

THE 2023 POLLIE AWARDS

WINNERS BOOK



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THE 2023 POLLIE AWARDS



WINNERS BOOK

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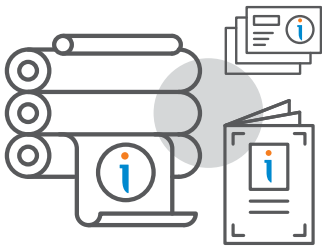
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Judges

AAPC gratefully acknowledges the 293 judges who participated in the 2023 Pollie Awards. These judges are essential to the success and integrity of the Pollie Awards program and we are truly appreciative of their time and efforts. To all of our judges, thank you! Without you, the Pollie Awards would not be possible.

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THE 2023 POLLIE AWARDS

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THE 2023 POLLIE AWARDS

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Pollie Contest Winners



The Pollie Awards have always been the hallmark of the best work in political advertising, and the work entered this year was a true reflection of the innovation required to persuade and motivate the electorate during a campaign cycle that was nothing but challenging.

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 the material appeared to meet a specific campaign need or solved a particular problem. We also maintained our higher curve for trophy eligibility, continuing to make each win even more significant. AAPC salutes this year's winners for their outstanding creative and technical achievements in the challenging 2022 political season!

Winners

Overall - Candidate Division

A01 Best Direct Mail Campaign - Democrat

Gold
Gonzalez Full Plan
Bergmann Zwerdling Direct

Silver
Harder Full Plan
Bergmann Zwerdling Direct

Bronze
It's Time for New Leadership
TJP Strategies

A02 Best Direct Mail Campaign - Republican

Gold
Mike Garcia for Congress
Storytellers Mail

Silver
Suzette Valladares for Assembly 2022
Elizabeth Hanretty Graphic Design

A03 Best Television Campaign - Democrat

Gold
Lisa Borowski, PA HD 168
The Win Company

Silver
Pat Ryan for Congress
Putnam Partners

Bronze
Defeating Mehmet Oz in Pennsylvania's Senate Race
GMMB

A04 Best Television Campaign - Republican

Gold
Katie Britt Series
FP1 Strategies

Silver
Laurel Lee for Congress
Consensus Communications

Bronze
Disqualifying Mandela Barnes
FP1 Strategies

A05 Best Digital Campaign - Democrat

Gold
Defining Dr. Oz
New Deal Strategies

Gold
Warnock for Senate
AL Media

Silver
Owning the Narrative - 4 Digital Videos for Royce Duplessis for State Senate
Brandon Guichard Digital Group

Bronze
Patty Murray for Senate
MVAR Media

A06 Best Digital Campaign - Republican

Gold
Murkowski Fish Party Campaign
True Blue Strategies

Silver
Real Talk With John Kennedy
TAG Strategies

Bronze
#NoLAIinOC - Todd Spitzer for Orange County District Attorney
Venture Strategic

A07 Best Phone Campaign - Democrat

Gold
Senator Mark Kelly's Reelection Calls
Winning Connections

Silver
Securing Democratic Control in the Washington Legislature
Winning Connections

Bronze
Reelecting Governor Evers
Winning Connections

A08 Best Phone Campaign - Republican

Gold
Targeted & Accessible Multilingual Texting Overcomes Language Barriers
RumbleUp

Silver
Horsford is an Abuser
McShane LLC

Bronze
Data Driven Phone Campaign in VA-02
co/efficient

A09 Best Radio Campaign - Democrat

Silver
Evers for Governor & Democratic Party of Wisconsin
Strother Nuckels Strategies

Bronze
Decision - Radio
Matters of State Strategies

A10 Best Radio Campaign - Republican

Gold
Job Interview Series
FP1 Strategies

Silver
Katie Britt Series
FP1 Strategies

Bronze
Protecting Americans Project Action Fund - "Experience" and "From Here"
Medium Buying

A11 Best Fundraising Campaign - Democrat

Gold
A New Voice for NM-02 (Gabe Vasquez for Congress)
FOGLAMP, Alaina Gercak

Silver
Elect Democratic Women's Email Response to the Overturning of Roe v. Wade
Mothership Strategies

Bronze
Sad Boy Tim
Break Something

A12 Best Fundraising Campaign - Republican

Silver
John Kennedy for Senate
HSP Direct

A13 Best Field Campaign - Democrat

Gold
LUCHA Blue
The Colibri Collective

A15 Best Use of Opposition Research - Democrat

Gold
Trivial Pursuit
Indigo Strategies LLC

Silver
The Many Houses of Dr. Oz
New Deal Strategies

Bronze
Caruso
Nesbitt & Parrinello

A17 Best in Show - Democrat

Gold
Peltola Fish Party Campaign
True Blue Strategies

Silver
Tony Evers for Governor
Strother Nuckels Strategies

Bronze
Dr. Oz's New Jersey Summer
New Deal Strategies & The Win Company



THE 2023 POLLIE AWARDS

A18 Best in Show - Republican

Gold
Corey Simon for Florida Senate
Consensus Communications

Silver
Campaign Manager - Kemp for Governor
RMS Strategies

Bronze
Eric Schmitt Series
FP1 Strategies

Bronze
Murkowski Fish Party Campaign
True Blue Strategies

Overall - Ballot Initiative Division

A19 Direct Mail Campaign

Gold
Measure D
Amplify Campaigns

Silver
Vote YES for Clean Air, Clean Water & Wildlife
The Dover Group

Bronze
Environmental Defense Fund Bond Act
Mercury LLC

A20 Best Television Campaign

Gold
Kansas Abortion Ballot Initiative (Vote No)
GMMB

Silver
Reproductive Freedom For All
Alper Strategies & Media

Bronze
Ranked Choice Voting - Alaska
Optima Public Relations

A21 Best Digital Campaign

Gold
Keeping Colorado Local
Boulder Strategies LLC

Silver
Impactful Creative & Airtight Messaging:
Passing Proposal 3 in Michigan
through Digital Persuasion
Change Media Group

Bronze
Recalling San Francisco District
Attorney Chesa Boudin
KMM Strategies

A23 Best Radio Campaign

Gold
The Wild West - No Rules, Free Water
HighGround Inc

Silver
Reproductive Freedom For All
Alper Strategies & Media

A25 Best in Show

Gold
Vote Yes for Clean Water and Jobs
Kivvit

Silver
Reproductive Freedom For All
Alper Strategies & Media, Change
Media Group, Moxie Media

Bronze
Portland's Tipped Workers Agree:
Vote No on Question D
Restaurant Industry United

Overall - Public Affairs/ Issue Advocacy Division

A26 Best Direct Mail Campaign

Silver
Hospitality Jobs
The Differentiators

Bronze
ACLU CA Action California State
Legislative Mail Campaign
RALLY

A27 Best Television Campaign

Gold
FAJC: Fix the RFS
Narrative Strategies

Silver
Swipe Fee Reform Advocacy
Pierrepoint Consulting and Analytics

Bronze
CleanBC
The NOW Group

A28 Best Digital Campaign

Gold
City of Ralston Campaign
Bullhorn Communications

Silver
Arizona
The Lincoln Project

Bronze
Go Down for Democracy
Fireside Campaigns

A29 Best Phone Campaign

Gold
Passing the Bipartisan Safer Communities Act
Winning Connections

Bronze
Quantity or Quality - Why not Both?
CampaignHQ

A30 Best Radio Campaign

Bronze
Oklahoma State Medical Association
Counterpoint Messaging

A32 Best Newspaper Campaign

Gold
Stop Pebble Mine Newspaper Campaign
True Blue Strategies

Silver
APICHA COVID Vaccine Persuasion Program
The Parkside Group

A33 Best PAC Campaign

Gold
Arizona
The Lincoln Project

Silver
UKRAINE: The Fight for Democracy
The Lincoln Project

Bronze
Giffords PAC
SKDK

A34 Best in Show

Gold
Stop Houston Murders PAC Campaign
Bullhorn Communications & Stop
Houston Murders PAC

