

Campaign: Population 0-75,000**Savvy Winner**

Blippi Spoofs Promote Touch-a-Truck

City of Anna, TX

Judges' Comments

"Blippi was a great idea to create buzz for the Touch-a-Truck event because of his popularity among young children. His energetic and playful style captivates kids' attention, making them more excited about attending the event. Parents, familiar with Blippi's educational content, seemed to appreciate the effort to combine fun with learning. By featuring Blippi spoofs, the promotion connects with its audience on a familiar and engaging level, ensuring a higher turnout and a more enjoyable experience for families. The increase in social media engagement was clearly measurable and impressive."

Silver Circle Winner

The Lakeway Grinch

City of Lakeway, TX

Judges' Comments

"The 'Lakeway Grinch' campaign was a fantastic and engaging way to connect with the community and spread some holiday cheer. It encouraged people to get involved by guessing the Grinch's identity and provided helpful tips on how to protect packages and valuables. The variety in visuals—from blurry photos to a docuseries-style video—kept things interesting and engaging. Just make sure the fake nature of the posts is clear to avoid any confusion. Overall, it was a creative and effective campaign that brought people together and delivered important messages in a memorable way."

Award of Excellence Winner

Bedford Beats and Eats Fest

City of Bedford, TX

Judges' Comments

"The Bedford Beats and Eats Fest social media campaign had notable strengths! The engagement was impressive, with a significant rise in likes, shares, and comments, bolstered by interactive content and influencer participation. The use of high-quality visuals and live streams effectively built excitement and community involvement."

Campaign: Population 75,000-200,000**Savvy Winner**

Round Rock's Winter Weather Social Media Response
City of Round Rock, TX

Judges' Comments

"It is always so difficult to grab the attention of social media users as a government agency especially when it comes to serious issues, but you all managed to do that! I loved the creativity and balance between serious, relatable and playful. Your posts are well thought out and you did a great job informing your community! Very thorough and creative, going above and beyond to present graphics and imagery that would speak to your residents. Great show of outreach and feedback."

Silver Circle Winner

Keepers of the Star Campaign
Town of Castle Rock, CO

Judges' Comments

"This is such a great example of a heartfelt way to generate new interest in a local event while also telling inspirational stories from within your community. I loved the mixed use of media and how you focused on the heartwarming story of the keepers passing on this tradition and important task. Nice job everyone! It is also never easy to get local media to cover these stories and you did it!"

Traffic Thursdays
City of Coral Springs, FL

Judges' Comments

"This is very well done and captivating- it kept my attention throughout and it was a smart move to capitalize off of the success of Fridays with Frank. Your engagement and reach is incredible and will help raise awareness about your community and solve this problem. Great job to the entire team!"

Award of Excellence Winner

Operation Nessie
City of Pflugerville, TX

Judges' Comments

"I am charmed! Love the creative voice on the media release and the dry humor in the

Youtube videos. Each video kept getting better and better! You have some talented actors. Thanks for the laughs!"

Campaign: 200,000+

Savvy Winner

Taylor Swift (Arlington's Version)

City of Arlington, TX

Judges' Comments

"Great campaign and visuals. Good job! An excellent campaign to capitalize on Taylor Swift coming to town! Love the creativity of the campaign and how you capitalized on the concerts. I can tell a lot of effort went into the campaign and into the award entry. The objective wasn't measurable, however the objective could have been the number of new social media followers and/or engagements, which could have been evaluated at the end. Great media and social media response. And I love the collaboration with communications and public works."

Silver Circle Winner

Family Literacy Festival

City of Santa Clarita, CA

Judges' Comments

"Love the creativity and the positive impact on festival attendance! This was a great solution to a problem and your hard work and creativity paid off. Great job getting librarians to agree to do funny videos. I like the presentation of your information. It was thorough and covered all the main points!"

Award of Excellence Winner

Texas Rangers' World Series Run

City of Arlington, TX

Judges' Comments

"Great idea to capitalize on a winning hometown team! While it would have been challenging to have a measurable objective, I would have liked to see how many new followers your social channels received after this. I thought the content was creative, timely, and impressive to pivot to focus on this."