

Promotional Video 0-50,000

Savvy Winner

"If You Want It That Way" - Citizen Satisfaction Survey Video
City of Southlake, TX

Judges' Comments

"This is fantastic and I absolutely love it. What a great way to engage the community and drive up those survey responses. Great job! Amazing video! It caught my attention right from the start and the seriousness of the singers (I'm sure they wanted to laugh during the filming) made it more enjoyable. A job well done. I like that you included the achievements on how the video performed."

Silver Circle Winner

Dine, Unwind, Create & Explore in Downtown Fuquay-Varina
Town of Fuquay-Varina, NC

Judges' Comments

"The 30-second video is amazing. It caught my attention right from the start and kept me engaged. After seeing this, I really want to explore your downtown area. Great job!!"

Award of Excellence Winner

"On Patrol" With the Delaware Police Department Recruiting Series
City of Delaware, OH

Judges' Comments

"This is such a great way to give an insight into the police department. This was clearly an effective campaign, and even for those who were not recruits, hopefully it provided some background into what officers have to go through every day to keep the community safe."

Promotional Video 50,000-85,000

Savvy Winner

Lighting up the Georgetown Square
City of Georgetown, TX

Judges' Comments

"I LOVE this video! The idea of "training" for the flipper in itself is just fantastic. This was so creative and well scripted. The music added to the video in a fun way. If Gerald and Kathy aren't town celebs after this video....This video would definitely inspire me to

come to the event. Very well done! I just LOVE this video! It's short, sweet, and perfect! It does a really great job of balancing humor with informative thread throughout it. The video quality is also exceptional and the volunteers did a great job of leaning into the assignment. Wonderful job!"

Silver Circle Winner

Taste of Boynton Beach
City of Boynton Beach, FL

Judges' Comments

"It's difficult to pull off a promotional video of quality for a new event and you 100% pulled it off! I love how the video looks to generate excitement around this new event by promoting your local restaurants and food scene. Overall, well done!"

Award of Excellence Winner

Castle Rock Police Department recruitment video
Town of Castle Rock, CO

Judges' Comments

"This video was a creative way to recruit from non-traditional pathways but also catch the attention of licensed peace officers in other agencies who may be looking to serve a community that better aligns with their values. The testimonials and footage provides insight into not only the organizational values but what's important to the community. What was captured and conveyed in this brief video about community, culture, organization priorities, etc. would otherwise take months to get a true sense. The video also provides viewers an opportunity to see on an entirely new level what it means to serve the community in Castle Rock. Well done!!"

Promotional Video 85,000-120,000

Savvy Winner

Welcome to Concord Promotional Video
City of Concord, NC

Judges' Comments

"Very appealing video with great visuals. The entry was very thorough and clear. The video makes me want to visit Concord. The video is of a very high quality, very clear, and informative. Especially appreciated the clarity of the presentation. Excellent!"

Silver Circle Winner

Champaign Police Department Recruitment Video
City of Champaign, IL

Judges' Comments

"I love the inclusion of the female and African American officers to showcase the diversity on the team as well as persuade other diverse candidates to apply to CPD. I also love the connection of the female officer to her brother who is also on the force."

Award of Excellence Winner

Quality of Life Treasure Hunt
City of Las Cruces, NM

Judges' Comments

"The video was very funny and engaging. Loved the Western theme and the attention-grabbing yeehaw at the beginning. The additional sound effects and text as it applied to the visuals was a nice touch (frog with hat, rawr for dinosaur, etc.)."

Promotional Video 120,000-200,000

Savvy Winner

Volunteer Appreciation Video
Stafford County, VA

Judges' Comments

"Love this! It's a great, feel-good piece. I love the different ways people can serve the county and how it showcases all the different opportunities to get involved. I appreciate the personal testimonials - it comes across as very authentic - not scripted. Great use of branding throughout and quantifiable statistics with contact information at the end. I suggest separating these out into quick shorts or vignettes....Like dogs? We need you. Interested in history? We need you. Have a few hours to spare as a retiree? We need you. This was so fun to watch - well done!"

Silver Circle Winner

Take a Bike to the Cadillac Trail
City of Tallahassee, FL

Judges' Comments

"This is just a gorgeous video. A bit heavy on graphics (color to B/W) and could be trimmed but kudos on a beautiful video - all done in-house. I like the expansion of the "Take A Hike" series. I really appreciate the budget detail and outcome metrics. I'd love to see some people's faces - see the riders off their bikes or celebrating afterwards. I also like that you used this video across all your different channels."

Award of Excellence Winner

The MCN Gang promotes Spectrum Channel 1300
City of McAllen, TX

Judges' Comments

"This is great - I love the opportunity to educate the community about "how the sausage is made" and what goes into sharing great stories. Nice use of multi-tasking the Halloween costumes and adding that value. Maybe rolling credits at the end to show the "actors" and different roles in the department? Love the play on words to describe department roles. Who is the third man? This was a fun watch - nice work!"

Promotional Video 200,000+**Savvy Winner**

Santa Clarita Spotlight
City of Santa Clarita, CA

Judges' Comments

"Love the local highlights in these pieces- nicely paced and fun to watch- and makes me want to visit! The Santa Clarita government has effectively highlighted its local businesses and their contributions to the city and community. Fabulous work! Now we all want to go to Santa Clarita!"

Silver Circle Winner

Commerce Place(making) First Friday Event
City of Raleigh, NC

Judges' Comments

"The video offers a compelling perspective on Raleigh's plans for the space. It illustrates how residents and the community come together to shape an environment that benefits everyone. The message is powerful and impactful."

Award of Excellence Winner

20 Years of Exceptional Emergency Medical Services
Leon County, FL

Judges' Comments

"Lovely story from dedicated folk especially those who were there from the beginning. Fantastic script and shots. Great work."