

Other Marketing Tools 0-85,000

Savvy Winner

Kannapolis "Name the Truck" Contest

City of Kannapolis, NC

Judges' Comments

"My favorite entry! A lot of municipalities have done this project but your involvement with the kids (and the awesome art - like the dino holding the broom) made this project stand out. The whole idea gets people of all ages involved and the designs are memorable and eye-popping. The kids should be commended for their amazing artwork and so should your team for giving them the platform to bring this to life!"

Silver Circle Winner

Black History Month

City of Merriam, KS

Judges' Comments

"A lot of time, effort, and thoughtfulness went into this interactive exhibit, and it shows! Great job of incorporating a variety of multimedia elements to make this a memorable experience for your residents. I also appreciate how you communicate your message through specific people's stories, making it more relatable and helping it come to life. The video is also very done. Plus, you have the documented results to prove its success. Great job to all!"

Award of Excellence Winner

Adopt a Goose Scavenger Hunt Map

City of Goose Creek, SC

Judges' Comments

"What a fun campaign to get people out of the house and into the streets! I love the artistry brought to the geese and the brilliant designs that accompany them on the map. Great job!"

Other Marketing Tools 85,000-150,000

Savvy Winner

13th Annual Festival at the Switchyard Poster

City of Carrollton, TX

Judges' Comments

"Stand out piece of graphic design and set of brand guidelines to follow on collateral. Innovative use of multiple elements in the composition--you see more detail every time

you look at it! Overall the poster was incredibly eye-catching. Appreciated the foresight in the poster being the jumping point for additional collateral material including festival merchandise. Really enjoyed the easter eggs that were present including the music from the headliner and incorporating the headliner's logo without compromising the rest of the poster."

Silver Circle Winner

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

Judges' Comments

"This is great!! I may have to steal this idea. I love how it folds into a small size so that it can easily fit into your pocket. The use of color works really well, and the layout looks professional. It looks very easy to use, even if I were not familiar with the layout of downtown Round Rock. I really appreciated the narrative about the delicacies of revising work done by another department, I think we've all been in that situation! This is a testament that even if it's initially an uncomfortable conversation, it's worth it in the end to have a great final product."

Award of Excellence Winner

Westminster Snowplow Decals
City of Westminster, CO

Judges' Comments

"It's always great when you can turn a subject that is often confrontational (snow removal) into something fun! I like the idea of using this fun contest to roll out the new snowplow map, and use it to combat misinformation. It's impressive that this was all able to be done in house. This is a great example of how local government communications can be effective by using a fun and engaging process to get residents to learn more about a critical municipal service."

Other Marketing Tools 150,000+

Savvy Winner

Special Event Bi-Fold
City of Denton, TX

Judges' Comments

"This is a smart move to shake up the traditional recreation activity magazine for something that is easier both for staff to produce and for the community to receive. The cards are cheerful and easy to read. The exponential event attendance is evidence that putting the information right in front of the audience's eyes is more important than

providing extra information in a format they're less likely to read. The significant cost savings on production and printing are a bonus. Wow, the exponential attendance is super impressive! With attention spans declining and understanding that further centralizing communications is generally a solid strategic move, this entry was an impressive combination of good theory meeting great practice. The design is eye-catching and easy to read, fun to sit with and the purpose behind the design and the customer experience improvement sweetens the deal. When evaluating, our team remarked on the beauty of a product like - something you put on the fridge and check constantly. Kudos for the great idea, great effort and great product."

Silver Circle Winner

Understanding the Development Process Tri-fold
City of Austin, TX

Judges' Comments

"I've worked in municipal government for more than seven years, and this is the first time I've understood the development process when it was explained to me. The team in Austin did an incredible job taking an extremely complex process and communicating it in an approachable and thoughtful way. I especially liked the colorful design - something you don't often see in the planning and development world. This approach made the most sense based on the challenge the team was trying to solve - and it has clearly been effective."

Award of Excellence Winner

Beautifying Bus Benches and Shelters in Tallahassee
City of Tallahassee, FL

Judges' Comments

"This project made me want to visit Tallahassee! The design of the bus benches and shelters feature the beauty of the community and a classy and chic way. I appreciate all the thoughtful design that went into this project and how well the team explained their goals and process."