



## **2023 Greater San Francisco Ad Club American Advertising Awards Results by Award Level**

### **Award: Best of Show**

**Entrant:** Goodby Silverstein & Partners

**Category:** Out-Of-Home Installation

**Entry Title:** The Dream Tapestry

**Client:** The Dalí Museum

### **Award: Special Judges Award**

**Entrant:** Goodby Silverstein & Partners

**Category:** Public Service Marketing Campaign

**Entry Title:** What if They Were Black?

**Client:** Courageous Conversation Global Foundation

### **Award: Gold ADDY**

**Entrant:** Goodby Silverstein & Partners

**Category:** GPS & Location Technology

**Entry Title:** The Dream Tapestry

**Client:** The Dalí Museum

### **Award: Gold ADDY**

**Entrant:** Logitech

**Category:** Integrated Branded Content Campaign

**Entry Title:** Logitech - Defy Logic

**Client:** Logitech

### **Award: Gold ADDY**

**Entrant:** Studio Resonate, SXM Media

**Category:** Integrated Branded Content Campaign

**Entry Title:** Cheez-it Aged By Audio

**Client:** Kellogg's Brands - Cheez-it

### **Award: Gold ADDY**

**Entrant:** Gen Digital

**Category:** Banner Ad or Website Takeover

**Entry Title:** Dangerously Easy-Cover Up

**Client:** LifeLock

**Award: Gold ADDY**

**Entrant:** Goodby Silverstein & Partners

**Category:** Integrated Advertising Campaign

**Entry Title:** Hands-free

**Client:** Cheetos

**Award: Gold ADDY**

**Entrant:** Goodby Silverstein & Partners

**Category:** Animated/Video Outdoor Boards

**Entry Title:** XM Billboard

**Client:** BMW

**Award: Gold ADDY**

**Entrant:** Logitech

**Category:** Cinematography

**Entry Title:** Logitech G - There's Levels to Play

**Client:** Logitech

**Award: Gold ADDY**

**Entrant:** Goodby Silverstein & Partners

**Category:** Local Television Commercial Campaign

**Entry Title:** You've Evolved

**Client:** Beyond Jerky

**Award: Gold ADDY**

**Entrant:** Logitech

**Category:** Internet Commercial

**Entry Title:** Logitech G - New Age of Play

**Client:** Logitech

**Award: Gold ADDY**

**Entrant:** Goodby Silverstein & Partners

**Category:** Art Direction

**Entry Title:** Fuel What's Next

**Client:** Rockstar Energy

**Award: Gold ADDY**

**Entrant:** Logitech

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

**Entry Title:** Logitech G - Perfectly Fit To Play

**Client:** Logitech

**Award: Gold ADDY**

**Entrant:** Goodby Silverstein & Partners

**Category:** Mobile Interaction

**Entry Title:** The Dream Tapestry

**Client:** The Dalí Museum

**Award: Gold ADDY**

**Entrant:** MUH-TAY-ZIK | HOF-FER

**Category:** Internet Commercial

**Entry Title:** Traffic Stop

**Client:** Native

**Award: Gold ADDY**

**Entrant:** Goodby Silverstein & Partners

**Category:** Webisode Series

**Entry Title:** Break Free TV

**Client:** Capri Sun

**Award: Gold ADDY**

**Entrant:** Goodby Silverstein & Partners

**Category:** Specialty Advertising - Apparel

**Entry Title:** What if They Were Black?

**Client:** Courageous Conversation Global Foundation

**Award: Gold ADDY**

**Entrant:** Goodby Silverstein & Partners

**Category:** Regional/National Television Commercial

**Entry Title:** Zeus & Hera

**Client:** BMW

**Award: Gold ADDY**

**Entrant:** Goodby Silverstein & Partners

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

**Entry Title:** Seize the Night & Day

**Client:** Idorsia

**Award: Gold ADDY**

**Entrant:** Goodby Silverstein & Partners

**Category:** Regional/National Television Commercial

**Entry Title:** Calilujah! 2.0

**Client:** Califia Farms

**Award: Gold ADDY**

**Entrant:** Goodby Silverstein & Partners

**Category:** Out-Of-Home Installation

**Entry Title:** The Dream Tapestry

**Client:** The Dalí Museum

**Award: Gold ADDY**

**Entrant:** Goodby Silverstein & Partners

**Category:** Public Service Marketing Campaign

**Entry Title:** What if They Were Black?

