APRIL 2-4, 2019
NAPA VALLEY

AAPC 2019 ANNUAL POLLIE AWARDS CONFERENCE

WINNERS BOOK

#2019POLLIES
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Pollie Awards & Campaign Excellence Gala Courtesy of:

2019 AAPC Pollie Awards & Conference Winners Book Courtesy of:
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Congratulations
to all of this year’s honorees
The *Only* Media Payment Solution You *Need*

A big **THANKS** to our clients!
We enjoyed working with you in 2018 and are excited for what’s next!

We wish you success heading to 2020!
AAPC gratefully acknowledges our 370 judges who participated in the 2019 Pollie Awards. To ensure the fairest possible treatment of every entrant’s work, our judge pool was comprised in balanced proportion between Democrats and Republicans, as well as nonpartisan/Independent and international judges. These judges are essential to the success and integrity of the Pollie Awards program and we are truly appreciative of their time and efforts. To all of our judges, thank you! Without you, the Pollie Awards would not be possible.
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The Zoldak Agency
Local TV broadcasters salute the AAPC on its 50th anniversary and congratulate the 2019 Pollie winners.
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.
AAPC Campaign Excellence Awards

**Digital Strategist of the Year**
Brian Lyle
Rick Scott for Senate (FL), Josh Hawley for Senate (MO) and Pete Stauber for Congress (MN-08)

**Fundraiser of the Year**
Shelby Cole
Beto for Texas

**Ballot Measure Campaign of the Year**
Tom Shepard & Associates, Inc.
The Battle for Mission Valley: YES on Measure G / NO on Measure E

**Local Campaign Manager of the Year**
Ward Curtin
Kendra Horn for Congress (OK-05)

**Campaign Manager of the Year-Republican**
Jackie Schutz Zeckman
Rick Scott for U.S. Senate

**Campaign Manager of the Year-Democrat**
Andrew Piatt
Kyrsten Sinema for Arizona U.S. Senate

**Pollster of the Year-Republican**
Wes Anderson
Scott for Senate and Hawley for Senate

**Pollster of the Year-Democrat**
Molly Murphy and Lisa Grove
Kyrsten Sinema for Arizona U.S. Senate

**Campaign Strategist of the Year-Republican**
Something Else Strategies

**Campaign Strategist of the Year-Democrat**
Dan Sena
DCCC
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The Pollie Awards have always been the hallmark of the best work in political advertising. Over 350 firms took to this year’s Contest to enter their best work from the 2018 midterm cycle, making 2019 one of our largest Contests to date! While creativity and quality of execution remain important, this year’s Pollie Awards Contest again placed greater emphasis on political effectiveness in an attempt to determine whether material appeared to meet a specific campaign need or solved a particular problem. We also maintained our higher curve for trophy eligibility, making each win even more significant. AAPC salutes this year’s winners for their outstanding creative and technical achievements in the 2018 political season!
**Winners**

**Overall - Candidate Division**

**A01 - Best Direct Mail Campaign - Democrat**

**Gold**
- The Cats of Maywood
- Green Alley Strategies

**Silver**
- Conor Lamb For Congress 2018
- Special Election
- The Strategy Group

**Bronze**
- Sharice Davids for Congress
- Wildfire Contact

**A02 - Best Direct Mail Campaign - Republican**

**Gold**
- Mike Braun for U.S. Senate
- Jamestown Associates

**Silver**
- Tyler Diep for California Senate
- Axiom Strategies

**Bronze**
- On The Mark
- Red Maverick Media

**A03 - Best Television Campaign - Democrat**

**Gold**
- Jacky Rosen for U.S. Senate
- MVAR Media

**Silver**
- Elaine Luria for Congress
- Putnam Partners, LLC

**Bronze**
- Abby Finkenauer for Congress
- E.SK Strategies

**A04 - Best Television Campaign - Republican**

**Gold**
- Larry Hogan for Governor
- Strategic Partners & Media

**Silver**
- John Katko for Congress
- Honold Communications, Inc.

**Bronze**
- Kemp TV Campaign
- Something Else Strategies

**A05 - Best Digital or Internet Campaign - Democrat**

**Gold**
- Whitmer for Governor
- GMMB

**Silver**
- Millennial Campaign
- Mayor Steve Adler Re-Election: Millennial Campaign

**Bronze**
- Jacky Rosen for U.S. Senate
- MVAR Media

**A06 - Best Digital or Internet Campaign - Republican**

**Silver**
- Martha McSally
- Campaign Solutions

**Bronze**
- Work for Mark
- Sermo Digital

**A07 - Best Phone Campaign - Democrat**

**Silver**
- Getting Out the Vote for Arizona’s First Female Senator
- Winning Connections

**Bronze**
- The Blue Wave:
- Winning Back the House
- The Sexton Group

**A09 - Best Radio Campaign - Democrat**

**Bronze**
- Our Future Is Up To Us (Bilingual)
- Mosaic Media Strategy Group

**A10 - Best Radio Campaign - Republican**

**Gold**
- Standing Tall
- Hackney & Hackney

**Silver**
- Idaho Governor’s Race
- FPI Strategies

**A11 - Best Fundraising Campaign - Democrat**

**Gold**
- Making The Most of A Viral Moment:
- Building a Grassroots Fundraising Machine for MJ Hegar
- Change Media Group

**Silver**
- Raising $44 Million to Elect a Democratic Majority Through Grassroots Donations Nationwide
- Mothership Strategies

**A12 - Best Fundraising Campaign - Republican**

**Gold**
- Hogan for Governor
- August End of Month Campaign
- Campaign Inbox

**Silver**
- General Election Final Push
- HSP Direct

**Bronze**
- Cruzin’ to Victory
- The Prosper Group

**A13 - Best Field Campaign - Democrat**

**Silver**
- Max Rose 2018
- North Shore Strategies

**Bronze**
- One Campaign for Michigan
- Change Media Group & Michigan Democratic Party

**A15 - Best Use of Opposition Research - Democrat**

**Gold**
- Extinct
- The Strategy Group

**Silver**
- The Cats of Maywood
- Green Alley Strategies

**Bronze**
- Deep Diving in Social Media Accounts to Define First Time Candidates
- Grindstone Research LLP
A16 - Best Use of Opposition Research - Republican
Gold
Land Deals in Old Town Keller
Lawson Strategies
Silver
The Case of the Missing Diploma
Front Line Strategies
Bronze
Kemp - Radical Change
Something Else Strategies

