



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

Category: Animation, Special Effects or Motion Graphics

Award: Bronze

Entrant: Across the Pond Inc.

Entry Title: Quantum Frontier

Client: Google

Category: Animation, Special Effects or Motion Graphics

Award: Bronze

Entrant: Logitech

Entry Title: Logitech - Beautiful Mess

Client: Logitech

Category: Animation, Special Effects or Motion Graphics

Award: Bronze

Entrant: Logitech

Entry Title: Logitech G - Play Never Ends

Client: Logitech

Category: Animation, Special Effects or Motion Graphics

Award: Bronze

Entrant: Goodby Silverstein & Partners

Entry Title: Joyful Flavor

Client: Truly

Category: Art Direction

Award: Silver

Entrant: Goodby Silverstein & Partners

Entry Title: Calilujah!

Client: Califia Farms

Category: Art Direction

Award: Bronze

Entrant: Goodby Silverstein & Partners

Entry Title: How Homemade is Made

Client: Instacart

Category: Art Direction

Award: Silver

Entrant: Logitech

Entry Title: Logitech G - Play Never Ends

Client: Logitech

Category: Art Direction—Campaign

Award: Silver

Entrant: Goodby Silverstein & Partners

Entry Title: Lunchabuilds

Client: Lunchables

Category: Audio/Video Sales Presentation

Award: Bronze

Entrant: Nuvolum

Entry Title: OMS Practice Sales Video

Client: Beacon Oral & Maxillofacial Surgeons

Category: Branded Content & Entertainment - Non-Broadcast

Award: Bronze

Entrant: Goodby Silverstein & Partners

Entry Title: Ultimate AI Masterpiece

Client: BMW

Category: Branded Content & Entertainment - Non-Broadcast

Award: Silver

Entrant: Block

Entry Title: Dear Dad

Client: Block

Category: Branded Content & Entertainment for Online/Interactive

Award: Gold

Entrant: Goodby Silverstein & Partners

Entry Title: Ultimate AI Masterpiece

Client: BMW

Category: Business-to-Business Website

Award: Bronze

Entrant: April Six

Entry Title: Payscale.com B2B Website

Client: Payscale

Category: Cinematography

Award: Bronze

Entrant: Goodby Silverstein & Partners

Entry Title: No One is Just One Flavor

Client: Truly

Category: Cinematography

Award: Silver

Entrant: Venables Bell & Partners

Entry Title: Goodness From Grit

Client: SIMI Wine

Category: Consumer Website

Award: Bronze

Entrant: Affinity Creative Group

Entry Title: Mezzetta Website

Client: Mezzetta

Category: Consumer Website

Award: Silver

Entrant: projekt202

Entry Title: Damon Motorcycles

Client: Damon Motors

Category: Copywriting

Award: Bronze

Entrant: Logitech

Entry Title: DEFY LOGIC

Client: Logitech

Category: Corporate Social Responsibility Film, Video & Sound

Award: Bronze

Entrant: Across the Pond Inc.

Entry Title: Google Sustainability x GFIE

Client: Google

Category: Corporate Social Responsibility Marketing & Specialty Advertising Campaign

Award: Bronze

Entrant: Nextdoor

Entry Title: Nextdoor & H&R Block

Client: H&R Block

Category: Corporate Social Responsibility Non-Broadcast Audio/Visual

Award: Silver

Entrant: Salesforce

Entry Title: Everyone: Ethical/Inclusive Design

Client: Salesforce

Category: Corporate Social Responsibility Online/Interactive

Award: Silver

Entrant: Toaster

Entry Title: The Memorial Foundation Website

Client: The Memorial Foundation, Inc.

Category: Digital Publications - Single

Award: Bronze

Entrant: Toaster

Entry Title: YouTube Culture&Trends x Minecraft

Client: YouTube

Category: Event

Award: Gold

Entrant: Goodby Silverstein & Partners

Entry Title: The Daily Bugle. For Real.

Client: Liberty Mutual Insurance

Category: Guerrilla Marketing

Award: Silver

Entrant: Goodby Silverstein & Partners

Entry Title: The Daily Bugle. For Real.

