



2023 Greater San Francisco Ad Club American Advertising Awards Results by Entrant

Entrant: Across the Pond Inc.

Award: Bronze

Category: Online Film/Video/Sound Branded Content

Entry Title: Google Research - Palm-SayCan

Client: Google LLC

Entrant: Affinity Creative Group

Award: Silver ADDY

Category: Online/Interactive Campaign

Entry Title: Build Your Buck Shack

Client: Shannon Family of Wines

Entrant: Allstate Protection Plan

Award: Bronze

Category: Business-to-Business Website

Entry Title: Allstate Protection Plans Website

Client: Allstate Protection Plans

Entrant: April Six

Award: Bronze

Category: Integrated Advertising Campaign

Entry Title: Sysdig Brand Campaign

Client: Sysdig

Entrant: April Six

Award: Bronze

Category: Integrated Brand Identity Campaign

Entry Title: Otonomo brand identity

Client: Otonomo

Entrant: April Six

Award: Bronze

Category: Integrated Brand Identity Campaign

Entry Title: Brightcove brand identity

Client: Brightcove

Entrant: Barrett
Award: Bronze
Category: Out-Of-Home Campaign
Entry Title: Start the Conversation
Client: Attentive

Entrant: Barrett
Award: Bronze
Category: Outdoor Board
Entry Title: Can't Reply to a Billboard
Client: Attentive

Entrant: Barrett
Award: Bronze
Category: Online Film/Video/Sound Branded Content
Entry Title: Never-Ending
Client: Sutter Health

Entrant: Barrett
Award: Bronze
Category: Public Service Online Film, Video & Sound
Entry Title: Eric
Client: CoachArt

Entrant: Barrett
Award: Silver ADDY
Category: Internet Commercial Campaign
Entry Title: Magic Box Campaign
Client: eBay

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

Entrant: Block
Award: Bronze
Category: Corporate Social Responsibility Online/Interactive Campaign
Entry Title: Only In Albuquerque
Client: Square

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

Entrant: Camp + King
Award: Silver ADDY
Category: Online Film/Video/Sound Branded Content
Entry Title: All Together
Client: RE/MAX

Entrant: Circa
Award: Silver ADDY
Category: Online/Interactive Campaign
Entry Title: A Smarter Way to WordPress
Client: WP Engine

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

Entrant: Decision Counsel
Award: Bronze
Category: Consumer Website
Entry Title: Abolish Private Prisons - Website
Client: Abolish Private Prisons

Entrant: Demonstrate
Award: Bronze
Category: Internet Commercial
Entry Title: Elevating Drinks to Cocktails
Client: Hotaling & Co.

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

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

Entrant: Duncan Channon
Award: Silver ADDY
Category: Integrated Media Public Service Campaign
Entry Title: Little Big Lie
Client: California Tobacco Control Program

Entrant: Duncan Channon

Award: Silver ADDY

Category: Regional/National Television Commercial Campaign

Entry Title: There's a Word for That

Client: Rosetta Stone

Entrant: Four Winds Creative

Award: Bronze

Category: Corporate Social Responsibility Campaign

Entry Title: OCIA Video

Client: Analog Devices & Woods Hole Oceanographic Institution

Entrant: Gauger + Associates

Award: Bronze

Category: Catalog

Entry Title: Shea Homes Bergamo Brochure

Client: Shea Homes Northern California

Entrant: Gauger + Associates

Award: Bronze

Category: Magazine Advertising

Entry Title: DunesEnclave Sand Between Your Toes

Client: Shea Homes Northern California

Entrant: Gauger + Associates

Award: Bronze

Category: Regional/National Television Commercial

Entry Title: Shea Dunes Meet the Neighbors

Client: Shea Homes Northern California

Entrant: Gen Digital

Award: Bronze

Category: Social Media

Entry Title: Opt-in - Massage

Client: Norton

Entrant: Gen Digital

Award: Bronze

Category: Social Media

Entry Title: Thanksgiving

Client: Norton

Entrant: Gen Digital

Award: Bronze

Category: Social Media

Entry Title: Data Privacy Day

Client: Norton

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

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

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

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

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

Entrant: Gen Digital
Award: Silver ADDY
Category: Integrated Advertising Campaign
Entry Title: Dangerously Easy Campaign
Client: LifeLock

Entrant: Gen Digital
Award: Silver ADDY
Category: Social Media
Entry Title: Opt-in - Jogger
Client: Norton

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

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

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

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

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

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

Entrant: Gen Digital
Award: Gold ADDY
Category: Banner Ad or Website Takeover
Entry Title: Dangerously Easy-Cover Up
Client: LifeLock

Entrant: Goodby Silverstein & Partners
Award: Bronze
Category: Interface & Navigation
Entry Title: Your Future Guide
Client: Smithsonian

Entrant: Goodby Silverstein & Partners
Award: Gold ADDY
Category: Animated/Video Outdoor Boards
Entry Title: XM Billboard
Client: BMW