A17 - Best in Show - Democrat
Gold
Katie Hill for Congress
SKDKnickerbocker
Silver
Mikie Sherrill for Congress
MVAR Media
Bronze
Tony Evers Defeats Scott Walker
Strother Nuckels Strategies

A18 - Best in Show - Republican
Gold
Ivey TV Campaign
Something Else Strategies
Silver
Mike Braun for U.S. Senate
Jamestown Associates
Bronze
John Katko for Congress
Honold Communications, Inc.
Bronze
“Wisconsin Family” Series
The Strategy Group Company

Overall - Ballot Initiative Division
A19 - Best Direct Mail Campaign
Gold
Messengers
FSSG
Silver
Yes for Affordable Housing
NWP Consulting
Bronze
Saving Lives
Meridian Pacific

A20 - Best Television Campaign
Gold
“Equal Rights” Series
The Strategy Group Company
Silver
Voters Not Politicians: Innovative Whiteboard Campaign
Alper Strategies & Media
Bronze
No on Proposition 112
Pac/West

A21 - Best Digital or Internet Campaign
Gold
Yes on California Proposition 68
RALLY Campaigns
Silver
Vote Yes on 1 End Marijuana Prohibition in Michigan
Battleground Strategies
Bronze
Protect AR Families
FSSG

A22 - Best Phone Campaign
Bronze
Inclusividad y Accesibilidad: The Key to Progressive Victory in Purple Territory
Stones’ Phones

A23 - Best Radio Campaign
Silver
Voters In Charge - Radio
Consensus Communications
Bronze
No on Proposition 112
Pac/West

A24 - Best Fundraising Campaign
Bronze
A Grassroots Solution to End Gerrymandering: Funding a People-Powered Campaign for Fair Elections
Change Media Group

A25 - Best in Show
Gold
Broward County Transportation Ballot Initiative
Metropolitan Public Strategies
Silver
Idaho Medicaid Expansion
FP1 Strategies
Bronze
From Grassroots Movement to National Phenomenon
Voters Not Politicians

Overall - Public Affairs/Issue Advocacy Division
A26 - Best Direct Mail Campaign
Gold
OAR - Oakwood Point of Sale Mailers
The Lukens Company
Silver
ShareBetter
BrownMillerGroup
Bronze
Save Katahdin Woods and Waters
Hilltop Public Solutions

A27 - Best Television Campaign
Gold
Not One Penny (IA-01 - Blum)
MVAR Media
Silver
ShareBetter
Metropolitan Public Strategies
Bronze
Save Katahdin Woods and Waters
Hilltop Public Solutions

A28 - Best Digital or Internet Campaign
Gold
“Without 340B” Series
The Strategy Group Company
Silver
“Seriously”
McNally Temple Associates
Bronze
CDD - Catholics for the right to decide
Heurística Comunicación
El Instituto

A29 - Best Phone Campaign
Gold
DCCC
Solidarity Strategies
### Winners

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<th>Category</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
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<td><strong>A30 - Best Radio Campaign</strong></td>
<td>Without Shame, Be Heard</td>
<td>McNally Temple Associates</td>
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<td><strong>A31 - Best Fundraising Campaign</strong></td>
<td>CRNA-PAC: Coffee Challenge Email Series with Embedded Video</td>
<td>Sagac Public Affairs</td>
<td>The Home Depot PAC: 2018 Peer to Peer Fundraising Campaign</td>
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<td>Bad Bet for New Orleans</td>
<td>Buisson Creative</td>
<td>Sandpoint Reputation Campaign</td>
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<td><strong>A33 - Best PAC Campaign</strong></td>
<td>AmeriChem PAC 2018 PAC Campaign</td>
<td>Sagac Public Affairs</td>
<td>$33 Million Defeats 30-Year Incumbent</td>
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<td><strong>A35 - Best New and Unusual Tactic</strong></td>
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<td>Smart Media Group</td>
<td>AMLO - AMLOVERS</td>
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<td><strong>A36 - Best Data Analytics Solution</strong></td>
<td>Online Polling Results Dashboard</td>
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<td>Polling for the People: Representative Samples, Accurate Data, Winning Campaigns</td>
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<td><strong>A37 - Best Use of Data Analytics/Machine Learning</strong></td>
<td>Iraq War Fund 2018 Campaign</td>
<td>Eleison Group, LLC</td>
<td>NRCC Major Donor Analytics</td>
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<td><strong>B02 - For U.S. Senate</strong></td>
<td>All In The Family</td>
<td>Lisella Public Affairs, LLC</td>
<td>Backwards Beto</td>
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<td><strong>B03 - For U.S. House of Representatives</strong></td>
<td>Harder FlipAction</td>
<td>Bergmann Zwerdling Direct</td>
<td>Harder Denham's Own</td>
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<td>Stone Cold Crazy</td>
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<td><strong>B05 - For State Legislature</strong></td>
<td>Thoughts and Prayers</td>
<td>Wildfire Contact</td>
<td>Smoking Kitty</td>
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<tr>
<td><strong>B06 - For Mayor</strong></td>
<td>“Survival Kit”</td>
<td>Resonance Campaigns</td>
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**Gold**

**Silver**

**Bronze**
B07 - For Local/Municipal/Regional
Gold
Amazon
BerlinRosen
Silver
Vaughn Hearts Developers
ARDA Campaigns
Bronze
Courtroom Sketch
Andre Charles Consulting

B08 - For Special Election - Federal
Bronze
Emergency Notice
PG Targeting, LLC

B10 - For Special Election - Local
Gold
Killian’s Killer Tax Hikes
The Parkside Group
Silver
Winning an Opposition Stronghold
BuzzMaker
Bronze
Reeves: Chutes and Ladders
Direct Edge Campaigns

B11 - For PAC/Super PAC
Gold
Child Abuse
Checkmate Strategies
Silver
“Big Sugar”
Resonance Campaigns
Bronze
EAAF MN-03 #1
Moxie Media

B12 - For Organization
Gold
Liberty
The Campaign Workshop
Silver
SBA Public Health Alert
The Lukens Company
Bronze
Trade Deals
JVA Campaigns

B13 - Bilingual/Multilingual/Foreign Language
Gold
Nada
The Strategy Group
Silver
VoteVets - Gil Cisneros
Solidarity Strategies
Bronze
The Verdict
Whitehurst/Mosher Campaign Strategy and Media

B14 - Early Voting/Absentee Ballot/Vote-by-Mail
Gold
“Social Pressure”
Resonance Campaigns
Silver
Bluestem Vote-by-Mail Application
JVA Campaigns
Bronze
Rise Up
Ourso Beychok, Inc.