Silver
End the Threat Campaign
True Blue Strategies

Bronze
Back Bristol Bay Campaign
True Blue Strategies

Overall - Miscellaneous Division

A35 Best New and Unusual Tactic

Gold
Fish Party Campaign
True Blue Strategies

Silver
Maw-maw's Gumbo
HSP Direct

Bronze
Dr. Basha's Story
Change Media Group

Winners

A36 Best Data Analytics Solution

Gold
Judicial Fairness PAC
Lawson Strategies

Silver
Texas Latino Conservatives' Hispanic Power Score & Realignment Survey
Echelon Insights, Impacto Group & Tarrance Consulting

Bronze
Abortion Stories & Prop 3 in Michigan: Using Creative Testing to Craft Winning Messages
Change Media Group

A37 Best Use of Data Analytics/ Machine Learning

Gold
A.I. Powered Digital Campaign - Evers for Governor
Strother Nuckels Strategies with Powers Interactive using FourthWall Data

Silver
Inactive Algorithm
Authentic

Bronze
Cleaning Up Onboarding with Block Chain Enabled Data Clean Rooms
National Media Insights

A38 Best Media Buying Plan that Moved the Needle

Gold
Protect Kentucky Access
Sage Media Planning & Placement

Silver
NEA Public Service Loan Forgiveness
Kivvit

Bronze
From Leather Jackets to an Eleven-Point Victory: Helping Gretchen Whitmer Win Michigan
Change Media Group

Direct Mail - Candidate Division

B01 For U.S. Senate - Democrat

Silver
Relentless
The Strategy Group

B02 For U.S. Senate - Republican

Gold
Washington Families Have Some Questions
Big Dog Strategies

Silver
\$4,788,400
Big Dog Strategies

Bronze
Law Enforcement
FP1 Strategies

B03 For U.S. House of Representatives - Democrat

Gold
Harder Wallet
Bergmann Zwerdling Direct

Silver
Harder Hit
Bergmann Zwerdling Direct

Bronze
Voting Rights
Resonance Campaigns

B04 For U.S. House of Representatives - Republican

Gold
Who Said That? - Scratch Off
BullsEye Public Affairs, LLC

Silver
End of the Rope
Ascent Strategic Inc

Bronze
Texting with Joe
Checkmate Strategies

B05 For Governor - Democrat

Gold
Don't Run. We Are Tracking You.
The Strategy Group

Silver
Alleged "Miscarriage"
The Strategy Group

Bronze
Tough Fight
Run The World

B06 For Governor - Republican

Gold
Laura Kelly - Biden Puppet
Big Dog Strategies

Silver
Georgians First
Creative Direct

Bronze
The Game of Life
ColdSpark

B07 For Down-ballot Statewide

Silver
Pitbull
Bryson Gillette

Bronze
Ellen for Education
First Tuesday Strategies

B08 For PAC/Super PAC

Gold
Comrade
Napolitano Consulting

Silver
Kelly Martinez for San Diego County Sheriff IE Innovative Roll Fold
Political Strategies, Inc.

Bronze
"Dangerous" - DMS - NE CD02
The Strategy Group Co.

B09 For Organization

Gold
Operation
Superior Blue

Silver
Hays County (Texas) Democratic Party - The Little Engine that DID!
Hays County Texas Democratic Party

Bronze
Three Of A Kind
Superior Blue & AFL-CIO

B10 Bilingual/Multilingual/ Foreign Language

Gold
Hays County (Texas) Democratic Party - The Little Engine that DID!
Hays County Texas Democratic Party

Silver
Mantenga La Línea
MDW

Bronze
Communities United Trump
Bergmann Zwerdling Direct

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

Gold
The Ballots are Coming!
CN4 Partners

Silver
National Association of Homebuilders "If You're in Business, You're in Politics" GOTV Campaign
TLC Political

Bronze
Keep Integrity & Diversity on The Bench
Blueprint Consulting, LLC

B12 Best Use of Humor

Gold
The Misadventures of Shady Schweikert
Pathfinder Strategic, RDP Strategies, Inked Ideas



THE 2023 POLLIE AWARDS

Silver
Critical Thinking
KABZA

Bronze
Negative Summary
Resonance Campaigns

B13 Best Use of Negative or Contrast

Gold
Mike Garcia for Congress
Storytellers Mail

Silver
Map
Wildfire Contact

Bronze
Smoke & Mirrors
ColdSpark

B14 Best Use of Illustration or Photography

Gold
Lauren Book for State Senate
MDW

Silver
Where's Hurtado
The Singularis Group

Bronze
Gonzalez Loteria
Bergmann Zwerdling Direct

B16 Best Use of Targeting

Gold
The Real Extremist
Checkmate Strategies

Silver
Heather Matson for Iowa House
AGENCY

Bronze
Don't Run. We Are Tracking You.
The Strategy Group

B17 Best Use of Slate Mail

Gold
We vote!
MAP Political Communications

Silver
Bingo PLAN
Sisneros Strategies

Bronze
TeamCudahy Community
Bergmann Zwerdling Direct

B18 GOTV
Gold
SEIU PA GOTV
Bergmann Zwerdling Direct

Silver
Harder Neighbors
Bergmann Zwerdling Direct

Bronze
"Feathers"
Public Response Group

B19 Independent Expenditure Campaign - U.S. Senate

Gold
Roulette
Superior Blue & AFL-CIO

Silver
Easy as Pie
Red Horse Strategies

Bronze
Oz the R.I.N.O.
ColdSpark

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

Gold
Wreck
Ascent Strategic Inc

Silver
Self-Dealing Conman Loren Culp
Big Dog Strategies

Bronze
Get Out Of Jail Free Card
Big Dog Strategies

B21 Independent Expenditure Campaign - For Governor

Silver
American Horror Show
Creative Direct

Bronze
AFSCME - Hobbs for Jobs
Pendulum Creative Group

B22 Independent Expenditure Campaign - For Down-ballot Statewide

Bronze
Gustafson protects our freedoms
CN4 Partners

B23 GOTV

Bronze
Equality for All Nevadans
New Way Strategies

Direct Mail - Ballot Initiative Division

B24 Bilingual/Multilingual/Foreign Language

Gold
Sal y vota
Solidarity Strategies

Silver
YES 2 ARTS Miami Beach
Kivvit

B25 Best Use of Negative or Contrast

Gold
Where Do You Hang Your Hat?
Amplify Campaigns

Silver
Vote Yes for Clean Water and Jobs
Kivvit

Direct Mail - Public Affairs/ Issue Advocacy Division

B26 For National

Silver
Plan to Vote Comic
BerlinRosen

B27 For PAC/Trade Association

Gold
Retail Crime
The Differentiators

Silver
The Tanque Verde Times
HighGround Inc.

