

THE 2021 POLLIE AWARDS

# WINNERS BOOK



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# THE 2021 POLLIE AWARDS



# WINNERS BOOK

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**Congratulations**  
to all of this year's honorees

**Winners Book Printed Courtesy of:**





# Congratulations, 2021 Pollie Award Winners!



Last year, the paradigm shift in the political landscape ushered in a new era of campaigning. As political media continues to transform, your opportunity to make an impact on today's voters exists in combining direct mail with digital elements—so you can capture attention and maximize your outreach. We are grateful to have been a part of your campaign's journey to the win, and we look forward to working together on future campaigns.



**Get in touch**

**with a Political Mail Strategist:  
[deliverthewin.com/winvoters](https://deliverthewin.com/winvoters)**





# Judges

AAPC gratefully acknowledges the more than 220 judges who participated in the 2021 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.



## THE 2021 POLLIE AWARDS

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**TINO ROSSI**

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*\* Please note that this is not a comprehensive list of all judges. Some names were withdrawn at the request of the judge.*

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# 2021 Regional Pollie Awards

The new Regional Pollie Awards program recognizes local and state level (non-federal) campaign work based on where the campaign was waged in four regions, AAPC North, South, Central and West. Winners at the regional level advanced to the finals where they competed against other regional campaigns, resulting in the ultimate winners being awarded a national Pollie Gold trophy. Congratulations to the winning firms!

## Regional - Miscellaneous

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

#### AAPC Central

##### Regional Level Gold

Texas First Coalition - Don't Gamble with Texas Students  
Mayes Media Group

##### Regional Level Silver

Not Again  
Berni Consulting, Ourso Beychok

##### Regional Level Bronze

AFC Oklahoma Direct Mail Campaign  
Go Big Media Inc.

#### AAPC North

##### Regional Level Gold

"Fishy"  
The Strategy Group Co.

##### Regional Level Silver

Norm Package  
Bergmann Zwerdling Direct

##### Regional Level Bronze

Something All of Us Can Support  
WrightPath Solutions

#### AAPC South

##### Regional Level Gold

Austin City Council Race, Vanessa Fuentes  
Solidarity Strategies, LLC

##### Regional Level Silver

Miami-Dade County Commission District 5 Campaign  
MDW Communications

##### Regional Level Bronze

Black Political Power in Arkansas  
Threei Creative Communications

#### AAPC West

##### Regional Level Gold

Dan Ryan COVID  
CN4 Partners

##### Regional Level Silver

MODESTOLAND  
Green Alley Strategies

##### Regional Level Bronze

Worker B  
Andre Charles Consulting & Spafford Licolen

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

#### AAPC North

##### Regional Level Gold

Ditch Daylin  
Ampersand Strategies

##### Regional Level Gold

"What's a Wuliger?"  
The Strategy Group Co.

##### Regional Level Silver

Just Judy  
Ampersand Strategies

##### Regional Level Bronze

Jesse Mermell for Congress "Great Options"  
Putnam Partners, LLC

#### AAPC West

##### Regional Level Gold

United for Portland  
Elevated Campaigns

##### Regional Level Silver

Mike Schmidt for Multnomah DA  
Elevated Campaigns

##### Regional Level Bronze

Protect Oregon Workers  
Ridgelark Strategies

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

#### AAPC Central

##### Regional Level Gold

ND-44 Digital Spots  
Indigo Strategies LLC

##### Regional Level Silver

Parent Teacher Videos  
Go Big Media Inc.

##### Regional Level Bronze

You'll Be Broke  
KC Strategies

#### AAPC North

##### Regional Level Gold

Voting By Mail in 2020  
The Beytin Agency

##### Regional Level Silver

South Fork Wind  
Metropolitan Public Strategies Inc

##### Regional Level Bronze

From H Mart to the Polls  
Pacific Campaign House

#### AAPC South

##### Regional Level Gold

Texas Energy Voter Registration & Mobilization  
Raconteur Media Co.

##### Regional Level Silver

Real Change  
SBDigital

##### Regional Level Bronze

Luisa Santos for Schoolboard  
Statecraft Digital

#### AAPC West

##### Regional Level Gold

Self-Serving Gasoline  
Ridgelark Strategies



## THE 2021 REGIONAL POLLIE AWARDS

### **Regional Level Silver**

**A West Anaheim Story**  
Merino, Barajas & Allen

### **Regional Level Bronze**

**Accountability Initiatives**  
Ridgellark Strategies

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

#### **AAPC Central**

### **Regional Level Gold**

**47 Years**  
Game Changer Strategies

#### **AAPC North**

### **Regional Level Gold**

**Something All of Us Can Support**  
WrightPath Solutions

### **Regional Level Silver**

**"The Man with the Plan - Wuliger for Commissioner"**  
The Strategy Group Co.

#### **AAPC South**

### **Regional Level Gold**

**PBC VOTES 2020. Hi, it's your Supervisor of Elections**  
Cornerstone Solutions

### **Regional Level Bronze**

**Calendar Invite GOTV**  
Chism Strategies/McIntosh Consulting

#### **AAPC West**

### **Regional Level Gold**

**Montana Social Pressure GOTV**  
Chism Strategies

### **Regional Level Silver**

**Hassle the Hof**  
McShane LLC

### **Regional Level Bronze**

**Bennett Takes A Ride with Campaign Funds**  
McShane LLC

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

#### **AAPC West**

### **Regional Level Gold**

**Planned Parenthood of Utah**  
Blueprint

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

#### **AAPC North**

### **Regional Level Silver**

**Brad Pfaff for Wisconsin Senate "Mindoro"**  
AL Media

### **Regional Level Bronze**

**Brad Pfaff for Wisconsin Senate "Early"**  
AL Media

#### **AAPC West**

### **Regional Level Gold**

**Fox in the Henhouse**  
Hackney & Hackney for Axiom Strategies

### **Regional Level Silver**

**Trust**  
Hackney & Hackney for Axiom Strategies

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

#### **AAPC South**

### **Regional Level Silver**

**It's a Warnock Life: Voter Engagement Merchandise Drive**  
Asana Creative Strategy & Atlas Strategy Group

## **Regional - Candidate Division**

### **N09 - Direct Mail - For Governor**

#### **AAPC North**

### **Regional Level Bronze**

**Rubber Ducky**  
Tuesday Associates

#### **AAPC South**

### **Regional Level Gold**

**Unmasked**  
The Strategy Group

### **Regional Level Silver**

**Role Models**  
The Strategy Group

### **Regional Level Bronze**

**Poder NC Action**  
Solidarity Strategies, LLC

### **N10 - Direct Mail - For Statewide (Non-Federal/Non-Gubernatorial)**

#### **AAPC South**

### **Regional Level Silver**

**Won't Rest**  
The Strategy Group

### **N11 - Direct Mail - For State Legislature**

#### **AAPC Central**

### **Regional Level Gold**

**Gender Reveal**  
C.A.M.P & Berry Communications

### **Regional Level Silver**

**Firefighter**  
Superior Blue

### **Regional Level Bronze**

**FireBreak**  
Superior Blue

#### **AAPC North**

### **Regional Level Gold**

**Package**  
Bergmann Zwerdling Direct

### **Regional Level Silver**

**Our Air, Our Land, Our Water**  
BerlinRosen

### **Regional Level Bronze**

**Blago's Buddy**  
The Strategy Group

#### **AAPC South**

### **Regional Level Gold**

**The TaxRaiser**  
Capitol Consulting Firm

### **Regional Level Silver**

**Spooky**  
Camelot Consulting

### **Regional Level Bronze**

**Wrong Capitol, Bro.**  
Murphy Nasica & Associates

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

#### **AAPC Central**

### **Regional Level Gold**

**José's Vision**  
BerlinRosen

### **Regional Level Silver**

**Not Again**  
Berni Consulting, Ourso Beychok

### **Regional Level Bronze**

**Waffle House**  
Berni Consulting, Ourso Beychok

#### **AAPC North**

### **Regional Level Bronze**

**Dirty Water**  
Napolitano Consulting

#### **AAPC South**

### **Regional Level Gold**

**Al Cannon Has Done Time in His Jail**  
Superior Blue

### **Regional Level Silver**

**Ballay - Palazzo Cheated IRS**  
Buisson Creative

### **Regional Level Bronze**

**A+ vs. F-**  
Cornerstone Solutions

#### **AAPC West**

### **Regional Level Gold**

**Dan Kalb for Oakland City Council**  
The Next Generation

### **Regional Level Silver**

**Hats**  
Whitehurst Mosher Campaign Strategy and Media

### **Regional Level Bronze**

**Where the Sidewalk Ends**  
Andre Charles Consulting



# Winners

## **N13 - Direct Mail - For Local/Municipal/ Mayoral**

### **AAPC North**

#### **Regional Level Silver**

A Bad Day for Drug Dealers  
C.A.M.P.

### **AAPC South**

#### **Regional Level Gold**

Let's Make History  
MDW Communications

## **N14 - Direct Mail - GOTV (Non-Federal)**

### **AAPC Central**

#### **Regional Level Silver**

"¡Pon atención!"  
MAP Political Communication

#### **Regional Level Bronze**

Double  
Bergmann Zwerdling Direct

### **AAPC North**

#### **Regional Level Gold**

Mosaic: Engagement through Remote  
Photoshoot  
Amperсанд Consulting

## **N15 - Direct Mail - Independent Expenditure Campaign - For Governor**

### **AAPC West**

#### **Regional Level Bronze**

I Like Mike  
CN4 Partners

## **N16 - Direct Mail - Independent Expenditure Campaign - For Statewide (Non-Federal/Non-Gubernatorial)**

### **AAPC West**

#### **Regional Level Gold**

Unraveled  
The Strategy Group

## **N17 - Direct Mail - Independent Expenditure Campaign - For State Legislature**

### **AAPC Central**

#### **Regional Level Gold**

Jack of All Liberals  
C.A.M.P.

