C23 Bilingual/Multilingual/Foreign Language

Television advertisement made in a language other than English for any ballot Initiative or issue advocacy campaign.

C24 For National

Television advertisement made for any national issue advocacy campaign.

C25 For Statewide

Television advertisement made for any statewide ballot initiative campaign or issue advocacy campaign.

C26 For Local

Television advertisement made for any local ballot initiative campaign or issue advocacy campaign.

OPEN DIVISION

C27 Best use of CTV targeting

Effective use of CTV targeting for an advertisement made for any Public Affairs/Issue Advocacy or Candidate Campaign.

2026 DIGITAL CATEGORIES

CANDIDATE DIVISION

D01 Digital Advertising - U.S. Senate

Online, social, or mobile advertisement made for a U.S. Senate campaign.

D02 Digital Advertising - U.S. House of Representatives

Online, social, or mobile advertisement made for a U.S. House of Representatives campaign.

D03 Digital Advertising - For Governor

Online, social, or mobile advertisement made for a gubernatorial campaign.

D04 Digital Advertising - State Legislature

Online, social, or mobile advertisement made for a state legislative campaign.

D05 Digital Advertising - For Down-Ballot Statewide

Online, social, or mobile advertisement made for a statewide campaign, other than U.S. Senate, U.S. House, or Governor.

D06 Digital Advertising - For Mayoral

Online, social, or mobile advertisement made for a mayoral campaign.

D07 Digital Advertising - Local/Municipal/Regional

Online, social, or mobile advertisement made for a local, municipal, or regional office campaign (other than mayoral).

D08 Digital Advertising - Best Use of Search Engine Marketing

Effective use of search engine marketing in an online, social, or mobile advertisement made for any candidate campaign.

D09 Digital Advertising - Best Use of Targeting

Effective use of targeting in an online, social, or mobile advertisement made for any candidate campaign.

D10 Digital Advertising - Best Use of Digital Advertising for Acquisition

Effective use of email, social media or mobile advertisement to acquire digital assets (emails, followers, likes) made for any candidate campaign.

D11 Website - U.S. Senate

Website made for a U.S. Senate campaign.

D12 Website - U.S. House of Representatives

Website made for a U.S. House of Representatives campaign.

D13 Website - For Governor

Website made for a gubernatorial campaign.

D14 Website - State Legislature

Website made for a state legislative campaign.

D15 Website - For Down-Ballot Statewide

Website made for a statewide campaign, other than U.S. Senate, U.S. House, or Governor.

D16 Website - Local/Municipal/Regional

Website made for a local, municipal, regional office campaign (other than mayoral).

D17 Bilingual/Multilingual/Foreign Language

Digital or internet piece in a language other than English made for any candidate campaign.

D18 Best Use of Social Media

Effective use of social media in any candidate campaign.

D19 Best Use of Video

Effective use of video in any candidate campaign.

D20 Best Use of a Meme

Effective use of a meme in any candidate campaign.

D21 Best Viral Campaign

Effective use of a viral video (spread organically) in any candidate campaign.

D22 Best Use of Email Marketing (Non-Fundraising)

Effective use of email marketing (non-fundraising) in any candidate campaign.

D23 Best Use of Humor

Effective use of humor in a digital or internet piece made for any candidate campaign.

D24 Best Use of Negative or Contrast

Effective use of negative or contrast in a digital or internet piece made for any candidate campaign.

D25 Best Use of Social Media - Digital Acquisition Campaign

Effective use of social media to acquire digital assets for any candidate campaign.

D26 Web Video

Web video made solely for the internet for any candidate campaign.

D27 Digital Creative - Stand Alone

Effective use of a stand alone piece in an online, social, or mobile advertisement made for any candidate campaign.

D28 Digital Creative - Full Set

Effective use of a full set piece in an online, social, or mobile advertisement made for any candidate campaign.

D29 Independent Expenditure Campaign - U.S. Senate

Online, social, or mobile advertisement created for an independent expenditure effort supporting or opposing a U.S. Senate campaign.

D30 Independent Expenditure Campaign - U.S. House of Representatives

Online, social, or mobile advertisement created for an independent expenditure effort supporting or opposing a U.S. House campaign.