Direct Mail - Miscellaneous Division

B28 Best Use of Opposition Research

Gold
An Idaho Brawl
McShane LLC

Silver
Judgment
Cornerstone Solutions

Bronze
Mr. Cassidy - Magic Scrubber
BullsEye Public Affairs, LLC

Television - Candidate Division

C01 For U.S. Senate - Democrat

Silver
Fetterman: Family Matters
The Win Company

Winners

Bronze
Mark Kelly for AZ - "I Believe"
SKDK

C02 For U.S. Senate - Republican

Gold
Grocery Store
FP1 Strategies

Silver
Cotton to Congress
FP1 Strategies

Bronze
Toughness
FP1 Strategies

C03 For U.S. House of Representatives - Democrat

Gold
Schrier for Congress - "Hay"
GMMB

Silver
Helpers - Congresswoman Lauren Underwood
The Win Company

Bronze
Brittany Pettersen for Congress -- "Stacy"
Putnam Partners

C04 For U.S. House of Representatives -Republican

Gold
Mike Flood for Congress "Governors"
Trail Public Affairs

Silver
Think Different | Marc Molinaro for Congress
Strategic Partners & Media

Bronze
Adelaide
BrabenderCox

C05 For Special Election - U.S. Senate

Gold
Janis - AB PAC
MZL Media

C06 For Special Election - U.S. House of Representatives

Gold
"Freedom"
Backstory Strategies

Silver
Mayra Flores "My Father"
Convergence

Bronze
Pat Ryan for Congress - "Fought For"
Putnam Partners

C07 For Governor - Democrat

Gold
Evers for Governor, "Twelve"
Strother Nuckels Strategies

Silver
Team
MZL Media

Bronze
Evers for Governor, "Right Thing"
Strother Nuckels Strategies

C08 For Governor - Republican

Gold
Behind the Scenes
BrabenderCox

Silver
Irvin 30TV Haunted
PRIME Media Partners

Bronze
At It Again
BrabenderCox

C09 For Down-ballot Statewide

Gold
"New Spin" - Sprague - OH Treas
The Strategy Group Co.

Silver
VO Guy
AL Media

Bronze
Jena Griswold for Colorado
Secretary of State - "Champion"
Putnam Partners

C10 For PAC/Super PAC

Gold
Show Me Values PAC MO - "Afraid"
Red Elephant Strategy

Silver
United Association - Josh Shapiro
for Governor IE, "Word."
Strother Nuckels Strategies

Bronze
Brandon
DDMG on Behalf of American Bridge

Bronze
Senate Majority PAC - "6313"
GMMB

C11 Bilingual/Multilingual/ Foreign Language

Gold
Mayra Flores "Mi Vida"
Convergence

Silver
Carlos Gimenez "American Dream SPA"
Convergence

Bronze
Ciscomani for Congress "Trabajo Duro"
McCarthy Hennings Whalen

C12 Best Use of Humor

Gold
Motha
AL Media

Silver
Agents
BrabenderCox

Bronze
United Association IE to Defeat Kelly
Tshibaka for U.S. Senate in Alaska
Strother Nuckels Strategies with Dodson Media

Bronze
Taxpayer Super Ninja
Madison McQueen

C13 Best Use of Negative or Contrast

Gold
Mark Kelly for AZ - "Never Served"
SKDK

Silver
House Majority PAC - "Actual Quotes"
Putnam Partners

Bronze
Real Story
FP1 Strategies

Bronze
"Danger Among Us" - Ohioans
for a Healthy Economy
The Strategy Group Co.

C14 Best Use of Personality or Celebrity

Gold
Harry Cohen for Hillsborough County
Commission "Everybody"
Hamburger Group Creative

Silver
Wes Moore for MD - "This Moment"
SKDK

Bronze
All of Dr. Oz's Magic Pills
The Win Company

C15 Independent Expenditure Campaign - U.S. Senate

Gold
INVASION 2022
Madison McQueen



THE 2023 POLLIE AWARDS

Silver
UA IE to Defeat Kelly Tshibaka
for U.S. Senate in Alaska
Strother Nuckels Strategies with Dodson Media

Bronze
A Good Dad
Brandon Guichard Digital Group

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

Gold
NRCC WI-03 "What the Pfaff"
Convergence

Gold
"Freedom"
Backstory Strategies

Silver
Everytown for Gun Safety
Victory Fund - "Hope"
GMMB

Bronze
HMP (IL-17) - "Tells Tales"
Sena Kozar Strategies

C17 Independent Expenditure Campaign - For Governor

Gold
The Choice is Ours, Black Economic
Alliance, Independent Expenditure
The Win Company

Silver
Be Change Now - "Solid Ground"
Putnam Partners

Bronze
Melanie
FP1 Strategies

C18 Independent Expenditure Campaign - For Down-ballot Statewide

Silver
Reject
Jacobson and Zilber Strategies

C19 Best Use of Targeting

Silver
Persuadable Precision: Targeting
the Digital Footprint of Culture
Sabio

Bronze
Keith Ellison for Minnesota
Attorney General Campaign
True Blue Strategies

Television - Ballot Initiative Division

C20 Bilingual/Multilingual/ Foreign Language

Silver
They Risked Everything
Jacobson and Zilber Strategies

Television - Public Affairs/ Issue Advocacy Division

C21 For National

Gold
Tipping Point
Integrated Media Campaigns

Silver
AdvaMed: Every Moment Matters
Narrative Strategies

Bronze
Save the American Microchip
Venture Strategic

Digital - Candidate Division

D01 Digital Advertising - U.S. Senate - Democrat

Gold
Chuck Schumer "Yiddish Lessons"
Trilove Interactive

Silver
Bad Dawg!
The Balduzzi Group

Bronze
Tammy Duckworth "Fly"
Snyder Pickerill Media Group LLC

D02 Digital Advertising - U.S. Senate - Republican

Silver
Heiress
FP1 Strategies

Bronze
Real Story
FP1 Strategies

D03 Digital Advertising - U.S. House of Representatives - Democrat

Gold
Oaths
Indigo Strategies LLC

Silver
Scam Artist
The New Media Firm, Retired Americans PAC

Bronze
Jasmine Crockett for Congress - "The Spirit"
Putnam Partners LLC

D04 Digital Advertising - U.S. House of Representatives - Republican

Gold
Your Vote
Porcaro Communications

Silver
Same Page
Porcaro Communications

Bronze
Michael Cassidy's Newlywed Game
BullsEye Public Affairs, LLC

D06 Digital Advertising - Special Election - U.S. Senate

Silver
Runoff Explainer
AL Media

D07 Digital Advertising - For Governor - Democrat

Silver
SEIU Katie Hobbs for Governor
The Colibri Collective

Bronze
Wes Moore for Maryland - "Mom"
SKDK

D08 Digital Advertising - For Governor - Republican

Gold
Silently Waiting
BrabenderCox

Silver
Behind the Scenes
BrabenderCox

Bronze
Chainsaw
FP1 Strategies

D09 Digital Advertising - For Down-ballot Statewide

Gold
Janet Dudding - Fired Y'All
Ampersand Strategies

Silver
Montanans for Liberty and Justice
Counterpoint Messaging

Bronze
Taxpayer Super Ninja
Madison McQueen

Winners

D11 Digital Advertising - Best Use of Targeting

Gold

Statewide Digital Persuasion Advertising (Cross-Platform)
Texans for Greg Abbott

Silver

Targeted Omni-Channel Voter Outreach Using Mobile Device IDs
BLAKEMORE AND ASSOCIATES / MOBLYZE

Bronze

Voter Targeting with HD Video - Augmented P2P Texting
Peerly Inc.

