



**2020 American Advertising Awards  
Greater San Francisco Competition  
Winners by Company Name**

**Entrant:** Academy of Art University

**Award:** Bronze

**Category:** Film/Video/Sound Branded Content

**Entry Title:** Game Development Spring Show

**Client:** Academy of Art University

**Entrant:** Authors, LLC

**Award:** Silver

**Category:** Film/Video/Sound Branded Content

**Entry Title:** Spark AR - Beauty 3000

**Client:** Facebook

**Entrant:** Baker Street Advertising

**Award:** Bronze

**Category:** Local Television Commercial Campaign

**Entry Title:** Ask Anyone Who Owns A Honda

**Client:** Central Valley Honda Dealers

**Entrant:** barrettSF

**Award:** Bronze

**Category:** Regional/National Television Commercial

**Entry Title:** Puppies"

**Client:** Chime Bank

**Entrant:** barrettSF

**Award:** Bronze

**Category:** Branded Content & Entertainment for Television

**Entry Title:** The Tradition"

**Client:** Cost Plus World Market

**Entrant:** barrettSF  
**Award:** Bronze  
**Category:** Film/Video/Sound Branded Content  
**Entry Title:** Ballroom Brawl"  
**Client:** 2K Games

**Entrant:** BlackWing Creative  
**Award:** Bronze  
**Category:** Integrated Advertising Campaign  
**Entry Title:** Persado — Words Matter  
**Client:** Persado

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

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

**Entrant:** DDW  
**Award:** Silver  
**Category:** Internet Commercial  
**Entry Title:** Layla Sleep - Bedtime Story  
**Client:** Layla Sleep

**Entrant:** Duncan Channon  
**Award:** Silver  
**Category:** Regional/National Television Commercial  
**Entry Title:** CTCP - Dark Balloons  
**Client:** California Tobacco Control Program

**Entrant:** Duncan Channon  
**Award:** Bronze  
**Category:** Event  
**Entry Title:** e.l.f. Cosmetics x Jkissa launch  
**Client:** e.l.f. Cosmetics

**Entrant:** Duncan Channon  
**Award:** Silver  
**Category:** Event  
**Entry Title:** e.l.f. Cosmetics x Jkissa Launch  
**Client:** e.l.f. Cosmetics

**Entrant:** Duncan Channon  
**Award:** Bronze  
**Category:** Integrated Advertising Campaign  
**Entry Title:** Integrated - Nicotine "Flavors"  
**Client:** California Tobacco Control Program

**Entrant:** Duncan Channon  
**Award:** Bronze  
**Category:** Regional/National Television Commercial  
**Entry Title:** Kona - Airplane Mode  
**Client:** Kona Brewing Company

**Entrant:** Duncan Channon  
**Award:** Bronze  
**Category:** Regional/National Television Commercial  
**Entry Title:** Kona - Little Vacation  
**Client:** Kona Brewing Company

**Entrant:** Duncan Channon  
**Award:** Bronze  
**Category:** Regional/National Television Commercial Campaign  
**Entry Title:** Kona - Series 3 :30s  
**Client:** Kona Brewing Company

**Entrant:** Duncan Channon  
**Award:** Bronze  
**Category:** Regional/National Television Commercial  
**Entry Title:** Kona - To Don't List  
**Client:** Kona Brewing Company

**Entrant:** Duncan Channon  
**Award:** Bronze  
**Category:** Regional/National Television Commercial  
**Entry Title:** Rakuten - Moving In  
**Client:** Rakuten

