THE INDUSTRY'S HIGHEST HONOR

THE POLLIE AWARDS

2027 ANNUAL POLLIE CONTEST CATEGORIES

Categories & Descriptions

ELIGIBILITY

To be eligible for the 2027 competition, work entered must have been produced, aired, or screened between **January 1, 2026 and December 31, 2026**, with the exception of **M04 Best Unused Idea**. Work previously submitted to the Pollie Awards Contest is not eligible.

Entrants must be directly responsible for the design, creation, or production of their submissions. All submissions must be created by professionals on behalf of their clients. Non-professional submissions will not be accepted.

ENTRY FORMAT

Only the **Overall Campaign Series Categories (A01–A24)** are meant for **two or more** pieces of media. **All other categories** accept only **one piece of media** for review, with the **exception** of **D20** and **D32** (Digital Creative – Full Set), where we are seeking effective use of a coordinated set of online, social, or mobile advertisements built around a single creative concept.

CONTEST DIVISIONS

The 2027 Pollie Awards Contest is divided into three divisions:

Candidate Division	Work created for a Candidate Campaign
Non-Candidate Division	Work created for a Ballot Initiative, Public Affairs or Issue Advocacy Campaign
Open Division	Work created for a Candidate Campaign, a Ballot Initiative or a Referendum Campaign, or a Public Affairs or Issue Advocacy Campaign

2027 Overall Campaign Series Categories

CANDIDATE DIVISION

A01 **Best Direct Mail Series (Democrat)**
Two or more mailings that advance a cohesive strategy or narrative for a candidate campaign. (Democrat)

A02 **Best Direct Mail Series (Republican)**
Two or more mailings that advance a cohesive strategy or narrative for a candidate campaign. (Republican)

A03 **Best Television/Video Series (Democrat)**
Two or more video ads on broadcast, cable, or streaming (CTV) that advance a cohesive strategy or narrative for a candidate campaign. (Democrat)

A04 **Best Television/Video Series (Republican)**
Two or more video ads on broadcast, cable, or streaming (CTV) that advance a cohesive strategy or narrative for a candidate campaign. (Republican)

A05 **Best Digital/Online Series (Democrat)**
Two or more online ads or creative units (social, display, email, etc.) that advance a cohesive strategy or narrative for a candidate campaign. (Democrat)

A06 **Best Digital/Online Series (Republican)**
Two or more online ads or creative units (social, display, email, etc.) that advance a cohesive strategy or narrative for a candidate campaign. (Republican)

A07 **Best Phone & Text Series**
Two or more coordinated calls or texts that advance a cohesive strategy or narrative for a candidate campaign.

A08 **Best Fundraising Series (Democrat)**
Two or more fundraising pieces (any medium) that build a unified donor message or goal for a candidate campaign. (Democrat)

A09 **Best Fundraising Series (Republican)**
Two or more fundraising pieces (any medium) that build a unified donor message or goal for a candidate campaign. (Republican)

A10 **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.

A11 **Best Use of Research**
Two or more pieces (any medium) that effectively use research or opposition data to advance the campaign's strategy.

A12 **Best Independent Expenditure Series (Democrat)**
Two or more pieces (any medium) created for an independent expenditure effort supporting or opposing a candidate to influence voter decision-making. (Democrat)

A13 Best Independent Expenditure Series (Republican)
Two or more pieces (any medium) created for an independent expenditure effort supporting or opposing a candidate to influence voter decision-making. (Republican)

A14 Best in Show (Democrat)
Two or more exceptional, coordinated pieces (any medium) demonstrating creativity and strategy for a candidate campaign. (Democrat)

A15 Best in Show (Republican)
Two or more exceptional, coordinated pieces (any medium) demonstrating creativity and strategy for a candidate campaign. (Republican)

NON-CANDIDATE DIVISION

A16 Best Direct Mail Series
Two or more mailings that advance a cohesive strategy or narrative for any ballot initiative or issue advocacy campaign.

A17 Best Television/Video Series
Two or more video ads on broadcast, cable, or streaming (CTV) that advance a cohesive strategy or narrative for any ballot initiative or issue advocacy campaign.

