



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

Award: Best of Show

Entrant: Goodby Silverstein & Partners
Category: Online/Interactive Campaign
Entry Title: Cool Ranch
Client: Frito-Lay North America, Doritos

Award: Mosaic Award, Special Judges Award

Entrant: Goodby Silverstein & Partners
Category: Pro Bono Online Film, Video & Sound
Entry Title: Not a Gun
Client: Courageous Conversation Global Foundation

Award: Gold

Entrant: How Funworks LLC
Category: Webisode Series
Entry Title: Unleash Your Inner Viking
Client: Ubisoft

Award: Gold

Entrant: Venables Bell & Partners
Category: Guerrilla Marketing
Entry Title: #ZigTheRunway
Client: Reebok

Award: Gold

Entrant: Duncan Channon
Category: Photography Campaign
Entry Title: Covered California Photography
Client: Covered California

Award: Gold

Entrant: Goodby Silverstein & Partners
Category: Branded Content & Entertainment - Non-Broadcast
Entry Title: Calm Wash
Client: BMW of North America

Award: Gold

Entrant: Goodby Silverstein & Partners

Category: Regional/National Television Commercial

Entry Title: Can't Touch This

Client: Frito-Lay North America, Cheetos

Award: Gold

Entrant: Goodby Silverstein & Partners

Category: Augmented Reality

Entry Title: Cool Ranch

Client: Frito-Lay North America, Doritos

Award: Gold

Entrant: Goodby Silverstein & Partners

Category: Online/Interactive Campaign

Entry Title: Cool Ranch

Client: Frito-Lay North America, Doritos

Award: Gold

Entrant: Goodby Silverstein & Partners

Category: Innovative Use of Interactive/Technology

Entry Title: Cool Ranch

Client: Frito-Lay North America, Doritos

Award: Gold

Entrant: Goodby Silverstein & Partners

Category: Corporate Social Responsibility Film, Video & Sound

Entry Title: Life Below Water

Client: Google/Tribeca Enterprises/United Nations

Award: Gold

Entrant: Goodby Silverstein & Partners

Category: Art Direction

Entry Title: Life Below Water

Client: Google/Tribeca Enterprises/United Nations

Award: Gold

Entrant: Goodby Silverstein & Partners

Category: Copywriting

Entry Title: Life Below Water

Client: Google/Tribeca Enterprises/United Nations

Award: Gold

Entrant: Goodby Silverstein & Partners

Category: Pro Bono Online Film, Video & Sound

Entry Title: Not a Gun

Client: Courageous Conversation Global Foundation

Award: Gold

Entrant: Goodby Silverstein & Partners

Category: Integrated Media Pro Bono Campaign

Entry Title: Not a Gun

Client: Courageous Conversation Global Foundation

Award: Gold

Entrant: Goodby Silverstein & Partners

Category: Pro Bono Film, Video & Sound Campaign

Entry Title: Not a Gun

Client: Courageous Conversation Global Foundation

Award: Gold

Entrant: Goodby Silverstein & Partners

Category: Pro Bono Online/Interactive

Entry Title: Respond 2 Racism

Client: Goodby Silverstein & Partners

Award: Gold

Entrant: Goodby Silverstein & Partners

Category: Integrated Media Corporate Social Responsibility Campaign

Entry Title: Respond 2 Racism

Client: Goodby Silverstein & Partners

Award: Gold

Entrant: Goodby Silverstein & Partners

Category: Corporate Social Responsibility Online/Interactive

Entry Title: Respond 2 Racism

Client: Goodby Silverstein & Partners

Award: Gold

Entrant: Goodby Silverstein & Partners

Category: Poster Campaign

Entry Title: Windows of Hope

Client: HP Inc.

Award: Silver

Entrant: barrettSF

Category: Regional/National Television Commercial Campaign

Entry Title: A Thousand Things

Client: Sutter Health

Award: Silver

Entrant: barrettSF

Category: Integrated Advertising Campaign

Entry Title: A Thousand Things

Client: Sutter Health

Award: Silver
Entrant: DDW
Category: Internet Commercial Campaign
Entry Title: FIORA Campaign
Client: Solaris Paper

Award: Silver
Entrant: Deloitte Digital
Category: Games
Entry Title: Bomb Pop is Not One Thing
Client: Bomb Pop

Award: Silver
Entrant: Deloitte Digital
Category: Internet Commercial Campaign
Entry Title: Bomb Pop is Not One Thing
Client: Bomb Pop

Award: Silver
Entrant: Deloitte Digital
Category: Integrated Brand Identity Campaign
Entry Title: Bomb Pop is Not One Thing
Client: Bomb Pop

Award: Silver
Entrant: Deloitte Digital
Category: Social Media, Campaign
Entry Title: Bomb Pop is Not One Thing
Client: Bomb Pop

Award: Silver
Entrant: Deloitte Digital
Category: Pro Bono Online/Interactive
Entry Title: She Can STEM Concert
Client: AD Council and She Can STEM

Award: Silver
Entrant: Deloitte Digital
Category: Innovative Use of Interactive/Technology
Entry Title: She Can STEM Concert
Client: AD Council and She Can STEM

Award: Silver
Entrant: Duncan Channon
Category: Political Integrated Campaign
Entry Title: VoteFromHome-2020
Client: VoteFromHome-2020

