AAPC THANKS THOSE WHO MADE THE
2018 POLLIE AWARDS & CONFERENCE
A SUCCESS

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AAPC is honored to have had 184 judges participate in the 2018 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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RISING TIDE INTERACTIVE

AMANDA STITT
CHANGE MEDIA GROUP
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73% of Americans prefer getting new information through the mail – over phone calls or even email\textsuperscript{I}

86% of Americans pick up their mail at the first opportunity\textsuperscript{I}

67% of voters immediately read mail on early voting and registration deadlines\textsuperscript{II}

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I. USPS and Summit Research national online survey among 1,545 U.S. adults (who are head of household and involved in sorting the mail) conducted from February 26 to March 9, 2016 (data weighted to Census-level targets for age and ethnicity).

II. Summit Research national online survey among 1,398 U.S. adults from August 11-22, 2016 (data weighted to Census-level targets for gender, age, ethnicity, education/gender, and marital status). This survey was sponsored by the U.S. Postal Service.
For our Nashville attendees only:
Take 50% off registration thru April 15, 2018
USE PROMO CODE AAPC50
The Pollie Awards have always been the hallmark of the best work in political advertising. 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 2017 political season!
**OVERALL - CANDIDATE DIVISION**

**A01 - Best Direct Mail Campaign - Democrat**
- **Gold**
  - Doug Jones for Senate
  - Joe Trippi and Associates
- **Silver**
  - Cheryl Turpin
  - “Whole Plan”
  - Chadderdon Lestingi Creative Strategies
- **Bronze**
  - Dean Hart for Oyster Bay Town Clerk
  - BrownMillerGroup

**A02 - Best Direct Mail Campaign - Republican**
- **Gold**
  - The Desiree Charbonnet Tales
  - Strategic Impact
- **Silver**
  - Kim Guadagno for Governor Primary Election
  - Jamestown Associates
- **Bronze**
  - Mundy
  - Red Maverick Media

**A03 - Best Television Campaign - Democrat**
- **Gold**
  - Archie Parnell for Congress 2017
  - GMMB
- **Silver**
  - Danica Roem for Delegate
  - The New Media Firm
- **Bronze**
  - Provincial Election 2017
  - The NOW Group

**A04 - Best Television Campaign - Republican**
- **Gold**
  - Mundy TV
  - Red Maverick Media
- **Silver**
  - Greg Gianforte for Congress
  - FP1 Strategies
- **Bronze**
  - Comrades
  - KC Strategies

**A05 - Best Digital or Internet Campaign - Democrat**
- **Gold**
  - Doug Jones for Senate
  - Joe Trippi and Associates
- **Silver**
  - Murphy for Governor
  - Media Fortitude Partners & DSPolitical
- **Bronze**
  - A Winning Online Ad Strategy in Alabama
  - Mothership Strategies & Joe Trippi and Associates

**A06 - Best Digital or Internet Campaign - Republican**
- **Bronze**
  - Shields Turk
  - Victory Enterprises

**A11 - Best Fundraising Campaign - Democrat**
- **Gold**
  - Shattering Fundraising Expectations in Deep Red Georgia
  - Mothership Strategies

**A12 - Best Use of Opposition Research - Democrat**
- **Gold**
  - “Not Working for You” / “Gotta Wonder” Series
  - The NOW Group
- **Silver**
  - Virginia House Caucus Uses Oppo to Flip 15 Seats
  - Grindstone Research LLP
- **Bronze**
  - Both Sides
  - Muller Public Strategies

**A13 - Best Use of Opposition Research - Republican**
- **Gold**
  - Impastato - Fresh Ideas
  - Buisson Creative

**A14 - Best in Show - Democrat**
- **Gold**
  - Archie Parnell for Congress 2017
  - GMMB

**A15 - Best in Show - Republican**
- **Gold**
  - Greg Gianforte for Congress
  - FP1 Strategies
- **Silver**
  - John Curtis Special Election (UT-3)
  - POOLHOUSE
- **Bronze**
  - Introductory Campaign
  - Strategic Perception Inc.