Entrant: Goodby Silverstein & Partners

Award: Bronze

Category: Branded Content & Entertainment for Online/Interactive

Entry Title: Snackable Screens/Flamin' Hottie

Client: Doritos/Cheetos

Entrant: Goodby Silverstein & Partners

Award: Gold ADDY

Category: Local Television Commercial Campaign

Entry Title: You've Evolved

Client: Beyond Jerky

Entrant: Goodby Silverstein & Partners

Award: Silver ADDY

Category: Integrated Advertising Campaign

Entry Title: Zeus & Hera

Client: BMW

Entrant: Goodby Silverstein & Partners

Award: Silver ADDY

Category: Illustration Series

Entry Title: Rubles for Ukraine

Client: Goodby Silverstein & Partners

Entrant: Goodby Silverstein & Partners

Award: Silver ADDY

Category: Internet Commercial

Entry Title: Taste of Soccer

Client: Frito-Lay Canada

Entrant: Goodby Silverstein & Partners

Award: Silver ADDY

Category: Regional/National Radio Commercial

Entry Title: Optional Ad

Client: Liberty Mutual Insurance

Entrant: Goodby Silverstein & Partners

Award: Gold ADDY

Category: GPS & Location Technology

Entry Title: The Dream Tapestry

Client: The Dalí Museum

Entrant: Goodby Silverstein & Partners

Award: Silver ADDY

Category: Out-Of-Home Multiple Installations

Entry Title: Lunchabuild This

Client: Lunchables

Entrant: Goodby Silverstein & Partners

Award: Silver ADDY

Category: Art Direction Campaign

Entry Title: Lunchabuild This

Client: Lunchables

Entrant: Goodby Silverstein & Partners

Award: Silver ADDY

Category: Branded Content & Entertainment for Online/Interactive

Entry Title: Your Kids Will Never Know

Client: Capri Sun

Entrant: Goodby Silverstein & Partners

Award: Silver ADDY

Category: Audio / Radio Campaign

Entry Title: Embrace Your Curiosity

Client: Montclair Film Festival

Entrant: Goodby Silverstein & Partners

Award: Silver ADDY

Category: Cinematography

Entry Title: Fuel What's Next

Client: Rockstar Energy

Entrant: Goodby Silverstein & Partners

Award: Silver ADDY

Category: Branded Content & Entertainment Campaign

Entry Title: Your Kids Will Never Know

Client: Capri Sun

Entrant: Goodby Silverstein & Partners

Award: Gold ADDY

Category: Regional/National Television Commercial

Entry Title: Calilujah! 2.0

Client: Califia Farms

Entrant: Goodby Silverstein & Partners

Award: Gold ADDY

Category: Regional/National Television Commercial Campaign

Entry Title: Seize the Night & Day

Client: Idorsia

Entrant: Goodby Silverstein & Partners

Award: Gold ADDY

Category: Art Direction

Entry Title: Fuel What's Next

Client: Rockstar Energy

Entrant: Goodby Silverstein & Partners
Award: Gold ADDY
Category: Regional/National Television Commercial
Entry Title: Zeus & Hera
Client: BMW

Entrant: Goodby Silverstein & Partners
Award: Gold ADDY
Category: Integrated Advertising Campaign
Entry Title: Hands-free
Client: Cheetos

Entrant: Goodby Silverstein & Partners
Award: Silver ADDY
Category: Local Television Commercial
Entry Title: Unbeatable Ed
Client: Xfinity

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

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

Entrant: Goodby Silverstein & Partners
Award: Gold ADDY, Special Judges Award
Category: Public Service Marketing Campaign
Entry Title: What if They Were Black?
Client: Courageous Conversation Global Foundation

Entrant: Goodby Silverstein & Partners
Award: Gold ADDY, Best of Show
Category: Out-Of-Home Installation
Entry Title: The Dream Tapestry
Client: The Dalí Museum

Entrant: Goodby Silverstein & Partners
Award: Gold ADDY
Category: Mobile Interaction
Entry Title: The Dream Tapestry
Client: The Dalí Museum

Entrant: Goodby Silverstein & Partners
Award: Silver ADDY
Category: Mobile Interaction
Entry Title: Snackable Screens/Flamin' Hottie
Client: Doritos/Cheetos

Entrant: Goodby Silverstein & Partners
Award: Silver ADDY
Category: Mobile Interaction
Entry Title: Triangle Tracker
Client: Doritos

Entrant: Goodby Silverstein & Partners
Award: Silver ADDY
Category: Integrated Advertising Campaign
Entry Title: Not That Bad
Client: Xfinity

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

Entrant: Goodby Silverstein & Partners
Award: Silver ADDY
Category: Regional/National Television Commercial Campaign
Entry Title: Calilujah! 2.0
Client: Califia Farms

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

Entrant: Goodby Silverstein & Partners
Award: Silver ADDY
Category: Innovative Use of Interactive/Technology
Entry Title: Your Future Guide
Client: Smithsonian

Entrant: How Funworks
Award: Silver ADDY
Category: Internet Commercial Campaign
Entry Title: Gift Like You Get Them
Client: Pinterest

