



**2020 American Advertising Awards
Greater San Francisco Competition
Winners by Category**

Category: Advertising Industry Self-Promotion Film/Video/Sound

Award: Bronze

Entrant: IRIS

Entry Title: PayPal: Smart Payment Buttons

Client: PayPal

Category: Animation, Special Effects or Motion Graphics

Award: Silver

Entrant: Heat

Entry Title: Mtn Dew Amp Game Fuel: Loser Tears

Client: PepsiCo

Category: Animation, Special Effects or Motion Graphics

Award: Gold

Entrant: Goodby Silverstein & Partners

Entry Title: Creativity for All

Client: Adobe

Category: Animation, Special Effects or Motion Graphics

Award: Bronze

Entrant: Heat

Entry Title: Own Your Worth

Client: UBS

Category: Animation, Special Effects or Motion Graphics

Award: Silver

Entrant: Heat

Entry Title: Mtn Dew Amp Game Fuel: Win Sauce

Client: PepsiCo

Category: Art Direction—Campaign

Award: Gold

Entrant: Goodby Silverstein & Partners

Entry Title: Brandless

Client: Doritos

Category: Art Direction—Campaign

Award: Gold

Entrant: Goodby Silverstein & Partners

Entry Title: Shoppable Holiday Windows

Client: PayPal

Category: Art Direction—Single

Award: Silver

Entrant: Goodby Silverstein & Partners

Entry Title: Creativity for All

Client: Adobe

Category: Art Direction—Single

Award: Silver

Entrant: Goodby Silverstein & Partners

Entry Title: Print the Holidays

Client: HP

Category: Augmented Reality

Award: Silver

Entrant: Goodby Silverstein & Partners

Entry Title: Lessons in Herstory

Client: Daughters of the Evolution

Category: Branded Content & Entertainment Campaign

Award: Bronze

Entrant: Heat

Entry Title: Victory in a Can

Client: PepsiCo

Category: Branded Content & Entertainment for Online/Interactive

Award: Bronze

Entrant: Heat

Entry Title: Making Consent Common Sense

Client: Let's Get Consensual

Category: Branded Content & Entertainment for Online/Interactive

Award: Bronze

Entrant: Heat

Entry Title: Mtn Dew Amp Game Fuel: Loser Tears

Client: PepsiCo

Category: Branded Content & Entertainment for Online/Interactive

Award: Bronze

Entrant: Heat

Entry Title: Mtn Dew Amp Game Fuel: Win Sauce

Client: PepsiCo

Category: Branded Content & Entertainment for Online/Interactive

Award: Silver

Entrant: Heat

Entry Title: Mtn Dew Amp Game Fuel: Face Off

Client: PepsiCo

Category: Branded Content & Entertainment for Online/Interactive

Award: Bronze

Entrant: Heat

Entry Title: Be There

Client: USGA

Category: Branded Content & Entertainment for Online/Interactive

Award: Bronze

Entrant: Heat

Entry Title: Mountain Dew: Camo

Client: PepsiCo

Category: Branded Content & Entertainment for Television

Award: Bronze

Entrant: Heat

Entry Title: Be There

Client: USGA

Category: Branded Content & Entertainment for Television

Award: Bronze

Entrant: barrettSF

Entry Title: The Tradition"

Client: Cost Plus World Market

Category: Branded Content & Entertainment for Television

Award: Bronze

Entrant: Goodby Silverstein & Partners

Entry Title: A Holiday Reunion

Client: Xfinity

Category: Branded Content & Entertainment for Television

Award: Bronze

Entrant: Heat

Entry Title: Mtn Dew Amp Game Fuel: Win Sauce

Client: PepsiCo

Category: Branded Content & Entertainment for Television

Award: Bronze

Entrant: Heat

Entry Title: Be There

Client: USGA

Category: Branded Content & Entertainment for Television

Award: Bronze

Entrant: Heat

Entry Title: Mtn Dew Amp Game Fuel: Loser Tears

Client: PepsiCo

Category: Campaign

Award: Bronze

Entrant: JUST Media

Entry Title: Introduction to Decoupling Apps

Client: Amazon Web Services

Category: Campaign

Award: Silver

Entrant: Funworks

Entry Title: Blackberry: It's human-nature proof

Client: Funworks

Category: Campaign

Award: Silver

Entrant: JUST Media

Entry Title: Powerful Truths

Client: Looker

Category: Cinematography—Single

Award: Silver

Entrant: Gold Front

Entry Title: GiftNow - The Exchange

Client: Loop Commerce

Category: Cinematography—Single

Award: Silver

Entrant: Gold Front

Entry Title: BAND - What Matters Most

Client: NAVER Corp.