B15 - Best Use of Humor
Gold
Harder Denham’s Own
Bergmann Zwerdling Direct
Silver
Dr. Suess
BerlinRosen
Bronze
Our Brother is a Big Nerd!
Mad Dog Mail

B16 - Best Use of Negative or Contrast
Gold
The Bureaucrat Man
ColdSpark
Silver
Harder Denham’s Own
Bergmann Zwerdling Direct
Bronze
Cisneros Rubber Stamp
Bergmann Zwerdling Direct

B17 - Best Use of Illustration or Photography
Gold
Truck Load of Cash
The Singularis Group
Silver
Lamont Risk
Bergmann Zwerdling Direct
Bronze
Harder Flip Action
Bergmann Zwerdling Direct

B18 - Best Use of Social Pressure
Gold
Cisneros Neighborhoods
Bergmann Zwerdling Direct
Silver
Only You Can Stop
The Strategy Group
Bronze
Making History in Mississippi
Chism Strategies

B19 - Best Use of Targeting
Gold
Pup
Red Maverick Media
Silver
Harder Faces
Bergmann Zwerdling Direct
Bronze
Highly Educated Suburban Moms
Red Maverick Media

B20 - Best Use of Slate Mail
Bronze
Metro Mailer
The Beytin Agency

B21 - GOTV
Gold
Critical Time
Ourso Beychok, Inc.
Silver
Interactive Mail
Ampersand Consulting
Bronze
Lamont Mute
Bergmann Zwerdling Direct
B22 - Independent Expenditure Campaign - Governor
Gold
Scrapbook
The Strategy Group
Silver
Heroes
Wildfire Contact
Bronze
The Lie Begich Told
Red Maverick Media

B23 - Independent Expenditure Campaign - U.S. Senate
Silver
Mount Taxmore
Axiom Strategies

B24 - Independent Expenditure Campaign - U.S. House of Representatives
Gold
Eye
Wildfire Contact
Silver
EDAF Dana Rohrabacher Russian Dolls
SKDKnickerbocker
Bronze
Deadbeat Dad
Persuasion Partners, Inc.

B26 - Independent Expenditure Campaign - State Legislature
Gold
I Don't Know
Persuasion Partners, Inc.
Silver
Super Donor
FSB Core Strategies
Silver
Dishonest George
Millennium Consulting, Inc.
Bronze
Mostly
The Balduzzi Group

B27 - Independent Expenditure Campaign - Mayor
Gold
Broken Frame, Broken Dreams
It's Our Time
50+1 Strategies
Silver
"The King"
DMI DIRECT
Bronze
Caught Red Handed
MDW Communications LLC

B28 - Independent Expenditure Campaign - Local/Municipal/Regional
Gold
NMB Shut
Bergmann Zwerdling Direct
Silver
Selfie
The Campaign Workshop
Bronze
The Cats of Maywood
Green Alley Strategies

B30 - Independent Expenditure Campaign - Special Election - Statewide
Gold
Midwest Growth PAC
Randy Bryce Deadbeat Dad
The Lukens Company

Direct Mail - Ballot Initiative Division

B32 - For Statewide
Gold
Poker
Wildfire Contact
Silver
No on Proposition 112
Pac/West
Bronze
"Yes & No"
Bouchard Gold Communications

B33 - For Local
Gold
Weaponizing Cute
Murphy Nasica & Associates
Silver
Re-Think Security
Freeman Public Affairs
Bronze
Pineville---Vote Yes Props 4 & 5
Hatch Consulting Group & goFishAdvertising

B35 - Bilingual/Multilingual/Foreign Language
Bronze
Parques de Primera Clase
MDW Communications LLC

B37 - Best Use of Social Pressure
Bronze
Voter Report Card
Cerillion N4 Partners

Direct Mail - Public Affairs/Issue Advocacy Division

B38 - For National
Gold
Calendar
Eberle Communications Group
Silver
Senate Majority PAC
Nexus Direct

B39 - For Statewide
Silver
Choice
Bergmann Zwerdling Direct
Bronze
Red Tape
Arizonans for Better Healthcare

B40 - For Local
Gold
AAR - Oakwood Cost Stickers
The Lukens Company
Silver
Show Up for Shoot-out
Calvert Street Group
Bronze
Astounding
The Reeds PRC
March 25-27, 2020
Capital Hilton
Washington, DC

For our Napa Valley attendees only:
Take 50% off registration Thru April 15, 2019

USE PROMO CODE: AAPC2020
Direct Mail - Miscellaneous
B41 - Best Use of Opposition Research
Gold
Dishonest George
Millennium Consulting, Inc.
Silver
Extinct
The Strategy Group
Bronze
Real Leaders Don’t Mislead the People
Burges & Burges Strategists

Television - Candidate Division
C01 - For Governor
Gold
Squeaky
Strategic Partners & Media
Silver
Michelle Lujan Grisham for Governor “Turbine”
Putnam Partners, LLC
Bronze
Kemp - Jake
Something Else Strategies
C02 - For U.S. Senate
Gold
The Difference
Jamestown Associates
Silver
Jacky Rosen - Line
MVAR Media
Bronze
Red and Blue
Siegel Strategies
C03 - For U.S. House of Representatives
Gold
Elaine Luria for Congress “Tell You”
Putnam Partners, LLC
Silver
Chirsy Houlahan for Congress “Service”
Putnam Partners, LLC
Bronze
Paul Gosar Isn’t Working For You
Randy Murray Productions
C04 - For Down-Ballot Statewide
Gold
“Crunch”
Strother Nuckels Strategies
Silver
Phil Weiser for Attorney General “Preoccupied”
Putnam Partners, LLC
Bronze
Gateway SCN Strategies
C05 - For State Legislature
Gold
Bob Antonocci
Convergence Media
Silver
Doors
Jamestown Associates
Bronze
Parkhurst “Welcome Back”
PRIME Media Partners
C06 - For Mayor
Gold
Make History, Change History
SCN Strategies
C07 - For Local/Municipal/Regional
Gold
Greatest Hits from a Broken Record
Murphy Nasica & Associates
Bronze
Courage and Passion
Buisson Creative
C10 - For Special Election - Local
Gold
“Manure”
Strother Nuckels Strategies
C11 - For PAC/Super PAC
Gold
“Beep”
Strother Nuckels Strategies
Silver
Couldnt Agree More
BrabenderCox
Bronze
KCDK KS-02 “Hill”
PRIME Media Partners
C12 - Bilingual/Multilingual/Foreign Language
Gold
Compas
MAP Political Communication
Silver
Xochitl Torres Small for Congress: Abuela
The New Media Firm
Bronze
AMLO
White Noise (viewer)
Heuristica Comunicación
C13 - Best Use of Humor
Gold
Dodgeball
The NOW Group
Silver
Reynolds - Operator
Something Else Strategies
Bronze
Kemp - Jake
Something Else Strategies
C14 - Best Use of Negative or Contrast
Gold
Dean Phillips for Congress “Phone Booth”
Putnam Partners, LLC
Silver
“Beep”
Strother Nuckels Strategies
Bronze
Elissa Slotkin for Congress “Farm”
Putnam Partners, LLC
C15 - Best Use of Personality or Celebrity
Gold
Meadow
OnMessage, Inc.
Bronze
Coaches
E.SK Strategies
C16 - Independent Expenditure Campaign - Governor
Gold
Stinks’
OnMessage, Inc.
Silver
Democratic Governors Association WI - Daughter
GMMB
Bronze
Palmetto PAC - “FireCat”
Content Creative Media