Entrant: How Funworks

Award: Bronze

Category: Outdoor Board Campaign

Entry Title: DashCorp Work With More

Client: DashCorp

Entrant: How Funworks

Award: Bronze

Category: Regional/National Television Commercial

Entry Title: Wedding

Client: Dave

Entrant: How Funworks

Award: Bronze

Category: Copywriting

Entry Title: Far Cry 6 Giancarlo Will Face You

Client: Ubisoft

Entrant: How Funworks

Award: Bronze

Category: Copywriting

Entry Title: Meet the Lemurs

Client: Hint Water

Entrant: Liquid Agency

Award: Bronze

Category: Integrated Advertising Campaign

Entry Title: Get Your Game Plan for Growth

Client: Varicent

Entrant: Liquid Agency

Award: Bronze

Category: Microsite

Entry Title: Get Your Game Plan for Growth

Client: Varicent

Entrant: Liquid Agency

Award: Bronze

Category: Self Promotion Integrated Media Campaign

Entry Title: Four letters. One mythical culture.

Client: Ernest Packaging Solutions

Entrant: Logitech

Award: Bronze

Category: Internet Commercial

Entry Title: Logitech G - A30 - Rule the Game

Client: Logitech

Entrant: Logitech
Award: Gold ADDY
Category: Internet Commercial
Entry Title: Logitech G - New Age of Play
Client: Logitech

Entrant: Logitech
Award: Gold ADDY
Category: Integrated Branded Content Campaign
Entry Title: Logitech - Defy Logic
Client: Logitech

Entrant: Logitech
Award: Gold ADDY
Category: Cinematography
Entry Title: Logitech G - There's Levels to Play
Client: Logitech

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

Entrant: Logitech
Award: Silver ADDY
Category: Internet Commercial
Entry Title: Logitech G - Play Ridiculously
Client: Logitech

Entrant: Logitech
Award: Silver ADDY
Category: Internet Commercial
Entry Title: Logitech G - There's Levels to Play
Client: Logitech

Entrant: Logitech
Award: Silver ADDY
Category: Internet Commercial
Entry Title: Logitech - Defy Logic
Client: Logitech, Inc.

Entrant: Logitech
Award: Silver ADDY
Category: Integrated Advertising Campaign
Entry Title: Personality That Pops
Client: Logitech

Entrant: Logitech
Award: Gold ADDY
Category: Animation, Special Effects or Motion Graphics
Entry Title: Logitech G - Perfectly Fit To Play
Client: Logitech

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

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

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

Entrant: Most Likely To, Inc.
Award: Bronze
Category: Integrated Media Public Service Campaign
Entry Title: REUSE Integrated Campaign
Client: San Francisco Environment Department

Entrant: MUH-TAY-ZIK | HOF-FER
Award: Gold ADDY
Category: Internet Commercial
Entry Title: Traffic Stop
Client: Native

Entrant: Nika
Award: Bronze
Category: Consumer Website
Entry Title: Coasterz E-Commerce Site
Client: Coasterz

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

Entrant: projekt202

Award: Bronze

Category: Direct Marketing & Specialty Advertising

Entry Title: Brand Experience Design Newspaper

Client: projekt202

Entrant: Qian Liu

Award: Silver ADDY

Category: Consumer Website

Entry Title: Topology Website

Client:

Entrant: Skona

Award: Bronze

Category: Annual Report

Entry Title: 2020-2021 Annual Report

Client: San Francisco-Marín Food Bank

Entrant: Skona

Award: Bronze

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

Entry Title: Introducing the Sköna Rebrand

Client: Sköna

Entrant: Skona

Award: Bronze

Category: Guerrilla Marketing

Entry Title: Buzz at the Burj with Snowflake

Client: Snowflake

Entrant: Studio Resonate, SXM Media

Award: Gold ADDY

Category: Integrated Branded Content Campaign

Entry Title: Cheez-it Aged By Audio

Client: Kellogg's Brands - Cheez-it

Entrant: Studio Resonate, SXM Media

Award: Bronze

Category: Audio / Radio Campaign

Entry Title: Pro Tips From Q-tips

Client: Unilever - Q-tips

Entrant: Swell Music + Sound

Award: Silver ADDY

Category: Music Without Lyrics

Entry Title: Fitbit Versa

Client: Bonfire Labs

Entrant: That Flower Feeling

Award: Bronze

Category: Integrated Brand Identity Campaign

Entry Title: Flowers. Self care made easy

Client: That Flower Feeling

Entrant: Toaster

Award: Bronze

Category: Social Media, Campaign

Entry Title: YouTube Shorts MyBloopers Campaign

Client: YouTube LLC

Entrant: Toaster

Award: Bronze

Category: Email

Entry Title: YouTube Creators Month In Review

Client: YouTube LLC

Entrant: Toaster

Award: Bronze

Category: Business-to-Business Website

Entry Title: Flexport.com Website Redesign

Client: Flexport

Entrant: Toaster

Award: Bronze

Category: Illustration Series

Entry Title: Toaster.co Blog Illustrations

Client: Toaster

Entrant: Toaster

Award: Bronze

Category: Illustration

Entry Title: Toaster PWA Article Illustration

Client: Toaster

Entrant: Toaster

Award: Bronze

Category: Social Media

Entry Title: YouTube MyBloopers Shorts Launch

Client: YouTube LLC