



**2023 Greater San Francisco Ad Club  
American Advertising Awards  
Results by Category**

**Category: Animated/Video Outdoor Boards**

**Award:** Gold ADDY

**Entrant:** Goodby Silverstein & Partners

**Entry Title:** XM Billboard

**Client:** BMW

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

**Award:** Silver ADDY

**Entrant:** Goodby Silverstein & Partners

**Entry Title:** Unbeatable Ed

**Client:** Xfinity

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

**Award:** Gold ADDY

**Entrant:** Logitech

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

**Client:** Logitech

**Category: Annual Report**

**Award:** Bronze

**Entrant:** Skona

**Entry Title:** 2020-2021 Annual Report

**Client:** San Francisco-Marin Food Bank

**Category: Art Direction**

**Award:** Gold ADDY

**Entrant:** Goodby Silverstein & Partners

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

**Client:** Rockstar Energy

**Category: Art Direction Campaign**

**Award:** Silver ADDY

**Entrant:** Goodby Silverstein & Partners

**Entry Title:** Lunchabuild This

**Client:** Lunchables

**Category: Audio / Radio Campaign**

**Award:** Silver ADDY

**Entrant:** Goodby Silverstein & Partners

**Entry Title:** Embrace Your Curiosity

**Client:** Montclair Film Festival

**Category: Audio / Radio Campaign**

**Award:** Bronze

**Entrant:** Studio Resonate, SXM Media

**Entry Title:** Pro Tips From Q-tips

**Client:** Unilever - Q-tips

**Category: Augmented Reality**

**Award:** Silver ADDY

**Entrant:** Goodby Silverstein & Partners

**Entry Title:** Triangle Tracker

**Client:** Doritos

**Category: Banner Ad or Website Takeover**

**Award:** Gold ADDY

**Entrant:** Gen Digital

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

**Client:** LifeLock

**Category: Book Design**

**Award:** Silver ADDY

**Entrant:** projekt202

**Entry Title:** SMBC, Hiro Book

**Client:** Sumitomo Mitsui Banking Corporation

**Category: Branded Content & Entertainment Campaign**

**Award:** Silver ADDY

**Entrant:** Goodby Silverstein & Partners

**Entry Title:** Your Kids Will Never Know

**Client:** Capri Sun

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

**Award:** Bronze

**Entrant:** Goodby Silverstein & Partners

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

**Client:** Doritos/Cheetos

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

**Award:** Silver ADDY

**Entrant:** Goodby Silverstein & Partners

**Entry Title:** Your Kids Will Never Know

**Client:** Capri Sun

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

**Award:** Bronze

**Entrant:** Allstate Protection Plan

**Entry Title:** Allstate Protection Plans Website

**Client:** Allstate Protection Plans

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

**Award:** Bronze

**Entrant:** Toaster

**Entry Title:** Flexport.com Website Redesign

**Client:** Flexport

**Category: Catalog**

**Award:** Bronze

**Entrant:** Gauger + Associates

**Entry Title:** Shea Homes Bergamo Brochure

**Client:** Shea Homes Northern California

**Category: Cinematography**

**Award:** Gold ADDY

**Entrant:** Logitech

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

**Client:** Logitech

**Category: Cinematography**

**Award:** Silver ADDY

**Entrant:** Goodby Silverstein & Partners

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

**Client:** Rockstar Energy

**Category: Consumer Website**

**Award:** Bronze

**Entrant:** Nika

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

**Client:** Coasterz

**Category: Consumer Website**

**Award:** Bronze

**Entrant:** Decision Counsel

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

**Client:** Abolish Private Prisons

**Category: Consumer Website**

**Award:** Silver ADDY

**Entrant:** Qian Liu

**Entry Title:** Topology Website

**Client:**

**Category: Copywriting**

**Award:** Bronze

**Entrant:** How Funworks

**Entry Title:** Meet the Lemurs

**Client:** Hint Water

**Category: Copywriting**

**Award:** Bronze

**Entrant:** How Funworks

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

**Client:** Ubisoft

**Category: Corporate Social Responsibility Campaign**

**Award:** Bronze

**Entrant:** Four Winds Creative

**Entry Title:** OCIA Video

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

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

**Award:** Bronze

**Entrant:** Block

**Entry Title:** Only In Albuquerque

**Client:** Square

**Category: Direct Marketing & Specialty Advertising**

**Award:** Bronze

**Entrant:** projekt202

**Entry Title:** Brand Experience Design Newspaper

**Client:** projekt202

**Category: Email**

**Award:** Bronze

**Entrant:** Toaster

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