**Client:** Courageous Conversation Global Foundation

**Award: Silver ADDY**

**Entrant:** Circa

**Category:** Online/Interactive Campaign

**Entry Title:** A Smarter Way to WordPress

**Client:** WP Engine

**Award: Silver ADDY**

**Entrant:** How Funworks

**Category:** Internet Commercial Campaign

**Entry Title:** Gift Like You Get Them

**Client:** Pinterest

**Award: Silver ADDY**

**Entrant:** Logitech

**Category:** Internet Commercial

**Entry Title:** Logitech G - There's Levels to Play

**Client:** Logitech

**Award: Silver ADDY**

**Entrant:** Goodby Silverstein & Partners

**Category:** Mobile Interaction

**Entry Title:** Triangle Tracker

**Client:** Doritos

**Award: Silver ADDY**

**Entrant:** Barrett

**Category:** Internet Commercial Campaign

**Entry Title:** Magic Box Campaign

**Client:** eBay

**Award: Silver ADDY**

**Entrant:** Goodby Silverstein & Partners

**Category:** Local Television Commercial

**Entry Title:** Unbeatable Ed

**Client:** Xfinity

**Award: Silver ADDY**

**Entrant:** Camp + King

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

**Entry Title:** All Together

**Client:** RE/MAX

**Award: Silver ADDY**

**Entrant:** Affinity Creative Group

**Category:** Online/Interactive Campaign

**Entry Title:** Build Your Buck Shack

**Client:** Shannon Family of Wines

**Award: Silver ADDY**

**Entrant:** Goodby Silverstein & Partners

**Category:** Internet Commercial

**Entry Title:** Taste of Soccer

**Client:** Frito-Lay Canada

**Award: Silver ADDY**

**Entrant:** Duncan Channon

**Category:** Integrated Media Public Service Campaign

**Entry Title:** Little Big Lie

**Client:** California Tobacco Control Program

**Award: Silver ADDY**

**Entrant:** Gen Digital

**Category:** Integrated Advertising Campaign

**Entry Title:** Dangerously Easy Campaign

**Client:** LifeLock

**Award: Silver ADDY**

**Entrant:** Goodby Silverstein & Partners

**Category:** Regional/National Radio Commercial

**Entry Title:** Optional Ad

**Client:** Liberty Mutual Insurance

**Award: Silver ADDY**

**Entrant:** Goodby Silverstein & Partners

**Category:** Integrated Advertising Campaign

**Entry Title:** Not That Bad

**Client:** Xfinity

**Award: Silver ADDY**

**Entrant:** Goodby Silverstein & Partners

**Category:** Mobile Interaction

**Entry Title:** Snackable Screens/Flamin' Hottie

**Client:** Doritos/Cheetos

**Award: Silver ADDY**

**Entrant:** Swell Music + Sound

**Category:** Music Without Lyrics

**Entry Title:** Fitbit Versa

**Client:** Bonfire Labs

**Award: Silver ADDY**

**Entrant:** Logitech

**Category:** Internet Commercial

**Entry Title:** Logitech - Defy Logic

**Client:** Logitech, Inc.

**Award: Silver ADDY**

**Entrant:** Goodby Silverstein & Partners

**Category:** Integrated Advertising Campaign

**Entry Title:** Zeus & Hera

**Client:** BMW

**Award: Silver ADDY**

**Entrant:** Logitech

**Category:** Integrated Advertising Campaign

**Entry Title:** Personality That Pops

**Client:** Logitech

**Award: Silver ADDY**

**Entrant:** Duncan Channon

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

**Entry Title:** There's a Word for That

**Client:** Rosetta Stone

**Award: Silver ADDY**

**Entrant:** Goodby Silverstein & Partners

**Category:** Out-Of-Home Multiple Installations

**Entry Title:** Lunchabuild This

**Client:** Lunchables

**Award: Silver ADDY**

**Entrant:** Goodby Silverstein & Partners

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

**Entry Title:** Calilujah! 2.0

**Client:** Califia Farms

**Award: Silver ADDY**

**Entrant:** Goodby Silverstein & Partners

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

**Entry Title:** Your Future Guide

**Client:** Smithsonian

**Award: Silver ADDY**

**Entrant:** Gen Digital

**Category:** Social Media

**Entry Title:** Opt-in - Jogger

**Client:** Norton

**Award: Silver ADDY**

**Entrant:** Goodby Silverstein & Partners

**Category:** Illustration Series

**Entry Title:** Rubles for Ukraine

**Client:** Goodby Silverstein & Partners

**Award: Silver ADDY**  
**Entrant:** Gen Digital  
**Category:** Social Media  
**Entry Title:** Dangerously Easy-Facade  
**Client:** LifeLock