**Entrant:** Duncan Channon

**Award:** Bronze

**Category:** Regional/National Television Commercial Campaign

**Entry Title:** Rakuten - Series 4 :30s

**Client:** Rakuten

**Entrant:** Funworks

**Award:** Bronze

**Category:** Regional/National Television Commercial Campaign

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

**Client:** Funworks

**Entrant:** Funworks

**Award:** Bronze

**Category:** Regional/National Television Commercial Campaign

**Entry Title:** Hint Water

**Client:** Hint

**Entrant:** Funworks

**Award:** Bronze

**Category:** In-Theater Commercial or Slide

**Entry Title:** Raley's Food for Families

**Client:** Raley's

**Entrant:** Funworks

**Award:** Gold

**Category:** Internet Commercial

**Entry Title:** Watch Dogs Legion 101

**Client:** Ubisoft

**Entrant:** Funworks

**Award:** Silver

**Category:** Campaign

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

**Client:** Funworks

**Entrant:** Funworks

**Award:** Bronze

**Category:** Integrated Advertising Campaign

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

**Client:** Funworks

**Entrant:** Gold Front  
**Award:** Silver  
**Category:** Video Editing  
**Entry Title:** GiftNow - The Exchange  
**Client:** Loop Commerce

**Entrant:** Gold Front  
**Award:** Silver  
**Category:** Cinematography—Single  
**Entry Title:** GiftNow - The Exchange  
**Client:** Loop Commerce

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

**Entrant:** Gold Front  
**Award:** Silver  
**Category:** Cinematography—Single  
**Entry Title:** BAND - What Matters Most  
**Client:** NAVER Corp.

**Entrant:** Gold Front  
**Award:** Silver  
**Category:** Out-Of-Home Campaign  
**Entry Title:** Sir Kensington's Abandon All Bland  
**Client:** Sir Kensington's

**Entrant:** Gold Front  
**Award:** Bronze  
**Category:** Film/Video/Sound Branded Content  
**Entry Title:** GiftNow - The Exchange  
**Client:** Loop Commerce

**Entrant:** Goodby Silverstein & Partners  
**Award:** Silver  
**Category:** Regional/National Television Commercial  
**Entry Title:** A Holiday Reunion  
**Client:** Xfinity

**Entrant:** Goodby Silverstein & Partners  
**Award:** Bronze  
**Category:** Branded Content & Entertainment for Television  
**Entry Title:** A Holiday Reunion  
**Client:** Xfinity

**Entrant:** Goodby Silverstein & Partners  
**Award:** Bronze  
**Category:** Film/Video/Sound Branded Content  
**Entry Title:** A Holiday Reunion  
**Client:** Xfinity

**Entrant:** Goodby Silverstein & Partners  
**Award:** Silver  
**Category:** In-Theater Commercial or Slide  
**Entry Title:** A Holiday Reunion  
**Client:** Xfinity

**Entrant:** Goodby Silverstein & Partners  
**Award:** Silver  
**Category:** Internet Commercial  
**Entry Title:** A Holiday Reunion  
**Client:** Xfinity

**Entrant:** Goodby Silverstein & Partners  
**Award:** Silver  
**Category:** Corporate Social Responsibility Film, Video & Sound  
**Entry Title:** Better Days  
**Client:** One Medical

**Entrant:** Goodby Silverstein & Partners  
**Award:** Silver  
**Category:** Music With Lyrics—Single  
**Entry Title:** Better Days  
**Client:** One Medical

**Entrant:** Goodby Silverstein & Partners  
**Award:** Bronze  
**Category:** Copywriting  
**Entry Title:** Brandless  
**Client:** Doritos

