

Education/Training 0-50,000

Savvy Winner

Holly Springs 2023 Parks Bond Video

Town of Holly Springs, NC

Judges' Comments

"This was a thorough submission with artfully-presented metrics. The project was a subtle mix of persuasive and informative, with the script reminding viewers that the bond dollars are for amenities that residents have requested. The video and graphic elements were expertly blended. Congratulations on earning the ultimate vote of confidence from your community members - who passed the referendum! A well-produced video that helps residents understand the impact of the Parks Bond by visualizing the future thus bringing the projects to life. Great production quality, engaging visuals and relevant script-writing tell the story well without portraying 'fluff'. Love the "Video Stats" attachment, which helped document the achievement. It's easy to draw a correlation between the video and the passing of the Parks Bond. Congratulations on a job well done!"

Silver Circle Winner

Economic Development Update 2024

City of Farmers Branch, TX

Judges' Comments

"Jeff Brady is a rock star! Congratulations on selecting such a warm and enthusiastic host for the video. His passion for the Farmers Branch business community is sincere and contagious. Considering the length of the video and the number of speakers/locations, the project budget was expertly managed."

Award of Excellence Winner

"An Acronym for Roundabouts"

Southlake DPS, TX

Judges' Comments

"Congratulations on garnering an impressive number of views! This unique project showcased your police officers as approachable and relatable - as well as informative. I will definitely recall this video when I encounter a roundabout."

Education/Training 50,000-100,000**Savvy Winner**

Behind the Blessing Docuseries

Town of Mount Pleasant, SC

Judges' Comments

"Beautifully shot and great storytelling in this video series. Wow, I'm truly moved! This video series achieves its intended goal flawlessly—amazing shots, beautiful natural sounds, and a perfect assembly. I genuinely love this series; it felt like watching a professional film. What a great series that elicits emotion! Great work by the Mount Pleasant team!"

Silver Circle Winner

Living with Wildlife

Eagle Mountain City, UT

Judges' Comments

"Very well written and clear entry. The video was amazing! Getting to see deer being helicopters in for tracking is something unique and interesting to residents, and anyone who has the chance to view the series. Nice job!"

Award of Excellence Winner

How to use Fix It! Homestead

City of Homestead, FL

Judges' Comments

"I love this video! It's a fantastic idea to demonstrate how to use an app in such a fun and engaging way. It was easy to watch, and now I'm inspired to create something similar for my team. So cool!"

Education/Training 100,000-450,000**Savvy Winner**

Wes Anderson Budget Video

City of Round Rock, TX

Judges' Comments

Nailed the aesthetic! This budget video is thoroughly enjoyable to watch, and really showed the beauty and community feel of Round Rock. BRAVO! This video was very entertaining and kept interest all the way through allowing their budgeting message to be digestible. Great use of humor while communicating an important topic. The video was well scripted and shot. The use of graphics and titles were super clean. WOW WOW WOW! Not only is the creativity and production level off the charts, but the visual presentation of where your community's money goes is incredibly effective. The many work-hours your extraordinarily talented staff put into this and the resources used do have real-world costs and value that ought to figure in your budget with the same attention to detail you gave to everything else. The upbeat soundtrack and the graphics that (while consistent in style) keep popping up in pleasantly surprising ways make this easy to watch to the end -- and watch again -- and share! Super, super job!"

Silver Circle Winner

Budget Bites

City of Arlington, TX

Judges' Comments

"Clever way of explaining how government budgets work! Recording the video in Spanish was very thoughtful and helps to ensure this important topic will be seen by many people."

Award of Excellence Winner

Harm Reduction Video Campaign

City of Fargo, ND

Judges' Comments

"Beautiful composition and lighting throughout! The consistent prominent placement of a spokesperson in the foreground against an interesting but non-competing setting in the background gave texture and consistency to the series. The chapter dividers using the growing vine of your meaningful branded beaded vine was really effective. So many details were well thought out and well executed."

Education/Training 450,000+

Savvy Winner

Stop the Clog Video Series

Sacramento Area Sewer District, CA

Judges' Comments

"This was a very creative and fun way to inform residents on clogged drains. These animated videos are a brilliant example of leveraging digital media to effectively communicate important messages to a diverse audience. By using humor, the videos engage viewers of all ages, from children to seniors, and across various sectors, including daycares and restaurants. They play a crucial role in educating residents about the proper disposal of wipes and the costly damages of improper F.O.G. disposal. The Communications Department's dedication over several months to develop compelling narratives and incorporate engaging visuals, graphics, icons, and animations truly shines through in this informative and entertaining video series."

Silver Circle Winner

Parks with Purpose
Orange County, CA

Judges' Comments

"The use of current park rangers with quick, quirky personalities and solid topics proved highly effective in developing engaging content for the Park Protector program. The measured results, including high participant engagement, underscore its success. While these videos were tailored specifically for OC residents and youth, their innovative approach holds great potential for other communities to adopt. Congratulations on a series of well-executed videos!"

Award of Excellence Winner

Discovering History at L.C. Coleman Park
Mecklenburg County, NC

Judges' Comments

"This video beautifully highlights how the Mecklenburg County Park system is dedicated to uncovering and celebrating site history through its reinvestment efforts. By understanding and appreciating the historical significance of these sites, the Mecklenburg County Park and Recreation is truly fulfilling its mission to connect with and enrich the community."