**Award: Silver ADDY**  
**Entrant:** Qian Liu  
**Category:** Consumer Website  
**Entry Title:** Topology Website  
**Client:**

**Award: Silver ADDY**  
**Entrant:** Goodby Silverstein & Partners  
**Category:** Cinematography  
**Entry Title:** Fuel What's Next  
**Client:** Rockstar Energy

**Award: Silver ADDY**  
**Entrant:** Goodby Silverstein & Partners  
**Category:** Branded Content & Entertainment for Online/Interactive  
**Entry Title:** Your Kids Will Never Know  
**Client:** Capri Sun

**Award: Silver ADDY**  
**Entrant:** Gen Digital  
**Category:** Social Media  
**Entry Title:** Add To Cart  
**Client:** LifeLock

**Award: Silver ADDY**  
**Entrant:** Goodby Silverstein & Partners  
**Category:** Branded Content & Entertainment Campaign  
**Entry Title:** Your Kids Will Never Know  
**Client:** Capri Sun

**Award: Silver ADDY**  
**Entrant:** projekt202  
**Category:** Book Design  
**Entry Title:** SMBC, Hiro Book  
**Client:** Sumitomo Mitsui Banking Corporation

**Award: Silver ADDY**  
**Entrant:** Goodby Silverstein & Partners  
**Category:** Augmented Reality  
**Entry Title:** Triangle Tracker  
**Client:** Doritos

**Award: Silver ADDY**

**Entrant:** Goodby Silverstein & Partners  
**Category:** Audio / Radio Campaign  
**Entry Title:** Embrace Your Curiosity  
**Client:** Montclair Film Festival

**Award: Silver ADDY**

**Entrant:** Goodby Silverstein & Partners  
**Category:** Art Direction Campaign  
**Entry Title:** Lunchabuild This  
**Client:** Lunchables

**Award: Silver ADDY**

**Entrant:** Goodby Silverstein & Partners  
**Category:** Animation, Special Effects or Motion Graphics  
**Entry Title:** Unbeatable Ed  
**Client:** Xfinity

**Award: Silver ADDY**

**Entrant:** Logitech  
**Category:** Social Media, Campaign  
**Entry Title:** Logitech - Personality That Pops  
**Client:** Logitech

**Award: Silver ADDY**

**Entrant:** Gen Digital  
**Category:** Social Media, Campaign  
**Entry Title:** Dangerously Easy-Cover Up  
**Client:** LifeLock

**Award: Silver ADDY**

**Entrant:** Duncan Channon  
**Category:** Social Media, Campaign  
**Entry Title:** Eat Well. Eat Wherever.  
**Client:** Tattooed Chef

**Award: Silver ADDY**

**Entrant:** Gen Digital  
**Category:** Regional/National Television Commercial  
**Entry Title:** Add to Cart  
**Client:** LifeLock

**Award: Silver ADDY**

**Entrant:** Logitech  
**Category:** Internet Commercial  
**Entry Title:** Logitech G - Play Ridiculously  
**Client:** Logitech



**Award: Bronze**  
**Entrant:** Demonstrate  
**Category:** Internet Commercial  
**Entry Title:** Elevating Drinks to Cocktails

**Client:** Hotaling & Co.  
**Award: Bronze**  
**Entrant:** Toaster  
**Category:** Social Media, Campaign  
**Entry Title:** YouTube Shorts MyBloopers Campaign  
**Client:** YouTube LLC

**Award: Bronze**  
**Entrant:** April Six  
**Category:** Integrated Advertising Campaign  
**Entry Title:** Sysdig Brand Campaign  
**Client:** Sysdig

**Award: Bronze**  
**Entrant:** Skona  
**Category:** Annual Report  
**Entry Title:** 2020-2021 Annual Report  
**Client:** San Francisco-Marín Food Bank

**Award: Bronze**  
**Entrant:** Gen Digital  
**Category:** Regional/National Television Commercial  
**Entry Title:** Dangerously Easy-Facade  
**Client:** LifeLock

**Award: Bronze**  
**Entrant:** Block  
**Category:** Social Media, Campaign  
**Entry Title:** US-ES 2022 Ecosystem Awareness  
**Client:** Square

**Award: Bronze**  
**Entrant:** Toaster  
**Category:** Social Media  
**Entry Title:** YouTube MyBloopers Shorts Launch  
**Client:** YouTube LLC

**Award: Bronze**  
**Entrant:** Studio Resonate, SXM Media  
**Category:** Audio / Radio Campaign  
**Entry Title:** Pro Tips From Q-tips  
**Client:** Unilever - Q-tips