**Client:** YouTube LLC

**Category: GPS & Location Technology**

**Award:** Gold ADDY

**Entrant:** Goodby Silverstein & Partners

**Entry Title:** The Dream Tapestry

**Client:** The Dalí Museum

**Category: Guerrilla Marketing**

**Award:** Bronze

**Entrant:** Skona

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

**Client:** Snowflake

**Category: Illustration**

**Award:** Bronze

**Entrant:** Toaster

**Entry Title:** Toaster PWA Article Illustration

**Client:** Toaster

**Category: Illustration Series**

**Award:** Bronze

**Entrant:** Toaster

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

**Client:** Toaster

**Category: Illustration Series**

**Award:** Silver ADDY

**Entrant:** Goodby Silverstein & Partners

**Entry Title:** Rubles for Ukraine

**Client:** Goodby Silverstein & Partners

**Category: Industry Self-Promotion Online/Interactive/Virtual Reality**

**Award:** Bronze

**Entrant:** Skona

**Entry Title:** Introducing the Sköna Rebrand

**Client:** Sköna

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

**Award:** Silver ADDY

**Entrant:** Goodby Silverstein & Partners

**Entry Title:** Your Future Guide

**Client:** Smithsonian

**Category: Integrated Advertising Campaign**

**Award:** Bronze

**Entrant:** April Six

**Entry Title:** Sysdig Brand Campaign

**Client:** Sysdig

**Category: Integrated Advertising Campaign**

**Award:** Silver ADDY

**Entrant:** Logitech

**Entry Title:** Personality That Pops

**Client:** Logitech

**Category: Integrated Advertising Campaign**

**Award:** Gold ADDY

**Entrant:** Goodby Silverstein & Partners

**Entry Title:** Hands-free

**Client:** Cheetos

**Category: Integrated Advertising Campaign**

**Award:** Silver ADDY

**Entrant:** Goodby Silverstein & Partners

**Entry Title:** Zeus & Hera

**Client:** BMW

**Category: Integrated Advertising Campaign**

**Award:** Bronze

**Entrant:** Liquid Agency

**Entry Title:** Get Your Game Plan for Growth

**Client:** Varicent

**Category: Integrated Advertising Campaign**

**Award:** Silver ADDY

**Entrant:** Goodby Silverstein & Partners

**Entry Title:** Not That Bad

**Client:** Xfinity

**Category: Integrated Advertising Campaign**

**Award:** Silver ADDY

**Entrant:** Gen Digital

**Entry Title:** Dangerously Easy Campaign

**Client:** LifeLock

**Category: Integrated Brand Identity Campaign**

**Award:** Bronze

**Entrant:** April Six

**Entry Title:** Otonomo brand identity

**Client:** Otonomo

**Category: Integrated Brand Identity Campaign**

**Award:** Bronze

**Entrant:** April Six

**Entry Title:** Brightcove brand identity

**Client:** Brightcove

**Category: Integrated Brand Identity Campaign**

**Award:** Bronze

**Entrant:** That Flower Feeling

**Entry Title:** Flowers. Self care made easy

**Client:** That Flower Feeling

**Category: Integrated Branded Content Campaign**

**Award:** Gold ADDY

**Entrant:** Studio Resonate, SXM Media

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

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

**Category: Integrated Branded Content Campaign**

**Award:** Gold ADDY

**Entrant:** Logitech

**Entry Title:** Logitech - Defy Logic

**Client:** Logitech

**Category: Integrated Branded Content Campaign**

**Award:** Bronze

**Entrant:** Citizen Group

**Entry Title:** They Gave Us Game

**Client:** Lids

**Category: Integrated Media Public Service Campaign**

**Award:** Bronze

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

**Entry Title:** REUSE Integrated Campaign

**Client:** San Francisco Environment Department

**Category: Integrated Media Public Service Campaign**

**Award:** Silver ADDY

**Entrant:** Duncan Channon

**Entry Title:** Little Big Lie

**Client:** California Tobacco Control Program

**Category: Interface & Navigation**

**Award:** Bronze

**Entrant:** Goodby Silverstein & Partners

**Entry Title:** Your Future Guide

**Client:** Smithsonian

**Category: Internet Commercial**

**Award:** Silver ADDY

**Entrant:** Goodby Silverstein & Partners

**Entry Title:** Taste of Soccer

**Client:** Frito-Lay Canada

**Category: Internet Commercial**

**Award:** Gold ADDY

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