Category: Computer Generated Imagery (CGI)

Award: Gold

Entrant: Goodby Silverstein & Partners

Entry Title: Dalí Lives

Client: The Dalí Museum

Category: Consumer Website

Award: Silver

Entrant: Media Cause

Entry Title: Oceanic Preservation Society

Client: Oceanic Preservation Society

Category: Consumer Website

Award: Silver

Entrant: Heat

Entry Title: Making Consent Common Sense

Client: Let's Get Consensual

Category: Copywriting

Award: Bronze

Entrant: Goodby Silverstein & Partners

Entry Title: Brandless

Client: Doritos

Category: Corporate Social Responsibility Ambient Media

Award: Bronze

Entrant: Heat

Entry Title: We Are Their People

Client: San Francisco General Hospital Foundation

Category: Corporate Social Responsibility Film, Video & Sound

Award: Bronze

Entrant: Most Likely To, Inc.

Entry Title: Feeling Gassy, SF?

Client: San Francisco Department of the Environment

Category: Corporate Social Responsibility Film, Video & Sound

Award: Bronze

Entrant: Measure Twice Inc.

Entry Title: Data for Good "Partnership"

Client: Facebook

Category: Corporate Social Responsibility Film, Video & Sound

Award: Silver

Entrant: Goodby Silverstein & Partners

Entry Title: Better Days

Client: One Medical

Category: Corporate Social Responsibility Online/Interactive

Award: Silver

Entrant: Heat

Entry Title: We Are Their People

Client: San Francisco General Hospital Foundation

Category: Corporate Social Responsibility Online/Interactive

Award: Silver

Entrant: Heat

Entry Title: Own Your Worth

Client: UBS

Category: Corporate Social Responsibility Out-Of-Home

Award: Silver

Entrant: HUB

Entry Title: Monterey Bay Aquarium OOH Campaign

Client: Monterey Bay Aquarium

Category: Data Driven Media

Award: Bronze

Entrant: JUST Media

Entry Title: Teach Globally. Act Locally.

Client: VIPKid

Category: Direct Mail 3-D/Mixed

Award: Bronze

Entrant: IRIS

Entry Title: Braintree - The Secret is Out

Client: Braintree

Category: Email

Award: Bronze

Entrant: Symantec

Entry Title: New Norton 360 Features Campaign

Client: NortonLifeLock Inc.