#### **Regional Level Silver**

Kansas Republican Senatorial Committee - In  
Support of KS-11 Kelly Warren  
The Lukens Company

#### **Regional Level Bronze**

Stop the Abuse  
TJP Strategies

### **AAPC North**

#### **Regional Level Gold**

Pain Scale  
BerlinRosen

#### **Regional Level Silver**

Mask  
Superior Blue Strategies

#### **Regional Level Bronze**

Do Your Job  
JVA Campaigns

### **AAPC South**

#### **Regional Level Gold**

Our Voice Our Vote-Annie's List  
Superior Blue

#### **Regional Level Silver**

LeGrand "Positive"  
The Differentiators

#### **Regional Level Bronze**

Back in Time  
First Tuesday Strategies

### **AAPC West**

#### **Regional Level Gold**

Hate  
J&Z Strategies

#### **Regional Level Silver**

Dave Min for State Senate - Vietnamese /  
English  
Imprensa Communications

#### **Regional Level Bronze**

Stuck You With the Tab  
Ready Colorado / Percipient Strategies /  
Majority Strategies

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

### **AAPC Central**

#### **Regional Level Silver**

Unthinkable  
C.A.M.P.

#### **Regional Level Bronze**

Highest Bidder  
Sisneros Strategies

### **AAPC North**

#### **Regional Level Silver**

NJEA Hillsborough School Board  
CN4 Partners

### **AAPC South**

#### **Regional Level Gold**

Betrayed  
Bergmann Zwerdling Direct

#### **Regional Level Silver**

Clinton - Fore  
Camco Consulting LLC

### **Regional Level Bronze**

Not That Kennedy  
The Balduzzi Group

### **Regional Level Bronze**

For You  
Bergmann Zwerdling Direct

### **AAPC West**

#### **Regional Level Gold**

Tweeter  
Elevated Campaigns

#### **Regional Level Silver**

Mask  
Bergmann Zwerdling Direct

#### **Regional Level Bronze**

Todd Gloria for San Diego Mayor - Tagalog /  
English  
Imprensa Communications

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

### **AAPC West**

#### **Regional Level Silver**

Black Educations Matter  
Shallman Communications

## **N20 - Television - For Governor**

### **AAPC Central**

#### **Regional Level Silver**

April COVID  
Indigo Strategies LLC

#### **Regional Level Silver**

Parson for Missouri "Challenges"  
Convergence Media

#### **Regional Level Bronze**

Parson for Missouri "Quarterback"  
Convergence Media

### **AAPC North**

#### **Regional Level Gold**

Thank You New Hampshire  
Friends of Chris Sununu

#### **Regional Level Silver**

Surfing in Vermont  
Metro Square

### **AAPC South**

#### **Regional Level Gold**

Roy Cooper for Governor "God's  
Work"  
Putnam Partners

#### **Regional Level Bronze**

Jim Justice - Straight Shooter  
FP1 Strategies

### **AAPC West**

#### **Regional Level Silver**

Greg Gianforte - RightNow  
FP1 Strategies



## THE 2021 REGIONAL POLLIE AWARDS

### **N21- Television - For Statewide (Non-Federal/Non-Gubernatorial)**

#### **AAPC West**

##### **Regional Level Gold**

Shemia Fagan for Secretary of State "Camping Trip"  
AL Media

### **N22 - Television - For State Legislature**

#### **AAPC Central**

##### **Regional Level Gold**

Sue Cahill "Stick Together"  
McKenna Media & Hardpin Media

##### **Regional Level Silver**

Til The Cows Come Home  
KC Strategies

##### **Regional Level Bronze**

Hanson Brothers  
Indigo Strategies LLC

#### **AAPC North**

##### **Regional Level Gold**

Ditch Daylin  
Ampersand Strategies

##### **Regional Level Silver**

Rural Voter Institute - Hard Work  
FSSG

##### **Regional Level Bronze**

Just the Facts  
The Parkside Group

#### **AAPC South**

##### **Regional Level Gold**

Ann Johnson for State Rep "Last Day"  
AL Media

##### **Regional Level Silver**

What If?  
Consensus Communications

##### **Regional Level Bronze**

Slumlord  
Consensus Communications

#### **AAPC West**

##### **Regional Level Gold**

Periodic Table  
CounterPoint Messaging

##### **Regional Level Silver**

Love Country  
J&Z Strategies

##### **Regional Level Bronze**

T'wina Story  
CounterPoint Messaging

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

#### **AAPC Central**

##### **Regional Level Gold**

Hugh Finkelstein for Judge  
Cook Consulting

#### **AAPC North**

##### **Regional Level Gold**

"What's a Wuliger?"  
The Strategy Group Co.

##### **Regional Level Silver**

Brad Pfaff for Wisconsin Senate "Care"  
AL Media

##### **Regional Level Bronze**

A Prosecutor who will Fight for Everyone  
Change Media Group & Hardpin

#### **AAPC South**

##### **Regional Level Gold**

Foret - Breaking News  
Buisson Creative

##### **Regional Level Silver**

Chef/Sheff  
West By God Virginia Productions

##### **Regional Level Bronze**

America's Wake Up Call  
Cornerstone Solutions

#### **AAPC West**

##### **Regional Level Gold**

Dan Ryan Brother Tim  
CN4 Partners

##### **Regional Level Silver**

Todd Gloria for San Diego: 2020 Mayoral  
Campaign  
Sena Kozar Strategies

##### **Regional Level Bronze**

In it Together - Kevin Lincoln for Stockton  
Mayor  
3AM Communications

### **N24 - Television - For Local/Municipal/ Mayoral**

#### **AAPC North**

##### **Regional Level Gold**

Smart on Crime: McDonald for Prosecutor  
Change Media Group & Hardpin

#### **AAPC South**

##### **Regional Level Gold**

Credible Alternative  
CounterPoint Messaging

##### **Regional Level Silver**

Safer Better  
CounterPoint Messaging

#### **AAPC West**

##### **Regional Level Gold**

Herb Wesson for LA County Supervisor  
"Searching for Doug"  
Putnam Partners, LLC

##### **Regional Level Silver**

Das Williams for Supervisor, "Hitting Home"  
RALLY and Street Level Strategy

##### **Regional Level Bronze**

Das Williams for Supervisor, "Always Been  
There"  
RALLY and Street Level Strategy

### **N25 - Television - Independent Expenditure Campaign - For Governor**

#### **AAPC Central**

##### **Regional Level Gold**

A Stronger Missouri PAC "Gifts"  
AL Media

##### **Regional Level Bronze**

Uniting Missouri PAC - Rob  
FP1 Strategies

### **N26 - Television - Independent Expenditure Campaign - For Statewide (Non-Federal/Non-Gubernatorial)**

#### **AAPC Central**

##### **Regional Level Bronze**

MO Opportunity PAC "Perjury"  
Trail Public Affairs

#### **AAPC West**

##### **Regional Level Gold**

Spell Hickenlooper  
Madison McQueen

### **N27 - Television - Independent Expenditure Campaign - For State Legislature**

#### **AAPC Central**

##### **Regional Level Bronze**

Arizonans for Better Healthcare: Healthcare  
Heroes for Heather Carter  
Greg Ensell, Randy Murray Productions

#### **AAPC North**

##### **Regional Level Gold**

Wisconsin Alliance for Reform - Milking  
Taxpayers  
FP1 Strategies

##### **Regional Level Silver**

Wisconsin Alliance for Reform - Scary  
FP1 Strategies

##### **Regional Level Bronze**

"Duh Crusher"  
The Strategy Group Co.

#### **AAPC South**

##### **Regional Level Gold**

Ozark  
Consensus Communications

##### **Regional Level Silver**

"Law and Order"  
OnMessage Inc.

#### **AAPC West**

##### **Regional Level Silver**

No Fake Democrats  
Elevated Campaigns

##### **Regional Level Bronze**

Before Us  
J&Z Strategies

# Winners

**N28 - Television - Independent Expenditure Campaign - For Local/Municipal/Mayoral - Small Budget (<\$1 million)**

**AAPC West**

**Regional Level Gold**

Tanya Ortiz Franklin for School Board - Kids First "For Everyone"  
Putnam Partners, LLC

**Regional Level Silver**

Tweeter  
Elevated Campaigns

**Regional Level Bronze**

Times  
Elevated Campaigns

**N29 - Television - Independent Expenditure Campaign - For Local/Municipal/Mayoral**

**AAPC West**

**Regional Level Gold**

Rick Blangiardi for Mayor - Be Change Now "Leader"  
Putnam Partners, LLC

**Regional Level Silver**

Movement  
BerlinRosen

**Regional Level Bronze**

On Alert  
J&Z Strategies

**N30 - Internet Advertising - For Governor**

**AAPC West**

**Regional Level Silver**

Greg Gianforte - Walt  
FP1 Strategies

**N31 - Internet Advertising - For Statewide (Non-Federal/Non-Gubernatorial)**

**AAPC Central**

**Regional Level Silver**

We Have the Power  
Pacific Campaign House

**Regional Level Bronze**

Lea Marquez Peterson for Corporate Commissioner  
IMGE

**AAPC North**

**Regional Level Gold**

Judgement Day: Terminating a Republican Majority on the Michigan Supreme Court  
Change Media Group