**OVERALL - BALLOT INITIATIVE DIVISION**

**A19 - Best Direct Mail Campaign**
- **Gold**
  - Defeating DCS Prop A
  - Axiom Strategies
- **Silver**
  - This Is No Time to Downsize
  - Green Alley Strategies
- **Bronze**
  - Better KCI Campaign
  - The Dover Group

**A20 - Best Television Campaign**
- **Gold**
  - Our Denver 2A-2G Complete Campaign
  - Putnam Partners, LLC
- **Silver**
  - “Yes” Ad Series
  - The Strategy Group Company
- **Bronze**
  - Ohioans Against the Deceptive Rx Ballot Issue
  - FP1 Strategies

**A21 - Best Digital or Internet Campaign**
- **Gold**
  - Ohioans Against the Deceptive Rx Ballot Issue
  - FP1 Strategies

**A22 - Best Phone Campaign**
- **Bronze**
  - No Margin for Error: Turning out the Vote for LA’s Homeless
  - Stones’ Phones
A23 - Best Radio Campaign
Bronze
Ohioans Against the Deceptive Rx Ballot Issue
FP1 Strategies

A24 - Best in Show
Gold
Ohioans Against the Deceptive Rx Ballot Issue
FP1 Strategies

Silver
“Yes” Ad Series
The Strategy Group Company

Bronze
Defeating DCS Prop A
Axiom Strategies

A28 - Best Phone Campaign
Gold
Oxfam Disaster and Famine Relief Budget
Eleison Group, LLC

Silver
“Flushing” the Bathroom Bill
Stones’ Phones

A30 - Best Newspaper Campaign
Gold
Protect Swipe Fee Reform
PSB

Silver
Bad for Alaska
Hackney & Hackney, Inc.

Bronze
BNSF Pacific Northwest Advertising
Mammoth

A31 - Best in Show
Gold
AL Media

Silver
Yankee Institute breaks Connecticut’s bad habits
The Zoldak Agency

Bronze
Americans for Affordable Products
DDC Public Affairs

DIRECT MAIL - CANDIDATE DIVISION
B01 - For Governor
Gold
“Versailles”
Jamestown Associates

Silver
Big Problem
The Strategy Group

B02 - For Down-Ballot Statewide
Bronze
Dulles
Resonance Campaigns

B03 - For Mayor
Gold
Annapolis’ People
Convergence Targeted Communications

Silver
Moon Booklet
Moxie Media

Bronze
Mayor Betsy Price mailer
Mayes Media Group

B04 - For State Legislature
Gold
The Bully
Checkmate Strategies

Silver
Intro Booklet
Axiom Strategies

Bronze
Introduction
Resonance Campaigns

B05 - For Local/Municipal/Regional
Gold
Keith Powers for City Council “Crossword”
BerlinRosen

Silver
Three C’s
The Beytin Agency

Bronze
Tiffany
Ourso Beychok

B08 - For Special Election - State Legislature
Gold
Superhero
Chadderdon Lestingi Creative Strategies

Silver
Jacob Turk - Circus Elephant
Convergence Targeted Communications

Bronze
Elections Matter
The Beytin Agency
OUR FANS ARE YOUR VOTERS

LIVE SPORTS IS THE LAST REMAINING CONTENT VEHICLE THAT PROVIDES BIG REACH AND CONSISTENT FREQUENCY.

PARTICIPATION BY POLITICAL ENTITIES IN LOCAL HOME TEAM SPORTS CONTINUES TO GROW AT AN EXPONENTIAL RATE EVERY CYCLE.

COME SEE HOW AND WHY HOME TEAM SPORTS AND POLITICAL CAMPAIGNS ARE A WINNING TEAM.

LIKELIHOOD TO WATCH
LOCAL SPORTS VS. GENERAL POPULATION

- 74% MORE LIKELY: INFLUENTIALS
- 37% MORE LIKELY: TAX REFORM
- 20% MORE LIKELY: ENVIRO CONSCIOUS
- 15% MORE LIKELY: GET OUT THE VOTE
- 13% MORE LIKELY: POPULISTS
- 10% MORE LIKELY: SWING VOTER
- 2% MORE LIKELY: ENERGY

