



**2022 Greater San Francisco Ad Club  
American Advertising Awards  
Results by Award Level**

**Award: Best of Show**

**Entrant:** Goodby Silverstein & Partners

**Category:** Social Media

**Entry Title:** 400 Years Flag Half-Staff

**Client:** Courageous Conversations Global Foundation

**Award: Gold**

**Entrant:** April Six

**Category:** Internet Commercial

**Entry Title:** AWS Migration Video

**Client:** Amazon Web Services

**Award: Gold**

**Entrant:** barrettSF

**Category:** Social Media, Campaign

**Entry Title:** "Give Your House A Break"

**Client:** HotelTonight

**Award: Gold**

**Entrant:** Goodby Silverstein & Partners

**Category:** Public Service Television

**Entry Title:** You Can't Replace Wildlife

**Client:** San Diego Zoo Wildlife Association

**Award: Gold**

**Entrant:** Goodby Silverstein & Partners

**Category:** Social Media

**Entry Title:** 400 Years Flag Half-Staff

**Client:** Courageous Conversations Global Foundation

**Award: Gold**

**Entrant:** Goodby Silverstein & Partners

**Category:** Public Service Non-Broadcast Audio/Visual

**Entry Title:** 400 Years Flag Half-Staff

**Client:** Courageous Conversations Global Foundation

**Award: Gold**

**Entrant:** Goodby Silverstein & Partners

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

**Entry Title:** Ultimate AI Masterpiece

**Client:** BMW

**Award: Gold**

**Entrant:** Goodby Silverstein & Partners

**Category:** Event

**Entry Title:** The Daily Bugle. For Real.

**Client:** Liberty Mutual Insurance

**Award: Gold**

**Entrant:** Goodby Silverstein & Partners

**Category:** Mobile Interaction

**Entry Title:** Snap to Steal

**Client:** Frito-Lay, North America

**Award: Gold**

**Entrant:** Goodby Silverstein & Partners

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

**Entry Title:** Snap to Steal

**Client:** Frito-Lay, North America

**Award: Gold**

**Entrant:** Goodby Silverstein & Partners

**Category:** Integrated Media Public Service Campaign

**Entry Title:** You Can't Replace Wildlife

**Client:** San Diego Zoo Wildlife Association

**Award: Gold**

**Entrant:** Goodby Silverstein & Partners

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

**Entry Title:** Ultimate AI Masterpiece

**Client:** BMW

**Award: Gold**

**Entrant:** Goodby Silverstein & Partners

**Category:** Local Television Commercial Campaign

**Entry Title:** One Upper / Not a Word

**Client:** Tostitos

**Award: Gold**

**Entrant:** Venables Bell & Partners

**Category:** Music With Lyrics

**Entry Title:** Goodness From Grit

**Client:** SIMI

**Award: Silver**  
**Entrant:** April Six  
**Category:** Integrated Advertising Campaign  
**Entry Title:** Bill.com Non-profit Campaign  
**Client:** Bill.com

**Award: Silver**  
**Entrant:** Block  
**Category:** Branded Content & Entertainment - Non-Broadcast  
**Entry Title:** Dear Dad  
**Client:** Block

**Award: Silver**  
**Entrant:** Duncan Channon  
**Category:** Public Service Television  
**Entry Title:** Your Story  
**Client:** California Department of Public Health

**Award: Silver**  
**Entrant:** Duncan Channon  
**Category:** Public Service Campaign  
**Entry Title:** SFCASA, Show Up  
**Client:** San Francisco CASA

**Award: Silver**  
**Entrant:** Goodby Silverstein & Partners  
**Category:** Point of Purchase Campaign  
**Entry Title:** Lunchabuilds  
**Client:** Lunchables

**Award: Silver**  
**Entrant:** Goodby Silverstein & Partners  
**Category:** Sales Kit or Product Information Sheets  
**Entry Title:** Lunchabuilds  
**Client:** Lunchables

