

Overall Strategy 0-120,000

Savvy Winner

How Wood Are You?

City of Inglewood, CA

Judges' Comments

"This is an awesome campaign! The videos are very well produced, the branding is recognizable, and overall just fun. These "street interview" style videos are very popular as short form content! Great work. LOVE! Fun, fresh, and something to look forward to! Great community engagement. A nice example of getting out of the office and letting the community showcase themselves!"

Silver Circle Winner

FB4Cast

City of Farmers Branch, TX

Judges' Comments

"I really enjoyed this approach to keeping in touch with residents. It's personable and effective. I think this is an interesting strategy, and would be curious to know how this team reacts during times of crisis or when caught in media crossfire. Nice work."

Award of Excellence Winner

A Reel-y Fun Year in Bedford, TX

City of Bedford, TX

Judges' Comments

"This entry is a great example of how to capitalize on new social media trends, and how that can impact your organization's reach. I was happy to see the impact on their analytics included. Great work."

Overall Strategy 120,000+

Savvy Winner

Reel-ing in a New Audience

City of Round Rock, TX

Judges' Comments

"Great work! Videos were creative and designed to appeal to many audiences. Hilarious use of trending TikTok/social trends, as well as original parodies like the Full House one. The writing and structuring of the written parks Reels was very professional and

clean looking. Great job with these! Overall a solid and appropriate use of social media, with a goal that many organizations have: simply increase awareness and followers."

Silver Circle Winner

Reel Talk

City of McKinney, TX

Judges' Comments

"What's not to love about this content? I was very impressed with this information and felt entertained without having to live there. Great job team!"

Award of Excellence Winner

"Melvin Makes" Series Instagram Campaign

Sarasota County, FL

Judges' Comments

"I love the human aesthetic. Getting to know a person, hearing their story. That's what keeps people engaged. Loved the play on ASMR and letting his personality shine."