

Most Creative Activity with Least Dollars Spent 0-75,000

Savvy Winner

Kannapolis "Name the Truck" Contest

City of Kannapolis, NC

Judges' Comments

"Great roll out of this project. I loved how you further develop the creative after the naming contest. Our team was blown away by this campaign – we loved the sense of community involvement and execution. How they wrapped six vehicles for under \$8k is beyond us, but we felt that this was a great use of resources. This submission brought us back to a younger time in our lives, one where we were excited to be creative and see our work on display. They added their own spin on a common contest in other communities and we loved it. Great job!"

Silver Circle Award

"Can't Flush This" Spotify Playlist

City of Canyon, TX

Judges' Comments

"This is absolutely INCREDIBLE. I love this innovation. This is a GREAT way to engage in a unique and creative way. Your analytics and engagement is incredible. Congrats on getting this picked up by the media. You turned a boring topic into a fun, interactive way to educate your community. Some of the best ideas for community engagement are free or low budget. You hit this out of the ballpark."

Award of Excellence Winner

Braxton Foushee Day

Town of Carrboro, NC

Judges' Comments

"Even as third grade students, they have a voice and can make a difference." This is the government, getting everyone engaged and involved. I enjoyed reading about the history and background of the event and the work the town did."

Most Creative Activity with Least Dollars Spent 75,000+

Savvy Winner

*NSYNC

City of McKinney, TX

Judges' Comments

"This made me smile. It's a very creative and funny way for staff to include pop culture

in the message while engaging the audience. This was very well done! You hit the mark by bringing joy to the residents! I love your humor and light-heartedness. The entry was well written and easy to understand. I am thinking of who I can persuade to do something of this nature."

Silver Circle Winner

Taylor Swift Way Sign
City of Arlington, TX

Judges' Comments

"Way too go maximizing an opportunity of pop culture phenomenal. Your project spend from \$80.15 with an advertising value of \$4.9M. The statement was clear and stats were successful. One minor comment, it would have been a great opportunity to provide age demographics."

Award of Excellence Winner

The PACT Act Claims Clinics | Validating Veterans' Service
El Paso County, CO

Judges' Comments

"Unsung heros from your Communication Dept. Way to help out Veterans with much needed services. The results speak for themselves - huge uptick in responses, far surpassing your goals. Knowing your target audience well was evident."