**Award: Silver**  
**Entrant:** Goodby Silverstein & Partners  
**Category:** Art Direction—Campaign  
**Entry Title:** Lunchabuilds  
**Client:** Lunchables

**Award: Silver**  
**Entrant:** Goodby Silverstein & Partners  
**Category:** Innovative Use of Interactive/Technology  
**Entry Title:** Cheetle iD  
**Client:** Frito-Lay, North America

**Award: Silver**

**Entrant:** Goodby Silverstein & Partners

**Category:** Integrated Advertising Campaign

**Entry Title:** Built to be Eaten / Lunchabuilds

**Client:** Lunchables

**Award: Silver**

**Entrant:** Goodby Silverstein & Partners

**Category:** Music With Lyrics

**Entry Title:** Calilujah!

**Client:** Califia Farms

**Award: Silver**

**Entrant:** Goodby Silverstein & Partners

**Category:** Art Direction

**Entry Title:** Calilujah!

**Client:** Califia Farms

**Award: Silver**

**Entrant:** Goodby Silverstein & Partners

**Category:** Webisode Series

**Entry Title:** They Print at Night

**Client:** HP

**Award: Silver**

**Entrant:** Goodby Silverstein & Partners

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

**Entry Title:** They Print at Night

**Client:** HP

**Award: Silver**

**Entrant:** Goodby Silverstein & Partners

**Category:** Podcast Campaign

**Entry Title:** Beyond 28 Podcast

**Client:** Golden State Warriors

**Award: Silver**

**Entrant:** Goodby Silverstein & Partners

**Category:** Guerrilla Marketing

**Entry Title:** The Daily Bugle. For Real.

**Client:** Liberty Mutual Insurance

**Award: Silver**

**Entrant:** Logitech

**Category:** Internet Commercial

**Entry Title:** Logitech G - Play Never Ends

**Client:** Logitech

**Award: Silver**  
**Entrant:** Logitech  
**Category:** Art Direction  
**Entry Title:** Logitech G - Play Never Ends  
**Client:** Logitech

**Award: Silver**  
**Entrant:** Nextdoor  
**Category:** Social Media, Campaign  
**Entry Title:** Reese's and The Nextdoor Treat Map  
**Client:** The Hershey Company

**Award: Silver**  
**Entrant:** NortonLifeLock, Inc.  
**Category:** Social Media  
**Entry Title:** Opt-in' Campaign - "Hair Color"  
**Client:** NortonLifeLock

**Award: Silver**  
**Entrant:** projekt202  
**Category:** Consumer Website  
**Entry Title:** Damon Motorcycles  
**Client:** Damon Motors

**Award: Silver**  
**Entrant:** Salesforce  
**Category:** Corporate Social Responsibility Non-Broadcast Audio/Visual  
**Entry Title:** Everyone: Ethical/Inclusive Design  
**Client:** Salesforce

**Award: Silver**  
**Entrant:** Swell Music + Sound  
**Category:** Sound Design  
**Entry Title:** Take This Lollipop 2  
**Client:** Jason Zada

**Award: Silver**  
**Entrant:** Toaster  
**Category:** Corporate Social Responsibility Online/Interactive  
**Entry Title:** The Memorial Foundation Website  
**Client:** The Memorial Foundation, Inc.

**Award: Silver**  
**Entrant:** Venables Bell & Partners  
**Category:** Cinematography  
**Entry Title:** Goodness From Grit  
**Client:** SIMI Wine

