

**Campaign Outreach to a Diverse Audience or Multicultural Campaign  
0-100,000**

**Savvy Winner**

Pride Starts Here: WeHo Pride  
City of West Hollywood, CA

**Judges' Comments**

"It is interesting that a successful event such as this decided to invest \$400k into making it even better. I love the consistent branding across all of the tactics, and the media are proof that there was certainly buzz created around this annual event. My only concern or question is around the budget. That is a fairly large dollar amount and I am unsure as to why the budget was so large. I definitely want to see WeHo Pride now! Incredible numbers and achievement. Especially impressed by the IG growth! I'd like to see current numbers in comparison to previous numbers with other other metrics to better show how you exceeded your normal or bar."

**Silver Circle Winner**

Fuquay-Varina Landmarks Project  
Town of Fuquay-Varina, NC

**Judges' Comments**

"As soon as I started reading this submission I remembered their video from last year. I loved it! I am thrilled to see that they have extended their campaign and that their Black community members are being honored and cherished. I wish more communities would follow their lead and look to grab these pieces of history and make sure their stories are not forgotten. The videos are very well done and the GIS website provides the viewer with thorough history lessons. Job well done!"

**Award of Excellence Winner**

Carrboro In Motion  
Town of Carrboro, NC

**Judges' Comments**

"I LOVE THIS! I love that your town went TO the people and provided them with a way to learn more about government offerings in a fun, open, and transparent manner. Renters are often an overlooked segment of the population and the fact that Carrboro intentionally included them, tailoring the events to the renters requests, shows that the government officials (and staff) truly wanted to engage with them. This is a brilliant idea

and could be replicated to fit many other outreach initiatives. Good job!”

### **Campaign Outreach to a Diverse Audience or Multicultural Campaign**

**100,000+**

#### **Savvy Winner**

Budget Bites en Español

City of Arlington, TX

#### **Judges' Comments**

"A lot of planning and preparation make this video come across as breezy and easy to understand. The metaphor is effective and relatable and it maintains the viewers attention for the duration of the video. This is a great example of accomplishing a goal on a small budget and is deserving of an award. Wow! This is impressive. Budget is already difficult to explain in plain language in English, and your team took it a step above at explaining it in Spanish. The campaign looked informative and appealing. Nice work."

#### **Silver Circle Winner**

Hennepin County Cope: mobile crisis response campaign

Hennepin County, MN

#### **Judges' Comments**

“The media buys for this campaign were targeted and smartly chosen to reach the primary and secondary audiences. The results of the campaign demonstrate its success in achieving its stated goals. The campaign materials are simple, provocative, and clear with its messaging. Very effective.”

#### **Award of Excellence Winner**

Chin Community Outreach

City of Lewisville, TX

#### **Judges' Comments**

“This is one of the best community outreach efforts I’ve come across from a local government. The campaign's success is founded on the City’s genuine interest in building relationships within the community and learning about Chin culture. The

statue cements the Chin residents' place in the community and shows that the City of Lewisville wants them to be an engaged part of the larger city community. The video series is a great tactic for sharing information about City business and resources.”