D31 Independent Expenditure Campaign - For Governor

Online, social, or mobile advertisement created for an independent expenditure effort supporting or opposing a gubernatorial campaign.

D32 Independent Expenditure Campaign - State Legislature

Online, social, or mobile advertisement created for an independent expenditure effort supporting or opposing a state legislative campaign.

D33 Independent Expenditure - For Down-Ballot Statewide

Online, social, or mobile advertisement created for an independent expenditure effort supporting or opposing a statewide office campaign other than U.S. Senate, U.S. House, or Governor.

D34 Independent Expenditure Campaign - Mayoral

Online, social, or mobile advertisement created for an independent expenditure effort supporting or opposing a mayoral campaign.

D35 Independent Expenditure Campaign - Local/Municipal/Regional

Online, social, or mobile advertisement created for an independent expenditure effort supporting or opposing a local, municipal, or regional office campaign (other than mayoral).

NON-CANDIDATE DIVISION

D36 Digital Advertising - Ballot Initiative

Online, social, or mobile advertisement made for any ballot initiative campaign.

D37 Digital Advertising - Issue Advocacy

Online, social, or mobile advertisement made for any issue advocacy campaign.

D38 Website

Website made for any ballot initiative or issue advocacy campaign.

D39 Best Use of Social Media

Effective use of social media in any ballot initiative or issue advocacy campaign.

D40 Web Video - Ballot Initiative

Web video made solely for the internet for any ballot initiative campaign.

D41 Web Video - Issue Advocacy

Web video made solely for the internet for any issue advocacy campaign.

D42 Digital Creative - Stand Alone

Effective use of a stand alone piece in an online, social, or mobile advertisement made for any ballot initiative or issue advocacy campaign.

D43 Digital Creative - Full Set

Effective use of a full set piece in an online, social, or mobile advertisement made for any ballot initiative or issue advocacy campaign.

D44 Best Use of Email Marketing (Non-Fundraising)

Effective use of email marketing (non-fundraising) in any ballot initiative or issue advocacy campaign.

OPEN DIVISION

D45 [NEW] Best Influencer / Organic Social

Effective use of influencers or organic social media to engage audiences and advance a campaign message.

2026 Dialing & Texting Tools Categories

OPEN DIVISION

E01 Autodial/Live

Effective use of autodialed or live calls created for a candidate, ballot initiative, or issue advocacy campaign.

E02 Telephone Town Hall Call/Forum Call

Effective use of a telephone town hall or forum call created for a candidate, ballot initiative, or issue advocacy campaign.

E03 Best Use of Mobile Application/Technology

Effective use of a mobile application or technology to engage audiences or advance a message for a candidate, ballot initiative, or issue advocacy campaign.

E04 Best Use of SMS

Effective use of SMS (text messaging) in a candidate, ballot initiative, or issue advocacy campaign.

E05 [NEW] Best Use of MMS

Effective use of MMS (multimedia messaging) in a candidate, ballot initiative, or issue advocacy campaign.

E06 Best Use of Peer to Peer Texting

Effective use of peer-to-peer texting to engage voters or supporters in a candidate, ballot initiative, or issue advocacy campaign.

2026 RADIO AND DIGITAL AUDIO CATEGORIES

CANDIDATE DIVISION

F01 For Federal/Statewide

Radio or digital audio advertisement made for any federal or statewide candidate campaign.

F02 For State/Local

Radio or digital audio advertisement made for any state legislative or local candidate campaign.

F03 For PAC/Super PAC

Radio or digital audio advertisement made for a PAC/Super PAC for any candidate campaign.

F04 Bilingual/Multilingual/Foreign Language

Radio or digital audio advertisement made in a language other than English for any candidate campaign.

F05 Best Use of Humor

Effective use of humor in a radio or digital audio advertisement made for any candidate campaign.

F06 Best Use of Negative or Contrast

Effective use of negative or contrast in a radio or digital audio advertisement made for any candidate campaign.

F07 Independent Expenditure Campaign

Radio or digital audio advertisement for an independent expenditure effort supporting or opposing any candidate campaign.

OPEN DIVISION

F08 Best Use of Radio/Digital Audio

Effective use of radio or digital audio advertising created for a candidate, ballot initiative, or issue advocacy campaign.