**Award: Bronze**

**Entrant:** Across the Pond Inc.

**Category:** Corporate Social Responsibility Film, Video & Sound

**Entry Title:** Google Sustainability x GFIE

**Client:** Google

**Award: Bronze**

**Entrant:** Across the Pond Inc.

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

**Entry Title:** Quantum Frontier

**Client:** Google

**Award: Bronze**

**Entrant:** Across the Pond Inc.

**Category:** Integrated Advertising Campaign

**Entry Title:** Google Workspace - "How It's Done"

**Client:** Google

**Award: Bronze**

**Entrant:** Affinity Creative Group

**Category:** Microsite

**Entry Title:** Earth Month With A Redwood

**Client:** Purple Brands

**Award: Bronze**

**Entrant:** Affinity Creative Group

**Category:** Consumer Website

**Entry Title:** Mezzetta Website

**Client:** Mezzetta

**Award: Bronze**

**Entrant:** April Six

**Category:** Business-to-Business Website

**Entry Title:** Payscale.com B2B Website

**Client:** Payscale

**Award: Bronze**

**Entrant:** barrettSF

**Category:** Social Media, Campaign

**Entry Title:** Make it Magical"

**Client:** World Market

**Award: Bronze**

**Entrant:** barrettSF

**Category:** Local Television Commercial

**Entry Title:** Make it Magical"

**Client:** World Market

**Award: Bronze**  
**Entrant:** barrettSF  
**Category:** Social Media  
**Entry Title:** “Gift The Very Thing”  
**Client:** Redbubble

**Award: Bronze**  
**Entrant:** Bean Dog Films  
**Category:** Internet Commercial  
**Entry Title:** The Land Of - SLO CAL - dir cut  
**Client:** Visit SLO CAL

**Award: Bronze**  
**Entrant:** Block  
**Category:** Poster Campaign  
**Entry Title:** Shoppable Chicago  
**Client:** Block

**Award: Bronze**  
**Entrant:** Block  
**Category:** Local Television Commercial  
**Entry Title:** Shape of Things to Come  
**Client:** Block

**Award: Bronze**  
**Entrant:** Block  
**Category:** Social Media, Campaign  
**Entry Title:** Shoppable Chicago  
**Client:** Block

**Award: Bronze**  
**Entrant:** Block  
**Category:** Social Media, Campaign  
**Entry Title:** Every day is a resolution  
**Client:** Block

**Award: Bronze**  
**Entrant:** Block  
**Category:** Integrated Advertising Campaign  
**Entry Title:** Shape of Things to Come  
**Client:** Block

**Award: Bronze**  
**Entrant:** Block  
**Category:** Local Television Commercial  
**Entry Title:** Shape of Things to Come  
**Client:** Block

**Award: Bronze**  
**Entrant:** Block  
**Category:** Local Television Commercial Campaign  
**Entry Title:** Shape of Things to Come  
**Client:** Block

**Award: Bronze**  
**Entrant:** Creative i Inc  
**Category:** Microsite  
**Entry Title:** Red Hat/DXC Partner Program  
**Client:** Red Hat

**Award: Bronze**  
**Entrant:** Duncan Channon  
**Category:** Social Media  
**Entry Title:** Kona Brewing Meditation  
**Client:** Kona Brewing

**Award: Bronze**  
**Entrant:** Duncan Channon  
**Category:** Innovative Use of Interactive/Technology  
**Entry Title:** SweetBEATS  
**Client:** SweeTARTS

**Award: Bronze**  
**Entrant:** Duncan Channon  
**Category:** Regional/National Television Commercial Campaign  
**Entry Title:** Kona Brewing & Kelly Slater  
**Client:** Kona Brewing

**Award: Bronze**  
**Entrant:** Goodby Silverstein & Partners  
**Category:** Branded Content & Entertainment - Non-Broadcast  
**Entry Title:** Ultimate AI Masterpiece  
**Client:** BMW

**Award: Bronze**  
**Entrant:** Goodby Silverstein & Partners  
**Category:** Mobile Interaction  
**Entry Title:** How Homemade is Made  
**Client:** Instacart

**Award: Bronze**  
**Entrant:** Goodby Silverstein & Partners  
**Category:** Local Television Commercial  
**Entry Title:** How Homemade is Made  
**Client:** Instacart



