



**Greater San Francisco Ad Club
American Advertising Awards
2021 Results by Category**

Category: Animation, Special Effects or Motion Graphics

Entrant: Measure Twice Inc. **Award:** Bronze

Entry Title: Facebook "Population Density Maps"

Client: Facebook

Category: Animation, Special Effects or Motion Graphics

Entrant: Media Cause **Award:** Bronze

Entry Title: Hold onto Your Butts

Client: Surfrider International

Category: Art Direction

Entrant: Goodby Silverstein & Partners **Award:** Silver

Entry Title: The Greatest Gift

Client: Xfinity

Category: Art Direction

Entrant: Goodby Silverstein & Partners **Award:** Gold

Entry Title: Life Below Water

Client: Google/Tribeca Enterprises/United Nations

Category: Art Direction

Entrant: Deloitte Digital **Award:** Bronze

Entry Title: Service Like You - CSAA Insurance

Client: CSAA Insurance Group

Category: Art Direction

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

Entry Title: Refresh the Run

Client: Albertsons Companies, Inc.

Category: Art Direction

Entrant: Deloitte Digital **Award:** Bronze

Entry Title: All Out of Love - CSAA Insurance

Client: CSAA Insurance Group

Category: Audio/Radio Advertising Campaign

Entrant: Goodby Silverstein & Partners **Award:** Silver

Entry Title: Your Cousin From Boston

Client: Boston Beer Company Inc

Category: Augmented Reality

Entrant: Goodby Silverstein & Partners **Award:** Gold

Entry Title: Cool Ranch

Client: Frito-Lay North America, Doritos

Category: Banner Ad

Entrant: PadSquad **Award:** Bronze

Entry Title: HP Colorizer

Client: Hewlett-Packard

Category: Branded Content & Entertainment - Non-Broadcast

Entrant: Goodby Silverstein & Partners **Award:** Gold

Entry Title: Calm Wash

Client: BMW of North America

Category: Branded Content & Entertainment Campaign

Entrant: Goodby Silverstein & Partners **Award:** Bronze

Entry Title: Diplo vs The World

Client: NCSOFT | Harmonix

Category: Branded Content & Entertainment Campaign

Entrant: Feel Good Video **Award:** Bronze

Entry Title: Lenovo Small Business Campaign

Client: Lenovo

Category: Branded Content & Entertainment for Online/Interactive

Entrant: Goodby Silverstein & Partners **Award:** Bronze

Entry Title: Diplo vs The World

Client: NCSOFT | Harmonix

Category: Brochure Campaign

Entrant: clé tile **Award:** Bronze

Entry Title: clé Spring 2020 Lookbook

Client: clé tile

Category: Business-to-Business Website

Entrant: Sköna Advertising **Award:** Bronze

Entry Title: A high-tech rebrand for iMerit

Client: Sköna Advertising

Category: Cinematography

Entrant: Deloitte Digital **Award:** Bronze

Entry Title: Service Like You - CSAA Insurance

Client: CSAA Insurance Group

Category: Cinematography

Entrant: Deloitte Digital **Award:** Bronze

Entry Title: All Out of Love - CSAA Insurance

Client: CSAA Insurance Group

Category: Cinematography

Entrant: NuvoLum **Award:** Bronze

Entry Title: Stemodontics Commercial

Client: Stemodontics

Category: Copywriting

Entrant: Goodby Silverstein & Partners **Award:** Gold

Entry Title: Life Below Water

Client: Google/Tribeca Enterprises/United Nations

Category: Copywriting

Entrant: Goodby Silverstein & Partners **Award:** Silver

Entry Title: The Greatest Gift

Client: Xfinity

Category: Copywriting

Entrant: Goodby Silverstein & Partners **Award:** Bronze

Entry Title: Something to Help You Remember

Client: Liberty Mutual

Category: Corporate Social Responsibility Film, Video & Sound

Entrant: Measure Twice Inc. **Award:** Bronze

Entry Title: Facebook "Population Density Maps"

Client: Facebook

Category: Corporate Social Responsibility Film, Video & Sound

Entrant: Goodby Silverstein & Partners **Award:** Gold

Entry Title: Life Below Water

Client: Google/Tribeca Enterprises/United Nations

Category: Corporate Social Responsibility Film, Video & Sound Campaign

Entrant: Goodby Silverstein & Partners **Award:** Silver

Entry Title: Camp Tonsafun

Client: Xfinity

Category: Corporate Social Responsibility Online/Interactive

Entrant: Goodby Silverstein & Partners **Award:** Gold

Entry Title: Respond 2 Racism

Client: Goodby Silverstein & Partners

Category: Digital Creative Technology User Experience

Entrant: PadSquad **Award:** Bronze

Entry Title: HP Colorizer

Client: Hewlett-Packard

Category: Digital Creative Technology User Experience

Entrant: Deloitte Digital **Award:** Bronze

Entry Title: She Can STEM Concert

Client: AD Council and She Can STEM

Category: Direct Mail 3-D/Mixed

Entrant: Gunderson Direct Inc. **Award:** Bronze

Entry Title: Happier Holidays Mask Mailer

Client: Gunderson Direct

Category: Direct Marketing & Specialty Advertising (printed or digital)