Bronze

Advanced Contextual Targeting on YouTube - Dr. Singh's Story
Clarify Agency

D12 Digital Advertising - Best Use of Digital Advertising for Acquisition

Silver

JR Majewski stormed the capitol. Now he's running for Congress
Run The World

Bronze

"How To" Find Your Polling Location
Convert Digital

D14 Website - U.S. Senate - Republican

Bronze

John Kennedy Website
TAG Strategies

D15 Website - U.S. House of Representatives - Democrat

Silver

Ilhan Omar Website Redesign
Authentic

D16 Website - U.S. House of Representatives - Republican

Gold

Liz Cheney for Virginia
Surge Public Affairs & Go Big Media

D17 Website - For Governor - Democrat

Gold

SEIU Katie Hobbs for Governor
The Colibri Collective

D18 Website - For Governor - Republican

Silver

kristinoem.com - Noem - SD GOV
The Strategy Group Co.

D19 Website - For Down-ballot Statewide

Silver

Ervin and Inman
The Differentiators

Bronze

Adrian Fontes for Secretary of State
MDW

D20 Bilingual/Multilingual/Foreign Language

Gold

Leila do Vôlei for Governor
ESPLANADA Comunicação Estratégica

Silver

What is America
Jacobson and Zilber Strategies

Bronze

Luke Warford for Texas Railroad Commission - "Rateros"
Putnam Partners

D21 Best Use of Social Media

Gold

Twitter DM Amplifies Rep. Sharice Davids Voice in 2022
New Blue Interactive

Silver

Patty Murray "Wrong"
MVAR Media

D22 Best Use of Video

Gold

Nick DiCeglie Campaign
Consensus Communications

Silver

The Deep End: How taking on extreme Republican candidates sunk their chances at the ballot box
Change Media Group

Bronze

Maxwell Frost for Congress - "Hear From"
Putnam Partners

D23 Best Use of a Meme

Gold

MEMOJI
Mowery Consulting Group

Bronze

Katie Hobbs "Midnights" Ad
Authentic

D24 Best Viral Campaign

Gold

Sweet Florida
TAG Strategies

Silver

Snooki
New Deal Strategies

Bronze

Top Gov
TAG Strategies

D26 Best Use of Humor

Gold

Toughness
FP1 Strategies

Silver

The Adventures of Jazzman and Robert
Brandon Guichard Digital Group

Bronze

Mike Reichenbach: You Make a Terrible Liberal
Surge Public Affairs

D27 Best Use of Negative or Contrast

Gold

My Baby: How Betsy DeVos Pushing Tudor Dixon in a Stroller Lit Up the Internet in Michigan
Change Media Group

Silver

The Adventures of Jazzman and Robert
Brandon Guichard Digital Group

Bronze

Tide
The Lincoln Project

D28 Best Use of Digital Audio

Silver

Opportunity Arizona: Using the Surround-Sound Effects of Internet Radio to Boost Latino Voter Turnout
Change Media Group

Bronze

Resonating with Voters through Resonance Theory
National Media Insights + Mottola Consulting

D30 Web Video

Gold

My Grandmother
Brandon Guichard Digital Group

Silver

The Deep End: How taking on extreme Republican candidates sunk their chances at the ballot box
Change Media Group

Bronze

"I Carry Her With Me"
Bearstar Strategies



THE 2023 POLLIE AWARDS

D31 Digital Creative - Stand Alone

Gold
A Good Dad
Brandon Guichard Digital Group

Silver
Patty Murray "Lace Up"
MVAR Media

Bronze
Relationship Status
Pacific Campaign House

D32 Digital Creative - Full Set

Gold
U Up (to Vote)?
Pacific Campaign House

Silver
Nick DiCeglie Campaign
Consensus Communications

Bronze
Quote Him (A Better Maine)
FOGLAMP, Jay Littman

D33 Independent Expenditure Campaign - U.S. Senate

Gold
Defining Blake Masters Early with the DSCC IE
Rising Tide Interactive

Silver
DSCC "Funny"
MVAR Media

Bronze
A Good Dad
Brandon Guichard Digital Group

D34 Independent Expenditure Campaign - U.S. House of Representatives

Gold
Enough
Jacobson and Zilber Strategies

Silver
Ohio Deserves Better: Keep Insurrectionist JR Majewski Out of Office
Blue State

Bronze
"Clear to See"
TLC Political

D35 Independent Expenditure Campaign - For Governor

Gold
LIRR Stalker Ad
Meridian Strategies

Silver
Promises Made, Promises Kept
Jacobson and Zilber Strategies

Bronze
Working with Save the Children Action Network
Assemble the Agency

D36 Digital Independent Expenditure - For Down-ballot Statewide

Gold
Matt DePerno - End Citizens United
Sapphire Strategies

Silver
Ervin and Inman
The Differentiators

Bronze
For Them
Jacobson and Zilber Strategies

Digital - Ballot Initiative Division

D37 Digital Advertising

Gold
Get Smart: Winning Voting Rights in Michigan with Innovative Digital Ads
Trilogy Interactive

Silver
Measures J and K
Randle Communications

Bronze
Fairness for Patients
Forward Solution Strategy Group

D38 Website

Gold
A Website to Protect Reproductive Freedom, Fight Misinformation, and Persuade Michiganders to Vote YES on 3!
Change Media Group

Silver
CA NO on Prop 27 Website: Using Design to Persuades Voters
BASK Digital Media, Winner & Mandabach Campaigns, Bicker Castillo Fairbanks & Spitz Public Affairs

Bronze
YES 2 ARTS Miami Beach
Kivvit

D39 Best Use of Social Media

Gold
Raleigh Parks Bond Social Media Campaign
Sinclair Public Affairs

Silver
Statewide Ballot Measure 1 - "The Freedom Amendment"
Five Seasons Media

Bronze
Meeting People Where They Are: Prop 3 on Social Media in Michigan
Change Media Group

D40 Web Video

Gold
DoorDash FAIL
Boulder Strategies LLC

Silver
Maryland Cannabis/Yes on 4 Ballot Initiative
SKDK

Bronze
Measures J and K
Randle Communications

D41 Digital Creative - Stand Alone

Gold
Yes on F - A record breaking win for the San Francisco Library Preservation Fund Amara TikTok
BMWL Campaigns

Silver
Dr. Basha's Story
Change Media Group

Silver
Fairness for Patients
Forward Solution Strategy Group

Bronze
"Imagine This" - Telling the Story of a Future without Prop 3
Change Media Group

D42 Digital Creative - Full Set

Gold
"FINALLY AN AD WORTH NOT SKIPPING": Tailored Creative to Win Prop 2 in Michigan
Trilogy Interactive