F09 [NEW] Best Use of Podcast Sponsorship or Appearance

Effective use of a podcast sponsorship or appearance (audio or video format) created for a candidate, ballot initiative, or issue advocacy campaign.

2026 FUNDRAISING CATEGORIES

OPEN DIVISION

G01 Best Use of Direct Mail

Effective use of a direct mail piece for a house list or prospect list of contributors to solicit donations for any candidate, ballot initiative or issue advocacy campaign.

G02 Best Use of Email

Effective use of an email to solicit donations for any candidate, ballot initiative or issue advocacy campaign.

G03 Best Use of Social Media

Effective use of social media to solicit donations for any candidate, ballot initiative or issue advocacy campaign.

G04 Best Use of Website/Landing Page

Effective use of a website/landing page to solicit donations for any candidate, ballot initiative or issue advocacy campaign.

G05 Best Use of Phones/SMS

Effective use of a phone call or SMS to solicit donations for any candidate, ballot initiative or issue advocacy campaign.

G06 For Independent Expenditure Committees

Fundraising piece for a house list or prospect list of contributors to solicit donations for any independent committee, PAC or Super PAC.

NON-CANDIDATE DIVISION

G07 For Non-Profit Organization/Trade Association

Fundraising piece created to solicit donations from a house or prospect list for a nonprofit or trade association (c3, c4, or c6) involved in a ballot initiative or issue advocacy campaign.

2026 [NEW] Print and Products Categories

OPEN DIVISION

H01 Full Page

Newspaper advertisements, printed run of press, on a full page for any candidate, ballot initiative, or issue advocacy campaign.

H02 Less Than Full Page

Newspaper advertisements, printed run of press, on less than a full page for any candidate, ballot initiative, or issue advocacy campaign.

H03 Insert

Advertisements distributed with a newspaper, such as a free-standing insert, for any candidate, ballot initiative, or issue advocacy campaign.

H04 Billboard

Billboard made for any candidate, ballot initiative, or issue advocacy campaign.

H05 Door Hanger

Door hanger made for any candidate, ballot initiative, or issue advocacy campaign.

H06 Logo & Branding

Logo made for any candidate, ballot initiative, or issue advocacy campaign.

H07 Most Original/Innovative Collateral Material

Creative or innovative collateral material (any medium) made for any candidate, ballot initiative, or issue advocacy campaign.

H08 Non-Mail Brochure

Handout brochure made for any candidate, ballot initiative, or issue advocacy campaign.

H09 Yard/Outdoor Sign

Yard or other outdoor sign made for any candidate, ballot initiative, or issue advocacy campaign.

H10 Best Merchandise

Creative or innovative merchandise made for any candidate, ballot initiative, or issue advocacy campaign.

2026 FIELD CATEGORIES

OPEN DIVISION

I01 Paid Field Program

Paid field program created to engage, educate, or mobilize the public in support of a candidate, ballot initiative, or issue advocacy campaign.

I02 Field Program - Statewide

Field program created for a statewide candidate, ballot initiative, or issue advocacy campaign.

I03 Field Program - Local

Field program created for a local candidate, ballot initiative, or issue advocacy campaign.

I04 GOTV

Plan showing effective use of field, digital, or mail strategies to mobilize identified supporters and increase voter turnout.

I05 Ballot Access - Petition Collection

Plan showing effective use of field strategy, volunteer coordination, or data management to collect and verify petitions needed to qualify candidates or ballot initiatives.

I06 Absentee/Early Voting Program

Plan showing effective programs (field, digital, mail) that promote absentee or early voting and help voters cast ballots before Election Day.

I07 Voter Registration Program

Plan showing effective efforts to identify, engage, and register eligible voters through field, digital, or community outreach.

I08 Voter ID Program

Plan showing effective use of field, phone, digital, or data methods to identify and track voter preferences and support levels.

I09 Walk/Handout Piece

Printed material distributed in person by canvassers or volunteers as part of a field or GOTV campaign.

I10 Best Use of Analytics

Plan showing effective use of data and analytics to plan, target, or optimize field organizing and voter contact efforts.