SOURCE: DEEP ROOT/CIVIS ANALYTICS FALL 2017 MULTISTATE HOME TEAM SURVEY
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<td>The Desiree Charbonnet Tales Chapter 2 Strategic Impact</td>
<td>Crime/Breaking Bad The Campaign Workshop</td>
<td>Diane Delivers The Campaign Workshop</td>
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<td>Phil Murphy for Governor CN4 Partners</td>
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<td>Nayarit Campaign Toño Echevarría Heurística Comunicación</td>
<td>La Vision Correcta MDW Communications</td>
<td>Voter Fraud Alert (Armenian) JPM+M</td>
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<td>How to Vote CN4 Partners</td>
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<td>Operation Resonance Campaigns</td>
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<td>B14 - Best Use of Negative or Contrast</td>
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<td>The Desiree Charbonnet Tales Chapter 3 Strategic Impact</td>
<td>Impastato - Campaign Spending Buisson Creative</td>
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<td>B15 - Best Use of Illustration or Photography</td>
<td>Masquerade Chadderdon Lestingi Creative Strategies</td>
<td>Diane Delivers The Campaign Workshop</td>
<td>Clean water Ampersand Consulting</td>
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<tr>
<td>B16 - Best Use of Social Pressure</td>
<td>Neighbors Bergmann Zwerdling Direct</td>
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<td>B17 - Best Use of Slate Mail</td>
<td>Greeley’s Choice EIS Solutions / Axiom Strategies</td>
<td>Don’t Be Tricked or Fooled Freeman Public Affairs</td>
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<tr>
<td>B18 - GOTV</td>
<td>The Problem Resonance Campaigns</td>
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<tr>
<td>B21 - Independent Expenditure Campaign - Mayor</td>
<td>Desiree Charbonnet’s Corrupt Krewe Strategic Impact</td>
<td>The Desiree Charbonnet Tales Chapter 2 Strategic Impact</td>
<td></td>
</tr>
<tr>
<td>B24 - Independent Expenditure Campaign - Special Election - U.S. Senate</td>
<td>Hush Puppies Ourso Beychok</td>
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<td>“Trump Wave” Kennedy Communications, Inc.</td>
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<td>VOTE.org/AL Solidarity Strategies</td>
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</tbody>
</table>

**WINNERS**
**WINNERS**

**B25 - Independent Expenditure Campaign - Special Election - U.S. House of Representatives**
- **Gold**
  - First We Marched/Stand Up to Trump
  - Mad Dog Mail
- **Silver**
  - VBM Voter Alert
  - JPM+M
- **Bronze**
  - SBA 2017 Goo Goo News
  - The Lukens Company

**B26 - Independent Expenditure Campaign - Special Election - State Legislature**
- **Silver**
  - Price is Wrong
  - Axiom Strategies
- **Bronze**
  - Magnifier
  - Moxie Media

**DIRECT MAIL - BALLOT INITIATIVE DIVISION**

**B28 - For Local**
- **Gold**
  - Better KCI - Build Your Own Airplane
  - The Dover Group
- **Silver**
  - They Forgot the Sunset
  - Sandlot Strategic
- **Bronze**
  - Not Safe
  - Axiom Strategies

**B29 - GOTV**
- **Bronze**
  - Fight Back
  - Red Horse Strategies

**DIRECT MAIL - PUBLIC AFFAIRS/ISSUE ADVOCACY DIVISION**

**B33 - For National**
- **Gold**
  - The Home Depot: Chip & Pin Targeted Postcard to Congress
  - Sagac Public Affairs
- **Silver**
  - Zongoloni’s Story
  - Eberle Communications Group

**B34 - For Statewide**
- **Gold**
  - Would You Rather?
  - Red Maverick Media
- **Silver**
  - Jalisco Keeps Going
  - Heuristica Comunicación
- **Bronze**
  - Mississippi Education Christmas Mailer
  - Innovative Politics

**TELEVISION - CANDIDATE DIVISION**

**C01 - For Governor**
- **Gold**
  - Tom Perriello for Governor
  - “Ambulance”
  - Putnam Partners, LLC
- **Silver**
  - “Ready to Serve”
  - BrabenderCox
- **Bronze**
  - Tim Keller for Mayor
  - “Kids” & “Reform”
  - Putnam Partners, LLC

**C02 - For Down-Ballot Statewide**
- **Gold**
  - Party’s Over
  - LR3 Consulting and Public Relations
- **Silver**
  - Dad
  - Eichenbaum Skinner Strategies
- **Bronze**
  - Resisting in Pennsylvania
  - The Campaign Group and Edge Hill Strategies

