

Government Service Delivery/Community Issue 0-92,000

Savvy Winner

Holly Springs 311

Town of Holly Springs, NC

Judges' Comments

"Excellent entry that clearly demonstrated the problem, the marketing approach, tools and their effectiveness. Truly an A+ campaign with measurable results that speak for themselves! Loved all of the innovative marketing tactics, from employee email signatures to car air fresheners."

Silver Circle Winner

Roswell365.com

City of Roswell, GA

Judges' Comments

"Great use of a website to create community. A variety of marketing tools were used to appeal to every audience - which was thoroughly described as part of the analysis. Loved the mascot and the ability to upload videos of the various events."

Award of Excellence Winner

Wear the HPD Badge

City of Hilliard, OH

Judges' Comments

"Centering your social media campaign around the stories of three officers was such a simple but impactful way to reach your target audience. Post engagement and impressions on all three videos is incredibly impressive and it clearly made a difference in achieving your recruitment goals. Bravo!"

Government Service Delivery/Community Issue 92,000+

Savvy Winner

"Adopt. For Dogs' Sake." Campaign

Maricopa County, AZ

Judges' Comments

"Cuts through all the noise and goes right to your heart, whether you are an animal lover or not. Well-branded from top to bottom, and especially effective visuals and videos. GREAT use of various platforms to engage residents."

Silver Circle Winner

Let's Get Rolling
City of Arlington, TX

Judges' Comments

"This is a large behavior-change project with many different way to promote. Very impressive results for such a small budget."

Award of Excellence Winner

Learning on demand: Government UniverCity
City of Plano, TX

Judges' Comments

"Unique and fascinating way to get the public involved. Great straightforward solution to addressing the issue of resident flexibility."