C17 - Independent Expenditure Campaign - U.S. Senate
Gold
Club for Growth Action Missouri
“Took Off”
PRIME Media Partners
Silver
NRSC IE (ND)
Convergence Media
Bronze
“Montana”
Strother Nuckels Strategies

C18 - Independent Expenditure Campaign - U.S. House of Representatives
Gold
“Beep”
Strother Nuckels Strategies
Silver
“Timeline”
Armour Media
Bronze
Congressional Leadership Fund OH-1 IE
“Smooth Operator”
FP1 Strategies

C19 - Independent Expenditure Campaign - Down-Ballot Statewide
Gold
Puppets
Jacobson & Zilber Strategies
Silver
Unity
Consensus Communications
Bronze
Two Ways
AKPD Message and Media

C20 - Independent Expenditure Campaign - State Legislature
Gold
Honor and Principles PAC
“Our Own Hands”
Content Creative Media
Silver
CCSA Families and Teachers United “Time’s Up”
Putnam Partners, LLC
Bronze
Robert Rivas for California State Assembly IE: “Our Story”
RALLY Campaigns

C21 - Independent Expenditure Campaign - Mayor
Bronze
Inglewood Coalition for Safe Streets and Good Jobs “Champion”
Putnam Partners, LLC

C22 - Independent Expenditure Campaign - Special Election - Federal
Silver
Congressional Leadership Fund OH-12 IE “Admitted”
FP1 Strategies

C23 - Independent Expenditure Campaign - Special Election - Federal
Gold
“Beep”
Strother Nuckels Strategies
Silver
“Timeline”
Armour Media
Bronze
Congressional Leadership Fund OH-1 IE
“Smooth Operator”
FP1 Strategies

C24 - Independent Expenditure Campaign - Special Election - Local
Gold
“Beep”
Strother Nuckels Strategies
Silver
“Timeline”
Armour Media
Bronze
Congressional Leadership Fund OH-1 IE
“Smooth Operator”
FP1 Strategies

C25 - Independent Expenditure Campaign - Special Election - Statewide
Gold
Puppets
Jacobson & Zilber Strategies
Silver
Unity
Consensus Communications
Bronze
Two Ways
AKPD Message and Media

C26 - For Statewide
Gold
HSUS Got a “D”
Berman and Company
Silver
“Without 340B - Labor”
The Strategy Group Company
Bronze
Immigrants Have Always Made America Great Defending Democracy Together

C27 - For Local
Gold
Broward Transportation Initiative Metropolitan Public Strategies
Silver
No on Prop C - Committee for an Affordable City TV Spots
Whitehurst/Mosher Campaign Strategy & Media
Bronze
Beating the Mayor, the Media, & All the Millionaires in 30 seconds
Murphy Nasica & Associates

C28 - Bilingual/ Multilingual/ Foreign Language
Gold
Voters In Charge - Voting Booth Consensus Communications
Silver
Raul Dice Votar No On 112 Novitas Communications
Bronze
“You Don’t Have the Right-ES”
The Strategy Group Company

Television - Ballot Initiative Division
C29 - For National
Gold
HSUS Got a “D”
Berman and Company
Silver
“Without 340B - Labor”
The Strategy Group Company

Television - Public Affairs/ Issue Advocacy Division
C29 - For National
Gold
HSUS Got a “D”
Berman and Company
Silver
“Without 340B - Labor”
The Strategy Group Company
Bronze
Immigrants Have Always Made America Great Defending Democracy Together

C30 - For Statewide
Gold
Independent Glass House Strategy
Silver
In These Moments
The NOW Group
C31 - For Local
Silver
The Stand
Mammouth
Bronze
Sucker City
Tom Shepard & Associates, Inc.

Digital/Internet -
Candidate Division
D01 - Internet Advertising -
Governor
Gold
Whitmer for Governor
In Your Corner
GMGB
Silver
Trick or Treat
SCN Strategies
Bronze
Tucker
AL Media

D02 - Internet Advertising -
U.S. Senate
Gold
Our Time
The WIN Company
Silver
“The Right Place”
BerlinRosen
Bronze
Is Ted Cruz “Tough as Texas”??
FTC PAC

D03 - Internet Advertising -
U.S. House of Representatives
Gold
“We”
76 Words
Silver
Joe Cunningham for Congress
Journey
GMGB
Bronze
Teacher of the Year to Congresswoman:
Jahana Hayes
Change Media Group & Hardpin Media
Bronze
M.J. Hogar for Congress
“Like A Girl”
Putnam Partners, LLC

D04 - Internet Advertising -
Down-Ballot Statewide
Gold
“Ride Along”
The Strategy Group Company
Silver
Nikki Fried for FL Ag Commissioner
Impact Politics & CateComm
Bronze
Tish James for NY Attorney General
DSPolitical

D05 - Internet Advertising -
State Legislature
Gold
Justice
Jacobson & Zilber Strategies
Silver
Don’t mess with Texas Governor
Greg Abbott
Murphy Nasica & Associates
Bronze
Carol Alvarado for State Senate
“The Flood”
Putnam Partners, LLC

D06 - Internet Advertising -
Mayor
Gold
Cat Brooks for Mayor
“Bullhorn”
Putnam Partners, LLC
Silver
Carlsbad Mayor - Mayor Matt Hall
IVC Media LLC
Bronze
Making History
FSSG