**Entrant:** Goodby Silverstein & Partners

**Award:** Gold

**Category:** Art Direction—Campaign

**Entry Title:** Brandless

**Client:** Doritos

**Entrant:** Goodby Silverstein & Partners

**Award:** Gold

**Category:** Regional/National Radio Commercial

**Entry Title:** Brandless

**Client:** Doritos

**Entrant:** Goodby Silverstein & Partners

**Award:** Silver

**Category:** In-Theater Commercial or Slide

**Entry Title:** Creativity for All

**Client:** Adobe

**Entrant:** Goodby Silverstein & Partners

**Award:** Silver

**Category:** Art Direction—Single

**Entry Title:** Creativity for All

**Client:** Adobe

**Entrant:** Goodby Silverstein & Partners

**Award:** Gold

**Category:** Animation, Special Effects or Motion Graphics

**Entry Title:** Creativity for All

**Client:** Adobe

**Entrant:** Goodby Silverstein & Partners

**Award:** Gold

**Category:** Mobile Interaction

**Entry Title:** Dalí Lives

**Client:** The Dalí Museum

**Entrant:** Goodby Silverstein & Partners

**Award:** Best of Show

**Category:** Innovative Use of Interactive/Technology

**Entry Title:** Dalí Lives

**Client:** The Dalí Museum

**Entrant:** Goodby Silverstein & Partners  
**Award:** Gold  
**Category:** Innovative Use of Interactive/Technology  
**Entry Title:** Dalí Lives  
**Client:** The Dalí Museum

**Entrant:** Goodby Silverstein & Partners  
**Award:** Gold  
**Category:** Computer Generated Imagery (CGI)  
**Entry Title:** Dalí Lives  
**Client:** The Dalí Museum

**Entrant:** Goodby Silverstein & Partners  
**Award:** Silver  
**Category:** Integrated Advertising Campaign  
**Entry Title:** Get Real  
**Client:** HP

**Entrant:** Goodby Silverstein & Partners  
**Award:** Silver  
**Category:** Augmented Reality  
**Entry Title:** Lessons in Herstory  
**Client:** Daughters of the Evolution

**Entrant:** Goodby Silverstein & Partners  
**Award:** Silver  
**Category:** Illustration Series  
**Entry Title:** Lessons in Herstory  
**Client:** Daughters of the Evolution

**Entrant:** Goodby Silverstein & Partners  
**Award:** Silver  
**Category:** Mobile Interaction  
**Entry Title:** Lessons in Herstory  
**Client:** Daughters of the Evolution

**Entrant:** Goodby Silverstein & Partners  
**Award:** Gold  
**Category:** Mobile App  
**Entry Title:** Lessons in Herstory  
**Client:** Daughters of the Evolution



**Entrant:** Goodby Silverstein & Partners  
**Award:** Silver  
**Category:** Pro Bono Online/Interactive Campaign  
**Entry Title:** Lessons in Herstory  
**Client:** Daughters of the Evolution

**Entrant:** Goodby Silverstein & Partners  
**Award:** Gold  
**Category:** Social Media, Campaign  
**Entry Title:** Parental Controls  
**Client:** Xfinity

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

**Entrant:** Goodby Silverstein & Partners  
**Award:** Silver  
**Category:** Art Direction—Single  
**Entry Title:** Print the Holidays  
**Client:** HP

**Entrant:** Goodby Silverstein & Partners  
**Award:** Gold  
**Category:** Out-Of-Home Multiple Installations  
**Entry Title:** Shoppable Holiday Windows  
**Client:** PayPal

**Entrant:** Goodby Silverstein & Partners  
**Award:** Gold  
**Category:** Art Direction—Campaign  
**Entry Title:** Shoppable Holiday Windows  
**Client:** PayPal

**Entrant:** Goodby Silverstein & Partners  
**Award:** Silver  
**Category:** Regional/National Television Commercial Campaign  
**Entry Title:** The Like New Campaign  
**Client:** BMW of North America

**Entrant:** Goodby Silverstein & Partners

**Award:** Silver

**Category:** Integrated Advertising Campaign

**Entry Title:** The Like New Campaign

**Client:** BMW of North America

**Entrant:** Heat

**Award:** Silver

**Category:** Regional/National Television Commercial

**Entry Title:** Be There

**Client:** USGA

**Entrant:** Heat

**Award:** Bronze

**Category:** Film/Video/Sound Branded Content

**Entry Title:** Be There

**Client:** USGA

**Entrant:** Heat

**Award:** Silver

**Category:** Social Media, Campaign

**Entry Title:** Be There

**Client:** USGA

**Entrant:** Heat

**Award:** Bronze

**Category:** Film/Video/Sound Branded Content

**Entry Title:** Be There

**Client:** USGA

**Entrant:** Heat

**Award:** Bronze

**Category:** Social Media, Campaign

**Entry Title:** Be There

**Client:** USGA

**Entrant:** Heat

**Award:** Bronze

**Category:** Branded Content & Entertainment for Online/Interactive

**Entry Title:** Be There

**Client:** USGA

**Entrant:** Heat  
**Award:** Bronze  
**Category:** Branded Content & Entertainment for Television  
**Entry Title:** Be There  
**Client:** USGA