Entrant: Gunderson Direct Inc. **Award:** Bronze

Entry Title: Happier Holidays Mask Mailer

Client: Gunderson Direct

Category: Film/Video/Sound Branded Content, More Than :60 Seconds

Entrant: April Six **Award:** Bronze

Entry Title: Migrate Windows Workloads to AWS

Client: Amazon Web Services

Category: Film/Video/Sound Branded Content, More Than :60 Seconds

Entrant: barrettSF **Award:** Bronze

Entry Title: 21 Savage

Client: Chime

Category: Games

Entrant: Deloitte Digital **Award:** Silver

Entry Title: Bomb Pop is Not One Thing

Client: Bomb Pop

Category: Guerrilla Marketing

Entrant: Venables Bell & Partners **Award:** Gold

Entry Title: #ZigTheRunway

Client: Reebok

Category: Illustration Series

Entrant: Goodby Silverstein & Partners **Award:** Silver

Entry Title: Windows of Hope

Client: HP Inc.

Category: Innovative Use of Interactive/Technology

Entrant: Goodby Silverstein & Partners **Award:** Gold

Entry Title: Cool Ranch

Client: Frito-Lay North America, Doritos

Category: Innovative Use of Interactive/Technology

Entrant: Deloitte Digital **Award:** Silver

Entry Title: She Can STEM Concert

Client: AD Council and She Can STEM

Category: Integrated Advertising Campaign

Entrant: Media Cause **Award:** Bronze

Entry Title: AKC's Meet the Breeds

Client: American Kennel Club

Category: Integrated Advertising Campaign

Entrant: Flip2Agency **Award:** Bronze

Entry Title: No Hero Should Be Without

Client: TroopsDirect

Category: Integrated Advertising Campaign

Entrant: Sköna Advertising **Award:** Bronze

Entry Title: Data Cloud Summit goes virtual

Client: Snowflake

Category: Integrated Advertising Campaign

Entrant: barrettSF **Award:** Silver

Entry Title: A Thousand Things

Client: Sutter Health

Category: Integrated Brand Identity Campaign

Entrant: Deloitte Digital **Award:** Bronze

Entry Title: CSAA is InsurAAnce

Client: CSAA Group Insurance

Category: Integrated Brand Identity Campaign

Entrant: Deloitte Digital **Award:** Silver

Entry Title: Bomb Pop is Not One Thing

Client: Bomb Pop

Category: Integrated Media Corporate Social Responsibility Campaign

Entrant: Goodby Silverstein & Partners **Award:** Gold

Entry Title: Respond 2 Racism

Client: Goodby Silverstein & Partners

Category: Integrated Media Corporate Social Responsibility Campaign

Entrant: Goodby Silverstein & Partners **Award:** Silver

Entry Title: Beyond 28

Client: Golden State Warriors

Category: Integrated Media Pro Bono Campaign

Entrant: April Six **Award:** Bronze

Entry Title: St. Anthony's 70 Years of Hope

Client: St. Anthony Foundation

Category: Integrated Media Pro Bono Campaign

Entrant: Goodby Silverstein & Partners **Award:** Gold

Entry Title: Not a Gun

Client: Courageous Conversation Global Foundation

Category: Integrated Media Pro Bono Campaign

Entrant: Duncan Channon **Award:** Silver

Entry Title: VoteFromHome-2020

Client: VoteFromHome-2020

Category: Internet Commercial

Entrant: Swope Creative **Award:** Bronze

Entry Title: Marin. Just A Little Out There.

