

Best Use of a Promotional Item 0-120,000

Savvy Winner

Clean Park Patrol Passport/Backpack Combo
City of Richardson, TX

Judges' Comments

"Passports are one of those items that everyone should have in their marketing back pocket. These promotional items were a fantastic way to engage youth to participate in this program. There was a direct effect on the community from these giveaways, by incentivizing children and families to help clean up the parks. The results were measurable and clear, and the program was a very creative approach to addressing a problem in the city."

Silver Circle Winner

Roswell365 Mascot: Owlswell Hooch
City of Roswell, GA

Judges' Comments

"The use of promotional items to promote the city's new event website and social media pages was a very effective way to increase the website views and social followers. It was great how you involved the community in the naming of your mascot, which was very fun and engaging."

Award of Excellence Winner

World's Best Public Servant Mug
City of Temple, TX

Judges' Comments

"The mugs are a fun way to engage employees to interact more with the newsletter. You could even develop more collectable items like keychains or pins for employees to win to continue boosting morale."

Best Use of a Promotional Item 120,000+

Savvy Winner

2023 Festival at the Switchyard Wrapped Guitars
City of Carrollton, TX

Judges' Comments

"Fun giveaway that tapped into audience interaction and garnered a number of new and

previous attendees to engage in survey collection. From the games, to the color scheme, through the use of social media and the surveys to the signed guitars, the campaign showcased Festival at the Switchyard! It was threaded very thoroughly."

Silver Circle Winner

Taylor Swift Way Sign
City of Arlington, TX

Judges' Comments

"This is an excellent example of how creativity and masterful execution can maximize a small budget!"

Award of Excellence Winner

Downtown Round Rock Historic Walking Guide
City of Round Rock, TX

Judges' Comments

"Utilizing the city's comprehensive plan as a means of buy-in for the campaign and releasing the guide during Historic Preservation Month was extremely savvy, denoting very thoughtful and intentional planning."