D07 - Internet Advertising -
Local/Municipal/Regional
Gold
AVENGER: MoCo
Devine Mulvey Longabaugh
Silver
Jo Ann for Portland
FSSG
Bronze
La Mesa Pets
Baber for City Council 2018

D11 - Internet Advertising -
Special Election - Local
Bronze
Running
Ampersand Consulting

D12 - Internet Advertising -
Best Use of Search Engine
Marketing
Gold
Hotline Bling
Pacific Campaign House
Gold
Ted Cruz
Fundraising Search Advertising
The Prosper Group
Silver
Tester Campaign Exceeds Fundraising
Expectations & Gets The Message Out
Through Search Ads
Authentic Campaigns
Bronze
McSally Google Search
Campaign Solutions

D13 - Internet Advertising -
Best Use of Targeting
Gold
Marsha Blackburn GOTV
Targeted Victory
Silver
In Your Neighborhood
Data for Donkeys
Bronze
A New Approach for Demographic
Targeting
Bully Pulpit Interactive

D16 - Website - U.S. Senate
Gold
Rick Scott for Florida
OnMessage Inc.
Bronze
LeahVukmir.com
FPI Strategies

D17 - Website - U.S. House of
Representatives
Gold
Dan McCready for Congress
ASSEMBLE
Silver
Website Redesign Pays Dividends
to Hurd for Congress Campaign
The Prosper Group
Bronze
California Counts
Revolution Messaging
Winners

D18 - Website - Down-Ballot Statewide
Gold
Jocelyn Benson for Michigan Secretary of State
Change Media Group
Silver
Vote Local PA
Think Big Campaigns
Bronze
Leslie Rutledge for Attorney General
Catch Digital Strategy

D19 - Website - State Legislature
Silver
Cheri Helt for Bend
FP1 Strategies
Bronze
Kelly Hancock for Texas Senate
Catch Digital Strategy

D25 - Web Video
Gold
MJ Hegar for Congress
“Doors”
Putnam Partners, LLC
Silver
The Difference
Jamestown Associates
Bronze
A Lifetime of Service
Firelux

D26 - Digital Creative - Stand Alone
Gold
Taking A Winning TV Message to Digital
The Prosper Group
Silver
Where is Greg Gianforte?
4degree.es
Bronze
Lora - Patients For Affordable Drugs Action
Trilogy Interactive

D27 - Digital Creative - Full Set
Gold
Patients for Affordable Drugs Action
TX-32
Trilogy Interactive
Silver
Xochitl Torres Small for Congress: Digital Advertising
The New Media Firm
Bronze
Whitmer for Governor
Fix the Damn Roads
GMMB

D28 - Bilingual/ Multilingual/ Foreign Language
Gold
AMLO - Behind a vote for PRIAN
Heuristica Comunicación
Silver
Sheinbaum - Watch
Heuristica Comunicación
Bronze
Hotline Bling
Pacific Campaign House

D29 - Best Use of Social Media Advertising
Gold
From Supporters to Voters
Bully Pulpit Interactive
Silver
Using AI to Drive GOTV Turnout
AdVictory
Bronze
Electing the First LGBTQ Mayor of Trenton, New Jersey
Pacific Campaign House

D30 - Best Use of Social Media - Digital Acquisition Campaign
Gold
Kamala Harris for U.S. Senate
Authentic Campaigns
Silver
Sign the Petition (via Mikie Sherrill)
4degree.es
Bronze
Andres Manuel Lopez Obrador
MORENA 2018
Heuristica Comunicación

D31 - Best Use of Video
Gold
Whitmer for Governor
In Your Corner
GMMB
Silver
Bill Lee for TN “Why” Film
Strategic Perception
Bronze
Cancer
JVA Campaigns

D33 - Best Use of Email Marketing (Non-Fundraising)
Gold
Polis for Colorado Ballot Chasing Emails
Precision Strategies
Silver
Using The Power of Personal Narrative to Protect DREAMers:
John Fetterman for Lt. Governor
Change Media Group
Bronze
Recruitment Video
BrabenderCox

D34 - Best Use of Humor
Gold
The Difference
Jamestown Associates
Silver
The Debate
Jacobson & Zilber Strategies
Bronze
Chris King for Governor
“Carpool Karaoke”
Purple State Political

D35 - Best Use of Negative or Contrast
Gold
Paul Gosar Isn’t Working For You
Randy Murray Productions
Silver
AMLO - Plague
Heuristica Comunicacion
Bronze
“Every Penny”
Indigo Strategies LLC
Winners

Digital/Internet - Public Affairs/Issue Advocacy Division

D36 - Independent Expenditure Campaign - Governor
Gold
Democratic Governors Association
WI - Coffee
GMBM
Silver
Hashtags
CounterPoint Messaging
Bronze
Venue Replay Technology Campaign
Go BIG Media Inc

D37 - Independent Expenditure Campaign - U.S. Senate
Gold
Do You Know Beto Website
Drogin Group LLC
Silver
"Ultimate Social Justice Warrior"
The Strategy Group Company
Bronze
Stop Phil Bredesen
Campaign Solutions

D38 - Independent Expenditure Campaign - U.S. House of Representatives
Gold
Getting Democrats to the Polls
Nationwide With an Authentic Digital-First Video
Mothership Strategies
Silver
Midwest Growth PAC
Bryce Deadbeat Dad
Digital Pre-roll Video
The Lukens Company
Bronze
Not One Penny (NJ-03) - Let's Talk
MVAR Media

D39 - Independent Expenditure Campaign - Down-Ballot Statewide
Gold
The Justice 5
Jacobson & Zilber Strategies
Silver
Progress Michigan: Final Poem
The New Media Firm
Progress Michigan
Bronze
Justice Colorado
Rising Tide Interactive

D40 - Independent Expenditure Campaign - Mayor
Gold
"Baloney"
Armour Media

Digital/Internet - Ballot Initiative Division

D41 - Independent Expenditure Campaign - Mayor
Gold
Oklahomans Against 793
Right Strategy Group
Silver
Voters Not Politicians
Trilogy Interactive
Bronze
Broward County Transportation Ballot Initiative
Metropolitan Public Strategies

D42 - Website
Silver
Yes on SDSU West
IVC Media LLC

D43 - Web Video
Gold
Yes on California Proposition 68: “Stand Up”
RALLY Campaigns
Silver
Is the City Manager Gonna Rescue You When Your House is on Fire?
Murphy Nasica & Associates
Bronze
"Born an Addict"
The Strategy Group Company