Client: Liberty Mutual Insurance

Category: Illustration

Award: Bronze

Entrant: H&L Partners

Entry Title: Fry-Town

Client: McDonalds

Category: Innovative Use of Interactive/Technology

Award: Gold

Entrant: Goodby Silverstein & Partners

Entry Title: Snap to Steal

Client: Frito-Lay, North America

Category: Innovative Use of Interactive/Technology

Award: Silver

Entrant: Goodby Silverstein & Partners

Entry Title: Cheetle iD

Client: Frito-Lay, North America

Category: Innovative Use of Interactive/Technology

Award: Bronze

Entrant: Duncan Channon

Entry Title: SweetBEATS

Client: SweeTARTS

Category: Innovative Use of Interactive/Technology

Award: Gold

Entrant: Goodby Silverstein & Partners

Entry Title: Ultimate AI Masterpiece

Client: BMW

Category: Integrated Advertising Campaign

Award: Silver

Entrant: April Six

Entry Title: Bill.com Non-profit Campaign

Client: Bill.com

Category: Integrated Advertising Campaign

Award: Silver

Entrant: Goodby Silverstein & Partners

Entry Title: Built to be Eaten / Lunchabuilds

Client: Lunchables

Category: Integrated Advertising Campaign

Award: Bronze

Entrant: Block

Entry Title: Shape of Things to Come

Client: Block

Category: Integrated Advertising Campaign

Award: Bronze

Entrant: NortonLifeLock, Inc.

Entry Title: Incognito Campaign

Client: NortonLifeLock

Category: Integrated Advertising Campaign

Award: Bronze

Entrant: projekt202

Entry Title: Subaru Technology "Proven Safe"

Client: Motor Image Enterprises Pte Ltd (Subaru Asia)

Category: Integrated Advertising Campaign

Award: Bronze

Entrant: Across the Pond Inc.

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

Client: Google

Category: Integrated Advertising Campaign

Award: Bronze

Entrant: NortonLifeLock, Inc.

Entry Title: Opt-in' Campaign

Client: NortonLifeLock

Category: Integrated Media Public Service Campaign

Award: Gold

Entrant: Goodby Silverstein & Partners

Entry Title: You Can't Replace Wildlife

Client: San Diego Zoo Wildlife Association

Category: Internet Commercial

Award: Bronze

Entrant: Bean Dog Films

Entry Title: The Land Of - SLO CAL - dir cut

Client: Visit SLO CAL

Category: Internet Commercial

Award: Silver

Entrant: Logitech

Entry Title: Logitech G - Play Never Ends

Client: Logitech

Category: Internet Commercial

Award: Gold

Entrant: April Six

Entry Title: AWS Migration Video

Client: Amazon Web Services

Category: Internet Commercial

Award: Bronze

Entrant: Logitech

Entry Title: DefyLogic-Lil Nas X ChangesTheRules

Client: Logitech

Category: Internet Commercial

Award: Bronze

Entrant: Recreation

Entry Title: After Hours

Client: Clorox Pro

Category: Internet Commercial

Award: Bronze

Entrant: Satellite Films

Entry Title: Artist Rina Banerjee in Her Studio

Client: San Jose Museum of Art

Category: Internet Commercial Campaign

Award: Bronze

Entrant: Logitech

Entry Title: DEFY LOGIC

Client: Logitech

Category: Local Television Commercial

Award: Bronze

Entrant: Block

Entry Title: Shape of Things to Come

Client: Block

Category: Local Television Commercial

Award: Bronze

Entrant: Block

Entry Title: Shape of Things to Come

Client: Block

Category: Local Television Commercial

Award: Bronze

Entrant: Goodby Silverstein & Partners

Entry Title: How Homemade is Made

Client: Instacart

Category: Local Television Commercial

Award: Bronze

Entrant: barrettSF

Entry Title: "Make it Magical"