Category: Event

Award: Silver

Entrant: Duncan Channon

Entry Title: e.l.f. Cosmetics x Jkissa Launch

Client: e.l.f. Cosmetics

Category: Event

Award: Bronze

Entrant: Duncan Channon

Entry Title: e.l.f. Cosmetics x Jkissa launch

Client: e.l.f. Cosmetics

Category: Film/Video/Sound Branded Content

Award: Bronze

Entrant: Goodby Silverstein & Partners

Entry Title: A Holiday Reunion

Client: Xfinity

Category: Film/Video/Sound Branded Content

Award: Bronze

Entrant: Gold Front

Entry Title: GiftNow - The Exchange

Client: Loop Commerce

Category: Film/Video/Sound Branded Content

Award: Silver

Entrant: MUH-TAY-ZIK | HOF-FER

Entry Title: Runaway Train 25

Client: National Center For Missing & Exploited Children

Category: Film/Video/Sound Branded Content

Award: Bronze

Entrant: Heat

Entry Title: Mtn Dew Amp Game Fuel: Win Sauce

Client: PepsiCo

Category: Film/Video/Sound Branded Content

Award: Bronze

Entrant: Heat

Entry Title: Be There

Client: USGA

Category: Film/Video/Sound Branded Content

Award: Bronze

Entrant: Heat

Entry Title: Mtn Dew Amp Game Fuel: Face Off

Client: PepsiCo

Category: Film/Video/Sound Branded Content

Award: Bronze

Entrant: Academy of Art University

Entry Title: Game Development Spring Show

Client: Academy of Art University

Category: Film/Video/Sound Branded Content

Award: Bronze

Entrant: Heat

Entry Title: Selling Texas to Texans

Client: The State of Texas

Category: Film/Video/Sound Branded Content

Award: Silver

Entrant: Authors, LLC

Entry Title: Spark AR - Beauty 3000

Client: Facebook

Category: Film/Video/Sound Branded Content

Award: Bronze

Entrant: Heat

Entry Title: Be There

Client: USGA

Category: Film/Video/Sound Branded Content

Award: Bronze

Entrant: Heat

Entry Title: Mtn Dew Amp Game Fuel: Loser Tears

Client: PepsiCo

Category: Film/Video/Sound Branded Content

Award: Bronze

Entrant: barrettSF

Entry Title: Ballroom Brawl"

Client: 2K Games

Category: Film/Video/Sound Branded Content

Award: Bronze

Entrant: Heat

Entry Title: Mountain Dew: Camo

Client: PepsiCo

Category: Illustration Series

Award: Silver

Entrant: Goodby Silverstein & Partners

Entry Title: Lessons in Herstory

Client: Daughters of the Evolution

Category: Illustration Series

Award: Bronze

Entrant: Media Cause

Entry Title: AKC's Puppy Pack

Client: AKC

Category: Innovative Use of Interactive/Technology

Award: Gold

Entrant: Goodby Silverstein & Partners

Entry Title: Dalí Lives

Client: The Dalí Museum

Category: Innovative Use of Interactive/Technology

Award: Best of Show

Entrant: Goodby Silverstein & Partners

Entry Title: Dalí Lives

Client: The Dalí Museum

Category: Innovative Use of Interactive/Technology

Award: Bronze

Entrant: Heat

Entry Title: The Hook up Station

Client: Let's Get Consensual

Category: Innovative Use of Interactive/Technology

Award: Bronze

Entrant: Heat

Entry Title: Making Consent Common Sense

Client: Let's Get Consensual

Category: Integrated Advertising Campaign

Award: Silver

Entrant: Goodby Silverstein & Partners

Entry Title: The Like New Campaign

Client: BMW of North America

Category: Integrated Advertising Campaign

Award: Silver

Entrant: Goodby Silverstein & Partners

Entry Title: Get Real

Client: HP

Category: Integrated Advertising Campaign

Award: Bronze

Entrant: Funworks

Entry Title: Blackberry: It's human-nature proof

Client: Funworks

Category: Integrated Advertising Campaign

Award: Bronze

Entrant: Heat

Entry Title: We Are Their People

Client: San Francisco General Hospital Foundation

Category: Integrated Advertising Campaign

Award: Bronze

Entrant: BlackWing Creative

Entry Title: Persado — Words Matter

Client: Persado

Category: Integrated Advertising Campaign

Award: Bronze

Entrant: Symantec

Entry Title: Connecting to Hackers

Client: NortonLifeLock Inc.

Category: Integrated Advertising Campaign

Award: Bronze

Entrant: Duncan Channon

Entry Title: Integrated - Nicotine "Flavors"

Client: California Tobacco Control Program

Category: Integrated Branded Content Campaign

Award: Bronze

Entrant: Heat

Entry Title: Selling Texas to Texans

Client: The State of Texas

Category: Integrated Media Corporate Social Responsibility Campaign

Award: Bronze

Entrant: Most Likely To, Inc.

Entry Title: End Ageism

Client: San Francisco Department of Disability and Aging Services

Category: Integrated Media Corporate Social Responsibility Campaign

Award: Bronze

Entrant: HUB

Entry Title: 2019 Summer Campaign

Client: Monterey Bay Aquarium

Category: Internet Commercial

Award: Silver

Entrant: Goodby Silverstein & Partners

Entry Title: A Holiday Reunion

Client: Xfinity

Category: Internet Commercial

Award: Silver

Entrant: DDW

Entry Title: Layla Sleep - Bedtime Story

Client: Layla Sleep

Category: Internet Commercial
Award: Silver
Entrant: Gold Front
Entry Title: GiftNow - The Exchange
Client: Loop Commerce

Category: Internet Commercial
Award: Silver
Entrant: Symantec
Entry Title: Sawing Identities
Client: NortonLifeLock Inc.