D44 - Digital Creative - Stand Alone
Silver
"Born an Addict"
The Strategy Group Company

D45 - Digital Creative - Full Set
Gold
“No on 1” Series
The Strategy Group Company
Silver
Protect AR Families
FSSG
Bronze
Yes on SDSU West
IVC Media LLC

D46 - Internet Advertising
Gold
Voting for Civil Liberties
Bully Pulpit Interactive
Silver
Third Point
“Good”
Strategic Perception
Bronze
“Without 340B - Labor”
The Strategy Group Company

D47 - Website
Gold
CTWorkers.org Gives Union Workers A Safe Space to Engage
The Zoldak Agency
Silver
Center for Jobs & the Economy
Website Redesign
Unearth Campaigns
Bronze
Me Too
Revolution Messaging

D48 - Web Video
Gold
We Didn’t Sign Up For War, We Just Want an Education
Devine Mulvey Longabaugh
Silver
Conflict Minerals
Revolution Messaging
Bronze
Don't Vote:
A Knock the Vote PSA
ACRONYM

D49 - Digital Creative - Stand Alone
Silver
"Born an Addict"
The Strategy Group Company

D50 - Digital Creative - Full Set
Gold
“No on 1” Series
The Strategy Group Company
Silver
Protect AR Families
FSSG
Bronze
Yes on SDSU West
IVC Media LLC

D51 - Digital Creative - Full Set
Gold
“No on 1” Series
The Strategy Group Company
Silver
Protect AR Families
FSSG
Bronze
Yes on SDSU West
IVC Media LLC

D52 - Digital Creative - Stand Alone
Silver
"Born an Addict"
The Strategy Group Company

D53 - Website
Silver
Voting for Civil Liberties
Bully Pulpit Interactive

D54 - Web Video
Gold
We Didn’t Sign Up For War, We Just Want an Education
Devine Mulvey Longabaugh
Silver
Conflict Minerals
Revolution Messaging
Bronze
Don't Vote:
A Knock the Vote PSA
ACRONYM

D55 - Best Use of Email Marketing (Non-Fundraising)
Gold
The Home Depot PAC
Path of The PAC Dollar Email
Sagac Public Affairs
**Winners**

**D57 - Best Use of Social Media**
- **Gold**
  - We Stand With Seniors... Will You?
  - Perry Communications Group
- **Silver**
  - California Consumer Privacy Act
  - IVC Media LLC
- **Bronze**
  - Yes, we could; Jalisco is a leader
  - Heuristica Comunicacion

**D58 - Best Use of Data Analytics/Machine Learning (Non-Fundraising)**
- **Gold**
  - AI Powered Facebook Messenger Chatbot
  - Upstream Communications
- **Silver**
  - Vote Yes on Prop E
  - MiQ and EMJ Public Affairs
- **Bronze**
  - 5-Part Introductory Engagement Workflow Automation
  - Boulder Strategies LLC

**D59 - Best Use of a Mobile Application**
- **Gold**
  - AdMo Advertising Analytics
- **Silver**
  - Sri Preston Kulkarni Campaign
  - RevUp Software
- **Bronze**
  - Team
  - The Tuesday Company

**Phones - Candidate Division**

**E01 - Automated Calls**
- **Gold**
  - Last Minute Trump Tweet
  - RightVoter, LLC
- **Silver**
  - Swamp Creature
  - Axiom Strategies
- **Bronze**
  - Vote These Bastards Out
  - Stones’ Phones

**E02 - Live Calls**
- **Gold**
  - ODP Coordinated Campaign Vote Planning GOTV
  - InFocus Campaigns
- **Silver**
  - Poor Judgement
  - Stones’ Phones
- **Bronze**
  - Sylvia Garcia for Congress
  - Bilingual Live Calls during Early Voting
  - InFocus Campaigns

**E03 - Telephone Town Hall Call/Forum Call**
- **Gold**
  - “Focus on the Heartbeat”
  - Front Porch Strategies
- **Silver**
  - Cruzin’ for Cash
  - Ted Cruz’s $90K Telephone Townhall CampaignHQ
- **Bronze**
  - Chicago’s 45th Ward Discusses Affordable Housing
  - The Sexton Group

**Phones - Ballot Initiative Division**

**E05 - Telephone Town Hall Call/Forum Call**
- **Silver**
  - Real Conversations on How to “Promote the Vote!”
  - Stones’ Phones

**Phones - Public Affairs/Issue Advocacy Division**

**E06 - Patch-Through Program Autodial/Live**
- **Gold**
  - Bread For The World “Hunger” Click-To-Call 2018
  - Eleison Group, LLC
- **Silver**
  - Passing Gun Dealer Licensing Legislation in IL
  - The Sexton Group
- **Bronze**
  - “Take Action for 340B”
  - The Strategy Group Company

**E07 - Telephone Town Hall Call/Forum Calls**
- **Silver**
  - “Looking Ahead: Budgeting for the Future”
  - Front Porch Strategies

**Phones - Miscellaneous**

**E08 - Best Use of Mobile Technology**
- **Gold**
  - AdMo Advertising Analytics
- **Silver**
  - Team
  - The Tuesday Company
- **Bronze**
  - Dan the Dancing Puppet
  - SABIO Mobile

**E10 - Innovative Use of Automated SMS Technology**
- **Gold**
  - Marrying Online Surveys & P2P SMS to Create a New Survey Sampling Approach
  - Cygnal

**E11 - Best Use of Peer to Peer Texting**
- **Gold**
  - Hurricane Disaster Relief Paired With Unique GOTV Solution
  - RumbleUp
- **Silver**
  - Polls are Close: Ted’s 5X Match Tops $100,000
  - CampaignHQ
- **Bronze**
  - Planned Parenthood Defenders
  - Community Outreach Group

**Radio - Candidate Division**

**F01 - For Governor**
- **Gold**
  - Kemp - Healthy Appreciation
  - Something Else Strategies
- **Silver**
  - Squash Man
  - Go BIG Media Inc
- **Bronze**
  - Reynolds - Hubbell Help Line
  - Something Else Strategies
Winners

F02 - For U.S. Senate
Gold
Play Ball
Paul Caprio and Associates

F03 - For U.S. House of Representatives
Gold
Stands Up for Us
POOLHOUSE
Bronze
Xochitl Torres Small for Congress: Swamp
The New Media Firm

F04 - For Down-Ballot Statewide
Gold
Ainsworth - Twinkle, Twinkle
Something Else Strategies
Silver
Tiempo de Votar (Time to Vote)
ALZA Strategies