**AAPC South**

**Regional Level Gold**

"Victory"  
Our States Matter PAC

**N32 - Internet Advertising - For State Legislature**

**AAPC Central**

**Regional Level Gold**

Political Ad :30  
Content Media Co

**Regional Level Silver**

Rachel Zenzinger - Education  
Turn It Blue Digital

**Regional Level Bronze**

Hanson Brothers  
Indigo Strategies LLC

**AAPC North**

**Regional Level Gold**

Gun  
Content Media Co

**Regional Level Silver**

Rural Voter Institute - Hard Work  
FSSG

**Regional Level Bronze**

The Republican Democrats Vote For  
Data Genomix

**AAPC South**

**Regional Level Gold**

"Knock Knock"  
SBDigital

**Regional Level Silver**

"Trust"  
Our States Matter PAC

**Regional Level Bronze**

"Bold"  
Our States Matter PAC/SBDigital

**AAPC West**

**Regional Level Gold**

Eye Exam  
J&Z Strategies

**Regional Level Silver**

Keep Working  
J&Z Strategies

**Regional Level Bronze**

Do the Work  
J&Z Strategies

**N33 - Internet Advertising - For Local/Municipal/Mayoral - Small Budget (<\$1 million)**

**AAPC Central**

**Regional Level Gold**

Kim and Kassi  
Cook Consulting

**Regional Level Gold**

Public Defender  
BerlinRosen

**Regional Level Silver**

Christian Menefee for Harris County Attorney  
Foundation Blue Media, Independence Campaigns

**Regional Level Bronze**

John Brown's Education Experience  
"Stacks Up"  
Berni Consulting

**AAPC North**

**Regional Level Gold**

Our Home  
Metro Square

**Regional Level Silver**

Progressive Goals  
Publicity & Finite Visual

**AAPC South**

**Regional Level Gold**

Chef/Sheff  
West By God Virginia Productions

**AAPC West**

**Regional Level Gold**

Police Reform - Now!  
Blue State Consulting

**Regional Level Silver**

Treva Reid For Oakland City Council  
88spire

**Regional Level Bronze**

Change  
J&Z Strategies

**N34 - Internet Advertising - For Local/Municipal/Mayoral**

**AAPC Central**

**Regional Level Silver**

Jenny Wilson for Salt Lake County Mayor  
Quorum Creative, DSPolitical

**AAPC North**

**Regional Level Gold**

Joe Deters for Hamilton County Prosecutor  
RedRock Strategies

**Regional Level Silver**

Meeting the Moment: How Karen McDonald Mobilized Supporters of Criminal Justice Reform to Beat a 12-year Incumbent  
Change Media Group & Hardpin

**AAPC West**

**Regional Level Bronze**

George Gascón for Los Angeles District Attorney  
BerlinRosen, California Justice & Public Safety, DSPolitical

**N36 - Website - For Statewide (Non-Federal/Non-Gubernatorial)**

**AAPC West**

**Regional Level Silver**

Big, Beautiful Montana - Won't You Stay A While?  
McShane LLC



## THE 2021 REGIONAL POLLIE AWARDS

### **N37 - Website - For State Legislature**

#### **AAPC Central**

##### **Regional Level Gold**

LD-15 State Senate Primary - "Truth About Carter"

The Resolute Group

#### **AAPC South**

##### **Regional Level Gold**

Jose Javier Rodriguez for State Senate  
MDW Communications

#### **AAPC West**

##### **Regional Level Gold**

A Winning Design for Washington's Next Generation of Leadership - Liz Berry for State Representative  
Summit Strategy

### **N41 - Digital Independent Expenditure - For Statewide (Non-Federal/Non-Gubernatorial)**

#### **AAPC Central**

##### **Regional Level Gold**

We Have the Power  
Pacific Campaign House

#### **AAPC North**

##### **Regional Level Silver**

Judgement Day: Terminating a Republican Majority on the Michigan Supreme Court  
Change Media Group

### **N42 - Digital Independent Expenditure - For State Legislature**

#### **AAPC Central**

##### **Regional Level Gold**

New Mexico Senate Democratic Caucus  
Foundation Blue Media, Hopkins Sachs

##### **Regional Level Silver**

Arizonans for Better Healthcare: Healthcare Heroes for Heather Carter  
Greg Ensell, Randy Murray Productions

##### **Regional Level Bronze**

Putting Arizona Families First  
Trilogy Interactive

#### **AAPC North**

##### **Regional Level Gold**

DiSanto's Day Spa  
AmperSand Strategies

##### **Regional Level Silver**

Wisconsin Alliance for Reform - Milking Taxpayers  
FP1 Strategies

##### **Regional Level Bronze**

Wisconsin Alliance for Reform - Scary  
FP1 Strategies

#### **AAPC West**

##### **Regional Level Gold**

Fleming the Lemming  
J&Z Strategies

##### **Regional Level Silver**

Sellout Sanchez  
J&Z Strategies

##### **Regional Level Bronze**

Deserve  
J&Z Strategies

### **N43 - Digital Independent Expenditure - For Local/Municipal/Mayoral - Small Budget (<\$1 million)**

#### **AAPC West**

##### **Regional Level Gold**

FB Voter Target Candidate is the Best Choice  
Edmond Group LLC

##### **Regional Level Silver**

LUCHA - Gabriella Cázares-Kelly for Pima County Recorder  
The Colibri Collective

### **N44 - Digital Independent Expenditure - For Local/Municipal/Mayoral**

#### **AAPC West**

##### **Regional Level Silver**

On Alert  
J&Z Strategies

### **N45 - Radio Advertisement (Non-Federal)**

#### **AAPC Central**

##### **Regional Level Gold**

Hugh Finkelstein for Judge  
Cook Consulting

##### **Regional Level Silver**

New Mexico Native Voices  
CounterPoint Messaging

##### **Regional Level Bronze**

Reichman/RPI "Worth The Fight" Radio Ad  
Victory Enterprises

#### **AAPC North**

##### **Regional Level Gold**

Pam Snyder for State Representative - 'Jingle'  
The Win Company

##### **Regional Level Silver**

Novak for Assembly - "Nothing But Admiration"  
Content Creative Media

##### **Regional Level Bronze**

Brad Pfaff for Wisconsin Senate "Mindoro"  
AL Media

#### **AAPC South**

##### **Regional Level Gold**

Conley for Justice Committee - "Real Experience" (Radio ad)  
Content Creative Media

##### **Regional Level Silver**

Slam Dunk  
Cornerstone Solutions

##### **Regional Level Bronze**

Horsepower  
Consensus Communications

#### **AAPC West**

##### **Regional Level Gold**

Scott Wilk for Senate: Kipp Knows Better  
Madison McQueen

##### **Regional Level Silver**

Fox in the Henhouse  
Hackney & Hackney for Axiom Strategies

##### **Regional Level Bronze**

Assembly District 13 Jeopardy!  
CrossCurrentsLLC

### **N46 - Field Program (Non-Federal)**

#### **AAPC Central**

##### **Regional Level Gold**

Show Me Victory: Canvassing Across "Muzz-er-uh"  
Young Americans for Liberty

#### **AAPC North**

##### **Regional Level Silver**

Flipping New Hampshire  
Young Americans for Liberty

#### **AAPC South**

##### **Regional Level Bronze**

The Whirling Dervishes  
Scott Stone & Company

#### **AAPC West**

##### **Regional Level Gold**

Viva Las Vegas: How We Ousted a Dem Incumbent in Sin City  
Young Americans for Liberty

### **N47 - Field - GOTV (Non-Federal)**

#### **AAPC Central**

##### **Regional Level Silver**

Show Me Victory: Canvassing Across "Muzz-er-uh"  
Young Americans for Liberty

#### **AAPC North**

##### **Regional Level Gold**

Flipping New Hampshire  
Young Americans for Liberty

##### **Regional Level Bronze**

Mount Laurel Democrats Win Control of Town Hall  
Muller Public Strategies

#### **AAPC South**

##### **Regional Level Silver**

A New Wind Blows: How We Flipped 6 Blue Seats in Appalachia  
Young Americans for Liberty

#### **AAPC West**

##### **Regional Level Silver**

Potatoes and Bibles - GOTV in the Idaho GOP Primary  
Young Americans for Liberty



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# Pollie Contest Winners

The Pollie Awards have always represented the best work in political advertising, but this year's entries set a new standard of innovation needed to address the challenges of a global pandemic.

Over 400 firms submitted a record-breaking 2,700+ entries to the 2021 Pollie Contest. Each entry was carefully evaluated for political effectiveness, creativity and production values in the context of its campaign goals. In addition, Pollie judges assessed whether or not an entry met AAPC's higher standards for citations and comportment with the AAPC Professional Code of Ethics.

AAPC salutes this year's winners for their outstanding creative and technical achievements in the 2020 cycle!

