

Public Service Announcement 0-120,000

Savvy Winner

CitySend It! Music Video

City of Longview, TX

Judges' Comments

"Beat your goals and prove to be memorable to your residents. GREAT WORK! The video was very well produced, had clear call to actions and was informative and easy to understand. Great job providing social media metrics as well as metrics showing that the PSA was effective in meeting your goal of app downloads."

Silver Circle Winner

"The Real Cops of Southlake"

Southlake DPS, TX

Judges' Comments

"Very very very creative, keeping it perfectly in-line with the drama (and humor!) of an actual Real Housewives episode. You shared important accomplishments from the department, while including education, in a hilarious manner."

Award of Excellence Winner

Tree Topping Hurts

Town of Flower Mound, TX

Judges' Comments

"The best part about this is that it was your own creative concept instead of replicating something from pop culture! You took something relatable to a human (getting a haircut) so that one might empathize more easily with a tree."

Public Service Announcement 120,000-150,000

Savvy Winner

College Station Christmas Parade

City of College Station, TX

Judges' Comments

"Oh this was such an innovative and wonderful use of creativity and practicality. I loved that they played on nostalgia while also producing something 100% original and useful."

Bravo! This video is incredible! I'm flabbergasted by how well-done the stop-animation is. What a creative way to drum up nostalgia and a sense of community. Each of the dolls show such personality through their movements and their voice acting! The promotion gives all the important information in a succinct way, keeping attention at every moment through movement like the teacher's stick or highlighting the bullet points as they're read through. It really spotlights the theme throughout the entire video, generating excitement and anticipation for the event. Great job!"

Silver Circle Winner

Greenways, Blueways and Bikeways Interactive Map PSA
City of Murfreesboro, TN

Judges' Comments

"This video was simple yet informative and effective. It conveyed the importance and uses of the Greenways, Blueways, and Bikeways Interactive Map in a tangible way that would encourage residents to use it. I also think that the interactive map itself seems incredibly handy - I'd love it for our City!"

Award of Excellence Winner

A Tiny Forest Comes to Life at McAllen ISD School
City of McAllen, TX

Judges' Comments

"I love the personal interviews included in this video, along with the slow-motion shots of real students planting and getting involved. This is great tangible 'proof of benefits' for the community to see have been provided to the students."

Public Service Announcement 150,000+ Savvy Winner

"LioLi - Lock It or Lose It" Campaign
City of Santa Clarita, CA

Judges' Comments

"What a great take on all those medical ads! This was very unique and well planned, such a creative idea with great execution. I loved the whole campaign idea of this, with the magazine ads to go along with it. An extremely creative way to remind residents to lock their vehicles. The writing stands out and makes it unforgettable. An effective marketing video."

Silver Circle Winner

Red, White, & BOOM! Dad Jokes
City of McKinney, TX

Judges' Comments

"This was really cute, what a unique idea! It was the perfect length for socializing and the drone shots were a nice touch to show the super wides. This is a clever way of letting the residents know that the City of McKinley's Fourth of July event moved to a new location."

Award of Excellence Winner

Toss Like a Boss
City of Irving, TX

Judges' Comments

"This was creative and well produced! I really liked the shot from the trashcan. Perfect length for social to get the message across without being too long. The song was also really catchy!"