F05 - For State Legislature
Gold
Funny Name, Great Representative
Right Angle Consulting
Silver
Truth Matters
Hackney & Hackney
Bronze
Randy Ligon for State House
“Auctioneer”
First Tuesday Strategies

F07 - For Local/Municipal/Regional
Silver
We’re #1!
Sermo Digital
Bronze
Experience Counts
WrightPath Solutions

F11 - For PAC/Super PAC
Gold
Congressional Leadership Fund
WI-1 IE
“Nine Arrests”
FPI Strategies
Silver
Scary Linda Belcher
GRIT CREATIVE

F12 - Bilingual/Multilingual/Foreign Language
Gold
Tiempo de Votar (Time to Vote)
ALZA Strategies
Silver
Todos Somos Héroes
MAP Political Communication
Bronze
Equidad y Justicia
NWP Consulting

F13 - Best Use of Humor
Gold
Conservative Alliance PAC
“Hagan Kingdom”
Content Creative Media
Silver
“Bill the Farmer”
Strotheruckels Strategies
Bronze
A Problem Like Maria
Buisson Creative

F14 - Best Use of Negative or Contrast
Gold
Congressional Leadership Fund
WI-1 IE
“Nine Arrests”
FPI Strategies
Silver
Conservative Alliance PAC
“Hagan Kingdom”
Content Creative Media
Bronze
E-I-E-I-NO
Right Angle Consulting

F15 - Independent Expenditure Campaign
Gold
Congressional Leadership Fund
WI-1 IE
“Nine Arrests”
FPI Strategies
Silver
Card Shark
Hackney & Hackney
Bronze
Conservative Alliance PAC
“Hagan Kingdom”
Content Creative Media

Radio - Ballot Initiative Division
F16 - Best Use of Radio
Gold
Fernando Sergio
EIS Solutions
Ascent Media
Hispanic Chamber of Metro Denver
Silver
“Vote Yes for Justice, Vote Yes for Amendment 2”
Top Drawer Strategies
Bronze
Pineville Prop 4 & 5
Pineville Thrives
Hatch Consulting Group

Radio - Public Affairs/Issue Advocacy Division
F17 - Best Use of Radio
Gold
Officer Down
McNally Temple Associates
Silver
ASPCA - “Vote No”
Content Creative Media
Bronze
USA Tu Poder
MAS Consulting/Ojiva

Fundraising
G01 - Best Use of Direct Mail
Gold
Mr. Waldron
Camelot Consulting
Silver
Say Hello to Dusty
Lawrence & Schiller
Bronze
Battle for 51
HSP Direct

G02 - Best Use of Email
Gold
Record Breaking Email Fundraising
4degree.es
Silver
Martha McSally
Campaign Solutions
Bronze
Sounding the Alarm Across Texas & America
The Prosper Group
Winners

G03 - Best Use of Social Media

Gold
From Teacher of the Year to Congresswoman: Jahana Hayes for Congress
Change Media Group & Hardpin Media
Silver
Leveraging Organic Social for Fundraising by Building Audiences, Relationships, and Authenticity
Authentic Campaigns

G05 - Best Use of a Landing Page for Digital Fundraising

Bronze
Hogan for Governor
100 Days Video Page
Campaign Inbox

G08 - Best Fundraising Technology

Gold
NRCC Major Donor Analytics
Echelon Insights
Silver
Either Sen. Collins VOTES NO on Kavanaugh OR we fund her future opponent
Crowdpac

G09 - Best Use of Data Analytics/Machine Learning in Online Fundraising

Bronze
Making The Most of A Viral Moment: Building a Grassroots Fundraising Machine for MJ Hegar
Change Media Group

G10 - For PAC

Gold
The Home Depot PAC
2017 Annual Report
Sagac Public Affairs

G11 - Best Use of Independent Committee and Super PACS

Gold
Is Ted Cruz “Tough as Texas”?
FTC PAC

G12 - Best Use of 501(c)(4)

Gold
Susan B. Anthony List Kavanaugh Nomination Fundraising Email
Campaign Inbox

G13 - For Use of Trade Association Fundraising

Bronze
AmeriChem PAC - Annual Report
Sagac Public Affairs

G14 - Fundraising Gift With Donation

Bronze
AmeriChem PAC
Hall of Fame Donation Gift
Sagac Public Affairs

Newspaper

H01 - Full Page

Gold
AAPI Social Pressure Newspaper Ads
Mosaic Media Strategy Group
Silver
We are all the Tree of Life
Jamestown Associates

Bronze
Jalisco’s Talent Goes a Long Way
Heuristica Comunicacion

H02 - Less Than a Full Page

Silver
Haston: Chester County
Direct Edge Campaigns

Bronze
Jalisco - Agrifood giant
Heuristica Comunicacion

H03 - Insert

Silver
Vote FOR Round Rock
Texas Petition Strategies

Collateral

I02 - Door Hanger

Gold
Statewide Success with GOTV Sticky Lit
Change Media Group
Silver
Clear Choice
The Singularis Group

Bronze
JOLT
Solidarity Strategies

I03 - Logo

Gold
Question 2
Yes for Mesa Public Safety
HighGround, Inc.
Silver
ADPAC: American Dental Association
Tooth Talk
Sagac Public Affairs

Bronze
PCI PAC: “March Madness” Logo
for Internal Employee Solicitation Campaign
Sagac Public Affairs

I04 - Mass Transit/Bus Sign

Gold
Gavin Newsom Courage for a Change
50+1 Strategies
Silver
Sigamos Avanzando
Colectivo B

Bronze
AMLO - Sheinbaum
Heuristica Comunicacion

I05 - Most Original/Innovative Collateral Material

Gold
Oh, the Places You’ll Forget
FP1 Strategies
Silver
AMLO - AMLOVERS
Heuristica Comunicacion

Bronze
El predial te protege - Illustration
Colectivo B

I06 - Non-Mail Brochure

Gold
Codes for Kicks
Calvert Street Group
Silver
Claudia Sheinbaum
Heuristica Comunicacion

Bronze
AmeriChem PAC
“Pack Your Bags” Prize Brochure
Sagac Public Affairs
## Winners