# Winners

## Overall - Candidate Division

### A01 - Best Direct Mail Campaign - Democrat

#### Gold

**Masks**  
The Strategy Group

#### Silver

**Miami-Dade County Commission District 5 Campaign**  
MDW Communications

#### Bronze

**Heroes Need Help - Cutter for Colorado**  
Superior Blue

### A02 - Best Direct Mail Campaign - Republican

#### Gold

**One Tough Sheriff & A Bare-Knuckled Brawl Victory**  
Axiom Strategies

#### Silver

**Susan Collins Direct Mailers**  
Sinclair Public Affairs

#### Bronze

**SCGOP/Graham for Senate**  
First Tuesday Strategies

### A03 - Best Television Campaign - Democrat

#### Gold

**Herb Wesson for LA County Supervisor**  
Putnam Partners, LLC

#### Silver

**Biden Harris African American Paid Media Campaign**  
Truxton Creative, Biden Media Team

#### Bronze

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

### A04 - Best Television Campaign - Republican

#### Gold

**Collins for Senator**  
McCarthy Hennings Whalen

#### Silver

**Scott Franklin for Congress**  
Consensus Communications

#### Bronze

**Business Testimonials - Dan Bishop**  
Innovative Politics

### A05 - Best Digital Campaign - Democrat

#### Gold

**Warnock for Georgia**  
AL Media

#### Silver

**Capt. Mark Kelly for Senate**  
Left Hook

#### Bronze

**Combining Innovation and Personality with Tried and True Tactics**  
Authentic

### A06 - Best Digital Campaign - Republican

#### Gold

**Bless Tess Series - Bob Steinburg**  
Innovative Politics

#### Silver

**Scary Terri Series - Joyce Krawiec**  
Innovative Politics

#### Bronze

**Lindsey Graham for Senate**  
Campaign Solutions

### A07 - Best Phone Campaign - Democrat

#### Silver

**Bernie 2020, California No Party Preference (NPP)**  
Solidarity Strategies, LLC

#### Bronze

**Winning a Democratic Supermajority in the Illinois House**  
Winning Connections

### A08 - Best Phone Campaign - Republican

#### Silver

**Jim Jordan for Congress P2P Texting**  
Campaign Solutions

#### Bronze

**Lindsey Graham for Senate P2P Texting**  
Campaign Solutions

### A09 - Best Radio Campaign - Democrat

#### Gold

**Sports Talk Radio to Target Black Men in Georgia Runoff**  
20-20 Insight, LLC

### A10 - Best Radio Campaign - Republican

#### Gold

**Downing for Montana**  
Hackney & Hackney for Axiom Strategies

#### Silver

**Too Liberal**  
Hackney & Hackney

### A11 - Best Fundraising Campaign - Democrat

#### Gold

**John Hickenlooper for Senate: Combining Innovation with Tried and True Tactics**  
Authentic

### A12 - Best Fundraising Campaign - Republican

#### Gold

**Elise for Congress**  
The Prosper Group

#### Silver

**Bice for Congress**  
Targeted Victory

#### Bronze

**McConnell Senate Committee**  
Targeted Victory

### A13 - Best Field Campaign - Democrat

#### Silver

**NY-09 COVID Field GOTV Program**  
Hamilton Campaign Network

### A14 - Best Field Campaign - Republican

#### Gold

**Flipping New Hampshire**  
Young Americans for Liberty

#### Silver

**Pivoting Due to COVID: How our No-Contact Field Program Kept us in the Fight**  
Young Americans for Liberty

#### Bronze

**Potatoes and Bibles - Winning in the Idaho GOP Primary**  
Young Americans for Liberty

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

#### Gold

**Deep Dive into the 1980's NYC Club Scene Secures Supermajority**  
Grindstone Research LLP & The Parkside Group

#### Silver

**Glorious**  
The Strategy Group

#### Bronze

**The Cats and the Rat**  
Green Alley Strategies

### A16 - Best Use of Opposition Research - Republican

#### Gold

**Allen Wellons - Shady Senator**  
The Differentiators

#### Silver

**AFAO PAC - Kimbrell for Senate**  
First Tuesday Strategies

#### Bronze

**Anti-Endorsements**  
The Strategy Group Co.

### A17 - Best in Show - Democrat

#### Gold

**Mobilizing Swing Voters for Joe Biden**  
Bully Pulpit Interactive





## THE 2021 POLLIE AWARDS

### Silver

#### Biden Harris African American Paid Media Campaign

Truxton Creative, Biden Media Team

### Silver

#### Winning the 9 Key States that Decided the Presidential Election

SKDKnickerbocker

### A18 - Best in Show - Republican

#### Gold

#### Black Lives Matter & Baltimore Lives Matter

Arsenal Media Group

### Silver

#### Collins for Senator - Bill Green TV, Radio & Digital Ads

McCarthy Hennings Whalen

### Bronze

#### Preserve America PAC

FP1 Strategies

## Overall - Ballot Initiative Division

### A19 - Best Direct Mail Campaign

#### Gold

#### Yes on Prop 22

Imprenta Communications

### Silver

#### Yes on Amendment B

76 Group

### Bronze

#### No on Prop 15

Swing Strategies

### A20 - Best Television Campaign

#### Gold

#### Missourians for Healthcare

FP1 Strategies

### Silver

#### Yes Norfolk Committee - All In

POOLHOUSE

### Bronze

#### Yes on California's Proposition 19

Strother Nuckels Strategies

### A21 - Best Digital Campaign

#### Gold

#### Rocky Mountain Wolf Action Fund (Yes on 114)

Boulder Strategies LLC

### Silver

#### NAACP "Distracted"

SKDK

### Bronze

#### Fair Maps Virginia

Strategic Partners & Medias

### A23 - Best Radio Campaign

#### Silver

#### California's Yes on 19

Strother Nuckels Strategies

### A25 - Best in Show

#### Gold

#### Michigan Natural Resources Trust Fund

Kivvit

### Silver

#### Yes on California's Proposition 19

Strother Nuckels Strategies

## Overall - Public Affairs/Issue Advocacy Division

### A26 - Best Direct Mail Campaign

#### Silver

#### Food Insecurity

The Differentiators

### Bronze

#### Forward Justice

Solidarity Strategies, LLC

### A27 - Best Television Campaign

#### Gold

#### COVID Response Campaign

The NOW Group

### Silver

#### Ohio Hospital Association - "Do the Right Thing"

Content Creative Media

### Bronze

#### CWP Outdoor Voting Bloc TV Campaign

RALLY

### A28 - Best Digital Campaign

#### Gold

#### Member to Member Issue Advocacy

Strother Nuckels Strategies

### Silver

#### NAACP Civic Engagement

SKDK

### Bronze

#### Prescription Drug Price Campaign

Go Big Media Inc.

### A29 - Best Phone Campaign

#### Bronze

#### Carbon Free New York Carbon Pricing Tele Town Hall

Metropolitan Public Strategies Inc

### A30 - Best Radio Campaign

#### Gold

#### Can't Get Them Out of Your Head - Detroit's Early Vote Jingles

Alper Strategies & Media

### A31 - Best Fundraising Campaign

#### Gold

#### Leidos PAC - Email Campaign

Sagac Public Affairs

### Silver

#### Loan Syndications and Trading Association: LSTA Fundraising Campaign

Sagac Public Affairs

### Silver

#### End of Year Custom Booklet Multiplies Donations for Think Tank

The Zoldak Agency

### Bronze

#### Restaurant PAC - Fall Race to 100K

Sagac Public Affairs

### A32 - Best Newspaper Campaign

#### Gold

#### Who's Really F\*\*\*ing California?

Berman and Company

### Silver

#### DCCC Cycle of Engagement Newspaper Campaign

RALLY

### Bronze

#### WIGA Sports Wagering Campaign

True Blue Strategies

### A34 - Best in Show

#### Gold

#### WIGA Sports Wagering Campaign

True Blue Strategies

### Gold

#### Stop Pebble Mine

True Blue Strategies

### Silver

#### COVID Response Campaign

The NOW Group

### Bronze

#### The New Mississippi State Flag

Godwin.