Silver
Helping Domestic Violence and Crime Victims Overall Digital Campaign
BMWL Campaigns

Bronze
AFP-CO Issue Committee "It's Our Money, and We Need it NOW" Vote YES on Prop #121 Campaign
TLC Political

Digital - Public Affairs/ Issue Advocacy Division

D43 Digital Advertising

Gold
This Shift is for You
FP1 Strategies

Winners

Silver

Big Pharma Tried to Defeat Us: How 1,000+ Advocacy Ads Helped Win Lower Drug Prices
Trilogy Interactive

Bronze

Planned Parenthood Votes! South Atlantic, Black Organizing Project
SBDigital

D44 Website

Silver

Environmental Defense Fund Bond Act
Mercury LLC

Bronze

Los Angeles County Registrar/Recorder Make a Plan to Vote Tool Website
Fenton Communications

Bronze

Virginia Think Tank Brings Decades Worth of Content Together in New Website
The Zoldak Agency

D45 Best Use of Email Marketing (Non-Fundraising)

Silver

National Immigration Law Center DACA Email
Authentic

Bronze

APCIA PAC & Grassroots Celebrates Black History Month
Sagac Public Affairs

D46 Best Use of Social Media

Gold

UKRAINE: The Fight for Democracy
The Lincoln Project

Silver

Last Week in the Republican Party
The Lincoln Project

Bronze

Back Bristol Bay
True Blue Strategies

D47 Web Video

Gold

My Own Lock & Key -- "David's Story"
Putnam Partners

Silver

"10k In My Pocket" - Building Back Together (org)
VNCS

Bronze

Keith Davis Jr. Should Not Be In Jail
Forward Frame Media

D48 Digital Creative - Stand Alone

Gold

Freedom for All, Way to Win
The Win Company

Silver

Never Again
The Lincoln Project

Bronze

Always & Forever
Gutsy Media

D49 Digital Creative - Full Set

Gold

Accountable Iowa
Forward Solution Strategy Group

Silver

Combatting Deeply-Rooted Socialism Propaganda in Florida with Data-Driven Social Creative
Precision Strategies

Bronze

Mobilizing Michigan Voters: Increasing Youth and African American Voter Turnout in the 2022 Midterms
Change Media Group

Phones - Candidate Division

E01 Automated Calls

Gold

Ella's Dad
NYS Democratic Assembly
Campaign Committee

Silver

A Small Voice to Inspire them All
CampaignHQ

E02 Live Calls

Gold

92 Votes Deliver Big Change to Small Town
CampaignHQ

Silver

Senator Mark Kelly's Reelection Calls
Winning Connections

Bronze

Defending Illinois' Supermajority
Winning Connections

E03 Telephone Town Hall Call/Forum Call

Gold

Lawler retires DCCC Chair
CampaignHQ

Silver

Bird Soars to Victory with Telephone Townhall
CampaignHQ

Bronze

"Committed to Oklahoma"
- Mullin - OK US SEN
Front Porch Strategies

Phones - Ballot Initiative Division

E04 Live Calls

Gold

Protecting Abortion in Kentucky
Winning Connections

Bronze

Ensuring Reproductive Freedom in Michigan
Winning Connections

Phones - Public Affairs/ Issue Advocacy Division

E06 Patch-Through Program Autodial/Live

Gold

Chips for America Live Patch
Brushfire Strategies

Silver

Passing the Bipartisan Safer Communities Act
Winning Connections

Bronze

"Stop Forced Unionization" - Ohioans for a Healthy Economy
The Strategy Group Co.

Phones - Miscellaneous Division

E08 Best Use of Mobile Application/Technology

Gold

Augmented P2P Texting - Custom Fonts, Full HD Video & Dynamic Personalization
Pearly Inc.

Bronze

Maximizing Voter Connection with Reliable Enhanced Video Texting
RumbleUp

E09 Best Use of SMS

Gold

Targeted & Accessible Multilingual Texting Overcomes Language Barriers
RumbleUp

Silver

Fairfax County GOP Brings Awareness to Special Election with Clear SMS Texts
Zoldak Victory



THE 2023 POLLIE AWARDS

Bronze

America's Senator
TAG Strategies

E10 Best Use of Peer to Peer Texting

Gold

Augmented P2P Texting with Full Length HD Video 1920x1080p
Peerly Inc.

Silver

"Serving the Public" - Galloway
- OH Lake Co Auditor
The Strategy Group Co.

Bronze

Maximizing Voter Connection with Reliable Enhanced Video Texting
RumbleUp

Radio - Candidate Division

F01 For U.S. Senate

Gold

Ms. Lindsey #1
Paul Caprio & Associates

F02 For U.S. House of Representatives

Gold

Quitter
Art Hackney Communications

Silver

Michael Cassidy's Newlywed Game
BullsEye Public Affairs, LLC

Bronze

Teresa Leger for U.S. Congress
Solidarity Strategies

F03 For Governor

Gold

Choices
Art Hackney Communications

Gold

Prison Calls
McCleskey Media Strategies

Bronze

Evers for Governor & Democratic Party of Wisconsin, "Bicycle"
Strother Nuckels Strategies

F04 For PAC/Super PAC

Gold

AB PAC Pray for Him
MZL Media

Silver

Everytown for Gun Safety Victory Fund - "Voice"
GMMB

Bronze

Deadbeat Evan 30
G2 Consulting

F05 Bilingual/Multilingual/ Foreign Language

Gold

ACLU Adrian Fontes for Secretary of State in Diné
The Colibri Collective

Silver

La Verdad/The Truth
Chambers Lopez Strategies LLC

Bronze

David's Legacy
AL Media

F06 Best Use of Humor

Gold

Voting Double
The Hereford Agency

Silver

Jeremy Oden - "Always Totin"
Convergence

F07 Best Use of Negative or Contrast

Gold

Protecting Americans Project Action Fund - "Experience" and "From Here"
Medium Buying

Silver

Quitter
Art Hackney Communications

Bronze

Old Western
RBI Strategies and Research

F08 Independent Expenditure Campaign

Bronze

Michael Guest - Actual Conservative
BullsEye Public Affairs, LLC

Radio - Ballot Initiative Division

F09 Best Use of Radio

Gold

Vote Yes for Clean Air, Clean Water, and Wildlife "Hidden Gems"
Hamburger Group Creative

Silver

Reproductive Freedom For All "Barbershop Radio"
Alper Strategies & Media

Radio - Public Affairs/ Issue Advocacy Division

F10 Best Use of Radio

Gold

Detroit Votes 2022 "Bounce Radio"
Alper Strategies & Media/ Action Factory

Silver

Protect Florida Families
First Tuesday Strategies

Bronze

BBT - Accessible Internet
Solidarity Strategies

Radio - Miscellaneous Division

F11 Best Use of Digital Audio

Bronze

Election Day
The New Media Firm

Fundraising

G01 Best Use of Direct Mail

Silver

Major Donor Annual Appeal
TLC Political

Bronze

McMullin for Utah
Blueprint Public Affairs

G02 Best Use of Email

Silver

Former President Bartlet Raises Big for Sen. Cortez Masto
MissionWired

Bronze

Ritchie Torres For Congress
Momentum Campaigns

G06 Best Use of a Mobile App for Digital Fundraising

Silver

Increasing ROI using Immersive Mobile Fundraising & HD Video Texting
Peerly Inc.