A18 Best Digital/Online Series
Two or more online ads or creative units (social, display, email, etc.) that advance a cohesive strategy or narrative for any ballot initiative or issue advocacy campaign.

A19 Best Phone & Text Series
Two or more coordinated calls or texts that advance a cohesive strategy or mobilization effort for any ballot initiative or issue advocacy campaign

A20 Best Fundraising Series
Two or more fundraising pieces (any medium) that share a unified donor message or goal for any ballot initiative or issue advocacy campaign.

A21 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.

A22 Best Organizational/Issue Advocacy Series
Two or more coordinated pieces (any medium) that advance a cohesive strategy or narrative for any issue advocacy or organizational campaign.

A23 Best Ballot Initiative Series
Two or more coordinated pieces (any medium) that advance a cohesive strategy or narrative for a ballot initiative campaign.

A24 Best in Show Series
Two or more exceptional, coordinated pieces (any medium) demonstrating creativity and strategic coherence across tactics for any ballot initiative or issue advocacy campaign.

2027 Direct Mail Categories

CANDIDATE DIVISION

B01 For U.S. Senate
Direct mail piece made for any U.S. Senatorial candidate campaign.

B02 For U.S. House of Representatives (Democrat)
Direct mail piece made for any U.S. House of Representatives candidate campaign. (Democrat)

B03 For U.S. House of Representatives (Republican)
Direct mail piece made for any U.S. House of Representatives candidate campaign. (Republican)

B04 For Governor & Statewide
Direct mail piece made for any Gubernatorial or Statewide candidate campaign (non-federal/non-local).

B05 For State Legislature (Democrat)
Direct mail piece made for any State Legislature candidate campaign. (Democrat)

B06 For State Legislature (Republican)
Direct mail piece made for any State Legislature candidate campaign. (Republican)

B07 For Mayoral
Direct mail piece made for any Mayoral candidate campaign.

B08 For Local/Municipal/Regional (Democrat)
Direct mail piece made for any Local/Municipal/Regional candidate campaign - excluding Mayoral. (Democrat)

B09 For Local/Municipal/Regional (Republican)
Direct mail piece made for any Local/Municipal/Regional candidate campaign - excluding Mayoral. (Republican)

B10 For PAC/Super PAC
Direct mail piece made for a PAC/Super PAC on behalf of any candidate campaign.

B11 For Organization
Direct mail piece made for an organization on behalf of any candidate campaign (including membership organizations).

B12 Bilingual/Multilingual/Foreign Language
Direct mail piece made in a language other than English for any candidate campaign.

B13 Early Voting/Absentee Ballot/Vote-by-Mail
Direct mail piece encouraging early voting/absentee voting/vote-by-mail for any candidate campaign.

B14 Best Use of Humor
Effective use of humor in a direct mail piece made for any candidate campaign.

B15 **Best Use of Negative or Contrast**
Effective use of negative or contrast in a direct mail piece made for any candidate campaign.

B16 **Best Use of Illustration or Photography**
Effective use of illustration or photography in a direct mail piece made for any candidate campaign.

B17 **Best Use of Social Pressure**
Effective use of social pressure in a direct mail piece made for any candidate campaign.

B18 **Best Use of Targeting**
Effective use of targeting in a direct mail piece made for any candidate campaign.

B19 **Best Use of Slate Mail**
Effective use of slate in a direct mail piece produced for any candidate campaign.

B20 **GOTV**
Direct mail piece created for a Get Out the Vote (GOTV) effort.

B21 **Independent Expenditure Campaign - U.S. Senate**
Direct mail piece made for an independent expenditure campaign for any U.S. Senatorial candidate campaign.

B22 **Independent Expenditure Campaign - U.S. House of Representatives**
Direct mail piece made for an independent expenditure campaign for any U.S. House of Representatives candidate campaign.

B23 **Independent Expenditure Campaign - For Governor & Statewide**
Direct mail piece made for an independent expenditure campaign for any Gubernatorial or Statewide candidate campaign (non-federal/non-local).

B24 **Independent Expenditure Campaign - State Legislature**
Direct mail piece made for an independent expenditure campaign for any State Legislature candidate campaign.