**Award: Bronze**  
**Entrant:** Gen Digital  
**Category:** Social Media  
**Entry Title:** Safer Internet Day  
**Client:** Norton

**Award: Bronze**  
**Entrant:** Liquid Agency  
**Category:** Integrated Advertising Campaign  
**Entry Title:** Get Your Game Plan for Growth  
**Client:** Varicent

**Award: Bronze**  
**Entrant:** Gen Digital  
**Category:** Social Media  
**Entry Title:** Labor Day  
**Client:** Norton

**Award: Bronze**  
**Entrant:** Gen Digital  
**Category:** Social Media  
**Entry Title:** Emoji Day  
**Client:** Norton

**Award: Bronze**  
**Entrant:** Goodby Silverstein & Partners  
**Category:** Branded Content & Entertainment for Online/Interactive  
**Entry Title:** Snackable Screens/Flamin' Hottie  
**Client:** Doritos/Cheetos

**Award: Bronze**  
**Entrant:** Gen Digital  
**Category:** Social Media  
**Entry Title:** Data Privacy Day  
**Client:** Norton

**Award: Bronze**  
**Entrant:** Allstate Protection Plan  
**Category:** Business-to-Business Website  
**Entry Title:** Allstate Protection Plans Website  
**Client:** Allstate Protection Plans

**Award: Bronze**  
**Entrant:** Toaster  
**Category:** Business-to-Business Website  
**Entry Title:** Flexport.com Website Redesign  
**Client:** Flexport

**Award: Bronze**

**Entrant:** Gauger + Associates

**Category:** Catalog

**Entry Title:** Shea Homes Bergamo Brochure

**Client:** Shea Homes Northern California

**Award: Bronze**

**Entrant:** April Six

**Category:** Integrated Brand Identity Campaign

**Entry Title:** Brightcove brand identity

**Client:** Brightcove

**Award: Bronze**

**Entrant:** Gen Digital

**Category:** Social Media

**Entry Title:** Opt-in - Massage

**Client:** Norton

**Award: Bronze**

**Entrant:** Nika

**Category:** Consumer Website

**Entry Title:** Coasterz E-Commerce Site

**Client:** Coasterz

**Award: Bronze**

**Entrant:** Decision Counsel

**Category:** Consumer Website

**Entry Title:** Abolish Private Prisons - Website

**Client:** Abolish Private Prisons

**Award: Bronze**

**Entrant:** Gen Digital

**Category:** Social Media

**Entry Title:** Thanksgiving

**Client:** Norton

**Award: Bronze**

**Entrant:** How Funworks

**Category:** Copywriting

**Entry Title:** Meet the Lemurs

**Client:** Hint Water

**Award: Bronze**

**Entrant:** How Funworks

**Category:** Copywriting

**Entry Title:** Far Cry 6 Giancarlo Will Face You

**Client:** Ubisoft

**Award: Bronze**

**Entrant:** Four Winds Creative

**Category:** Corporate Social Responsibility Campaign

**Entry Title:** OCIA Video

**Client:** Analog Devices & Woods Hole Oceanographic Institution

**Award: Bronze**

**Entrant:** Block

**Category:** Corporate Social Responsibility Online/Interactive Campaign

**Entry Title:** Only In Albuquerque

**Client:** Square

**Award: Bronze**

**Entrant:** projekt202

**Category:** Direct Marketing & Specialty Advertising

**Entry Title:** Brand Experience Design Newspaper

**Client:** projekt202

**Award: Bronze**

**Entrant:** Toaster

**Category:** Email

**Entry Title:** YouTube Creators Month In Review

**Client:** YouTube LLC

**Award: Bronze**

**Entrant:** Most Likely To, Inc.

**Category:** Integrated Media Public Service Campaign

**Entry Title:** REUSE Integrated Campaign

**Client:** San Francisco Environment Department

**Award: Bronze**

**Entrant:** Skona

**Category:** Guerrilla Marketing

**Entry Title:** Buzz at the Burj with Snowflake

**Client:** Snowflake

**Award: Bronze**

**Entrant:** Toaster

**Category:** Illustration

**Entry Title:** Toaster PWA Article Illustration

**Client:** Toaster

**Award: Bronze**

**Entrant:** Toaster

**Category:** Illustration Series

**Entry Title:** Toaster.co Blog Illustrations

**Client:** Toaster

**Award: Bronze**  
**Entrant:** Gen Digital  
**Category:** Social Media  
**Entry Title:** First Day of Spring  
**Client:** Norton