**C03 - For Mayor**
- **Gold**
  - Steven Fulop for Mayor
  - “Day at the Beach”
  - Putnam Partners, LLC
- **Silver**
  - Tough Fights
  - Snyder Pickerill Media Group
- **Bronze**
  - Beyond Basics
  - One of Us Films

**C04 - For State Legislature**
- **Gold**
  - Andrew Zwicker for State Assembly
  - “Scientist”
  - Putnam Partners, LLC
- **Silver**
  - “Football”
  - Jamestown Associates
- **Bronze**
  - Corrado for Senate/Rooney & DePhillips for Assembly
  - “Lemonade”
  - Content Creative Media

**C05 - For Local/Municipal/Regional**
- **Gold**
  - Impastato - Fresh Ideas Inspire Action
  - Buisson Creative
- **Silver**
  - Dancing Bill
  - KC Strategies
- **Bronze**
  - Only One
  - ColdSpark

**C07 - For Special Election - U.S. House of Representatives**
- **Gold**
  - Greg Gianforte for Congress
  - ‘Grab’
  - FP1 Strategies
- **Silver**
  - Know How
  - GMMB
- **Bronze**
  - Deliver
  - GMMB

**C08 - For Special Election - State Legislature**
- **Gold**
  - Ingredients
  - SWAY
**C09 - For PAC/Super PAC**
*Gold*
- Montana Soil
- SCN Strategies

*Silver*
- Congressional Leadership Fund
  - ‘Kathy’
- FP1 Strategies

*Bronze*
- Congressional Leadership Fund
  - ‘Nurse Donna’
- FP1 Strategies

**C10 - Bilingual/Multilingual/Foreign Language**
*Gold*
- Pull Together
- Heurística Comunicación

*Silver*
- Take out PRI
- Heurística Comunicación

**C11 - Best Use of Humor**
*Gold*
- CCSA Advocates
  - “40 Thousand”
- Putnam Partners, LLC

*Silver*
- Steven Fulop for Mayor
  - “Day at the Beach”
- Putnam Partners, LLC

*Bronze*
- Treadmill
- The NOW Group

**C12 - Best Use of Negative or Contrast**
*Gold*
- Greg Gianforte for Congress
  - ‘Grab’
- FP1 Strategies

*Silver*
- Treadmill
- The NOW Group

*Bronze*
- Immoral
- Joe Trippi and Associates

**C13 - Best Use of Personality or Celebrity**
*Bronze*
- Karen Handel
  - “Front Line”
- Convergence Media

**C14 - Independent Expenditure Campaign - Governor**
*Gold*
- Doing What’s Right for Nevada
- Sandler-Innocenzi

*Silver*
- Back in the Water
- Kivvit

**C16 - Independent Expenditure Campaign - Mayor**
*Gold*
- Drowning
- Sandler-Innocenzi

*Silver*
- Rhyme Time
- Sandler-Innocenzi

**C18 - Independent Expenditure Campaign - Local/Municipal/Regional**
*Gold*
- CCSA Advocates
  - “40 Thousand”
- Putnam Partners, LLC

*Silver*
- Working for Our Future Inc.
  - “Center of Corruption”
- Content Creative Media

*Bronze*
- No Thanks, Boulder. No Thanks, Polis.
- EIS Solutions / Ascent Media

**C20 - Independent Expenditure Campaign - Special Election - U.S. House of Representatives**
*Gold*
- Congressional Leadership Fund
  - ‘Thank You, Georgia’
- FP1 Strategies

*Silver*
- Congressional Leadership Fund
  - ‘Nurse Donna’
- FP1 Strategies

**C21 - Independent Expenditure Campaign - Special Election - State Legislature**
*Gold*
- Just Vote for Mike
- Axiom Strategies

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**TELEVISION - BALLOT INITIATIVE DIVISION**