B25 **Independent Expenditure Campaign - Mayoral**
Direct mail piece made for an independent expenditure campaign for any Mayoral candidate campaign.

B26 **Independent Expenditure Campaign - Local/Municipal/Regional**
Direct mail piece made for an independent expenditure campaign for any Local/Municipal/Regional candidate campaign - excluding Mayoral.

NON-CANDIDATE DIVISION

B27 **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

B28 **Best Use of Social Pressure**
Effective use of social pressure in a direct mail piece made for any ballot initiative or issue advocacy campaign.

B29 Best Use of Negative or Contrast
Effective use of negative or contrast in a direct mail piece made for any ballot initiative or issue advocacy campaign.

B30 Bilingual/Multilingual/Foreign Language
Direct mail piece made in a language other than English for any ballot initiative or issue advocacy campaign.

B31 For National & Statewide
Direct mail piece made for any national or statewide ballot initiative or issue advocacy campaign.

B32 For Local
Direct mail piece made for any local ballot initiative or issue advocacy campaign.

B33 For PAC/Trade Association
Direct mail piece made for a PAC/Trade Association for any ballot initiative or issue advocacy campaign.

OPEN DIVISION

B34 Best Mail-to-Digital Integration NEW
Effective use of direct mail paired with matched digital, QR codes, or USPS Informed Delivery for any candidate, ballot initiative, or issue advocacy campaign, judged on the integration and measured lift.

B35 For Party Committee NEW
Direct mail piece made for national party committees on behalf of any candidate, ballot initiative, or issue advocacy campaign.

2027 Television Categories

CANDIDATE DIVISION

C01 For U.S. Senate (Democrat)
Television advertisement broadcast, cable, or streaming (CTV) made for any U.S. Senatorial candidate campaign. (Democrat)

C02 For U.S. Senate (Republican)
Television advertisement broadcast, cable, or streaming (CTV)made for any U.S. Senatorial candidate campaign. (Republican)

C03 For U.S. House of Representatives (Democrat)
Television advertisement broadcast, cable, or streaming (CTV) made for any U.S. House of Representatives candidate campaign. (Democrat)

C04 For U.S. House of Representatives (Republican)
Television advertisement broadcast, cable, or streaming (CTV) made for any U.S. House of Representatives candidate campaign. (Republican)

C05 For Governor (Democrat)
Television advertisement broadcast, cable, or streaming (CTV) made for any Gubernatorial candidate campaign. (Democrat)

C06 For Governor (Republican)
Television advertisement broadcast, cable, or streaming (CTV) made for any Gubernatorial candidate campaign. (Republican)

C07 For State Legislature
Television advertisement broadcast, cable, or streaming (CTV) made for any State Legislature candidate campaign.

C08 For Down-Ballot Statewide
Television advertisement broadcast, cable, or streaming (CTV) made for any Statewide candidate campaign (non-federal/non-gubernatorial/non-local).

C09 For Mayor
Television advertisement broadcast, cable, or streaming (CTV) made for any Mayoral candidate campaign.

C10 For Local/Municipal/Regional
Television advertisement broadcast, cable, or streaming (CTV) made for any Local, Municipal, or Regional candidate campaign - excluding Mayoral.

C11 For PAC/Super PAC/Organization
Television advertisement broadcast, cable, or streaming (CTV) made for a PAC/Super PAC/organization, including membership organizations, on behalf of any candidate campaign.

C12 Bilingual/Multilingual/Foreign Language
Television advertisement broadcast, cable, or streaming (CTV) made in a language other than English for any candidate campaign.

C13 Best Use of Humor
Effective use of humor in a television advertisement broadcast, cable, or streaming (CTV) made for any candidate campaign.

C14 Best Use of Negative or Contrast
Effective use of negative or contrast in a television advertisement broadcast, cable, or streaming (CTV) made for any candidate campaign.

C15 Best Use of Personality or Celebrity
Effective use of a personality or celebrity in a television advertisement broadcast, cable, or streaming (CTV) made for any candidate campaign.

C16 Best Use of Testimonial
Effective use of testimonial(s) in a television advertisement broadcast, cable, or streaming (CTV) made for any candidate campaign.