Category: Internet Commercial
Award: Silver
Entrant: Symantec
Entry Title: Faces
Client: NortonLifeLock Inc.

Category: Internet Commercial
Award: Bronze
Entrant: DDW
Entry Title: Perfect Day Animal-Free Dairy
Client: Perfect Day Foods

Category: Internet Commercial
Award: Gold
Entrant: Funworks
Entry Title: Watch Dogs Legion 101
Client: Ubisoft

Category: Internet Commercial Campaign
Award: Silver
Entrant: DDW
Entry Title: Decathlon Sports New Store Opening
Client: Decathlon Sports

Category: Internet Commercial Campaign
Award: Gold
Entrant: Goodby Silverstein & Partners
Entry Title: Parental Controls
Client: Xfinity

Category: In-Theater Commercial or Slide

Award: Silver

Entrant: Goodby Silverstein & Partners

Entry Title: A Holiday Reunion

Client: Xfinity

Category: In-Theater Commercial or Slide

Award: Bronze

Entrant: Funworks

Entry Title: Raley's Food for Families

Client: Raley's

Category: In-Theater Commercial or Slide

Award: Silver

Entrant: Goodby Silverstein & Partners

Entry Title: Creativity for All

Client: Adobe

Category: Local Television Commercial Campaign

Award: Bronze

Entrant: Baker Street Advertising

Entry Title: Ask Anyone Who Owns A Honda

Client: Central Valley Honda Dealers

Category: Local Television Commercial :30 Seconds

Award: Bronze

Entrant: Polar Productions Group Inc

Entry Title: The Nutcracker, Timeless Magic

Client: SF Ballet

Category: Magazine Advertising - Full Page or Less

Award: Bronze

Entrant: Symantec

Entry Title: Basefootball

Client: NortonLifeLock Inc.