**Entry Title:** Traffic Stop

**Client:** Native

**Category: Internet Commercial**

**Award:** Bronze

**Entrant:** Logitech

**Entry Title:** Logitech G - A30 - Rule the Game

**Client:** Logitech

**Category: Internet Commercial**

**Award:** Bronze

**Entrant:** Gen Digital

**Entry Title:** Opt-in - Dessert

**Client:** Norton

**Category: Internet Commercial**

**Award:** Gold ADDY

**Entrant:** Logitech

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

**Client:** Logitech

**Category: Internet Commercial**

**Award:** Silver ADDY

**Entrant:** Logitech

**Entry Title:** Logitech - Defy Logic

**Client:** Logitech, Inc.

**Category: Internet Commercial**

**Award:** Bronze

**Entrant:** Demonstrate

**Entry Title:** Elevating Drinks to Cocktails

**Client:** Hotaling & Co.

**Category: Internet Commercial**

**Award:** Silver ADDY

**Entrant:** Logitech

**Entry Title:** Logitech G - Play Ridiculously

**Client:** Logitech

**Category: Internet Commercial**

**Award:** Bronze

**Entrant:** Gen Digital

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

**Client:** Norton

**Category: Internet Commercial**

**Award:** Silver ADDY

**Entrant:** Logitech

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

**Client:** Logitech

**Category: Internet Commercial Campaign**

**Award:** Silver ADDY

**Entrant:** How Funworks

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

**Client:** Pinterest



**Category: Internet Commercial Campaign**

**Award:** Silver ADDY

**Entrant:** Barrett

**Entry Title:** Magic Box Campaign

**Client:** eBay

**Category: Local Television Commercial**

**Award:** Silver ADDY

**Entrant:** Goodby Silverstein & Partners

**Entry Title:** Unbeatable Ed

**Client:** Xfinity

**Category: Local Television Commercial Campaign**

**Award:** Gold ADDY

**Entrant:** Goodby Silverstein & Partners

**Entry Title:** You've Evolved

**Client:** Beyond Jerky

**Category: Magazine Advertising**

**Award:** Bronze

**Entrant:** Gauger + Associates

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

**Client:** Shea Homes Northern California

**Category: Microsite**

**Award:** Bronze

**Entrant:** Liquid Agency

**Entry Title:** Get Your Game Plan for Growth

**Client:** Varicent

**Category: Microsite**

**Award:** Bronze

**Entrant:** Media Cause

**Entry Title:** The Neighborgood Guide

**Client:** Tipping Point Community

**Category: Mobile Interaction**

**Award:** Gold ADDY

**Entrant:** Goodby Silverstein & Partners

**Entry Title:** The Dream Tapestry

**Client:** The Dalí Museum

**Category: Mobile Interaction**

**Award:** Silver ADDY

**Entrant:** Goodby Silverstein & Partners

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

**Client:** Doritos/Cheetos

**Category: Mobile Interaction**

**Award:** Silver ADDY

**Entrant:** Goodby Silverstein & Partners

**Entry Title:** Triangle Tracker

**Client:** Doritos

**Category: Music Without Lyrics**

**Award:** Silver ADDY

**Entrant:** Swell Music + Sound

**Entry Title:** Fitbit Versa

**Client:** Bonfire Labs

**Category: Online Advertising & Promotion Campaign**

**Award:** Bronze

**Entrant:** Media Cause

**Entry Title:** NRDC Action Fund BuzzFeed Campaign

**Client:** NRDC Action Fund

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

**Award:** Silver ADDY

**Entrant:** Camp + King

**Entry Title:** All Together

**Client:** RE/MAX

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

**Award:** Bronze

**Entrant:** Block

**Entry Title:** Only In Albuquerque: Sage Mt Flower

**Client:** Square

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

**Award:** Bronze

**Entrant:** Barrett

**Entry Title:** Never-Ending

**Client:** Sutter Health

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

**Award:** Bronze

**Entrant:** Across the Pond Inc.

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

**Client:** Google LLC

**Category: Online/Interactive Campaign**

**Award:** Silver ADDY

**Entrant:** Circa

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

**Client:** WP Engine

**Category: Online/Interactive Campaign**

**Award:** Silver ADDY

**Entrant:** Affinity Creative Group

**Entry Title:** Build Your Buck Shack

**Client:** Shannon Family of Wines

**Category: Outdoor Board**

**Award:** Bronze

**Entrant:** Barrett

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

**Client:** Attentive

**Category: Outdoor Board Campaign**

**Award:** Bronze

**Entrant:** How Funworks

**Entry Title:** DashCorp Work With More

**Client:** DashCorp

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

**Award:** Bronze

**Entrant:** Barrett

**Entry Title:** Start the Conversation

**Client:** Attentive

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