## Overall - Miscellaneous

### A35 - Best New and Unusual Tactic

#### Gold

#### Leveraging Values to Identify and Target Persuadable Voters

Resonate

### Silver

#### E-Signatures to Qualify for the Ballot

Trilogy Interactive

### Bronze

#### Integrated Mail-To-Text Plans

Creative Direct

### A36 - Best Data Analytics Solution

#### Gold

#### Creative Optimizer

Echelon Insights



# Winners

## Silver

**Protect Their Future: Joe Biden for President**  
Causal IQ

## Bronze

**TV Intelligence**  
MiQ Digital

## A37 - Best Use of Data Analytics/Machine Learning

### Gold

**VoteVets, Facebook Messenger Campaign**  
Solidarity Strategies, LLC

### Silver

**The 2020 Presidential Election Voter Landscape - A Voter Segmentation Study Using Machine Learning**  
Resonate

### Bronze

**Optimizing Biden Digital Ads Based on Real-World Voting Behavior**  
Bully Pulpit Interactive

## A38 - For Supreme Court of the United States Justice

### Gold

**ACB**  
John Loe and Strategic Partners & Media

### Silver

**ACB**  
Ascent Media & Imge

## Direct Mail - Candidate Division

### B01- For Presidential Primary

#### Gold

**Bernie 2020**  
Solidarity Strategies, LLC

### B02 - For President

#### Silver

**Biden's Touchdown**  
SKDKnickerbocker

#### Silver

**2:00 AM**  
Jamestown Associates

#### Bronze

**The Great American Comeback**  
Cavalier Communications

### B03 - For U.S. Senate

#### Gold

**Honest George**  
Lisella Public Affairs

#### Silver

**The Wiz**  
Lisella Public Affairs

## Bronze

**Cal's Pals**  
Lisella Public Affairs

## B04 - For U.S. House of Representatives

### Gold

**Scratch Off**  
Wildfire Mail

### Silver

**Tipirneni - Flipbook**  
Bergmann Zwerdling Direct

### Bronze

**The Schweikert Report**  
Bergmann Zwerdling Direct

## B05 - For Special Election - Federal

### Silver

**Indivisible**  
Solidarity Strategies, LLC

## B06 - For PAC/Super PAC

### Gold

**"Jackpot Justice Election Edition" Scratch-Off**  
BullsEye Public Affairs, LLC

### Silver

**I am Speaking**  
Sisneros Strategies

### Bronze

**The Senate's Outsourcing King**  
JPM+M

## B07 - For Organization

### Gold

**Stake**  
Bergmann Zwerdling Direct

### Silver

**DCCC Bully Package**  
ABD Direct

### Bronze

**Exports**  
Elevated Campaigns

## B08 - Bilingual/Multilingual/Foreign Language

### Gold

**Poder NC Action, "Walter Mercado" Mailer**  
Solidarity Strategies, LLC

### Silver

**Nuestro Luchador Frente a Trump**  
The Strategy Group

### Bronze

**Biden For President - "Command" Direct Mail**  
Mosaic Campaigns

## B09 - Early Voting/Absentee Ballot/ Vote-by-Mail

### Gold

**How we Used a Puppy to Boost VBM Paper Registration Rates in PA-8**  
Bronstein & Weaver, Inc.

### Silver

**LUCHA Blue Mailer**  
The Colibri Collective

### Bronze

**Naked**  
Bergmann Zwerdling Direct

## B10 - Best Use of Humor

### Gold

**"Clown Show"**  
The Strategy Group Co.

### Silver

**Churchill**  
Lisella Public Affairs

### Bronze

**"Sniffing Out" the Issues Postcard - OK HD 66**  
GrPro

## B11 - Best Use of Negative or Contrast

### Gold

**You'll Rue the Day**  
TJP Strategies

### Silver

**Wrong Capitol, Bro.**  
Murphy Nasica & Associates

### Bronze

**Harley "Two-Face"**  
Venture Strategic

## B12 - Best Use of Illustration or Photography

### Gold

**Safe Schools Coloring Book**  
Amplify Campaigns

### Silver

**Masks**  
CLCS

### Bronze

**Re-Run Renier**  
MDW Communications

## B13 - Best Use of Social Pressure

### Gold

**Bill Brough Dossier**  
Venture Strategic

## B14 - Best Use of Targeting

### Silver

**Supported by Trump**  
First Tuesday Strategies



## THE 2021 POLLIE AWARDS

### Bronze

#### MAGA Poster

First Tuesday Strategies

### B15 - Best Use of Slate Mail

#### Gold

##### Vote the Whole Slate

The Strategy Group

#### Silver

##### "Delaware County"

The Strategy Group Co.

#### Bronze

##### Democratic South San Diego County Slate

Grassroots Resources

### B16 - GOTV - Presidential

#### Gold

##### I am Speaking

Sisneros Strategies

#### Bronze

##### Biden For President - "Run Walk or Drive" Direct Mail

Mosaic Campaigns

### B17 - GOTV - Federal

#### Gold

##### Undeniable Results

First Tuesday Strategies

### B19 - Independent Expenditure Campaign - President

#### Gold

##### Free Lunch

The Strategy Group

#### Silver

##### Nobody

GrassrootsLab

### B20 - Independent Expenditure Campaign - U.S. Senate

#### Gold

##### 314 Action PAC to support Jon Ossoff for Senate - "Grinch"

The Dover Strategy Group

#### Silver

##### Pettus Bridge

Ourso Beychok

#### Bronze

##### Who Wants to Be a Senator?

The Strategy Group

### B21 - Independent Expenditure Campaign - U.S. House of Representatives

#### Gold

##### Demolished

Axiom Strategies

### Silver

##### Sided with the Mob

Big Dog Strategoes

### Bronze

##### Spooky

SKDKnickerbocker

### B22 - Independent Expenditure Campaign - Special Election - Federal

### Bronze

##### Indivisible, Georgia Senate Runoff Mailer

Solidarity Strategies, LLC

## Direct Mail - Ballot Initiative Division

### B23 - For Statewide

#### Silver

##### Prop 19 Wildfire Victims

JPM+M

### Bronze

##### Districts

Convergence Targeted Communications

### B24 - For Local

#### Gold

##### 7000

Bergmann Zwerdling Direct

#### Silver

##### Maricopa County Voter Times: All the news that we could afford to print

HighGround, Inc.

### Bronze

##### Yes on Measure R "No one is above the law" Mailer

50+1 Strategies, LLC

### B25 - GOTV

#### Gold

##### Dog Pound

JPM+M

### B26 - Bilingual/Multilingual/Foreign Language

#### Gold

##### Yo Voto

Sisneros Strategies

## Direct Mail - Public Affairs/Issue Advocacy Division

### B29 - For National

#### Silver

##### Nothing New Under the Sun...

HSP Direct

### B30 - For Statewide

#### Gold

##### End of Year Custom Booklet Multiplies

Donations for Think Tank

The Zoldak Agency

#### Silver

##### Chasing Sales

Platform Communications.com

### Bronze

##### Forward Justice

Solidarity Strategies, LLC

### B31 - For Local

#### Silver

##### Texas First Coalition - Don't Gamble with

Texas Students

Mayes Media Group

### Bronze

##### Food Insecurity

The Differentiators

## Direct Mail - Miscellaneous

### B32 - Best Use of Opposition Research

#### Gold

##### He Answered The Call

Superior Blue

#### Silver

##### McConnell for Senate - 51st State

The Lukens Company

### Bronze

##### Harder - Own Words

Bergmann Zwerdling Direct

## Television - Candidate Division

### C01 - For Presidential Primary

### Bronze

##### John Delaney: Real Solutions

Compelling Entertainment

### C02 - For President

#### Gold

##### Barns for Biden

GtP Media/Biden for President

#### Silver

##### Strength

Jamestown Associates

### Bronze

##### TRUMP'S DESCENT

Devine Mulvey Longabaugh

### C03 - For U.S. Senate

#### Gold

##### Roger Marshall "Flames"

PRIME Media Partners

# Winners

## Silver

Roger Marshall "Heartbeat"  
PRIME Media Partners

## Bronze

MJ Hegar for Senate "Carpool"  
Putnam Partners, LLC

## C04 - For U.S. House of Representatives

### Gold

Teresa for All: "Tamales"  
Sena Kozar Strategies

### Silver

Joyce Elliott for Congress "Rise"  
Putnam Partners, LLC

### Bronze

Julie Oliver The Job Demolisher  
Go Big Media Inc.

## C05 - For Special Election - Federal

### Bronze

NRCC-IE (CA-25 Special) "Imagine"  
Honold Communications, Inc.

## C06 - For PAC/Super PAC

### Gold

"Profit" UA IE in Georgia Senate  
Strother Nuckels Strategies

### Silver

Standing with Conservatives "Number One"  
PRIME Media Partners

### Silver

"Dress Up"  
Bullhorn Communications

### Bronze

How Can They  
Jamestown Associates

## C07- Bilingual/Multilingual/Foreign Language

### Gold

Young Kim: "Profited" (Korean and English)  
Honold Communications, Inc.

### Silver

Una Nueva Misión  
MAP Political Communications

### Bronze

"Influence"  
OnMessage Inc.

## C08 - Best Use of Humor

### Gold

Rochester Hillsbilly  
Indigo Strategies LLC

### Silver

"Boots"  
Bullhorn Communications

### Bronze

Hanson Brothers  
Indigo Strategies LLC

## C09 - Best Use of Negative or Contrast

### Gold

"Jumpstart"  
The Strategy Group Co.

### Silver

Preserve America PAC - Alyssa  
FP1 Strategies

### Bronze

Preserve America PAC - Muellers  
FP1 Strategies

## C10 - Best Use of Personality or Celebrity

### Gold

Biden Harris African American Paid Media Campaign  
Truxton Creative, Biden Media Team

### Silver

Collins for Senator "Dogs"  
McCarthy Hennings Whalen

### Bronze

Kristin  
Dixon Davis Media Group

## C11 - Independent Expenditure Campaign - Presidential Primary

### Gold

Divided Country  
Firm: Backstory Strategies Client: VoteVets

## C12 - Independent Expenditure Campaign - President

### Gold

Joe Biden for President - Unite the Country  
"Deserve"  
Putnam Partners, LLC

### Silver

Sobo  
Dixon Davis Media Group

### Bronze

Our Moment  
Firm: Backstory Strategies Client(s): VoteVets & The Lincoln Project

## C13 - Independent Expenditure Campaign - U.S. Senate

### Gold

"Profit" UA IE in Georgia Senate  
Strother Nuckels Strategies

### Silver

What We Learned | NRSC Maine Independent Expenditure  
Strategic Partners & Media

### Bronze

Unstoppable-Tom Tillis, Americans for Prosperity Action  
Innovative Politics

## C14 - Independent Expenditure Campaign - U.S. House of Representatives

### Gold

"Expecting" UA for Abigail Spanberger for Congress  
Strother Nuckels Strategies

### Silver

NRCC-IE (NY-02) "Relieved"  
Honold Communications, Inc.

### Bronze

Congressional Leadership Fund NY-11  
"Defund"  
PRIME Media Partners

## C15 - Independent Expenditure Campaign - Special Election

### Gold

Body Bags  
J&Z Strategies

### Bronze

Veterans React to Warnock  
Arsenal Media Group

## C16 - Best Use of Targeting

### Gold

Julián Castro for President - "Ya Basta"  
Left Hook and CN4 Partners

### Silver

Jack  
Dixon Davis Media Group

## Television - Ballot Initiative Division

## C17 - For Statewide

### Gold

Colorado Families First: "April"  
Sena Kozar Strategies

### Silver

Endless Opportunities  
Go Big Media Inc.