Category: Microsite

Award: Silver

Entrant: Heat

Entry Title: Own Your Worth

Client: UBS

Category: Microsite

Award: Silver

Entrant: Heat

Entry Title: We Are Their People

Client: San Francisco General Hospital Foundation

Category: Mobile App

Award: Gold

Entrant: Goodby Silverstein & Partners

Entry Title: Lessons in Herstory

Client: Daughters of the Evolution

Category: Mobile Interaction

Award: Bronze

Entrant: Heat

Entry Title: Consent Drop

Client: Let's Get Consensual

Category: Mobile Interaction

Award: Gold

Entrant: Goodby Silverstein & Partners

Entry Title: Dalí Lives

Client: The Dalí Museum

Category: Mobile Interaction

Award: Bronze

Entrant: Heat

Entry Title: Pride

Client: Let's Get Consensual

Category: Mobile Interaction

Award: Silver

Entrant: Goodby Silverstein & Partners

Entry Title: Lessons in Herstory

Client: Daughters of the Evolution

Category: Music With Lyrics—Single

Award: Silver

Entrant: Goodby Silverstein & Partners

Entry Title: Better Days

Client: One Medical

Category: Online/Interactive Campaign

Award: Silver

Entrant: Heat

Entry Title: Making Consent Common Sense

Client: Let's Get Consensual

Category: Out-Of-Home Campaign

Award: Silver

Entrant: Gold Front

Entry Title: Sir Kensington's Abandon All Bland

Client: Sir Kensington's

Category: Out-Of-Home Campaign

Award: Silver

Entrant: HUB

Entry Title: Monterey Bay Aquarium OOH Campaign

Client: Monterey Bay Aquarium

Category: Out-Of-Home Multiple Installations

Award: Gold

Entrant: Goodby Silverstein & Partners

Entry Title: Shoppable Holiday Windows

Client: PayPal

Category: Printed Annual Report

Award: Silver

Entrant: Media Cause

Entry Title: Ceres Strategic Report

Client: Ceres

Category: Pro Bono Online Film, Video & Sound

Award: Bronze

Entrant: Heat

Entry Title: We Are Their People

Client: San Francisco General Hospital Foundation

Category: Pro Bono Online/Interactive Campaign

Award: Silver

Entrant: Goodby Silverstein & Partners

Entry Title: Lessons in Herstory

Client: Daughters of the Evolution

Category: Radio Advertising / Local Campaign

Award: Silver

Entrant: HUB

Entry Title: Access to Excellence Radio Series

Client: Stanford Children's Health

Category: Regional/National Radio Commercial

Award: Gold

Entrant: Goodby Silverstein & Partners

Entry Title: Brandless

Client: Doritos

Category: Regional/National Television Commercial

Award: Silver

Entrant: Goodby Silverstein & Partners

Entry Title: A Holiday Reunion

Client: Xfinity

Category: Regional/National Television Commercial

Award: Bronze

Entrant: Duncan Channon

Entry Title: Kona - To Don't List

Client: Kona Brewing Company

Category: Regional/National Television Commercial

Award: Bronze

Entrant: Duncan Channon

Entry Title: Rakuten - Moving In

Client: Rakuten

Category: Regional/National Television Commercial

Award: Bronze

Entrant: Duncan Channon

Entry Title: Kona - Little Vacation

Client: Kona Brewing Company

Category: Regional/National Television Commercial

Award: Bronze

Entrant: Duncan Channon

Entry Title: Kona - Airplane Mode

Client: Kona Brewing Company

Category: Regional/National Television Commercial

Award: Silver

Entrant: Duncan Channon

Entry Title: CTCP - Dark Balloons

Client: California Tobacco Control Program

Category: Regional/National Television Commercial

Award: Bronze

Entrant: barrettSF

Entry Title: Puppies"

Client: Chime Bank

Category: Regional/National Television Commercial

Award: Silver

Entrant: Heat

Entry Title: Be There

Client: USGA

Category: Regional/National Television Commercial Campaign

Award: Silver

Entrant: Goodby Silverstein & Partners

Entry Title: The Like New Campaign

Client: BMW of North America

Category: Regional/National Television Commercial Campaign

Award: Bronze

Entrant: Duncan Channon

Entry Title: Kona - Series 3 :30s

Client: Kona Brewing Company

Category: Regional/National Television Commercial Campaign

Award: Bronze

Entrant: Yahoo Sports

Entry Title: Make Better Choices Campaign

Client: Yahoo

Category: Regional/National Television Commercial Campaign

Award: Bronze

Entrant: Yahoo Sports

Entry Title: You Could Be Watching Football

Client: Yahoo

Category: Regional/National Television Commercial Campaign

Award: Bronze

Entrant: Funworks

Entry Title: Hint Water

Client: Hint

Category: Regional/National Television Commercial Campaign

Award: Bronze

Entrant: Funworks

Entry Title: Blackberry: It's human-nature proof

Client: Funworks

Category: Regional/National Television Commercial Campaign

Award: Bronze

Entrant: Duncan Channon

Entry Title: Rakuten - Series 4 :30s

Client: Rakuten

Category: Social Media, Campaign

Award: Bronze

Entrant: Heat

Entry Title: Be There

Client: USGA

Category: Social Media, Campaign

Award: Silver

Entrant: Heat

Entry Title: Selling Texas to Texans

Client: The State of Texas

Category: Social Media, Campaign

Award: Silver

Entrant: Symantec

Entry Title: Stalker Ads

Client: NortonLifeLock Inc.

Category: Social Media, Campaign

Award: Bronze

Entrant: HUB

Entry Title: NerdWallet Social Media Campaign

Client: NerdWallet

Category: Social Media, Campaign

Award: Gold

Entrant: Goodby Silverstein & Partners

Entry Title: Parental Controls

Client: Xfinity

Category: Social Media, Campaign

Award: Bronze

Entrant: Symantec

Entry Title: Copy/Paste

Client: NortonLifeLock Inc.

Category: Social Media, Campaign

Award: Silver

Entrant: Heat

Entry Title: Be There

Client: USGA

Category: Sound Design

Award: Bronze

Entrant: Swell Music + Sound

Entry Title: Uber 'Paul'

Client: Uber

Category: Video Editing

Award: Silver

Entrant: Gold Front

Entry Title: GiftNow - The Exchange

Client: Loop Commerce