**Award: Bronze**  
**Entrant:** Skona  
**Category:** Industry Self-Promotion Online/Interactive/Virtual Reality  
**Entry Title:** Introducing the Sköna Rebrand  
**Client:** Sköna

**Award: Bronze**  
**Entrant:** Liquid Agency  
**Category:** Self Promotion Integrated Media Campaign  
**Entry Title:** Four letters. One mythical culture.  
**Client:** Ernest Packaging Solutions

**Award: Bronze**  
**Entrant:** Duncan Channon  
**Category:** Public Service Non-Broadcast Audio/Visual  
**Entry Title:** SFCASA - Moving Through  
**Client:** San Francisco CASA

**Award: Bronze**  
**Entrant:** Media Cause  
**Category:** Microsite  
**Entry Title:** The Neighborgood Guide  
**Client:** Tipping Point Community

**Award: Bronze**  
**Entrant:** Liquid Agency  
**Category:** Microsite  
**Entry Title:** Get Your Game Plan for Growth  
**Client:** Varicent

**Award: Bronze**  
**Entrant:** Gauger + Associates  
**Category:** Regional/National Television Commercial  
**Entry Title:** Shea Dunes Meet the Neighbors  
**Client:** Shea Homes Northern California

**Award: Bronze**  
**Entrant:** Media Cause  
**Category:** Online Advertising & Promotion Campaign  
**Entry Title:** NRDC Action Fund BuzzFeed Campaign  
**Client:** NRDC Action Fund

**Award: Bronze**  
**Entrant:** How Funworks  
**Category:** Regional/National Television Commercial  
**Entry Title:** Wedding  
**Client:** Dave

**Award: Bronze**  
**Entrant:** Most Likely To, Inc.  
**Category:** Public Service Out of Home Campaign  
**Entry Title:** REUSE  
**Client:** San Francisco Environment Department

**Award: Bronze**  
**Entrant:** April Six  
**Category:** Integrated Brand Identity Campaign  
**Entry Title:** Otonomo brand identity  
**Client:** Otonomo

**Award: Bronze**  
**Entrant:** Gen Digital  
**Category:** Internet Commercial  
**Entry Title:** Opt-in - Dessert  
**Client:** Norton

**Award: Bronze**  
**Entrant:** That Flower Feeling  
**Category:** Integrated Brand Identity Campaign  
**Entry Title:** Flowers. Self care made easy  
**Client:** That Flower Feeling

**Award: Bronze**  
**Entrant:** Logitech  
**Category:** Internet Commercial  
**Entry Title:** Logitech G - A30 - Rule the Game  
**Client:** Logitech

**Award: Bronze**  
**Entrant:** Block  
**Category:** Online Film/Video/Sound Branded Content  
**Entry Title:** Only In Albuquerque: Sage Mt Flower  
**Client:** Square

**Award: Bronze**  
**Entrant:** Citizen Group  
**Category:** Integrated Branded Content Campaign  
**Entry Title:** They Gave Us Game  
**Client:** Lids

**Award: Bronze**

**Entrant:** Gauger + Associates

**Category:** Magazine Advertising

**Entry Title:** DunesEnclave Sand Between Your Toes

**Client:** Shea Homes Northern California

**Award: Bronze**

**Entrant:** Barrett

**Category:** Public Service Online Film, Video & Sound

**Entry Title:** Eric

**Client:** CoachArt

**Award: Bronze**

**Entrant:** Goodby Silverstein & Partners

**Category:** Interface & Navigation

**Entry Title:** Your Future Guide

**Client:** Smithsonian

**Award: Bronze**

**Entrant:** Barrett

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

**Entry Title:** Start the Conversation

**Client:** Attentive

**Award: Bronze**

**Entrant:** Across the Pond Inc.

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

**Entry Title:** Google Research - Palm-SayCan

**Client:** Google LLC

**Award: Bronze**

**Entrant:** Barrett

**Category:** Outdoor Board

**Entry Title:** Can't Reply to a Billboard

**Client:** Attentive

**Award: Bronze**

**Entrant:** Gen Digital

**Category:** Internet Commercial

**Entry Title:** Norton "Opt-in - Massage"

**Client:** Norton

**Award: Bronze**

**Entrant:** How Funworks

**Category:** Outdoor Board Campaign

**Entry Title:** DashCorp Work With More

**Client:** DashCorp

**Award: Bronze**

**Entrant: Barrett**

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

**Entry Title: Never-Ending**

**Client: Sutter Health**