### Bronze

House of Cards  
SCRB Strategies

## C18 - For Local

### Gold

Columbus State for a Strong Future - TV Spot for Columbus State Community College's Issue 21  
Burges & Burges Strategists

### Silver

"Blank Check" No on 2A  
Strother Nuckels Strategies

### Bronze

Women for Bristol  
Cornerstone Solutions

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# Winners

## Television

### C19 - Bilingual/Multilingual/Foreign Language

#### Bronze

Colorado Families First: "Choose (Spanish)"  
Sena Kozar Strategies

## Television - Public Affairs/Issue Advocacy Division

### C20 - For National

#### Gold

CWP, "We Vote Here"  
RALLY

#### Silver

Synthetic Meat Spelling Bee  
Berman and Company

#### Bronze

Paid Leave For All "Our Humanity"  
Putnam Partners, LLC

### C21 - For Statewide

#### Gold

Game Time  
The Parkside Group

#### Silver

California Fights Flavors  
CATECOMM & Foundation Public, LLC

#### Bronze

Ohio Hospital Association -  
"Nothing Prepares You"  
Content Creative Media

### C22 - For Local

#### Gold

LA Clippers "Something More"  
Putnam Partners, LLC

#### Silver

PBC VOTES 2020: Election Ready  
Cornerstone Solutions

#### Bronze

South Fork Wind  
Metropolitan Public Strategies Inc

## Digital - Candidate Division

### D01 - Internet Advertising - Presidential Primary

#### Gold

Bernie 2020, Nevada Campaign  
Solidarity Strategies, LLC

### D02 - Internet Advertising - President

#### Gold

The First  
Firm: Backstory Strategies Client: VoteVets

#### Silver

Trump's Descent  
Devine Mulvey Longabaugh

#### Bronze

Imagine  
Firm: Backstory Strategies  
Client: The Lincoln Project

### D03 - Internet Advertising - U.S. Senate

#### Gold

Warnock for Georgia "Election Day"  
AL Media

#### Silver

Game Time  
Ad Central

#### Bronze

Capt. Mark Kelly for Senate - Digital Campaign  
Left Hook

### D04 - Internet Advertising - U.S. House of Representatives

#### Gold

Curtis for Congress - Gets Things Done  
POOLHOUSE

#### Silver

Rob Wittman for Congress  
Push Digital

#### Bronze

"Step Forward"  
The Strategy Group Co.

### D05 - Internet Advertising - Special Election - Federal

#### Gold

Capt. Mark Kelly for Senate  
Left Hook

#### Bronze

Care  
J&Z Strategies

### D06 - Internet Advertising - Best Use of Search Engine Marketing

#### Gold

Searching For Justice: Helping Voters Learn  
About Supreme Court Candidates  
Change Media Group

### D07 - Internet Advertising - Best Use of Targeting

#### Gold

Kat Cammack: Chicken Sh\*t  
RightVoter, LLC

#### Silver

From H Mart to the Polls  
Pacific Campaign House

#### Bronze

Biden for President - Using AI to Find  
Unreachable Supporters  
Authentic

### D08 - Internet Advertising - Best Use of Email Marketing for Digital Acquisition Campaign

#### Gold

First Campaign on the Ballot Through Digital  
Signatures in a COVID-19 Lockdown  
McShane LLC

#### Silver

Elise for Congress Acquisition  
The Prosper Group

### D09 - Website - Presidential Primary

#### Bronze

John Hickenlooper for President  
Apollo Artistry

### D11 - Website - U.S. Senate

#### Gold

Jon Ossoff for U.S. Senate  
Apollo Artistry

#### Silver

John James for Senate  
IMGE

#### Bronze

Reverend Warnock for U.S. Senate  
Apollo Artistry

### D12 - Website - U.S. House of Representatives

#### Silver

Rob Wittman for Congress  
Push Digital

#### Bronze

Donald McEachin for Congress  
MDW Communications

### D13 - Website - Special Election - Federal

#### Gold

Warnock Special Election  
Apollo Artistry

### D14 - Web Video

#### Gold

Julie Oliver the Job Demolisher  
Go Big Media Inc.

#### Silver

Alexandria Ocasio-Cortez for Congress -  
'Systemic Change'  
The Win Company

#### Bronze

Jersey Shore Extended  
Jamestown Associates

### D15 - Digital Creative - Stand Alone

#### Gold

Alexandria Ocasio-Cortez for Congress -  
'Systemic Change'  
The Win Company



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## Silver

**Capt. Mark Kelly - "Level Up"**  
Left Hook

## Bronze

**Julie Oliver The Job Demolisher**  
Go Big Media Inc.

## D16 - Digital Creative - Full Set

### Gold

**Capt. Mark Kelly for Senate**  
Left Hook

### Silver

**Traitor**  
Firm: Backstory Strategies Client: VoteVets

### Bronze

**Rural Voter Institute**  
FSSG

## D17 - Bilingual/Multilingual/Foreign Language

### Gold

**Life or Death**  
J&Z Strategies

### Silver

**If I were President? What would you do?**  
Devine Mulvey Longabaugh & Solidarity Strategies

### Bronze

**"Mi País"**  
Nuestro PAC

## D18 - Best Use of Social Media

### Gold

**Capt. Mark Kelly - Best Use of 360, VR or AR**  
Left Hook

### Silver

**Team Warren Has a Tweet for That**  
Warren for President

## D19 - Best Use of Social Media - Digital Acquisition Campaign

### Gold

**A Political Home for Women of Color**  
Pacific Campaign House

### Silver

**Pairing Digital Acquisition with Voter ID and Fundraising Efforts**  
AdVictory

### Bronze

**First Campaign on the Ballot Through Digital Signatures in a COVID-19 Lockdown**  
McShane LLC

## D20 - Best Use of Video

### Gold

**I Remember the Place...**  
BuzzMaker

### Silver

**Gold Stars**  
Firm: Backstory Strategies Client: VoteVets

## Bronze

**Capt. Mark Kelly - "Level Up"**  
Left Hook

## D21 - Best Use of a Meme

### Silver

**Jillian Freeland for Congress - Femnobot**  
1833 Group LLC

## D22 - Best Viral Campaign

### Gold

**Our Moment**  
Firm: Backstory Strategies  
Client(s): VoteVets & The Lincoln Project

### Silver

**Jaime Harrison for Senate "Dirt Road"**  
AL Media

### Bronze

**Political Ad 60**  
Content Media Co

## D23 - Best Use of Email Marketing (Non-Fundraising)

### Gold

**John Prine**  
FOGLAMP

## D24 - Best Use of Humor

### Gold

**Endorsement**  
J&Z Strategies

### Silver

**Job Interview**  
CounterPoint Messaging

### Bronze

**Political Ad 60**  
Content Media Co

## D25 - Best Use of Negative or Contrast

### Gold

**Julie Oliver the Job Demolisher**  
Go Big Media Inc.

### Silver

**"Profit" UA IE in Georgia Senate**  
Strother Nuckels Strategies

### Bronze

**Democratic Majority on behalf of Janet Yang Rohr - "NRA"**  
Dover Strategy Group

## D27 - Independent Expenditure Campaign - Presidential

### Gold

**Imagine**  
Firm: Backstory Strategies Client: The Lincoln Project

### Silver

**Committee to Protect Medicare: Joe Understands Healthcare**  
Change Media Group & Hardpin

## Bronze

**Dem Hypocrites**  
Arsenal Media Group

## D28 - Independent Expenditure Campaign - U.S. Senate

### Gold

**TikTok - Impact - Georgia Senate Special Election AAPI Outreach**  
Left Hook

### Silver

**"Profit" UA IE in Georgia Senate**  
Strother Nuckels Strategies

### Bronze

**UA for Mark Kelly, "Soar"**  
Strother Nuckels Strategies

## D29 - Independent Expenditure Campaign - U.S. House of Representatives

### Gold

**"Bob & Sue"**  
Bullhorn Communications

### Silver

**"Expecting" UA for Abigail Spanberger for Congress**  
Strother Nuckels Strategies

### Bronze

**House Majority PAC "Three Chances"**  
AL Media

## D30 - Independent Expenditure Campaign - Special Election - Federal

### Gold

**McSally's Restaurant**  
J&Z Strategies

### Silver

**Veterans React to Warnock**  
Arsenal Media Group

## Digital - Ballot Initiative Division

### D31 - Internet Advertising

#### Gold

**Winning Marijuana Legalization in Montana**  
Trilogy Interactive

#### Silver

**Michigan Natural Resources Trust Fund**  
Kivvit

#### Bronze

**Yes on 2 - Medicaid Expansion for Missouri**  
Hamburger Group Creative, Stronger Than Communications, DSPolitical

### D32 - Website

#### Gold

**Yes on 22's Dual Website for Coalition-Building & Voter Persuasion**  
BASK Digital Media, Winner & Mandabach Campaigns, Bicker, Castillo, & Fairbanks

# Winners

## D33 - Web Video

### Gold

Montgomery Explainer  
CounterPoint Messaging

### Silver

Endless Opportunities  
Go Big Media Inc.