**Award: Bronze**

**Entrant:** Goodby Silverstein & Partners

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

**Entry Title:** Joyful Flavor

**Client:** Truly

**Award: Bronze**

**Entrant:** Goodby Silverstein & Partners

**Category:** Art Direction

**Entry Title:** How Homemade is Made

**Client:** Instacart

**Award: Bronze**

**Entrant:** Goodby Silverstein & Partners

**Category:** Cinematography

**Entry Title:** No One is Just One Flavor

**Client:** Truly

**Award: Bronze**

**Entrant:** Goodby Silverstein & Partners

**Category:** Website-Based App

**Entry Title:** Cheetle iD

**Client:** Frito-Lay, North America

**Award: Bronze**

**Entrant:** Goodby Silverstein & Partners

**Category:** Regional/National Television Commercial

**Entry Title:** Your Cousin Frees the Clydesdales

**Client:** The Boston Beer Company, Samuel Adams

**Award: Bronze**

**Entrant:** Goodby Silverstein & Partners

**Category:** Regional/National Television Commercial

**Entry Title:** Your Cousin Gets Vaccinated

**Client:** The Boston Beer Company, Samuel Adams

**Award: Bronze**

**Entrant:** Goodby Silverstein & Partners

**Category:** Music With Lyrics

**Entry Title:** Beyond 28 Podcast

**Client:** Golden State Warriors

**Award: Bronze**

**Entrant:** H&L Partners

**Category:** Regional/National Television Commercial

**Entry Title:** Robot Umpire

**Client:** Northern California Toyota Dealers

**Award: Bronze**  
**Entrant:** H&L Partners  
**Category:** Illustration  
**Entry Title:** Fry-Town  
**Client:** McDonalds

**Award: Bronze**  
**Entrant:** HERO Marketing  
**Category:** Out-Of-Home Installation  
**Entry Title:** Mercari Pre-Loved POP-UP  
**Client:** Mercari

**Award: Bronze**  
**Entrant:** JStokes  
**Category:** Poster Campaign  
**Entry Title:** Bay Alarm, Only The Best Outdoor  
**Client:** Bay Alarm Company

**Award: Bronze**  
**Entrant:** Logitech  
**Category:** Music With Lyrics  
**Entry Title:** Logitech G - Play Never Ends  
**Client:** Logitech

**Award: Bronze**  
**Entrant:** Logitech  
**Category:** Animation, Special Effects or Motion Graphics  
**Entry Title:** Logitech G - Play Never Ends  
**Client:** Logitech

**Award: Bronze**  
**Entrant:** Logitech  
**Category:** Copywriting  
**Entry Title:** DEFY LOGIC  
**Client:** Logitech

**Award: Bronze**  
**Entrant:** Logitech  
**Category:** Internet Commercial  
**Entry Title:** DefyLogic-Lil Nas X ChangesTheRules  
**Client:** Logitech

**Award: Bronze**  
**Entrant:** Logitech  
**Category:** Animation, Special Effects or Motion Graphics  
**Entry Title:** Logitech - Beautiful Mess  
**Client:** Logitech

**Award: Bronze**  
**Entrant:** Logitech  
**Category:** Regional/National Television Commercial  
**Entry Title:** DEFY LOGIC  
**Client:** Logitech

**Award: Bronze**  
**Entrant:** Logitech  
**Category:** Internet Commercial Campaign  
**Entry Title:** DEFY LOGIC  
**Client:** Logitech

**Award: Bronze**  
**Entrant:** Media Cause  
**Category:** Online/Interactive Campaign  
**Entry Title:** 50 States 50 Grants  
**Client:** It Gets Better

**Award: Bronze**  
**Entrant:** Media Cause  
**Category:** Microsite  
**Entry Title:** 50 States 50 Grants  
**Client:** It Gets Better

**Award: Bronze**  
**Entrant:** Media Cause  
**Category:** Logo Design  
**Entry Title:** Backrs  
**Client:** Backrs

**Award: Bronze**  
**Entrant:** Nextdoor  
**Category:** Corporate Social Responsibility Marketing & Specialty Advertising Campaign  
**Entry Title:** Nextdoor & H&R Block  
**Client:** H&R Block