G07 Best Use of Phones/SMS

Silver

Hageman, Cheney, and the NYT
Go BIG Media

Bronze

From Sandy Hook to Uvalde: Meeting The Moment With Sandy Hook Promise
Trilogy Interactive & Mission Wired

Leading West Coast Union Printer/Mailer

▶ **AGGRESSIVE Political Mail Schedules**

Putting your campaigns in homes faster

▶ **Social Pressure Mailers**

*3 million a day matched mail capacity
(personalized letter into personalized envelope)*

▶ **SHAREMAIL**

Voter Reg or similar projects

*2 million a day with up to 6 matching
components all machine matched and
camera verified at high speeds*

▶ **5 color envelopes**

*In-house manufacturing
up to 3 million pieces a day*

▶ **AID has been a trusted source**

*for serious political mail
consultants for two decades*



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SPOKANE, WA

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2023 Pollie Award Winners!

ADVANCED
IMAGE DIRECT

Don Contardi, President 949-300-9525 (cell)



THE 2023 POLLIE AWARDS

G08 For Independent Committee, PAC or Super PAC

Silver

GM PAC "Take the Wheel" Video
Sagac Public Affairs

Bronze

A New Appeal from an Old Friend
HSP Direct

G09 For Non-Profit Organization/ Trade Association

Gold

The Battleground State
Blueprint Public Affairs

Silver

911 Memorial Museum Year in Review
The Parkside Group

Bronze

Association PAC All-Access Pass
Aristotle

G10 Fundraising Event

Gold

Veep + The West Wing Crossover Reunion
Hovercast

Silver

Leidos Puppies and Politics Event
Sagac Public Affairs

Bronze

Home Grown Candidate - Mullin
Event with Kristi Noem
GrPro, LLC

Newspaper

H01 Full Page

Gold

EPA, Be the Hero
True Blue Strategies

Silver

Yes on F - A Record Breaking
Win for the San Francisco Library
Preservation Fund Newspaper Ad
BMW Campaigns

Bronze

LCV Monuments Campaign
Solidarity Strategies

H02 Less Than Full Page

Gold

Mike Reichenbach: Takeover to Truth
Surge Public Affairs

H03 Insert

Gold

Manchin's Dirty Deal - Insert
True Blue Strategies

Silver

EPA, Be the Hero Insert
True Blue Strategies

Collateral

I01 Billboard

Gold

Holy "Cao" He's on a Truck
National Media Insights

Silver

UAW Investigation
Berman and Company

Bronze

Melting Ben & Jerry's Hold on Unilever
Smart Media Group

I02 Door Hanger

Gold

Doors for Dems: How We Hit a Million
Doors with Custom Targeted Hangers
for the Michigan Democratic Party
Change Media Group

Silver

FoF Nevada
Pendulum Creative Group

Bronze

Ellen for Education
First Tuesday Strategies

I03 Logo

Gold

La'Ron Singletary for Congress
Surge Public Affairs &
Honold Communications

Silver

La Mariposa
Sisneros Strategies

Bronze

YES 2 ARTS Miami Beach
Kivvit

I04 Mass Transit/Bus Sign

Gold

Florida Victory Tour 2022
MDW

Silver

Whitmer for Michigan Campaign Bus:
The Road to Getting Things Done
Change Media Group

Bronze

APICHA COVID Vaccine Persuasion Program
The Parkside Group

I05 Most Original/Innovative Collateral Material - Democrat

Gold

John Fetterman Bought a Plane
to Troll Oz LOL
The Win Company

Silver

Every Student, Every Moment,
Forward Together
TJP Strategies

Bronze

LUCHA Times
The Colibri Collective

Bronze

Mayor Rex
The Strategy Group

I07 Non-Mail Brochure

Gold

LUCHA Blue Voter Guide
The Colibri Collective

Bronze

Hays County (Texas) Democratic Party
-- The Little Engine that DID!
Hays County Texas Democratic Party

I08 Yard/Outdoor Sign

Gold

Every Student, Every Moment,
Forward Together
TJP Strategies

Silver

Come & Take It Yard Sign
Mother's Against Greg Abbott PAC

Silver

Yes for a Safer Mesa
HighGround Inc.

Silver

Fish Party Yard Sign
True Blue Strategies

Bronze

Be a Hero - Wild Postings
True Blue Strategies

Field

J01 Paid Field Program

Gold

Governor Brian Kemp
In Field Strategies

Silver

Lauren McNally OH 59th
Blue Phoenix Strategies, LLC

Winners

Bronze

PA Coordinated Campaign 2022
- Allegheny and Philadelphia
Counties - Paid Canvass Program
At Scale, LLC

J03 Field Program - Ballot Initiative

Gold

Yes on H. Recall District Attorney
Chesa Boudin Now
Landslide Political

Silver

Natural Medicine Colorado
Landslide Political

J06 Ballot Access - Petition Collection

Gold

Damn the Torpedoes Full Speed Ahead
Advanced Micro Targeting, Inc.

Silver

Blitz to the Finish Line
Advanced Micro Targeting, Inc.

J07 Grassroots Program - Public Affairs/Issue Advocacy

Silver

Grassroots Program Mobilizes Youth
Activists to Advance Liberty
Young Americans for Liberty

Bronze

Outshining Our Opponents: 4/4 Solar
Projects Win Approval in Ohio
Calvert Street Group

J09 Voter Registration Program

Gold

Navajo Voter Registration
Field Strategies

J10 Voter ID Program

Bronze

Governor Brian Kemp
In Field Strategies

J11 Walk/Handout Piece

Silver

Hard-hitting Literature Delivered by Youth
Activists Mobilizes Grassroots Action
Young Americans for Liberty

J12 Best Use of Analytics

Gold

Innovative Field Program Empowers
Independents to Build a Better Nevada
CSC, LLC & Grassroots Targeting

Silver

Analytics-Driven GOTV For Tarrant County
WPA Intelligence

Bronze

Fleur De Guerre - An Analytical Framework For
Targeting And Visualizing Multi-Way Primaries
WPA Intelligence

Shoulda Woulda Coulda

L01 Best Use of Direct Mail

Gold

Raw Deal
AGENCY

Silver

Pilar Schiavo for California State
Assembly, Disco Trump
The Dover Group

Bronze

Mattie Parker For Fort Worth Mayor
Mayes Media Group

L02 Best Use of Television

Gold

Vote Yes for Clean Air, Clean Water,
and Wildlife "Backwards"
Hamburger Group Creative

Silver

FF PAC - "Leaders"
GMMB

Bronze

Allan Fung "Ask The People"
Convergence

L03 Best Use of Digital

Silver

McClusky For Mayor
Focus Creative

Bronze

Chuck Schumer "Sleepy Phone"
Trilogy Interactive

L05 Best Fundraising Effort

Bronze

The Emperor Has No Clothes
HSP Direct

L06 Best Use of Radio

Gold

"Inflation On High"
North Woods Advertising

Silver

Mattie Parker For Fort Worth Mayor
Mayes Media Group

L07 Best Use of Newspaper

Gold

GOTV Newspaper Ads: Alternative
Language Opportunities For Us
Fincher Consulting

Bronze

Mike Lee Right on the Money
Carli Productions

L08 Best Use of Collateral

Silver

Things to Know About When You Go
Calvert Street Group

Technology

M01 Best Ad Technology Innovation

Gold

CTV Integration: A 360 View
of Political Advertising
AdImpact

Gold

ONE AND ONLY
RepublicanAds.com

Silver

Learning Comes Alive
The NOW Group

Bronze

Cleaning Up Onboarding with Block
Chain Enabled Data Clean Rooms
National Media Insights

M02 Best Innovation for Voter Targeting

Gold

Targeted & Accessible Multilingual
Texting Overcomes Language Barriers
RumbleUp

Silver

Carbon County Citizens for Water,
Farms, and Land "Generations"
Hamburger Group Creative

Bronze

Persuadable Precision: Targeting
the Digital Footprint of Culture
Sabio

M03 Best Fundraising Technology

Gold

Immersive Mobile Fundraising with HD
Video & Augmented Peer-to-Peer Texting
Peerly Inc.