**C22 - For Statewide**
*Gold*
- “Star Wars”
- BrabenderCox

*Silver*
- “Bully”
- The Strategy Group Company

**C23 - For Local**
*Gold*
- Our Denver 2A-2G
  - “Map”
- Putnam Partners, LLC

*Silver*
- Better KCI - Yes on 1
- Hamburger Gibson Creative

*Bronze*
- Yes on Prop 1: Veterans Levy
- NWP Consulting

**C24 - Bilingual/Multilingual/Foreign Language**
*Silver*
- “No”
- CATECOMM

**TELEVISION - PUBLIC AFFAIRS/ISSUE ADVOCACY DIVISION**

**C25 - For National**
*Gold*
- Act Like One
- GMMB

*Silver*
- Who We Are
- GMMB

*Bronze*
- I Love Grandma
- Devine Mulvey Longabaugh
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C26 - For Statewide/Local
Gold
Care Can't Wait
The NOW Group
Silver
The Struggle
Mammoth
Bronze
Act Like One
GMMB

DIGITAL/INTERNET - CANDIDATE DIVISION
D01 - Internet Advertising - Governor
Gold
“Continue the Comeback”
The Strategy Group Company
Silver
Experience
Advoc8
Bronze
Murphy for Governor
Media Fortitude Partners & DSPolitical

D02 - Internet Advertising - Down-Ballot Statewide
Gold
“Go Hard”
OnMessage, Inc.
Silver
“Life”
Strategic Perception Inc.

D03 - Internet Advertising - Mayor
Gold
Gridlock Runoff
The Campaign Workshop
Silver
Nancy McFarlane for Mayor
Compass Campaign Strategies and DemocraticAds.com
Bronze
Bill de Blasio for Mayor
Revolution Messaging

D04 - Internet Advertising - State Legislature
Gold
“Two”
Strategic Perception Inc.

D05 - Internet Advertising - Local/Municipal/Regional
Gold
Political “Uber”
The First Political Incubator
Inventum.Group
Bronze
Team Teresa
NWP Consulting

D06 - Internet Advertising - Special Election - U.S. Senate
Gold
Regret
Go BIG Media Inc
Silver
Drain the Swamp
Go BIG Media Inc
Bronze
Clueless & Confused
Go BIG Media Inc

D07 - Internet Advertising - Special Election - U.S. House of Representatives
Gold
Matador
GMMB
Silver
Karen Handel for Congress
Convergence Media
Bronze
Capturing a Movement in Georgia
Mothership Strategies

D10 - Internet Advertising - Best Use of Targeting
Gold
Energizing and Turning Out Black Voters in Alabama to Elect Doug Jones
Mothership Strategies
Silver
Political “Uber”
The First Political Incubator
Inventum.Group
Bronze
Danica Roem for Delegate
The New Media Firm

D12 - Website - Governor
Gold
Nayarit Campaign Toño Echevarría
Heuristica Comunicación
NDMX
Silver
A Dynamic Hero
Blueprint Interactive
Bronze
A Cowboy for Governor
Forward Solution Strategy Group

D14 - Website - Mayor
Gold
Bill de Blasio for Mayor
Revolution Messaging
Silver
A Kid from Southwest Little Rock
Forward Solution Strategy Group
Bronze
ElectWade.Com
JVA Campaigns

D15 - Website - State Legislature
Bronze
Spotlight Races
Democratic Legislative Campaign Committee

D16 - Website - Local/ Municipal/Regional
Silver
Steph for Schools
Tectonica Studios

D17 - Website - Special Election - U.S. Senate
Silver
MoBrooksReport.com
Go BIG Media Inc

D20 - Bilingual/Multilingual/ Foreign Language
Gold
Political “Uber”
The First Political Incubator
Inventum.Group
Silver
Take out PRI
Heuristica Comunicación
Bronze
EDOMEX Birthday
Heuristica Comunicación
**WINNERS**