C17 Independent Expenditure Campaign - U.S. Senate
Television advertisement broadcast, cable, or streaming (CTV) made for an independent expenditure campaign for any U.S. Senatorial candidate campaign.

C18 **Independent Expenditure Campaign - U.S. House of Representatives**
Television advertisement broadcast, cable, or streaming (CTV) made for an independent expenditure campaign for any U.S. House of Representatives candidate campaign.

C19 **Independent Expenditure Campaign - State & Local**
Television advertisement broadcast, cable, or streaming (CTV) made for an independent expenditure campaign for any Gubernatorial, State Legislature, Mayoral, or Local/Municipal/Regional candidate campaign.

NON-CANDIDATE DIVISION

C20 **For National**
Television advertisement broadcast, cable, or streaming (CTV) made for any national ballot initiative or issue advocacy campaign.

C21 **For Statewide**
Television advertisement broadcast, cable, or streaming (CTV) made for any statewide ballot initiative or issue advocacy campaign.

C22 **For Local**
Television advertisement broadcast, cable, or streaming (CTV) made for any local ballot initiative or issue advocacy campaign.

C23 **Bilingual/Multilingual/Foreign Language**
Television advertisement broadcast, cable, or streaming (CTV) made in a language other than English for any ballot initiative or issue advocacy campaign.

OPEN DIVISION

C24 **Best Use of Targeting**
Effective use of targeting for a television advertisement broadcast, cable, or streaming (CTV) made for any candidate, ballot initiative, or issue advocacy campaign.

C25 **Best Use of Visual Effects and Production** NEW
Effective use of visual effects and production for a television advertisement broadcast, cable, or streaming (CTV) made for any candidate, ballot initiative, or issue advocacy campaign.

C26 **For Party Committee** NEW
Television advertisement broadcast, cable, or streaming (CTV) made for national party committees on behalf of any candidate, ballot initiative, or issue advocacy campaign.

2027 Digital Categories

CANDIDATE DIVISION

D01 **Digital Advertising - U.S. Senate**
Online, social, or mobile advertisement made for any U.S. Senatorial candidate campaign.

D02 Digital Advertising - U.S. House of Representatives
Online, social, or mobile advertisement made for any U.S. House of Representatives candidate campaign.

D03 Digital Advertising - For Governor
Online, social, or mobile advertisement made for any Gubernatorial candidate campaign.

D04 Digital Advertising - State Legislature
Online, social, or mobile advertisement made for any State Legislature candidate campaign.

D05 Digital Advertising - For Down-Ballot Statewide
Online, social, or mobile advertisement made for any Statewide candidate campaign (non-federal/non-gubernatorial/non-local).

D06 Digital Advertising - Mayoral
Online, social, or mobile advertisement made for any Mayoral candidate campaign.

D07 Digital Advertising - Local/Municipal/Regional
Online, social, or mobile advertisement made for any Local/Municipal/Regional candidate campaign - excluding Mayoral.

D08 Digital Advertising - Best Use of Targeting
Effective use of targeting in an online, social, or mobile advertisement made for any candidate campaign.

D09 Best Digital Acquisition/List Building
Effective use of email, social media or mobile advertisement to acquire digital assets (emails, followers, likes) made for any candidate campaign.

D10 Website - Federal & Statewide
Website made for any federal or statewide candidate campaign.

D11 Website - State Legislature & Local
Website made for any state legislative or local candidate campaign.

D12 Bilingual/Multilingual/Foreign Language
Digital or internet piece in a language other than English made for any candidate campaign.

D13 Best Use of Social Media
Effective use of social media in any candidate campaign.

D14 Best Use of Short-Form/Vertical Video
Effective use of short-form vertical (TikTok, Reels, Shorts) in any candidate campaign.

D15 Best Meme or Viral Moment
Effective use of a meme or viral video (spread organically) in any candidate campaign.

D16 Best Use of Humor
Effective use of humor in a digital or internet piece made any candidate campaign.

D17 Best Use of Negative or Contrast
Effective use of negative or contrast in a digital or internet piece made for any candidate campaign.

D18 Web Video (Long-Form)
Web or documentary-style video made solely for the internet for any candidate campaign.