**Entrant:** Heat  
**Award:** Bronze  
**Category:** Branded Content & Entertainment for Television  
**Entry Title:** Be There  
**Client:** USGA

**Entrant:** Heat  
**Award:** Bronze  
**Category:** Mobile Interaction  
**Entry Title:** Consent Drop  
**Client:** Let's Get Consensual

**Entrant:** Heat  
**Award:** Silver  
**Category:** Online/Interactive Campaign  
**Entry Title:** Making Consent Common Sense  
**Client:** Let's Get Consensual

**Entrant:** Heat  
**Award:** Silver  
**Category:** Consumer Website  
**Entry Title:** Making Consent Common Sense  
**Client:** Let's Get Consensual

**Entrant:** Heat  
**Award:** Bronze  
**Category:** Innovative Use of Interactive/Technology  
**Entry Title:** Making Consent Common Sense  
**Client:** Let's Get Consensual

**Entrant:** Heat  
**Award:** Bronze  
**Category:** Branded Content & Entertainment for Online/Interactive  
**Entry Title:** Making Consent Common Sense  
**Client:** Let's Get Consensual

**Entrant:** Heat

**Award:** Bronze

**Category:** Branded Content & Entertainment for Online/Interactive

**Entry Title:** Mountain Dew: Camo

**Client:** PepsiCo

**Entrant:** Heat

**Award:** Bronze

**Category:** Film/Video/Sound Branded Content

**Entry Title:** Mountain Dew: Camo

**Client:** PepsiCo

**Entrant:** Heat

**Award:** Silver

**Category:** Branded Content & Entertainment for Online/Interactive

**Entry Title:** Mtn Dew Amp Game Fuel: Face Off

**Client:** PepsiCo

**Entrant:** Heat

**Award:** Bronze

**Category:** Film/Video/Sound Branded Content

**Entry Title:** Mtn Dew Amp Game Fuel: Face Off

**Client:** PepsiCo

**Entrant:** Heat

**Award:** Bronze

**Category:** Branded Content & Entertainment for Television

**Entry Title:** Mtn Dew Amp Game Fuel: Loser Tears

**Client:** PepsiCo

**Entrant:** Heat

**Award:** Bronze

**Category:** Branded Content & Entertainment for Online/Interactive

**Entry Title:** Mtn Dew Amp Game Fuel: Loser Tears

**Client:** PepsiCo

**Entrant:** Heat

**Award:** Bronze

**Category:** Film/Video/Sound Branded Content

**Entry Title:** Mtn Dew Amp Game Fuel: Loser Tears

**Client:** PepsiCo

**Entrant:** Heat  
**Award:** Silver  
**Category:** Animation, Special Effects or Motion Graphics  
**Entry Title:** Mtn Dew Amp Game Fuel: Loser Tears  
**Client:** PepsiCo

**Entrant:** Heat  
**Award:** Bronze  
**Category:** Branded Content & Entertainment for Television  
**Entry Title:** Mtn Dew Amp Game Fuel: Win Sauce  
**Client:** PepsiCo

**Entrant:** Heat  
**Award:** Bronze  
**Category:** Film/Video/Sound Branded Content  
**Entry Title:** Mtn Dew Amp Game Fuel: Win Sauce  
**Client:** PepsiCo

**Entrant:** Heat  
**Award:** Bronze  
**Category:** Branded Content & Entertainment for Online/Interactive  
**Entry Title:** Mtn Dew Amp Game Fuel: Win Sauce  
**Client:** PepsiCo