**D22 - Best Use of Facebook**
**Gold**
Kamala Harris for U.S. Senate
Revolution Messaging

**Silver**
John Cox Stuck in LA traffic
Praetorian Public Relations

**Bronze**
Estado de Mexico
Espora

**D26 - Best Use of Video**
**Gold**
Danica Roem for Delegate
Inspire
The New Media Firm

**Silver**
“Life”
Strategic Perception Inc.

**Bronze**
Campaign of Estado de Mexico
Espora and Esporadix

**D27 - Best Use of a Meme**
**Bronze**
Estado de México
Espora & Dr. Alt

**D28 - Best Use of a Mobile App**
**Gold**
RevUp Software Mobile App
RevUp Software

**D29 - Best Use of Email Marketing (Non-Fundraising)**
**Gold**
Flip Florida Blue
Impact Politics

**D30 - Best Use of Humor**
**Gold**
2018 Announcement Video
GMMB

**Silver**
Matador
GMMB

**Bronze**
Flip Florida Blue Email Series
Impact Politics

**D31 - Best Use of Negative or Contrast**
**Gold**
Not Another Trump
Sermo Digital

**Silver**
Can’t Be Trusted
Sermo Digital

**Bronze**
Gridlock Runoff
The Campaign Workshop

**D32 - Best Use of Internet Radio**
**Bronze**
Portugal Melhor
Cecubo Group

**D33 - Best Use of Social Media - Digital Acquisition Campaign**
**Gold**
Coahuila
Espora

**Silver**
Randy Bryce in WI-01 Against Speaker Paul Ryan
Amplify Social Media

**Bronze**
List Building for Dan Patrick
Raconteur Media Company

**D34 - Web Video**
**Gold**
“Two”
Strategic Perception Inc.

**Silver**
Amy McGrath for Congress “Told Me”
Putnam Partners, LLC

**Bronze**
Dial for Ag & Industries
“Dial Time”
Content Creative Media

**D35 - Independent Expenditure Campaign - Governor**
**Bronze**
Choice
Blueprint Interactive

**D36 - Independent Expenditure Campaign - State Legislature**
**Bronze**
Independent Expenditure Campaign for LIUNAI in 12 VA House Races
Indigo Strategies

**D41 - Independent Expenditure Campaign - Special Election - U.S. House of Representatives**
**Silver**
PFAW for Jon Ossoff / Targeted Mobile for GOTV
@DM2PRO

**DIGITAL/INTERNET - BALLOT INITIATIVE DIVISION**

**D43 - Internet Advertising**
**Gold**
Yes on Proposal 3 - New York
Hamburger Gibson Creative

**Silver**
Administrators are Flying High
Sandlot Strategic

**Bronze**
Portlanders for Safe and Healthy Schools
Wright Public Affairs & DSPolitical

**D46 - Best Use of Internet Radio**
**Gold**
Ohioans Against the Deceptive Rx Ballot Issue
FP1 Strategies

**D48 - Web Video**
**Gold**
New Yorkers Against Corruption
Kivvit

**DIGITAL/INTERNET - PUBLIC AFFAIRS/ISSUE ADVOCACY DIVISION**

**D49 - Internet Advertising**
**Gold**
Workers Talk Dirty
Alper Strategies

**Silver**
People United for Privacy protects Donor Privacy
The Zoldak Agency

**Bronze**
Stand Up
GMMB
**D50 - Website**
Silver
End The Surprise Insurance Gap
SparkInfluence

Bronze
Working Hero: Financial Security for All
Change Media Group

**D51 - Best Use of Email Marketing (Non-Fundraising)**
Gold
One Flagler
Cornerstone Solutions

Silver
CVS Heath PAC
"Your Membership Made a Difference"
Sagac Public Affairs

Bronze
Tax Man
Hackney & Hackney, Inc.

**D52 - Best Use of Internet Radio**
Silver
NJEA PRIDE- Good Day
The New Media Firm

Bronze
Ouch! by The Yankee Institute
The Zoldak Agency

**D53 - Best Use of Social Media**
Gold
People United for Privacy protects Donor Privacy
The Zoldak Agency

Silver
Jalisco Keeps Going
Heuristica Comunicación
AVF

Bronze
Meu Trabalho, Minhas Escolhas
ESPLANADA

**D54 - Web Video**
Gold
What's Next?
Eichenbaum Skinner Strategies

Silver
We're Ready
Calvert Street Group

Bronze
Multiplier Effect
Mammoth

**PHONES - CANDIDATE DIVISION**

**E01 - Automated Calls**
Gold
Pat Boone Sings the Praises of Karen Handel
CampaignHQ

Silver
"Hard Work and Compassion"
The Strategy Group Company

Bronze
"Promises"
The Strategy Group Company

**E02 - Live Calls**
Gold
"An Unlikely Ally"
Front Porch Strategies

Silver
Convince Yourself to Vote...again.
Stones’ Phones

Bronze
Ossoff Vote By Mail Chase Program
The Sexton Group

**E03 - Telephone Town Hall Call/Forum Call**
Gold
"Law & Order Candidate Forum"
The Strategy Group Company

**PHONES - MISCELANEOUS**

**E09 - Best Use of Mobile Technology**
Gold
Daily Action
Revolution Messaging

Silver
Remember...Election Day is Coming!
SABIO Mobile

Bronze
Dinner with Trump
Giles-Parscale, Inc.