Client: Marin Convention & Visitors Bureau

Category: Internet Commercial

Entrant: NortonLifeLock, Inc. **Award:** Bronze

Entry Title: Eyes See You

Client: NortonLifeLock

Category: Internet Commercial

Entrant: Goodby Silverstein & Partners **Award:** Silver

Entry Title: The Greatest Gift

Client: Xfinity

Category: Internet Commercial Campaign

Entrant: RockBridge Productions **Award:** Bronze

Entry Title: First Vietnamese Cold Brew Coffee

Client: OmniBev

Category: Internet Commercial Campaign

Entrant: Funworks **Award:** Bronze

Entry Title: Best News of the Year

Client: Cafe Rio

Category: Internet Commercial Campaign

Entrant: Goodby Silverstein & Partners **Award:** Bronze

Entry Title: Your Cousin From Boston

Client: Boston Beer Company Inc

Category: Internet Commercial Campaign

Entrant: Deloitte Digital **Award:** Silver

Entry Title: Bomb Pop is Not One Thing

Client: Bomb Pop

Category: Internet Commercial Campaign

Entrant: DDW **Award:** Silver

Entry Title: FIORA Campaign

Client: Solaris Paper

Category: Local Television Commercial

Entrant: Goodby Silverstein & Partners **Award:** Silver

Entry Title: The Greatest Gift

Client: Xfinity

Category: Logo Design

Entrant: Goodby Silverstein & Partners **Award:** Bronze

Entry Title: Camp Tonsafun

Client: Xfinity

Category: Magazine Advertising

Entrant: HERO Marketing **Award:** Bronze

Entry Title: HERO Marketing Adweek 100 Ad

Client: HERO Marketing, LLC

Category: Microsite

Entrant: Affinity Creative Group **Award:** Bronze

Entry Title: Fall Harvest: Corto Olive Oil

Client: Corto Olive Company

Category: Microsite

Entrant: Deloitte Digital **Award:** Bronze

Entry Title: Bomb Pop is Not One Thing

Client: Bomb Pop

Category: Multiple Events

Entrant: Duncan Channon **Award:** Bronze

Entry Title: e.l.f. Cosmetics Halloween pop-up

Client: e.l.f. Cosmetics

Category: Music Without Lyrics

Entrant: Disher Music & Sound **Award:** Bronze

Entry Title: Wolfgang Puck Fine Dining

Client: Wolfgang Puck International

Category: Online/Interactive Campaign

Entrant: Goodby Silverstein & Partners **Award:** Gold

Entry Title: Cool Ranch

Client: Frito-Lay North America, Doritos

Category: Online/Interactive Campaign

Entrant: Goodby Silverstein & Partners **Award:** Best of Show

Entry Title: Cool Ranch

Client: Frito-Lay North America, Doritos

Category: Outdoor Board

Entrant: Outfront **Award:** Bronze

Entry Title: Spice Sensuality

Client: Outfront

Category: Out-Of-Home Campaign

Entrant: barrettSF **Award:** Bronze

Entry Title: Sutter Health

Client: Sutter Health

Category: Packaging Campaign

Entrant: The Worthy Company **Award:** Bronze

Entry Title: The Worthy Bowl

Client: The Worthy Company

Category: Photography Campaign

Entrant: Goodby Silverstein & Partners **Award:** Bronze

Entry Title: Calm Wash

Client: BMW of North America

Category: Photography Campaign

Entrant: Duncan Channon **Award:** Gold

Entry Title: Covered California Photography

Client: Covered California

Category: Political Integrated Campaign

Entrant: Duncan Channon **Award:** Silver

Entry Title: VoteFromHome-2020

Client: VoteFromHome-2020

Category: Poster Campaign

Entrant: Goodby Silverstein & Partners **Award:** Gold

Entry Title: Windows of Hope

Client: HP Inc.

Category: Pro Bono Ambient Media

Entrant: Deloitte Digital **Award:** Bronze

Entry Title: She Can STEM Concert

Client: AD Council and She Can STEM

Category: Pro Bono Ambient Media Campaign

Entrant: Deloitte Digital **Award:** Bronze

Entry Title: She Can STEM Campaign

Client: Ad Council and She Can STEM

Category: Pro Bono Film, Video & Sound Campaign

Entrant: Deloitte Digital **Award:** Bronze

Entry Title: She Can STEM Campaign

Client: Ad Council and She Can STEM

Category: Pro Bono Film, Video & Sound Campaign

Entrant: Goodby Silverstein & Partners **Award:** Gold

Entry Title: Not a Gun

Client: Courageous Conversation Global Foundation

Category: Pro Bono Online Film, Video & Sound

Entrant: Goodby Silverstein & Partners **Award:** Bronze

Entry Title: Time to Talk

Client: AMAZE.ORG

Category: Pro Bono Online Film, Video & Sound

Entrant: Goodby Silverstein & Partners **Award:** Mosaic Award, Special Judges Award

Entry Title: Not a Gun

Client: Courageous Conversation Global Foundation

Category: Pro Bono Online Film, Video & Sound

Entrant: Goodby Silverstein & Partners **Award:** Gold

Entry Title: Not a Gun

Client: Courageous Conversation Global Foundation

Category: Pro Bono Online Film, Video & Sound

Entrant: Deloitte Digital **Award:** Bronze

Entry Title: She Can STEM Concert

Client: AD Council and She Can STEM

Category: Pro Bono Online Film, Video & Sound

Entrant: Measure Twice Inc. **Award:** Bronze

Entry Title: Wags & Whiskers - What's Your Why?