Client: World Market

Category: Local Television Commercial Campaign

Award: Bronze

Entrant: Block

Entry Title: Shape of Things to Come

Client: Block

Category: Local Television Commercial Campaign

Award: Gold

Entrant: Goodby Silverstein & Partners

Entry Title: One Upper / Not a Word

Client: Tostitos

Category: Logo Design

Award: Bronze

Entrant: Media Cause

Entry Title: Backrs

Client: Backrs

Category: Microsite

Award: Bronze

Entrant: Affinity Creative Group

Entry Title: Earth Month With A Redwood

Client: Purple Brands

Category: Microsite

Award: Bronze

Entrant: Creative i Inc

Entry Title: Red Hat/DXC Partner Program

Client: Red Hat

Category: Microsite

Award: Bronze

Entrant: Media Cause

Entry Title: 50 States 50 Grants

Client: It Gets Better

Category: Mobile Interaction

Award: Bronze

Entrant: Goodby Silverstein & Partners

Entry Title: How Homemade is Made

Client: Instacart

Category: Mobile Interaction

Award: Gold

Entrant: Goodby Silverstein & Partners

Entry Title: Snap to Steal

Client: Frito-Lay, North America

Category: Music With Lyrics

Award: Bronze

Entrant: Logitech

Entry Title: Logitech G - Play Never Ends

Client: Logitech

Category: Music With Lyrics

Award: Silver

Entrant: Goodby Silverstein & Partners

Entry Title: Calilujah!

Client: Califia Farms

Category: Music With Lyrics

Award: Bronze

Entrant: Venables Bell & Partners

Entry Title: John Birk Longform

Client: Peelz Mandarins

Category: Music With Lyrics

Award: Gold

Entrant: Venables Bell & Partners

Entry Title: Goodness From Grit

Client: SIMI

Category: Music With Lyrics

Award: Bronze

Entrant: Goodby Silverstein & Partners

Entry Title: Beyond 28 Podcast

Client: Golden State Warriors

Category: Music Without Lyrics

Award: Bronze

Entrant: Swell Music + Sound

Entry Title: The Receipt - Doja Cat

Client: Postmate

Category: Online/Interactive Campaign

Award: Bronze

Entrant: Nextdoor

Entry Title: Traegerhood and Nextdoor

Client: Traeger Grills

Category: Online/Interactive Campaign

Award: Bronze

Entrant: Media Cause

Entry Title: 50 States 50 Grants

Client: It Gets Better

Category: Out-Of-Home Installation

Award: Bronze

Entrant: HERO Marketing

Entry Title: Mercari Pre-Loved POP-UP

Client: Mercari

Category: Podcast Campaign

Award: Silver

Entrant: Goodby Silverstein & Partners

Entry Title: Beyond 28 Podcast

Client: Golden State Warriors

Category: Point of Purchase Campaign

Award: Silver

Entrant: Goodby Silverstein & Partners

Entry Title: Lunchabuilds

Client: Lunchables

Category: Poster Campaign

Award: Bronze

Entrant: JStokes

Entry Title: Bay Alarm, Only The Best Outdoor

Client: Bay Alarm Company

Category: Poster Campaign

Award: Bronze

Entrant: Block

Entry Title: Shoppable Chicago

Client: Block

Category: Public Service Campaign

Award: Silver

Entrant: Duncan Channon

Entry Title: SFCASA, Show Up

Client: San Francisco CASA

Category: Public Service Non-Broadcast Audio/Visual

Award: Gold

Entrant: Goodby Silverstein & Partners

Entry Title: 400 Years Flag Half-Staff

Client: Courageous Conversations Global Foundation

Category: Public Service Out of Home Campaign

Award: Bronze

Entrant: Skona

Entry Title: SFMFB Transit Campaign

Client: San Francisco Marin Food Bank

Category: Public Service Television

Award: Gold

Entrant: Goodby Silverstein & Partners

Entry Title: You Can't Replace Wildlife

Client: San Diego Zoo Wildlife Association

Category: Public Service Television

Award: Silver

Entrant: Duncan Channon

Entry Title: Your Story

Client: California Department of Public Health

Category: Regional/National Television Commercial

Award: Bronze

Entrant: H&L Partners

Entry Title: Robot Umpire

Client: Northern California Toyota Dealers

Category: Regional/National Television Commercial

Award: Bronze

Entrant: Logitech

Entry Title: DEFY LOGIC

Client: Logitech

Category: Regional/National Television Commercial

Award: Bronze

Entrant: Goodby Silverstein & Partners

Entry Title: Your Cousin Frees the Clydesdales

Client: The Boston Beer Company, Samuel Adams

Category: Regional/National Television Commercial

Award: Bronze

Entrant: Goodby Silverstein & Partners

Entry Title: Your Cousin Gets Vaccinated

Client: The Boston Beer Company, Samuel Adams

Category: Regional/National Television Commercial

Award: Bronze

Entrant: projekt202

Entry Title: Subaru "Dream Extraordinary"