Silver

Fundraise - Hypertargeted
Fundraising Without Silos
WPA Intelligence

Bronze

Twitter Insight Database
Momentum Campaigns

M04 Best Use of Mobile Technology

Gold

Safety
Go BIG Media



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Winners

Silver
WHEN IT REALLY COUNTS
RepublicanAds.com

Bronze
Aadland for Colorado
Buzz360

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

Gold
**Cleaning Up Onboarding with Block
Chain Enabled Data Clean Rooms**
National Media Insights

Silver
**CTV Integration: A 360 View
of Political Advertising**
AdImpact

Bronze
**Gretchen Whitmer Taps ACR Intelligence
for Michigan Governor Win**
MiQ & GMMB

**M06 Best Use of Data Analytics/Machine
Learning in Online Fundraising**

Gold
Rand Paul Social Video Ad Creative Testing
IMGE

Silver
Inactive Algorithm
Authentic

M07 Best Use of New Digital Technology

Gold
AnyWeigh
Victory Insights

Silver
**Cleaning Up Onboarding with Block
Chain Enabled Data Clean Rooms**
National Media Insights

Bronze
**CTV Integration: A 360 View
of Political Advertising**
AdImpact

Americas and U.S. Territories

O01 Digital / Social Media Campaign

Gold
Leila do Vôlei for Governor
ESPLANADA Comunicação Estratégica

**O02 Campaign Video (Tv
Spot or Web Video)**

Silver
Leila do Vôlei for Governor
ESPLANADA Comunicação Estratégica

CONGRATULATIONS TO THESE ENTRIES FOR PLACING FIRST IN THEIR REGION

Regional - Overall Division

**N01 Best Use of Direct Mail - Small
Budget Campaign (<\$1 million)**

AAPC Central

Jenny for Colorado
Superior Blue, Paola Paga and
Jenny for Colorado

AAPC North

Dani Isaacsohn for State Rep.
Direct Mail Program
Blue Wall Mail

AAPC South

Jessica Fitzwater for County Executive
The Beytin Agency

AAPC West

Sheng Thao for Oakland Mayor
Direct Mail Campaign
RALLY

**N02 Best Use of Television - Small
Budget Campaign (<\$1 million)**

AAPC Central

Their Future, Our Future
Berni Consulting

AAPC North

"New Spin" - Sprague - OH Treas
The Strategy Group Co.

AAPC South

Bill Ward for NC House
Consensus Communications

AAPC West

Pick Up and Drop Off
GrassrootsLab

**N03 Best Use of Digital - Small
Budget Campaign (<\$1 million)**

AAPC Central

Hays County (Texas) Democratic Party
-- The Little Engine that DID!
Hays County Texas Democratic Party

AAPC North

Democracy Hanging In The Balance
Foundation Blue Media

AAPC South

DJ Johnson For State Rep, "General Election"
Oddball Creative

AAPC West

Big Pharma Grocers
Elevate Public Affairs

**N04 Best Use of Phones/Text - Small
Budget Campaign (<\$1 million)**

AAPC Central

Livingston Fundraising Texas
Neel & Partners, LLC.

AAPC North

Larson
Goodman Campaigns

AAPC South

Adam Hattersley - Texting
Goodman Campaigns

AAPC West

CA Law Enforcement Legislative IE
Political Strategies, Inc.

**N05 Best Fundraising Effort - Small
Budget Campaign (<\$1 million)**

AAPC South

Adam Hattersley
Goodman Campaigns

AAPC West

Better Boundaries
Blueprint Public Affairs



THE 2023 POLLIE AWARDS

N06 Best Use of Radio - Small Budget Campaign (<\$1 million)

AAPC Central

Dawn Driscoll Radio Campaign
Victory Enterprises, INC

AAPC West

Planned Parenthood Votes
Arizona: Take Control
50+1 Strategies

N07 Best Use of Newspaper - Small Budget Campaign (<\$1 million)

AAPC Central

Hays County (Texas) Democratic Party
-- The Little Engine that DID!
Hays County Texas Democratic Party

AAPC South

Mike Reichenbach: The Real Sunday Story
Surge Public Affairs

AAPC West

Heal as a Community
True Blue Strategies

N08 Best Use of Collateral - Small Budget Campaign (<\$1 million)

AAPC Central

At Risk: Abortion in Kansas
Prairie Progress Consulting

AAPC North

APICHA COVID Vaccine Persuasion Program
The Parkside Group

Regional - Candidate Division

N09 Direct Mail - For State Legislature - Democrat

AAPC Central

"George Washington/Milngavie Freuchie"
(Mill-guy Froo-kay) / Hoan Huynh Intro Mailer
Public Response Group

AAPC North

Snodgrass Wagon
Superior Blue Strategies

AAPC South

Jones Fighter
Bergmann Zwerdling Direct

AAPC South

Lauren Book for State Senate
MDW

AAPC West

Assemblymember Alex Lee - the
Youngest, Most Progressive Member of
the California Assembly Direct Mail 2
BMW Campaigns

N10 Direct Mail - For State Legislature - Republican

AAPC Central

Zito Unhinged and Unfit
Direct Edge Campaigns

AAPC North

SMCC Scott Alexander - Jobs For Tomorrow
TLC Political

AAPC South

Miller Shot Chaser
Direct Edge Campaigns

AAPC West

Brian Jones for Senate (CA----40)
Inoculation and Closing Message
Political Strategies, Inc.