**E10 - Best Use of Social Science Research**
Gold
Building Leonardo
WPA Intelligence

**RADIO - CANDIDATE DIVISION**

**F01 - For Governor**
Gold
"Jack it Up"
Jamestown Associates

**F03 - For Mayor**
Silver
Brutal Baker
CounterPoint Messaging

**F05 - For Local/Municipal/Regional**
Gold
Impastato - Oh Danny Boy
Buisson Creative Strategies

Silver
Impastato - Fresh Ideas Inspire Action
Buisson Creative Strategies

**F06 - For Special Election - U.S.Senate**
Bronze
Alabama
Front Line Strategies

**F07 - For Special Election - U.S. House of Representatives**
Silver
Greg Gianforte for Congress
‘Second Amendment’
FP1 Strategies

Bronze
Greg Gianforte for Congress
‘Big Hat’
FP1 Strategies
Let’s create something

Digital Strategy
Web & Mobile
Media Planning & Placement
Spot Distribution

Editing & Compositing
Graphic Design & Animation
Studio & Location Production
Original Music & Sound Design

WEB • TELEVISION • RADIO • PRINT
**WINNERS**

**F09 - For PAC/Super PAC**
- **Gold**
  - Congressional Leadership Fund
  - ‘Election Day’
  - FP1 Strategies
- **Silver**
  - Rick Nothing
  - CounterPoint Messaging
- **Bronze**
  - Congressional Leadership Fund
  - ‘Fundraiser’
  - FP1 Strategies

**F10 - Bilingual/Multilingual/Foreign Language**
- **Silver**
  - Vote.org/VA
  - Solidarity Strategies

**F11 - Best Use of Humor**
- **Silver**
  - “Jack it Up”
  - Jamestown Associates
- **Bronze**
  - Congressional Leadership Fund
  - ‘Fundraiser’
  - FP1 Strategies

**F12 - Best Use of Negative or Contrast**
- **Gold**
  - Brutal Baker
  - CounterPoint Messaging
- **Silver**
  - Greg Gianforte for Congress
  - ‘Big Hat’
  - FP1 Strategies
- **Bronze**
  - “Jack it Up”
  - Jamestown Associates

**F13 - Independent Expenditure Campaign**
- **Gold**
  - Congressional Leadership Fund
  - ‘Fundraiser’
  - FP1 Strategies
- **Silver**
  - Congressional Leadership Fund
  - ‘Election Day’
  - FP1 Strategies
- **Bronze**
  - Senate Majority PAC “Sunday Morning”
  - Putnam Partners, LLC

**RADIO - BALLOT INITIATIVE DIVISION**

**F14 - Best Use of Radio**
- **Gold**
  - “Cruel Joke”
  - The Strategy Group Company
- **Silver**
  - Ernie the Engineer
  - RBI Strategies and Research
- **Bronze**
  - Ohioans Against the Deceptive Rx
  - Ballot Issue ‘Conversation’
  - FP1 Strategies

**RADIO - PUBLIC AFFAIRS/ISSUE ADVOCACY DIVISION**

**F15 - Best Use of Radio**
- **Gold**
  - Swamp Zone
  - PSB
- **Silver**
  - March Madness
  - Red Horse Strategies
- **Bronze**
  - AMFA Contract Negotiations
  - Mayes Media Group

**FUNDRAISING**

**G01 - Best Use of Direct Mail**
- **Gold**
  - “American Greatness”
  - Calendar Package
  - HSP Direct
- **Silver**
  - Only Murphy Can Afford His Higher Taxes
  - Red Maverick Media

**G02 - Best Use of Email**
- **Gold**
  - ADAPC “One Voice United”
  - Sagac Public Affairs
- **Silver**
  - Unstoppable and Unbeatable
  - DDC Public Affairs
- **Bronze**
  - Awkward Silence: Sitting Down to the First Thanksgiving Table under Trump
  - New Blue Interactive