D19 Digital Creative - Stand Alone
Effective use of a stand alone piece in an online, social, or mobile advertisement made for any candidate campaign.

D20 Digital Creative - Full Set
Effective use of a coordinated set of online, social, or mobile advertisements, built around a single creative concept, made for any candidate campaign.

D21 Independent Expenditure Campaign - U.S. Senate
Digital piece for an independent expenditure campaign made for any U.S. Senatorial candidate campaign.

D22 Independent Expenditure Campaign - U.S. House of Representatives
Digital or internet piece for an independent expenditure campaign made for any U.S. House of Representatives candidate campaign.

D23 Independent Expenditure Campaign - Governor & Statewide
Digital or internet piece for an independent expenditure campaign made for any Gubernatorial or Statewide candidate campaign (non-federal/non-local).

D24 Independent Expenditure Campaign - State Legislature
Digital or internet piece for an independent expenditure campaign made for State Legislature candidate campaign.

D25 Independent Expenditure Campaign - Mayoral & Local
Digital or internet piece for an independent expenditure campaign made for Mayoral or Local/Municipal/Regional candidate campaign.

NON-CANDIDATE DIVISION

D26 Digital Advertising
Online, social, or mobile advertisement made for any ballot initiative or issue advocacy campaign.

D27 Web Video (Internet)
Web video made solely for the internet for any ballot initiative or issue advocacy campaign.

D28 Website
Website made for any ballot initiative or issue advocacy campaign.

D29 Best Use of Social Media
Effective use of social media in any ballot initiative or issue advocacy campaign.

D30 Web Video
Web video made for any ballot initiative or issue advocacy campaign.

D31 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.

D32 Digital Creative - Full Set
Effective use of a coordinated set of online, social, or mobile advertisements, built around a single creative concept, made for any ballot initiative or issue advocacy campaign.

OPEN DIVISION

D33 Best Use of Email (Non-Fundraising)
Effective use of email marketing (non-fundraising) in any candidate, ballot initiative, or issue advocacy campaign.

D34 Best Creator/Influencer Program
Effective use of influencers or creators to engage audiences and advance any candidate, ballot initiative, or issue advocacy campaign.

D35 Best Email Subject Line NEW
Effective use of email subject line in any candidate, ballot initiative, or issue advocacy campaign.

D36 For Party Committee NEW
Online, social, or mobile advertisement made for national party committees on behalf of any candidate, ballot initiative, or issue advocacy campaign.

2027 Phones Categories

CANDIDATE DIVISION

E01 Bilingual/Multilingual/Foreign Language
Calls or text made in a language other than English for any candidate campaign.

OPEN DIVISION

E02 Best Autodial
Effective use of autodialed calls created for any candidate, ballot initiative, or issue advocacy campaign.

E03 Best Live
Effective use of live calls created for any candidate, ballot initiative, or issue advocacy campaign.

E04 Telephone Town Hall Call/Forum Calls
Telephone town hall or forum call created for any candidate, ballot initiative, or issue advocacy campaign.

E05 Best Use of Broadcast SMS
Effective use of SMS (text messaging) in any candidate, ballot initiative, or issue advocacy campaign.

E06 Best Use of Rich Messaging (MMS/RCS)
Effective use of MMS (multimedia messaging) or RCS (rich communication services) in any candidate, ballot initiative, or issue advocacy campaign.

E07 **Best Use of Peer to Peer Texting**
Effective use of peer-to-peer texting to engage voters or supporters in any candidate, ballot initiative, or issue advocacy campaign.

E08 **Best Use of Video in Text Messaging** NEW
Effective use of video embedded in the message (MMS or RCS) created for any candidate, ballot initiative, or issue advocacy campaign.

2027 Radio & Digital Audio Categories

CANDIDATE DIVISION

F01 **For Candidate**
Radio or digital audio advertisement made for any candidate campaign.

F02 **For PAC/Super PAC/Organization**
Radio or digital audio advertisement made for a PAC/Super PAC/organization, including membership organizations, on behalf of any candidate campaign.

F03 **Bilingual/Multilingual/Foreign Language**
Radio or digital audio advertisement made in a language other than English for any candidate campaign.