<table>
<thead>
<tr>
<th>Project Code</th>
<th>Category</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
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</thead>
<tbody>
<tr>
<td>J07 - Yard/Outdoor Sign</td>
<td>TJP Media</td>
<td>Yes For Your Libraries</td>
<td>Moxie Media</td>
<td>ABC: Always Be Closing</td>
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<tr>
<td>J06 - GOTV - Federal</td>
<td>Mammoth</td>
<td>SAFE 2018 Midterm Election Campaign</td>
<td>North Shore Strategies</td>
<td>Grassroots Path to the Ballot Voters Not Politicians</td>
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<tr>
<td>J08 - GOTV - Local</td>
<td>Mammoth</td>
<td>2018 Midterm Elections Advertising</td>
<td>Micro Targeting, Inc.</td>
<td>Jersey City Katyn Memorial Fuerza Strategy Group</td>
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<tr>
<td>J09 - GOTV - Ballot Initiative</td>
<td>Blitz Canvassing</td>
<td>刊登活动</td>
<td></td>
<td>Winning Grass Roots Campaign to Elect Sheriff - Voters Contacted, Identified, and GOTV CAMCO Consulting</td>
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<tr>
<td>J10 - Ballot Access - Petition Collection</td>
<td>Davies Public Affairs</td>
<td>Grassroots Path to the Ballot Voters Not Politicians</td>
<td>Perry Communications Group</td>
<td>Running for You Hackney &amp; Hackney</td>
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<tr>
<td>J11 - Grassroots Program - Public Affairs/Issue Advocacy</td>
<td>The “Almost” Shockers of 2018 Stampede Consulting</td>
<td>Getting Newland Sierra Approved</td>
<td>The Tuesday Company</td>
<td>Dynamic Election Day Turnout Model Ampersand Consulting</td>
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<tr>
<td>J12 - Absentee/Early Voting Program</td>
<td>The Tuesday Company</td>
<td>Beto + Bob</td>
<td>The Tuesday Company</td>
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<td>J13 - Voter Registration Program</td>
<td>DoSomething.org</td>
<td>Lose Your V-Card</td>
<td>Hackney &amp; Hackney</td>
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<td>J15 - Walk/Handout Piece</td>
<td>Cerillion N4 Partners</td>
<td>Rossi Baggage</td>
<td>Cerillion N4 Partners</td>
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<tr>
<td>J16 - Best Use of New Technology</td>
<td>RumbleUp</td>
<td>Better Results Through Peer-to-Peer Multimedia Texting (MMS vs. SMS)</td>
<td>The Tuesday Company</td>
<td></td>
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<tr>
<td>J17 - Best Use of Analytics</td>
<td>WPA Intelligence</td>
<td>RNC Voter Scoring Project</td>
<td>ampersand Consulting</td>
<td></td>
</tr>
</tbody>
</table>

### Field

- **J01 - Paid Field Program**
  - Gold: "Mike Pence did what?" Stampede Consulting
  - Silver: Staying Afloat in a Blue Wave Murphy Nasica & Associates
  - Bronze: Nevada State Legislature Zero Week Solutions

- **J02 - Field Program - Federal**
  - Bronze: The Rural Canvassing Program that Beat Back the Blue Wave Murphy Nasica & Associates

- **J04 - Field Program - Local**
  - Gold: 36,000 Square Miles Across 37 Counties for 658 Votes Murphy Nasica & Associates
  - Silver: The Big Red Wall Advanced Micro Targeting, Inc.
  - Bronze: Winning Grass Roots Campaign to Elect Sheriff - Voters Contacted, Identified, and GOTV CAMCO Consulting

- **J05 - Field Program - Ballot Initiative**
  - Gold: 20% Turnout Shift EIS Solutions Blitz Canvassing
  - Silver: Newton Legal Cannabis Ballot Campaign Five Corners Strategies

### GOTV

- **J06 - GOTV - Federal**
  - Gold: SAFE 2018 Midterm Election Campaign Mammoth
  - Silver: Flag Drop GOTV Millennium Consulting, Inc.
  - Bronze: Green Wave Advanced Micro Targeting, Inc.

- **J08 - GOTV - Local**
  - Gold: 2018 Midterm Elections Advertising Mammoth
  - Silver: Flag Drop GOTV Millennium Consulting, Inc.
  - Bronze: Green Wave Advanced Micro Targeting, Inc.

- **J09 - GOTV - Ballot Initiative**
  - Bronze: 20% Turnout Shift EIS Solutions Blitz Canvassing

- **J10 - Ballot Access - Petition Collection**
  - Silver: Jersey City Katyn Memorial Fuerza Strategy Group

### Ballot Access

- **J11 - Grassroots Program - Public Affairs/Issue Advocacy**
  - Gold: Fourth Time’s a Charm Getting Newland Sierra Approved Davies Public Affairs
  - Silver: We Stand With Seniors... Will You? Perry Communications Group

### Student

- **K01 - Best Campaign Plan**
  - Gold: Nina Turner for Ohio Fordham University, Elections & Campaign Management Program
**Shoulda, Woulda, Coulda**

**L01 - Best Use of Direct Mail**

**Gold**
- Two Visions
  - Convergence Targeted Communications
- Silver
  - Phil Shredesen
    - Big Dog Strategies

**Bronze**
- Crying Child
  - Superior Blue Strategies

**L02 - Best Use of Television**

**Gold**
- “Blockhead”
  - The Strategy Group Company
- Silver
  - Jalisco - Prevention (Crime)
    - Heuristica Comunicación

**L03 - Best Use of Digital/Internet**

**Gold**
- Fiscally Irresponsible
  - CounterPoint Messaging
- Silver
  - Cancer
    - Roldán Carreón Cossío y Asociados

**Bronze**
- Criminal
  - Roldán Carreón Cossío y Asociados

**L06 - Best Use of Radio**

Silver
- Jalisco - Extortion
  - Heuristica Comunicación

**The One That Got Away**

**M01 - Best Use of Direct Mail**

**Gold**
- Bandido
  - The Positive Program
- Silver
  - Ruiz Sidekick
    - Bergmann Zwerdling Direct

**Bronze**
- Cisneros Reveal
  - Bergmann Zwerdling Direct

**M02 - Best Use of Television**

**Gold**
- Michelle Lujan Grisham for Governor
  - “The Wall”
    - Putnam Partners, LLC
- Silver
  - Caldwell - No Bull
    - Something Else Strategies

**Bronze**
- The Committee for Allan Fung
  - Convergence Media

**M03 - Best Use of Digital/Internet**

**Gold**
- 3 AM
  - Sharp Politics
- Silver
  - DCCC IE - Russian Dolls
    - Trilogy Interactive

**Bronze**
- Coahuila Never Stops
  - Atelier Espora