**G03 - Best Use of Social Media**
- **Silver**
  - Tell Them To Donate
  - Heuristica Comunicación
  - NDMX
  - El Instituto
- **Bronze**
  - Beto for Texas
  - Revolution Messaging

**G04 - Best Use of Website/Donation Page**
- **Silver**
  - Political “Uber”
  - The First Political Incubator
  - Inventum.Group

**G05 - Best Use of a Landing Page for Digital Fundraising**
- **Gold**
  - Great America PAC
  - ‘Rate your Rep.’
  - Campaign Solutions
- **Silver**
  - Not Throwing Away My Shot (at Hamilton Tickets)
  - New Blue Interactive
- **Bronze**
  - Schumer Survey Landing Page
  - Trilogy Interactive

**G06 - Best Use of a Mobile App for Digital Fundraising**
- **Gold**
  - RevUp Software Mobile App
  - RevUp Software

**G07 - Best Use of Phones**
- **Gold**
  - Everything’s Bigger in Texas
  - Including the Telephone Townhalls
  - CampaignHQ

**G08 - For PAC/Super PAC Fundraising**
- **Gold**
  - The Home Depot Pac “Building on Our Impact”
  - Sagac Public Affairs
G09 - For Use of Trade Association Fundraising
Gold
Recruit
AL Media

Silver
AmeriChem PAC Annual Report
Sagac Public Affairs

G11 - Fundraising Event
Gold
Spring Into Action: Powering the Grassroots for 2017 and Beyond!
Change Media Group

NEWSPAPER
H01 - Full Page
Gold
Paper Bag
PSB

Silver
Ski Mask
PSB

Bronze
SAFE
Mammoth

H02 - Less Than a Full Page
Gold
A Message to Outdoor Retailers from Colorado
RBI Strategies and Research

Silver
The United Neighbors in Defense Against Displacement (UNIDAD)
Imprenta Communications Group

Bronze
Kennedy
Hackney & Hackney, Inc.

H03 - Insert
Silver
Americans for Affordable Products
DDC Public Affairs

COLLATERAL
I01 - Billboard
Gold
Jalisco Keeps Going
Heuristica Comunicación

Silver
NAYARIT Campaign Toño Echevarría
Heuristica Comunicación

Bronze
Prevent Fires
Heuristica Comunicación

FIELD
J01 - Paid Field Program
Gold
Kalman Yeger for New York City Council
BrownMillerGroup

Silver
NJ Campaign to Re-Elect Senator Kip Bateman
Lincoln Strategy Group

Bronze
Late to the dance but #1 in petition signatures!
Voter Research

J03 - Field Program - Local/Municipal/Regional
Gold
Political “Uber”
The First Political incubator
Inventum.Group

Silver
NJ Campaign to Re-Elect Senator Kip Bateman
Lincoln Strategy Group

Bronze
Bucks Victory
BrownMillerGroup

J05 - Field Program - Ballot Initiative
Silver
Back the Badge
EIS Solutions / Blitz Canvassing

J07 - GOTV - Local/Municipal/Regional
Silver
Bucks Victory
BrownMillerGroup

Bronze
NJ Campaign to Re-Elect Senator Kip Bateman
Lincoln Strategy Group

J10 - Ballot Access - Petition Collection
Silver
Ohio Marsy’s Law
Advanced Micro Targeting, Inc.

Bronze
Nevada Recall Petitions
Advanced Micro Targeting, Inc.
J11 - Grassroots Program - Public Affairs/Issue Advocacy
Gold
Protect America’s Consumers
Lincoln Strategy Group

Silver
Changing the Development Approval
Process with Vint Hill
Davies Public Affairs

Bronze
Related – Grassroots Petition Walk Program
Cornerstone Solutions

J15 - Walk/Handout Piece
Gold
Rod Sock
CN4 Partners

J16 - Best Use of Analytics
Gold
What can you learn by losing? (Bayesian testing for candidate support)
Ampersand Consulting

Silver
Connecting Hotspots
Calvert Street Group

Bronze
Data-Driven Republican Victory in Democratic City
Grassroots Targeting
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