### Bronze

Stop the Metro Wage Tax - Labor Day  
FP1 Strategies

## D34 - Digital Creative - Stand Alone

### Silver

Day in the Life  
Stronger Than Communications & Hamburger  
Group Creative

### Bronze

Yes on Amendment B  
76 Group, OnSight Public Affairs, and Saguaro  
Strategies

## D35 - Digital Creative - Full Set

### Gold

Yes on 19 - California  
Strother Nuckels Strategies

### Silver

Rocky Mountain Wolf Action Fund (Yes on  
114)  
Boulder Strategies LLC

### Bronze

Yes On National Popular Vote Wins in  
Colorado With Three Creative Takes  
Authentic

## D37 - Best Use of Social Media

### Silver

How we Reversed Public Opinion from 70%  
YES to 76% NO in the COVID-19 Era of  
Campaigning  
EFFCT & Strother Nuckels Strategies

## Digital - Public Affairs/Issue Advocacy Division

### D38 - Internet Advertising

#### Gold

Sudan "Justice for the Victims of Embassy  
Bombing"  
Marathon Strategies

#### Silver

Defending Civil Justice - Parents  
FSSG

#### Bronze

Democrats on Payroll Tax Then and Now  
Committee To Unleash Prosperity

### D39 - Website

#### Gold

Freelancers Fight Back  
Berman and Company

### Silver

Stop Pebble Mine  
True Blue Strategies

### Bronze

Show Me the Way - The One-Stop-Shop for  
First-Time Early Voters in Detroit  
Alper Strategies & Media

## D40 - Web Video

### Gold

Campaign for Tobacco Free Kids –  
Enough is Enough  
CATECOMM & Foundation Public, LLC.

### Silver

NAACP "Common - Georgia"  
SKDK

### Bronze

Way to Lead - 'What's Possible'  
The Win Company

## D41 - Best Use of Email Marketing (Non- Fundraising)

### Gold

Merck PAC Vote by Mail Step By Step  
Infographic  
Sagac Public Affairs

### Silver

Christmas Is Canceled: Santa's Story  
Shoreline Strategies, LLC

### Bronze

Prudential PAC Women Suffrage Anniversary  
Email  
Sagac Public Affairs

## D42 - Best Use of Social Media

### Gold

#SaveOurStages  
National Independent Venue Association

### Silver

Save the Rock Block  
Calvert Street Group

### Bronze

When We All Vote Used Social Media to Turn  
Out Voters & Change Voting Culture  
When We All Vote

## Phones - Candidate Division

### E01 - Automated Calls

#### Gold

Dedicated Dad - Wuliger for Commissioner  
The Strategy Group Co.

#### Silver

Love Letters to the Nation  
CampaignHQ

#### Bronze

The Good Doctor Paul for Marchant  
McShane LLC

## E02 - Live Calls

### Gold

Using Voter Rationalization to Shore Up Base  
Support  
Winning Connections

### Silver

Making Sure Every Michigander's Vote Counts  
Winning Connections

### Bronze

Framing the Election and Educating Voters  
Winning Connections

## E03 - Telephone Town Hall Call/Forum Call

### Gold

"A Key Endorsement - Hagerty for U.S. Senate"  
Front Porch Strategies

### Silver

30 Days and Counting  
McShane LLC

### Bronze

A Texas-Sized Telephone Town Hall  
CampaignHQ

## Phones - Public Affairs/Issue Advocacy Division

### E06 - Patch-Through Program Autodial/ Live

#### Bronze

"Say No to Criminalizing Poverty - Healthy  
Housing Foundation"  
The Strategy Group Co.

## E07 - Telephone Town Hall Call/Forum Calls

### Bronze

PBC VOTES 2020 Tele-Town Hall  
Cornerstone Solutions

## Phones - Miscellaneous

### E08 - Best Use of Automated SMS Texting

#### Gold

"It's Time" - Change the MS State Flag  
BullsEye Public Affairs, LLC

### E09 - Best Use of Peer to Peer Texting

#### Gold

Bridging the TV-Texting Divide: Enhanced  
Multimedia Texting  
RumbleUp

#### Silver

Ashley Hinson for Congress  
Targeted Victory



# THE 2021 POLLIE AWARDS

## Bronze

Look Mom, the Governor is Telling ME  
How to Vote Early!  
Alper Strategies & Media

## E11 - Best Use of Peer to Peer Fundraising

### Gold

Lacy Johnson  
RightVoter, LLC

## Radio - Candidate Division

### F01 - For Presidential Primary

#### Bronze

Bernie 2020, Nevada Campaign  
Solidarity Strategies, LLC

### F02 - For President

#### Gold

Biden Harris African American Paid Media Campaign  
Truxton Creative, Biden Media Team

### F03 - For U.S. Senate

#### Gold

Collins for Senator "Zilch"  
McCarthy Hennings Whalen

#### Gold

Miss Lindsey  
Paul Caprio and Associates

#### Silver

Dawn Radio  
Steve Grand Media

### F04 - For U.S. House of Representatives

#### Gold

Julie Oliver The Job Demolisher  
Go Big Media Inc.

#### Silver

Too Liberal  
Hackney & Hackney

#### Bronze

"Justice"  
RSH Campaigns

### F06 - For PAC/Super PAC

#### Gold

"Public Service Announcement"  
The Strategy Group Co.

#### Silver

Congressional Jeopardy  
Ascent Media

#### Bronze

"Taxed A Lot"  
OnMessage Inc.

### F07 - Bilingual/Multilingual/Foreign Language

#### Gold

People for American Way "El Cucuy"  
The Colibri Collective

#### Silver

Bernie 2020  
Solidarity Strategies, LLC

#### Bronze

Biden For President - "Quienes Somos" Radio  
Mosaic Campaigns

### F08 - Best Use of Humor

#### Gold

Collins for Senator "Zilch"  
McCarthy Hennings Whalen

#### Silver

Assembly District 13 Jeopardy!  
CrossCurrentsLLC

#### Bronze

Reject "Jackpot Justice"  
BullsEye Public Affairs, LLC

### F09 - Best Use of Negative or Contrast

#### Gold

Fox in the Henhouse  
Hackney & Hackney for Axiom Strategies

#### Silver

Julie Oliver the Job Demolisher  
Go Big Media Inc.

#### Bronze

"Public Service Announcement"  
The Strategy Group Co.

### F10 - Independent Expenditure Campaign

#### Gold

Millions of Michiganians, "This Is It"  
The New Media Firm

#### Silver

"Thirsty?"  
Strother Nuckels Strategies

#### Bronze

UltraViolet Action and UnidosUS Action Fund  
Solidarity Strategies, LLC

## Radio - Ballot Initiative Division

### F11 - Best Use of Radio

#### Gold

Waze | Vote for Roads Arkansas  
Strategic Partners & Media

#### Bronze

Real Voices of California  
Strother Nuckels Strategies

## Radio - Public Affairs/Issue Advocacy Division

### F12 - Best Use of Radio

#### Gold

The Moment: A Jingle to Get You to the Polls Early  
Alper Strategies & Media

#### Silver

Alaska Doesn't Need to be Las Vegas  
Optima Public Relations

#### Bronze

Frontlines  
Platform Communications

## Radio - Miscellaneous

### F13 - Best Use of Internet Radio

#### Bronze

Vanessa Hudgens Turnout Audio Ads  
Lockwood Strategy

## Fundraising

### G01 - Best Use of Direct Mail

#### Gold

Bolivar  
HSP Direct

#### Silver

John James Opposition Research  
HSP Direct

#### Bronze

Paint  
Camelot Consulting

### G02 - Best Use of Email

#### Gold

Tom Winter - Candidate Tinder Profile  
BattleAxe Digital

#### Silver

Lindsey Graham for Senate  
Campaign Solutions

#### Bronze

Hicks - Q4 Memo  
FOGLAMP

### G03 - Best Use of Social Media

#### Gold

Black Lives Matter  
Arsenal Media Group

#### Silver

Leveraging Celebrity Influencers to Multiply Money Online  
Rising Tide Interactive



# Winners

## G04 - Best Use of Website/Donation Page

### Silver

#### "Team Troy"

The Strategy Group Co.