**Award:** Gold ADDY, Best of Show

**Entrant:** Goodby Silverstein & Partners

**Entry Title:** The Dream Tapestry

**Client:** The Dalí Museum

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

**Award:** Silver ADDY

**Entrant:** Goodby Silverstein & Partners

**Entry Title:** Lunchabuild This

**Client:** Lunchables

**Category: Public Service Marketing Campaign**

**Award:** Gold ADDY, Special Judges Award

**Entrant:** Goodby Silverstein & Partners

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

**Client:** Courageous Conversation Global Foundation

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

**Award:** Bronze

**Entrant:** Duncan Channon

**Entry Title:** SFCASA - Moving Through

**Client:** San Francisco CASA

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

**Award:** Bronze

**Entrant:** Barrett

**Entry Title:** Eric

**Client:** CoachArt

**Category: Public Service Out of Home Campaign**

**Award:** Bronze

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

**Entry Title:** REUSE

**Client:** San Francisco Environment Department

**Category: Regional/National Radio Commercial**

**Award:** Silver ADDY

**Entrant:** Goodby Silverstein & Partners

**Entry Title:** Optional Ad

**Client:** Liberty Mutual Insurance

**Category: Regional/National Television Commercial**

**Award:** Bronze

**Entrant:** How Funworks

**Entry Title:** Wedding

**Client:** Dave

**Category: Regional/National Television Commercial**

**Award:** Gold ADDY

**Entrant:** Goodby Silverstein & Partners

**Entry Title:** Calilujah! 2.0

**Client:** Califia Farms

**Category: Regional/National Television Commercial**

**Award:** Gold ADDY

**Entrant:** Goodby Silverstein & Partners

**Entry Title:** Zeus & Hera

**Client:** BMW

**Category: Regional/National Television Commercial**

**Award:** Silver ADDY

**Entrant:** Gen Digital

**Entry Title:** Add to Cart

**Client:** LifeLock

**Category: Regional/National Television Commercial**

**Award:** Bronze

**Entrant:** Gauger + Associates

**Entry Title:** Shea Dunes Meet the Neighbors

**Client:** Shea Homes Northern California

**Category: Regional/National Television Commercial**

**Award:** Bronze

**Entrant:** Gen Digital

**Entry Title:** Dangerously Easy-Facade

**Client:** LifeLock

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

**Award:** Silver ADDY

**Entrant:** Duncan Channon

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

**Client:** Rosetta Stone

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

**Award:** Gold ADDY

**Entrant:** Goodby Silverstein & Partners

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

**Client:** Idorsia

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

**Award:** Silver ADDY

**Entrant:** Goodby Silverstein & Partners

**Entry Title:** Calilujah! 2.0

**Client:** Califia Farms

**Category: Self Promotion Integrated Media Campaign**

**Award:** Bronze

**Entrant:** Liquid Agency

**Entry Title:** Four letters. One mythical culture.

**Client:** Ernest Packaging Solutions

**Category: Social Media**

**Award:** Silver ADDY

**Entrant:** Gen Digital

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

**Client:** Norton

**Category: Social Media**

**Award:** Bronze

**Entrant:** Gen Digital

**Entry Title:** First Day of Spring

**Client:** Norton

**Category: Social Media**

**Award:** Silver ADDY

**Entrant:** Gen Digital

**Entry Title:** Dangerously Easy-Facade

**Client:** LifeLock

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

**Category: Social Media**  
**Award:** Bronze  
**Entrant:** Gen Digital  
**Entry Title:** Opt-in - Massage  
**Client:** Norton

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

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

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

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

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

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

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

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

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

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

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

**Category: Specialty Advertising - Apparel**  
**Award:** Gold ADDY  
**Entrant:** Goodby Silverstein & Partners  
**Entry Title:** What if They Were Black?  
**Client:** Courageous Conversation Global Foundation

**Category: Webisode Series**  
**Award:** Gold ADDY  
**Entrant:** Goodby Silverstein & Partners  
**Entry Title:** Break Free TV  
**Client:** Capri Sun