Client: Humane Society of Sonoma County

Category: Pro Bono Online/Interactive

Entrant: Goodby Silverstein & Partners **Award:** Gold

Entry Title: Respond 2 Racism

Client: Goodby Silverstein & Partners

Category: Pro Bono Online/Interactive

Entrant: Deloitte Digital **Award:** Silver

Entry Title: She Can STEM Concert

Client: AD Council and She Can STEM

Category: Pro Bono Online/Interactive Campaign

Entrant: Deloitte Digital **Award:** Bronze

Entry Title: She Can STEM Campaign

Client: Ad Council and She Can STEM

Category: Pro Bono Print Advertising

Entrant: Goodby Silverstein & Partners **Award:** Silver

Entry Title: Not a Crime

Client: Courageous Conversation Global Foundation

Category: Regional/National Television Commercial

Entrant: Funworks **Award:** Bronze

Entry Title: Best News of the Year

Client: Cafe Rio

Category: Regional/National Television Commercial

Entrant: Duncan Channon **Award:** Bronze

Entry Title: Covered California TV (hero spot)

Client: Covered California

Category: Regional/National Television Commercial
Entrant: Goodby Silverstein & Partners **Award:** Gold
Entry Title: Can't Touch This
Client: Frito-Lay North America, Cheetos

Category: Regional/National Television Commercial
Entrant: Deloitte Digital **Award:** Bronze
Entry Title: Service Like You - CSAA Insurance
Client: CSAA Insurance Group

Category: Regional/National Television Commercial
Entrant: Deloitte Digital **Award:** Bronze
Entry Title: All Out of Love - CSAA Insurance
Client: CSAA Insurance Group

Category: Regional/National Television Commercial
Entrant: Funworks **Award:** Bronze
Entry Title: Unleash Your Inner Viking
Client: Ubisoft

Category: Regional/National Television Commercial Campaign
Entrant: barrettSF **Award:** Silver
Entry Title: A Thousand Things
Client: Sutter Health

Category: Regional/National Television Commercial Campaign
Entrant: Duncan Channon **Award:** Bronze
Entry Title: Upwork is how.
Client: Upwork

Category: Regional/National Television Commercial Campaign
Entrant: Duncan Channon **Award:** Bronze
Entry Title: SweeTARTS, Be both.
Client: SweeTARTS

Category: Regional/National Television Commercial Campaign
Entrant: Goodby Silverstein & Partners **Award:** Silver
Entry Title: Your Cousin From Boston
Client: Boston Beer Company Inc

Category: Regional/National Television Commercial Campaign
Entrant: Goodby Silverstein & Partners **Award:** Silver
Entry Title: Something to Help You Remember
Client: Liberty Mutual

Category: Regional/National Television Commercial Campaign
Entrant: Deloitte Digital **Award:** Bronze
Entry Title: CSAA is InsurAAnce
Client: CSAA Group Insurance

Category: Regional/National Television Commercial Campaign

Entrant: Goodby Silverstein & Partners **Award:** Bronze

Entry Title: Truth Tellers

Client: Liberty Mutual Insurance

Category: Social Media

Entrant: LinkedIn **Award:** Silver

Entry Title: LinkedIn Teacher's Day Video

Client: LinkedIn

Category: Social Media

Entrant: NortonLifeLock, Inc. **Award:** Bronze

Entry Title: Social Security Day

Client: NortonLifeLock

Category: Social Media

Entrant: LinkedIn **Award:** Silver

Entry Title: LinkedIn Give & Get Help Video

Client: LinkedIn

Category: Social Media

Entrant: LinkedIn **Award:** Silver

Entry Title: LinkedIn Open to Work Video

Client: LinkedIn

Category: Social Media, Campaign

Entrant: Media Cause **Award:** Bronze

Entry Title: Headcount

Client: Headcount

Category: Social Media, Campaign

Entrant: Deloitte Digital **Award:** Silver

Entry Title: Bomb Pop is Not One Thing

Client: Bomb Pop

Category: Social Media, Campaign

Entrant: LinkedIn **Award:** Silver

Entry Title: LinkedIn How to Be a Professional

Client: LinkedIn

Category: Social Media, Campaign

Entrant: barrettSF **Award:** Bronze

Entry Title: Hear, Here

Client: TuneIn

Category: Social Media, Campaign

Entrant: Venables Bell & Partners **Award:** Silver

Entry Title: #ZigTheRunway

Client: Reebok

Category: Webisode Series

Entrant: Mint Fox Media LLC **Award:** Bronze

Entry Title: The Simplifiers

Client: BRD

Category: Webisode Series

Entrant: Funworks **Award:** Gold

Entry Title: Unleash Your Inner Viking

Client: Ubisoft