NON-CANDIDATE DIVISION

F04 **For Ballot Initiative or Issue Advocacy**
Radio or digital audio advertisement or appearance made for any ballot initiative or issue advocacy campaign.

OPEN DIVISION

F05 **Best Podcast or Creator Audio/Video Placement**
Effective use of a podcast (Audio or Video format) advertisement or appearance made for any candidate, ballot initiative, or issue advocacy campaign.

F06 **For Party Committee** NEW
Radio or digital audio advertisement made for national party committees on behalf of any candidate, ballot initiative, or issue advocacy campaign.

2027 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 Digital Fundraising (Social, Ads & Landing Pages)
Effective use of social media or website/landing page to solicit donations for any candidate, ballot initiative, or issue advocacy campaign.

G04 Best Use of Phones/SMS/MMS
Effective use of a phone call, SMS, or MMS to solicit donations for any candidate, ballot initiative, or issue advocacy campaign (including telephone town hall/forum calls).

G05 For Independent Committees/PAC/ Super PAC
Fundraising piece for a house list or prospect list of contributors to solicit donations for any Independent Committee, PAC or Super PAC on behalf of any candidate, ballot initiative, or issue advocacy campaign.

G06 For Non-Profit Organization/Trade Association
Fundraising piece for a house list or prospect list of contributors to solicit donations for a Non-profit Organization or Trade Association, including (C3s, C4s, and C6s) on behalf of any candidate, ballot initiative, or issue advocacy campaign.

G07 Best Donor Acquisition Program NEW
Effective use of a program that acquires new leads or donors and converts them into active contributors for any candidate, ballot initiative, or issue advocacy campaign.

G08 Best Recurring Donor Program NEW
Effective use of a program that acquires and retains monthly or sustaining donors for any candidate, ballot initiative, or issue advocacy campaign.

G09 For Party Committee NEW
Fundraising piece to solicit donations for any national party committees on behalf of any candidate, ballot initiative, or issue advocacy campaign.

2027 Print & Products Categories

OPEN DIVISION

H01 Newspaper/Print Advertisement
Newspaper advertisements, printed run of press, for any candidate, ballot initiative, or issue advocacy campaign.

H02 Billboard
Billboard made for any candidate, ballot initiative, or issue advocacy campaign.

H03 Door Hanger
Door hanger made for any candidate, ballot initiative, or issue advocacy campaign.

H04 Logo & Branding
Logo and branding made for any candidate, ballot initiative, or issue advocacy campaign.

H05 Most Original/Innovative Collateral Material
Creative or innovative collateral material (any medium) made for any candidate, ballot initiative, or issue advocacy campaign.

H06 Walk Piece/Handout Brochure
Handout brochure made for any candidate, ballot initiative, or issue advocacy campaign.

H07 Yard/Outdoor Sign
Yard or other outdoor sign made for any candidate, ballot initiative, or issue advocacy campaign.

H08 Best Merchandise
Creative or innovative merchandise made for any candidate, ballot initiative, or issue advocacy campaign.

2027 Field Categories

NON-CANDIDATE DIVISION

I01 Grassroots Program - Public Affairs/Issue Advocacy
Grassroots program for any public affairs/issue advocacy campaign.

OPEN DIVISION

I02 Field Program - Federal & Statewide
Field program for any federal or statewide any candidate campaign, ballot initiative, or issue advocacy campaign.

I03 Field Program - State Legislative & Local
Field program for any state legislative or local any candidate campaign, ballot initiative, or issue advocacy campaign.

I04 Paid Field Program
Paid field program for any candidate, ballot initiative or issue advocacy campaign.

I05 GOTV
Plan showing effective use of field, digital, or mail strategies to mobilize identified supporters and increase voter turnout.

I06 Ballot Access & Signature Gathering
Petition collection for ballot access for any ballot initiative campaign or candidate petitioning.

I07 Voter Access Program (Registration, ID, Early & Absentee)
Voter access work for any candidate, ballot initiative, or issue advocacy campaign.

I08 Best Relational Organizing Program
Effective use of technology to recruit, organize, and mobilize supporters including platforms for volunteer management, voter contact, relational organizing, or turnout.