**Entrant:** Heat  
**Award:** Silver  
**Category:** Animation, Special Effects or Motion Graphics  
**Entry Title:** Mtn Dew Amp Game Fuel: Win Sauce  
**Client:** PepsiCo

**Entrant:** Heat  
**Award:** Silver  
**Category:** Microsite  
**Entry Title:** Own Your Worth  
**Client:** UBS

**Entrant:** Heat  
**Award:** Bronze  
**Category:** Animation, Special Effects or Motion Graphics  
**Entry Title:** Own Your Worth  
**Client:** UBS

**Entrant:** Heat  
**Award:** Silver  
**Category:** Corporate Social Responsibility Online/Interactive  
**Entry Title:** Own Your Worth  
**Client:** UBS

**Entrant:** Heat  
**Award:** Bronze  
**Category:** Mobile Interaction  
**Entry Title:** Pride  
**Client:** Let's Get Consensual

**Entrant:** Heat  
**Award:** Silver  
**Category:** Social Media, Campaign  
**Entry Title:** Selling Texas to Texans  
**Client:** The State of Texas

**Entrant:** Heat  
**Award:** Bronze  
**Category:** Integrated Branded Content Campaign  
**Entry Title:** Selling Texas to Texans  
**Client:** The State of Texas

**Entrant:** Heat  
**Award:** Bronze  
**Category:** Film/Video/Sound Branded Content  
**Entry Title:** Selling Texas to Texans  
**Client:** The State of Texas

**Entrant:** Heat  
**Award:** Bronze  
**Category:** Innovative Use of Interactive/Technology  
**Entry Title:** The Hook up Station  
**Client:** Let's Get Consensual

**Entrant:** Heat  
**Award:** Bronze  
**Category:** Branded Content & Entertainment Campaign  
**Entry Title:** Victory in a Can  
**Client:** PepsiCo

**Entrant:** Heat  
**Award:** Bronze  
**Category:** Integrated Advertising Campaign  
**Entry Title:** We Are Their People  
**Client:** San Francisco General Hospital Foundation

**Entrant:** Heat  
**Award:** Silver  
**Category:** Corporate Social Responsibility Online/Interactive  
**Entry Title:** We Are Their People  
**Client:** San Francisco General Hospital Foundation

**Entrant:** Heat  
**Award:** Bronze  
**Category:** Corporate Social Responsibility Ambient Media  
**Entry Title:** We Are Their People  
**Client:** San Francisco General Hospital Foundation

**Entrant:** Heat  
**Award:** Silver  
**Category:** Microsite  
**Entry Title:** We Are Their People  
**Client:** San Francisco General Hospital Foundation

**Entrant:** Heat  
**Award:** Bronze  
**Category:** Pro Bono Online Film, Video & Sound  
**Entry Title:** We Are Their People  
**Client:** San Francisco General Hospital Foundation

**Entrant:** HUB  
**Award:** Silver  
**Category:** Corporate Social Responsibility Out-Of-Home  
**Entry Title:** Monterey Bay Aquarium OOH Campaign  
**Client:** Monterey Bay Aquarium

**Entrant:** HUB  
**Award:** Bronze  
**Category:** Social Media, Campaign  
**Entry Title:** NerdWallet Social Media Campaign  
**Client:** NerdWallet