N11 Direct Mail - For Local/Municipal/Mayoral - Small Budget (<\$1 million) - Democrat

AAPC Central

Hays County (Texas) Democratic Party
-- The Little Engine that DID!
Hays County Texas Democratic Party

AAPC North

Golub Backed
Bergmann Zwerdling Direct

AAPC South

Dear Jane and Jonah
The Beytin Agency

AAPC West

During the Pandemic
JPM+M

N12 Direct Mail - For Local/Municipal/Mayoral - Small Budget (<\$1 million) - Republican

AAPC Central

Friends of Waring
Camelback Strategy Group

AAPC North

Under the Rug
Checkmate Strategies

AAPC West

Strickland GOP Story
DMH Meyer

N13 Direct Mail - For Local/Municipal/Mayoral

AAPC South

Using Direct Mail on a limited budget
to win a School Board Race against Ron
DeSants' handpicked candidate
Duval Street Media, LLC

AAPC West

Way Out of No Way
The Strategy Group

N14 Direct Mail - GOTV (Nonfederal)

AAPC Central

Protecting Our Rights
JESSIE PAC

AAPC North

They're voting...are you?
NYS Democratic Assembly
Campaign Committee

AAPC South

Voter Alert
The Differentiators

N15 Direct Mail - Independent Expenditure Campaign - For State Legislature - Democrat

AAPC Central

Trump's #1 Fan
Blue Wall Mail

AAPC North

Fun LGBTQ Victory Fund GOTV
Mailer for Becca Balint
Solidarity Strategies

AAPC South

Missouri NEA "Thank Paula"
Campaign X Collective

AAPC West

SEIU CA Them
Bergmann Zwerdling Direct

N16 Direct Mail - Independent Expenditure Campaign - For State Legislature - Republican

AAPC Central

"Unfit"
CAMP

AAPC North

Comrade
Napolitano Consulting

Winners

AAPC South

Where in the World is Howard Hunter?
Direct Edge Campaigns

AAPC West

LeBeau Has Got To Go
Napolitano Consulting

N17 Direct Mail - Independent Expenditure Campaign - For Local/Municipal/Mayoral - Small Budget (<\$1 million) - Democrat

AAPC Central

Promises Kept
The Balduzzi Group

AAPC South

Signs
BerlinRosen

AAPC West

Disturbing Hats
Amplify Campaigns

N18 Direct Mail - Independent Expenditure Campaign - For Local/Municipal/Mayoral - Small Budget (<\$1 million) - Republican

AAPC North

Behind the Wheel
Napolitano Consulting

AAPC South

Parents First
Ascent Strategic Inc

AAPC West

Hagman Heroes
Eleven Public Affairs

N19 Direct Mail - Independent Expenditure Campaign - For Local/Municipal/Mayoral

AAPC North

One
AGENCY

AAPC West

Communities United Trump
Bergmann Zwerdling Direct

N20 Television - For State Legislature - Democratic

AAPC Central

Thoms Tax
AL Media

AAPC North

Exception
Red Horse Strategies

AAPC South

Hemmer for Tennessee
Forward Solution Strategy Group

AAPC West

Angelique Ashby for CA State Senate, "Locker"
Strother Nuckels Strategies

N21 Television - For State Legislature - Republican

AAPC Central

Dawn Driscoll Truth TV
Victory Enterprises, INC

AAPC North

Huizenga SD-30 30TV David the Defunder
PRIME Media Partners

AAPC South

DJ Johnson For State Rep, "A Mile"
Oddball Creative

N22 Television - For Local/Municipal/Mayoral - Small Budget (<\$1 million) - Democratic

AAPC South

Harry Cohen for Hillsborough County Commission "Everybody"
Hamburger Group Creative

AAPC West

Clean River
Changing Dynamics

N23 Television - For Local/Municipal/Mayoral - Small Budget (<\$1 million) - Republican

AAPC South

Remember This | Jessica Haire for Anne Arundel County Executive
Strategic Partners & Media

N24 Television - For Local/Municipal/Mayoral

AAPC West

Leader
AKPD Message & Media

N25 Television - Independent Expenditure Campaign - For State Legislature

AAPC South

Just Plain Awful
Consensus Communications

AAPC West

Vote No on Republican Bill Boyce
Fincher Consulting

N26 Television - Independent Expenditure Campaign - For Local/Municipal/Mayoral - Small Budget (<\$1 million)

AAPC North

Protecting Americans Project Action Fund - "Risk"
Content Creative Media

AAPC South

Protecting Americans Project Action Fund - "Too Busy"
Content Creative Media

AAPC West

No Mas Excusas
Eleven Public Affairs

N27 Television - Independent Expenditure Campaign - For Local/Municipal/Mayoral

AAPC West

Agree
Jacobson and Zilber Strategies

N28 Digital Advertising - For State Legislature - Democrat

AAPC Central

My Grandmother
Brandon Guichard Digital Group

AAPC North

Gregg Johnson for Illinois State Representative, Mom's Story
The Dover Group

AAPC South

Out of Touch
Statecraft Media

AAPC West

Max Carter - Service
Ampersand Strategies

N29 Digital Advertising - For State Legislature - Republican

AAPC North

Scammer
Jackson Group Media - Bud Jackson

AAPC South

Mike Reichenbach: You Make a Terrible Liberal
Surge Public Affairs



THE 2023 POLLIE AWARDS

N30 Digital Advertising - For Local/Municipal/Mayoral - Small Budget (<\$1 million) - Democrat

AAPC North

Keeping Up With Tarver
The Balduzzi Group

AAPC West

Treva Reid For Oakland Mayor
88spire

N31 Digital Advertising - For Local/Municipal/Mayoral - Small Budget (<\$1 million) - Republican

AAPC South

David Klein for Lee Co. Health Board
TLC Political

N32 Digital Advertising - For Local/Municipal/Mayoral

AAPC Central

The Adventures of Jazzman and Robert
Brandon Guichard Digital Group

AAPC South

My Home (Muriel Bowser for Mayor)
FOGLAMP, Jay Littman

AAPC West

Never Left
Jacobson and Zilber Strategies

N33 Website - For State Legislature

AAPC South

County GOP Special Election Website
Becomes Candidate Website
Zoldak Victory

N34 Website - For Local/Municipal/Mayoral - Small Budget (<\$1 million)

AAPC Central

Hays County (Texas) Democratic Party
-- The Little Engine that DID!
Hays County Texas Democratic Party

AAPC South

Retain Integrity
Blueprint Consulting, LLC

AAPC West

Sheng Thao for Oakland Mayor Website
RALLY

N35 Website - For Local/Municipal/Mayoral

AAPC South

Get to Know Sandra Davis
Zoldak Victory

N36 Digital Independent Expenditure - For State Legislature

AAPC Central

The Deep End: How Taking on
Extreme Republican Candidates Sunk
their Chances at the Ballot Box
Change Media Group

AAPC North

The Deep End: How Taking on
Extreme Republican Candidates Sunk
their Chances at the Ballot Box
Change Media Group

AAPC South

Alexis Calatayud Display
Neel & Partners, LLC.

AAPC West

Police for me, not for you
Edgewater Strategies

N37 Digital Independent Expenditure - For Local/Municipal/Mayoral - Small Budget (<\$1 million)

AAPC Central

Where Y'at
Berni Consulting

AAPC West

Don't Talk About It, Just Do It
Green Alley Strategies

N39 Radio Advertisement - Non-Federal

AAPC Central

Driscoll "Looking Up"
Victory Enterprises, INC

AAPC South

Republican State Leadership
Committee - "Sh*t" (Radio ad)
Content Creative Media

AAPC West

Rock the Boat
Art Hackney Communications

N40 Field Program - Non-Federal

AAPC Central

Texans for Greg Abbott
Camelback Strategy Group

AAPC North

NY SD 26 Paid Persuasion Program
North Shore Strategies

AAPC South

North Carolina's Most Flippable
Mobilize The Message

AAPC West

Juan Alanis for State Assembly District 22
Red Dog Strategies, Inc.

N41 Field - GOTV - Non-Federal

AAPC North

New District? No Problem!
North Shore Strategies

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