Client: Motor Image Enterprises Pte Ltd (Subaru Asia)

Category: Regional/National Television Commercial

Award: Bronze

Entrant: NortonLifeLock, Inc.

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

Client: NortonLifeLock

Category: Regional/National Television Commercial Campaign

Award: Bronze

Entrant: Duncan Channon

Entry Title: Kona Brewing & Kelly Slater

Client: Kona Brewing

Category: Regional/National Television Commercial Campaign

Award: Silver

Entrant: Goodby Silverstein & Partners

Entry Title: They Print at Night

Client: HP

Category: Regional/National Television Commercial Campaign

Award: Bronze

Entrant: Venables Bell & Partners

Entry Title: John Birk 30 Obvious :15

Client: Peelz Mandarins

Category: Sales Kit or Product Information Sheets

Award: Silver

Entrant: Goodby Silverstein & Partners

Entry Title: Lunchabuilds

Client: Lunchables

Category: Social Media

Award: Bronze

Entrant: Duncan Channon

Entry Title: Kona Brewing Meditation

Client: Kona Brewing

Category: Social Media

Award: Gold

Entrant: Goodby Silverstein & Partners

Entry Title: 400 Years Flag Half-Staff

Client: Courageous Conversations Global Foundation

Category: Social Media

Award: Bronze

Entrant: barrettSF

Entry Title: "Gift The Very Thing"

Client: Redbubble

Category: Social Media

Award: Bronze

Entrant: NortonLifeLock, Inc.

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

Client: NortonLifeLock

Category: Social Media

Award: Best of Show

Entrant: Goodby Silverstein & Partners

Entry Title: 400 Years Flag Half-Staff

Client: Courageous Conversations Global Foundation

Category: Social Media

Award: Silver

Entrant: NortonLifeLock, Inc.

Entry Title: Opt-in' Campaign - "Hair Color"

Client: NortonLifeLock

Category: Social Media

Award: Bronze

Entrant: NortonLifeLock, Inc.

Entry Title: Incognito Campaign Social

Client: NortonLifeLock

Category: Social Media, Campaign

Award: Silver

Entrant: Nextdoor

Entry Title: Reese's and The Nextdoor Treat Map

Client: The Hershey Company

Category: Social Media, Campaign

Award: Gold

Entrant: barrettSF

Entry Title: "Give Your House A Break"

Client: HotelTonight

Category: Social Media, Campaign

Award: Bronze

Entrant: Block

Entry Title: Shoppable Chicago

Client: Block

Category: Social Media, Campaign

Award: Bronze

Entrant: Block

Entry Title: Every day is a resolution

Client: Block

Category: Social Media, Campaign

Award: Bronze

Entrant: barrettSF

Entry Title: "Make it Magical"

Client: World Market

Category: Sound Design

Award: Silver

Entrant: Swell Music + Sound

Entry Title: Take This Lollipop 2

Client: Jason Zada

Category: Sound Design—Campaign

Award: Bronze

Entrant: Swell Music + Sound

Entry Title: NIKE Fast Society: Eliud

Client: Conscious Minds

Category: Web Banner Ad or Website Takeover

Award: Bronze

Entrant: NortonLifeLock, Inc.

Entry Title: Incognito Campaign Banner

Client: NortonLifeLock

Category: Web Banner Ad or Website Takeover

Award: Bronze

Entrant: NortonLifeLock, Inc.

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

Client: NortonLifeLock

Category: Webisode Series

Award: Silver

Entrant: Goodby Silverstein & Partners

Entry Title: They Print at Night

Client: HP

Category: Website-Based App

Award: Bronze

Entrant: Goodby Silverstein & Partners

Entry Title: Cheetle iD

Client: Frito-Lay, North America