**Award: Bronze**  
**Entrant:** Nextdoor  
**Category:** Online/Interactive Campaign  
**Entry Title:** Traegerhood and Nextdoor  
**Client:** Traeger Grills

**Award: Bronze**  
**Entrant:** NortonLifeLock, Inc.  
**Category:** Integrated Advertising Campaign  
**Entry Title:** Incognito Campaign  
**Client:** NortonLifeLock

**Award: Bronze**

**Entrant:** NortonLifeLock, Inc.

**Category:** Regional/National Television Commercial

**Entry Title:** Opt-in' Campaign - "Fries"

**Client:** NortonLifeLock

**Award: Bronze**

**Entrant:** NortonLifeLock, Inc.

**Category:** Social Media

**Entry Title:** Opt-in' Campaign - "Skip Level"

**Client:** NortonLifeLock

**Award: Bronze**

**Entrant:** NortonLifeLock, Inc.

**Category:** Social Media

**Entry Title:** Incognito Campaign Social

**Client:** NortonLifeLock

**Award: Bronze**

**Entrant:** NortonLifeLock, Inc.

**Category:** Web Banner Ad or Website Takeover

**Entry Title:** Opt-in' Campaign - "Streaming"

**Client:** NortonLifeLock

**Award: Bronze**

**Entrant:** NortonLifeLock, Inc.

**Category:** Integrated Advertising Campaign

**Entry Title:** Opt-in' Campaign

**Client:** NortonLifeLock

**Award: Bronze**

**Entrant:** NortonLifeLock, Inc.

**Category:** Web Banner Ad or Website Takeover

**Entry Title:** Incognito Campaign Banner

**Client:** NortonLifeLock

**Award: Bronze**

**Entrant:** Nuvolum

**Category:** Audio/Video Sales Presentation

**Entry Title:** OMS Practice Sales Video

**Client:** Beacon Oral & Maxillofacial Surgeons

**Award: Bronze**

**Entrant:** projekt202

**Category:** Integrated Advertising Campaign

**Entry Title:** Subaru Technology "Proven Safe"

**Client:** Motor Image Enterprises Pte Ltd (Subaru Asia)

**Award: Bronze**  
**Entrant:** projekt202  
**Category:** Regional/National Television Commercial  
**Entry Title:** Subaru "Dream Extraordinary"  
**Client:** Motor Image Enterprises Pte Ltd (Subaru Asia)

**Award: Bronze**  
**Entrant:** Recreation  
**Category:** Internet Commercial  
**Entry Title:** After Hours  
**Client:** Clorox Pro

**Award: Bronze**  
**Entrant:** Satellite Films  
**Category:** Internet Commercial  
**Entry Title:** Artist Rina Banerjee in Her Studio  
**Client:** San Jose Museum of Art

**Award: Bronze**  
**Entrant:** Skona  
**Category:** Public Service Out of Home Campaign  
**Entry Title:** SFMFB Transit Campaign  
**Client:** San Francisco Marin Food Bank

**Award: Bronze**  
**Entrant:** Swell Music + Sound  
**Category:** Music Without Lyrics  
**Entry Title:** The Receipt - Doja Cat  
**Client:** Postmate

**Award: Bronze**  
**Entrant:** Swell Music + Sound  
**Category:** Sound Design—Campaign  
**Entry Title:** NIKE Fast Society: Eliud  
**Client:** Conscious Minds

**Award: Bronze**  
**Entrant:** Toaster  
**Category:** Digital Publications - Single  
**Entry Title:** YouTube Culture&Trends x Minecraft  
**Client:** YouTube

**Award: Bronze**  
**Entrant:** Venables Bell & Partners  
**Category:** Music With Lyrics  
**Entry Title:** John Birk Longform  
**Client:** Peelz Mandarins

**Award: Bronze**

**Entrant:** Venables Bell & Partners

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

**Entry Title:** John Birk 30 Obvious :15

**Client:** Peelz Mandarins