

Best Use of Humor 0-75,000

Savvy Winner

The New Albany Office
City of New Albany, OH

Judges' Comments

"Pitch perfect! These episodes are legitimately funny with multiple LOLs in each episode, and the production quality is excellent. Wow! Kudos to the New Albany team for putting together a truly impressive spoof of The Office that is also genuinely funny. The goals of the project were limited to increasing engagement and highlighting multiple city departments, and those goals were clearly met; I appreciated that both baseline goals and aspirational goals were included, both of which the New Albany team crushed. These videos are charming, funny, fun to watch and--similar to Parks & Rec--easily resonate with other local gov workers, while clearly connecting with the community. Even the acting from the staff was incredible. Two thumbs up for the great work and the thorough application; this is really phenomenal work your team should be proud of."

Silver Circle Winner

Oro Valley saves the galaxy... by shredding sensitive documents
Town of Oro Valley, AZ

Judges' Comments

"Wow, what a fun and funny video - who new Stars Wars would crossover to paper shredding so seamlessly! Great job with being true to the films ("I have the high ground" - ha!) without getting too in the weeds for folks who may not be Star Wars fans. Also appreciate that the length of the video is short to better attract a younger audience and not lose viewers due to short attention spans."

Award of Excellence Winner

"Can't Flush This" Spotify Playlist
City of Canyon, TX

Judges' Comments

"Love the creativity and playfulness of this campaign. This campaign shows that a good idea goes a long way and that it's worth investing in fun. The delivery is simple but playful and relevant, and the playlist speaks for itself. I appreciate the inclusion of the comments from the radio station coverage that highlight that not all trends are created

equally and that government and similar entities can often chase trends in ways that are cringe - but that this stuck the landing. Great supplemental materials, and the ad equivalency stats are jaw dropping. Would be curious to know if this campaign did result in behavior change.”

Best Use of Humor 120,000+

Savvy Winner

Santa Clarita: Fresh Faces

City of Santa Clarita, CA

Judges’ Comments

"Great concept, definitely see how the employees would enjoy watching these videos and getting to know the staff. Descriptive letter was well written and informative. I found it hard to rate the effectiveness, as I did not see how to measure if every city employee watched the video. Overall, I thought it was a great concept. Great idea and execution! Your subjects were wonderful and very interesting. This method was brilliant to achieve your goals. A creative way to showcase your area's venues to all concerned."

Silver Circle Winner

Town of Castle Rock State of the Town

Town of Castle Rock, CO

Judges’ Comments

“The 2023 State of the Town event successfully integrated humor with information through a series of engaging videos addressing common misconceptions about each department. The Mayor’s approach—featuring entertaining scenarios and valuable updates—captivated attendees, resulting in laughter, high engagement, and positive feedback. The videos, which quickly gained popularity among Town leaders and residents, highlighted departmental achievements and dispelled myths, enhancing transparency and relatability. The event’s success reflects the effective blend of humor and information in improving public understanding and appreciation of local government services.”

Award of Excellence Winner

Campaign to help protect the Cobb historic Covered Bridge

Cobb County, GA

Judges’ Comments

“The Cobb County Communications Department’s April Fools’ Day post was a brilliant and humorous strategy to address a persistent problem with drivers disregarding warnings at the historic Covered Bridge. By crafting a tongue-in-cheek job posting for sign spinners, the team effectively drew attention to the ongoing issue while engaging the community with a playful twist.”