## G05 - Best Use of a Landing Page for Digital Fundraising

### Silver

**Moving Target: Heroes and Villains**  
Mothership Strategies

## G07 - Best Use of Phones

### Bronze

**Last Call for Governor Abbott**  
CampaignHQ

## G08 - For PAC

### Gold

**The Home Depot PAC Annual Report**  
Sagac Public Affairs

### Bronze

**Elect Black Women Pre-Funk Party**  
Opportunity PAC

## G09 - Best Use of Independent Committee and Super PACS

### Bronze

**Lift Every Voice - Make Your Voice Heard.**  
**VOTE**  
Lift Every Voice Victory Fund

## G10 - Best Use of 501(c)(4)

### Gold

**Bolivar**  
HSP Direct

### Bronze

**United We Dream Action Immigrant Youth**  
**Make History in 2020 Election**  
Authentic

## G11 - For Use of Trade Association Fundraising

### Gold

**Natl. Assoc of Convenience of Stores PAC**  
**(NACS PAC) Fundraising Campaign**  
Sagac Public Affairs

### Silver

**American College of Emergency Physicians**  
**(ACEP) - NEMPAC PAC During COVID**  
Sagac Public Affairs

### Bronze

**ACEP - Who is the National Association of**  
**Emergency Medicine PAC (NEMPAC)**  
Sagac Public Affairs

## G12 - Fundraising Gift With Donation

### Gold

**Say it with your Mask: When Women Vote,**  
**Women Win**  
New Blue Interactive

### Silver

**VoteVets Campaign to Support the USPS**  
Authentic

## G13 - Fundraising Event

### Silver

**2020 Silver Elephant Dinner**  
First Tuesday Strategies

## G14 - Virtual Fundraising Event

### Silver

**ACEP NEMPAC - Raising the Curtain: A Tribute**  
**to NEMPAC Heroes**  
Sagac Public Affairs

### Bronze

**WisDems Presents The Princess Bride Reunion**  
Brandlive

## Newspaper

### H01 - Full Page

#### Gold

**Hell Freezes Over**  
Hackney & Hackney

#### Silver

**Who's Really F\*\*\*ing California?**  
Berman and Company

#### Bronze

**Loteria Ad**  
Bergmann Zwerdling Direct

### H02 - Less Than a Full Page

#### Silver

**Democratic Congressional Campaign**  
**Committee, "Our Votes Have Power"**  
RALLY

#### Bronze

**Clout**  
Hackney & Hackney

## Collateral

### I01 - Billboard/Large Signage

#### Gold

**It's Yours**  
The NOW Group

#### Silver

**French Senatorial Campaign - Ardèche 2020**  
Le Cab' Politique - Candidata

#### Bronze

**Standing Tall**  
BuzzMaker

### I02 - Door Hanger

#### Gold

**AFP CO Bank Vault**  
The Lukens Company

### Silver

**"Ready to Serve"**  
Ampersand Strategies

### Silver

**Melgar Bilingual Doorhanger (Chinese)**  
Whitehurst Mosher Campaign Strategy and Media

### Bronze

**Lenola Cola**  
Napolitano Consulting

## I03 - Logo & Branding

### Gold

**Pittsburgh Works**  
ColdSpark

### Silver

**"Maria for Judge"**  
MAP Political Communication

### Bronze

**No Puppy Mills!**  
Dovetail Partners / Naumann Consulting

## I04 - Most Original/Innovative Collateral Material

### Gold

**Don't Break Our Hearts VA**  
Berman and Company

### Silver

**VoteriaAZ Voter Registration**  
The Colibri Collective

### Bronze

**J.D. Scholten Baseball Card**  
Wildfire Mail

## I05 - Yard/Outdoor Sign

### Gold

**Thank You to That Woman in Michigan**  
Change Media Group

### Silver

**Myrna Melgar**  
Whitehurst Mosher Campaign Strategy and Media

### Bronze

**Question 1 - Connecting Mesa**  
HighGround, Inc.

## Field

### J01 - Paid Field Program

#### Gold

**Washington State Senate Field and Ballot**  
**Rehab Program**  
C3 Public Strategies

#### Silver

**120,000 Doors + 200,000 Calls = Victory**  
Mobilize the Message LLC

#### Bronze

**Everything is Bigger in Texas**  
Texas Petition Strategies



# THE 2021 POLLIE AWARDS

## J02 - Field Program - Federal

### Gold

120,000 Doors + 200,000 Calls = Victory  
Mobilize the Message LLC

### Silver

NC Republicans Hold the Line  
NC GOP & Stampede Consulting LLC

## J03 - Field Program - Ballot Initiative

### Silver

Everything is Bigger in Texas  
Texas Petition Strategies

## J04 - GOTV - Federal

### Gold

2020 GA Runoff ExUrbs Paid Canvass Turnout Program  
At Scale

## J06 - Ballot Access - Petition Collection

### Gold

First Campaign on the Ballot Through Digital Signatures in a COVID-19 Lockdown  
McShane LLC

### Silver

Board of Elections Blitz and Campout  
Meridian Strategies

### Bronze

Amendment 77  
Blitz Canvassing

## J07 - Grassroots Program - Public Affairs/ Issue Advocacy

### Gold

Mobile Van Ballot Drop-off  
Cornerstone Solutions

### Silver

National Association of REALTORS®: Opportunity Race Program  
The Lukens Company

## J08 - Absentee/Early Voting Program

### Silver

Press the Button By Mail  
Murphy Nasica & Associates

## J09 - Voter Registration Program

### Bronze

Turn Out Texas  
Sisneros Strategies

## J10 - Voter ID Program

### Gold

The Slugger in the Suburbs: How We Won Outside the Twin Cities  
Young Americans for Liberty

### Silver

Biden for President: Using AI to Identify Hundreds of Thousands of Unreachable Voters  
Authentic

### Bronze

Counting on Cason: How Our Voter ID Program Elected a Firebrand in a Swing Seat  
Young Americans for Liberty

## J12 - Best Use of Analytics

### Gold

Optimized Field Targeting in a Challenging Environment  
WPA Intelligence & Vanguard Field Strategies

### Gold

Science-Driven Strategies for High-Difficulty Ethnoreligious Targeting  
WPA Intelligence

### Silver

Defying the Odds in Minnesota  
Grassroots Targeting

## Student

### K01 - Best Campaign Plan

#### Bronze

Justice for Leonard Peltier  
Calvert Street Group

## Shoulda, Woulda, Coulda

### L01 - Best Use of Direct Mail

#### Gold

Poder NC Action  
Solidarity Strategies, LLC

#### Silver

Dad Jokes  
Bergmann Zwerdling Direct

#### Bronze

MAGA Hat  
Superior Blue Strategies

### L02 - Best Use of Television

#### Gold

"If I Were President"  
Nuestro PAC

#### Silver

Cristine Lewis for Metro  
Ridgelark Strategies

#### Bronze

South Fork Wind  
Metropolitan Public Strategies Inc.

### L03 - Best Use of Digital

#### Gold

Bless Tess Church - Bob Steinburg  
Innovative Politics

#### Silver

Arkansas Voters First  
Trilogy Interactive

#### Bronze

How to Turn a 60% YES Vote into a 80% NO Vote  
Effct.org

## L08 - Best Use of Collateral

### Bronze

Arizona has a Koch Problem  
HighGround, Inc.

## Technology

### M01 - Best Ad Technology Innovation

#### Gold

Bridging the TV-Texting Divide: Enhanced Multimedia Texting  
RumbleUp

#### Silver

PODD™ (Personal Outreach Data Delivery™)  
Converging Media, Inc.

#### Bronze

Protect Their Future: Joe Biden for President  
Causal IQ

### M02 - Best Innovation for Voter Targeting

#### Gold

Leveraging ACR Audience Intelligence in MI-10  
AdVictory

#### Silver

From H Mart to the Polls  
Pacific Campaign House

#### Bronze

Votar Es Poder Virtual Art Gallery  
PODER LATINX & UNIQUE SHIFT CREATIVE

### M03 - Best Fundraising Technology

#### Gold

Raiser Tool  
NGP VAN

#### Silver

FundHero  
FundHero

#### Bronze

Every Donor Counts  
Mothership Strategies

### M04 - Best Use of Mobile Technology

#### Gold

Calendar Invite GOTV  
Chism Strategies/McIntosh Consulting

#### Silver

Direct to Device Delivery  
coefficient

#### Bronze

Never Been Easier  
Big Dog Strategies

### M05 - Best Use of Data Analytics/ Machine Learning in Online Fundraising

#### Gold

Advantage AI: Artificial Intelligence, Real Results  
Anne Lewis Strategies

# Winners

## M06 - Best Use of New Field Technology

### Gold

E-Signatures to Qualify for the Ballot  
Trilogy Interactive

### Silver

SwipeRed  
Buzz360, LLC

### Bronze

VPB Connect: Getting Out the Native Vote  
from Standing Rock to Georgia  
EveryAction

## M07 - Best Use of Data Analytics/ Machine Learning (Non-Fundraising)

### Gold

Avalanche Insights Deep Listening  
Avalanche Insights

### Silver

Building VoteVets' Conversational AI-Driven  
Custom Voter File  
Authentic

### Bronze

NextGen America: The Most Tested Youth  
Vote Program in History  
Bully Pulpit Interactive

## CONGRATULATIONS TO THESE REGIONAL ENTRIES FOR BEING AWARDED POLLIE GOLD

### Regional - Miscellaneous

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

##### AAPC Central

### Gold

Texas First Coalition - Don't Gamble with  
Texas Students  
Mayes Media Group

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

##### AAPC North

### Gold

"What's a Wuliger?"  
The Strategy Group Co.

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

##### AAPC North

### Gold

Voting By Mail in 2020  
The Beytin Agency

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

##### AAPC Central

### Gold

47 Years  
Game Changer Strategies

### Regional - Candidate Division

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

##### AAPC South

### Gold

Al Cannon Has Done Time In His Jail  
Superior Blue

#### N17 - Direct Mail - Independent Expenditure Campaign - For State Legislature

##### AAPC North

### Gold

Pain Scale  
BerlinRosen

#### N22 - Television - For State Legislature

##### AAPC South

### Gold

Ann Johnson for State Rep "Last Day"  
AL Media

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

##### AAPC Central

### Gold

Hugh Finkelstein for Judge  
Cook Consulting

#### N24 - Television - For Local/Municipal/ Mayoral

##### AAPC West

### Gold

Herb Wesson for LA County Supervisor  
"Searching for Doug"  
Putnam Partners, LLC

#### N27 - Television - Independent Expenditure Campaign - For State Legislature

##### AAPC North

### Gold

Wisconsin Alliance for Reform - Milking  
Taxpayers  
FP1 Strategies

#### N31 - Internet Advertising - For Statewide (Non-Federal/Non-Gubernatorial)

##### AAPC Central

### Gold

We Have the Power  
Pacific Campaign House

#### N32 - Internet Advertising - For State Legislature

##### AAPC South

### Gold

"Knock Knock"  
SBDigital

#### N33 - Internet Advertising - For Local/ Municipal/Mayoral - Small Budget (<\$1 million)

##### AAPC Central

### Gold

Public Defender  
BerlinRosen

#### N42 - Digital Independent Expenditure - For State Legislature

##### AAPC North

### Gold

DiSanto's Day Spa  
Ampersand Strategies

#### N45 - Radio Advertisement (Non-Federal)

##### AAPC Central

### Gold

Hugh Finkelstein for Judge  
Cook Consulting

#### N46 - Field Program (Non-Federal)

##### AAPC South

### Gold

The Whirling Dervishes  
Scott Stone & Company

#### N47 - Field - GOTV (Non-Federal)

##### AAPC North

### Gold

Flipping New Hampshire  
Young Americans for Liberty



*live & online*

SAVE<sup>THE</sup>DATE

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