I11 [NEW] Best Use of Organizing and Mobilization Technology

Innovative use of technology to recruit, organize, and mobilize supporters. including platforms for volunteer management, voter contact, relational organizing, or turnout.

NON-CANDIDATE DIVISION

I12 Grassroots Program - Issue Advocacy

Plan showing effective grassroots organizing efforts that mobilize supporters or communities around a public issue or cause.

2026 STUDENT CATEGORIES

OPEN DIVISION

J01 Best Campaign Plan

Campaign plan made by a student in a degree program.

2026 TECHNOLOGY, DATA AND ANALYTICS

OPEN DIVISION

K01 Best Use of Technology Innovation

Effective use of campaign technology including ad platforms, mobile tools, or emerging digital solutions used in any candidate, ballot initiative, or issue advocacy campaign.

K02 Best Use of Data & Analytics in Campaign Strategy (Non-Fundraising)

Effective use of data and analytics to inform voter targeting, persuasion, media optimization, or overall campaign strategy in any candidate, ballot initiative, or issue advocacy

campaign.

K03 Best Use of Data & Analytics – Fundraising

Effective use of data and analytics to optimize online or offline fundraising efforts in any candidate, ballot initiative, or issue advocacy campaign.

2026 [NEW] Polling Categories

CANDIDATE DIVISION

L01 [NEW] Polling for U.S. Senate

Polling plan showing strategic use for any U.S. Senate campaign.

L02 [NEW] Polling for U.S. House of Representatives

Polling plan showing strategic use for any U.S. House campaign.

L03 [NEW] Polling for Governor

Polling plan showing strategic use for any gubernatorial campaign.

L04 [NEW] Polling for State Legislature

Polling plan showing strategic use for any state legislative campaign.

L05 [NEW] Polling for Local/Municipal/Regional

Polling plan showing strategic use for any local, municipal, regional office campaign (other than mayoral).

L06 [NEW] Polling for PAC/Super PAC

Polling plan showing strategic use for a PAC/Super PAC for any candidate campaign.

NON-CANDIDATE DIVISION

L07 [NEW] Polling for Ballot Initiative

Polling plan showing strategic use for any ballot initiative campaign.

L08 [NEW] Polling for Issue Advocacy

Polling plan showing strategic use for any issue advocacy campaign.

2026 [NEW] Artificial Intelligence Categories

OPEN DIVISION

M01 [NEW] Best Use of AI for Creative - Direct Mail

Effective use of AI in a direct mail piece for any candidate, ballot initiative, or issue advocacy campaign.

M02 [NEW] Best Use of AI for Creative - Television

Effective use of AI in a television advertisement for any candidate, ballot initiative, or issue advocacy campaign.

M03 [NEW] Best Use of AI for Creative - Digital

Effective use of AI in an online, social, or mobile advertisement made for any candidate, ballot initiative, or issue advocacy campaign.

M04 [NEW] Best Use of AI in Polling & Public Opinion Research

Effective use of AI in survey design, data collection, or analysis for any candidate, ballot initiative, or issue advocacy campaign.

M05 [NEW] Best Use of AI-Driven Data Analytics

Effective use of AI, including machine learning, generative AI, or other AI-driven methods, to enhance targeting, creative personalization, media optimization, or fundraising in any candidate, ballot initiative, or issue advocacy campaign.

M06 [NEW] Best AI-Enhanced Voter Engagement Strategy

Effective use of AI to identify, reach, and mobilize voters for any candidate, ballot initiative, or issue advocacy campaign.

2026 [NEW] Miscellaneous Categories

OPEN DIVISION

N01 Best New and Unusual Tactic

Example of a new or unusual tactic for any medium produced on behalf of any candidate, ballot initiative, or issue advocacy campaign.

N02 Best Media Buying Plan that Moved the Needle

A media buying plan produced on behalf of any candidate, ballot initiative, or issue

advocacy campaign.

N03 [NEW] Best Unused Idea

Creative work or strategic concept developed for any campaign (any cycle) but never implemented, aired or released.

N04 [NEW] Best in Show - International

An exceptional, coordinated, piece (any medium) demonstrating creativity for a candidate, ballot initiative or issue advocacy campaign outside of the United States.