**Entrant:** HUB

**Award:** Silver

**Category:** Radio Advertising / Local Campaign

**Entry Title:** Access to Excellence Radio Series

**Client:** Stanford Children's Health

**Entrant:** HUB

**Award:** Bronze

**Category:** Integrated Media Corporate Social Responsibility Campaign

**Entry Title:** 2019 Summer Campaign

**Client:** Monterey Bay Aquarium

**Entrant:** HUB

**Award:** Silver

**Category:** Out-Of-Home Campaign

**Entry Title:** Monterey Bay Aquarium OOH Campaign

**Client:** Monterey Bay Aquarium

**Entrant:** IRIS

**Award:** Bronze

**Category:** Direct Mail 3-D/Mixed

**Entry Title:** Braintree - The Secret is Out

**Client:** Braintree

**Entrant:** IRIS

**Award:** Bronze

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

**Entry Title:** PayPal: Smart Payment Buttons

**Client:** PayPal

**Entrant:** JUST Media

**Award:** Silver

**Category:** Campaign

**Entry Title:** Powerful Truths

**Client:** Looker

**Entrant:** JUST Media

**Award:** Bronze

**Category:** Campaign

**Entry Title:** Introduction to Decoupling Apps

**Client:** Amazon Web Services



**Entrant:** JUST Media  
**Award:** Bronze  
**Category:** Data Driven Media  
**Entry Title:** Teach Globally. Act Locally.  
**Client:** VIPKid

**Entrant:** Measure Twice Inc.  
**Award:** Bronze  
**Category:** Corporate Social Responsibility Film, Video & Sound  
**Entry Title:** Data for Good "Partnership"  
**Client:** Facebook

**Entrant:** Media Cause  
**Award:** Silver  
**Category:** Consumer Website  
**Entry Title:** Oceanic Preservation Society  
**Client:** Oceanic Preservation Society

**Entrant:** Media Cause  
**Award:** Bronze  
**Category:** Illustration Series  
**Entry Title:** AKC's Puppy Pack  
**Client:** AKC

**Entrant:** Media Cause  
**Award:** Silver  
**Category:** Printed Annual Report  
**Entry Title:** Ceres Strategic Report  
**Client:** Ceres

**Entrant:** Most Likely To, Inc.  
**Award:** Bronze  
**Category:** Integrated Media Corporate Social Responsibility Campaign  
**Entry Title:** End Ageism  
**Client:** San Francisco Department of Disability and Aging Services

**Entrant:** Most Likely To, Inc.  
**Award:** Bronze  
**Category:** Corporate Social Responsibility Film, Video & Sound  
**Entry Title:** Feeling Gassy, SF?  
**Client:** San Francisco Department of the Environment

**Entrant:** MUH-TAY-ZIK | HOF-FER  
**Award:** Silver  
**Category:** Film/Video/Sound Branded Content  
**Entry Title:** Runaway Train 25  
**Client:** National Center For Missing & Exploited Children

**Entrant:** Polar Productions Group Inc  
**Award:** Bronze  
**Category:** Local TelevisionCommercial :30 Seconds  
**Entry Title:** The Nutcracker, Timeless Magic  
**Client:** SF Ballet

**Entrant:** Swell Music + Sound  
**Award:** Bronze  
**Category:** Sound Design  
**Entry Title:** Uber 'Paul'  
**Client:** Uber

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

**Entrant:** Symantec  
**Award:** Bronze  
**Category:** Email  
**Entry Title:** New Norton 360 Features Campaign  
**Client:** NortonLifeLock Inc.

**Entrant:** Symantec  
**Award:** Silver  
**Category:** Social Media, Campaign  
**Entry Title:** Stalker Ads  
**Client:** NortonLifeLock Inc.

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

**Entrant:** Symantec  
**Award:** Bronze  
**Category:** Magazine Advertising - Full Page or Less  
**Entry Title:** Basefootball  
**Client:** NortonLifeLock Inc.

**Entrant:** Symantec  
**Award:** Bronze  
**Category:** Social Media, Campaign  
**Entry Title:** Copy/Paste  
**Client:** NortonLifeLock Inc.

**Entrant:** Symantec  
**Award:** Bronze  
**Category:** Integrated Advertising Campaign  
**Entry Title:** Connecting to Hackers  
**Client:** NortonLifeLock Inc.

**Entrant:** Yahoo Sports  
**Award:** Bronze  
**Category:** Regional/National Television Commercial Campaign  
**Entry Title:** Make Better Choices Campaign  
**Client:** Yahoo

**Entrant:** Yahoo Sports  
**Award:** Bronze  
**Category:** Regional/National Television Commercial Campaign  
**Entry Title:** You Could Be Watching Football  
**Client:** Yahoo