I09 Campaign Event NEW
A rally, town hall, tour stop, virtual event or fundraising event for any candidate, ballot initiative, or issue advocacy campaign.

2027 Technology, Data & Analytics Categories

OPEN DIVISION

J01 Best Use of Technology Innovation
Effective use of campaign technology including ad platforms, mobile tools, or emerging problem solving solutions used in any candidate, ballot initiative, or issue advocacy campaign.

J02 Best Use of Data & Analytics in Campaign Strategy
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.

J03 Best Campaign App or Tool
Effective use of a mobile application or technology to engage audiences or advance a message for a candidate, ballot initiative, or issue advocacy campaign.

2027 Polling Categories

CANDIDATE DIVISION

K01 For U.S. Senate
Polling plan showing strategic use for any U.S. Senatorial candidate campaign.

K02 For U.S. House of Representatives
Polling plan showing strategic use for any U.S. House of Representatives candidate campaign.

K03 For Governor
Polling plan showing strategic use for any Gubernatorial candidate campaign.

K04 For State Legislature
Polling plan showing strategic use for any State Legislative candidate campaign.

K05 For Local/Municipal/Regional
Polling plan showing strategic use for any Local/Municipal/Regional candidate campaign - excluding Mayoral.

K06 For PAC/Super PAC
Polling plan showing strategic use for a PAC/Super PAC for any candidate campaign.

NON-CANDIDATE DIVISION

K07 For Ballot Initiative
Polling plan showing strategic use for any ballot initiative campaign.

K08 For Issue Advocacy
Polling plan showing strategic use for any issue advocacy campaign.

OPEN DIVISION

K09 Best Message or Creative Testing Program NEW
Effective use of randomized or experimental testing of messages or ads before launch for any candidate, ballot initiative, or issue advocacy campaign.

2027 Artificial Intelligence Categories

OPEN DIVISION

L01 Best Use of AI for Creative Production
Effective use of AI for creative content production in any medium for any candidate, ballot initiative, or issue advocacy campaign.

L02 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.

L03 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.

L04 Best AI Voter Engagement Tool
Effective use of AI to identify, reach, and mobilize voters for any candidate, ballot initiative, or issue advocacy campaign.

L05 Best Use of AI in Campaign Operations NEW
Effective use of AI to speed up or improve the quality of research, compliance, rapid response, or other operational work (not voter-facing content) for any candidate, ballot initiative, or issue advocacy campaign.

2027 Miscellaneous Categories

OPEN DIVISION

M01 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.

M02 Best Media Plan
A media buying plan for any medium produced on behalf of any candidate, ballot initiative, or issue advocacy campaign.

M03 Best Use of Research
Effective use of research or data for any medium produced on behalf of any candidate, ballot initiative, or issue advocacy campaign.

M04 Best Unused Idea
Creative work or strategic concept developed for any campaign (any cycle) but never implemented, aired or released.

M05 Best Rapid Response NEW
Rapid response for any medium produced and deployed within 48 to 72 hours of a news event, attack or opponent misstep, for any candidate, ballot initiative, or issue advocacy campaign. Entrants document the timeline.

M06 Best Earned Media Strategy NEW
Press, surrogate and earned media strategy that generated measurable coverage for any candidate, ballot initiative, or issue advocacy campaign.

M07 Best Crisis Communications NEW
Communications managing a reputational or policy crisis for a company, association, or organization.

M08 Best Bipartisan Effort NEW
Example of a Democratic firm and Republican firm working together on behalf of any candidate, ballot initiative, or issue advocacy campaign.

2027 International / Americas & U.S. Territories Categories

OPEN DIVISION

N01 Digital/Social Campaign - International
Phone calls, SMS, Whatsapp messaging, or social media for any candidate, ballot initiative or issue advocacy campaign outside of the United States.

N02 Campaign Video - International
Web video made for any candidate, ballot initiative or issue advocacy campaign outside of the United States.

N03 Outdoor Advertising - International
Outdoor advertisement made for any candidate, ballot initiative or issue advocacy campaign outside of the United States.

N04 Best in Show - International
An exceptional, coordinated, piece (any medium) demonstrating creativity for any candidate, ballot initiative or issue advocacy campaign outside of the United States.