Award: Silver

Entrant: Duncan Channon

Category: Integrated Media Pro Bono Campaign

Entry Title: VoteFromHome-2020

Client: VoteFromHome-2020

Award: Silver

Entrant: Goodby Silverstein & Partners

Category: Integrated Media Corporate Social Responsibility Campaign

Entry Title: Beyond 28

Client: Golden State Warriors

Award: Silver

Entrant: Goodby Silverstein & Partners

Category: Corporate Social Responsibility Film, Video & Sound Campaign

Entry Title: Camp Tonsafun

Client: Xfinity

Award: Silver

Entrant: Goodby Silverstein & Partners

Category: Pro Bono Print Advertising

Entry Title: Not a Crime

Client: Courageous Conversation Global Foundation

Award: Silver

Entrant: Goodby Silverstein & Partners

Category: Regional/National Television Commercial Campaign

Entry Title: Something to Help You Remember

Client: Liberty Mutual

Award: Silver

Entrant: Goodby Silverstein & Partners

Category: Local Television Commercial

Entry Title: The Greatest Gift

Client: Xfinity

Award: Silver

Entrant: Goodby Silverstein & Partners

Category: Internet Commercial

Entry Title: The Greatest Gift

Client: Xfinity

Award: Silver

Entrant: Goodby Silverstein & Partners

Category: Copywriting

Entry Title: The Greatest Gift

Client: Xfinity

Award: Silver

Entrant: Goodby Silverstein & Partners

Category: Art Direction

Entry Title: The Greatest Gift

Client: Xfinity

Award: Silver

Entrant: Goodby Silverstein & Partners

Category: Illustration Series

Entry Title: Windows of Hope

Client: HP Inc.

Award: Silver

Entrant: Goodby Silverstein & Partners

Category: Audio/Radio Advertising Campaign

Entry Title: Your Cousin From Boston

Client: Boston Beer Company Inc

Award: Silver

Entrant: Goodby Silverstein & Partners

Category: Regional/National Television Commercial Campaign

Entry Title: Your Cousin From Boston

Client: Boston Beer Company Inc

Award: Silver

Entrant: LinkedIn

Category: Social Media

Entry Title: LinkedIn Open to Work Video

Client: LinkedIn

Award: Silver

Entrant: LinkedIn

Category: Social Media

Entry Title: LinkedIn Teacher's Day Video

Client: LinkedIn

Award: Silver

Entrant: LinkedIn

Category: Social Media

Entry Title: LinkedIn Give & Get Help Video

Client: LinkedIn

Award: Silver

Entrant: LinkedIn

Category: Social Media, Campaign

Entry Title: LinkedIn How to Be a Professional

Client: LinkedIn

Award: Silver

Entrant: Venables Bell & Partners

Category: Social Media, Campaign

Entry Title: #ZigTheRunway

Client: Reebok

Award: Bronze

Entrant: Affinity Creative Group

Category: Microsite

Entry Title: Fall Harvest: Corto Olive Oil

Client: Corto Olive Company

Award: Bronze

Entrant: April Six

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

Entry Title: Migrate Windows Workloads to AWS

Client: Amazon Web Services

Award: Bronze

Entrant: April Six

Category: Integrated Media Pro Bono Campaign

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

Client: St. Anthony Foundation

Award: Bronze

Entrant: barrettSF

Category: Social Media, Campaign

Entry Title: Hear, Here

Client: TuneIn

Award: Bronze

Entrant: barrettSF

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

Entry Title: 21 Savage

Client: Chime

Award: Bronze

Entrant: barrettSF

Category: Out-Of-Home Campaign

Entry Title: Sutter Health

Client: Sutter Health

Award: Bronze

Entrant: clé tile

Category: Brochure Campaign

Entry Title: clé Spring 2020 Lookbook

Client: clé tile

Award: Bronze

Entrant: Deloitte Digital

Category: Art Direction

Entry Title: All Out of Love - CSAA Insurance

Client: CSAA Insurance Group

Award: Bronze

Entrant: Deloitte Digital

Category: Cinematography

Entry Title: All Out of Love - CSAA Insurance

Client: CSAA Insurance Group

Award: Bronze

Entrant: Deloitte Digital

Category: Regional/National Television Commercial

Entry Title: All Out of Love - CSAA Insurance

Client: CSAA Insurance Group

Award: Bronze

Entrant: Deloitte Digital

Category: Microsite

Entry Title: Bomb Pop is Not One Thing

Client: Bomb Pop

Award: Bronze

Entrant: Deloitte Digital

Category: Regional/National Television Commercial Campaign

Entry Title: CSAA is InsurAAAnce

Client: CSAA Group Insurance

Award: Bronze

Entrant: Deloitte Digital

Category: Integrated Brand Identity Campaign

Entry Title: CSAA is InsurAAAnce

Client: CSAA Group Insurance

Award: Bronze

Entrant: Deloitte Digital

Category: Cinematography

Entry Title: Service Like You - CSAA Insurance

Client: CSAA Insurance Group

Award: Bronze

Entrant: Deloitte Digital

Category: Art Direction

Entry Title: Service Like You - CSAA Insurance

Client: CSAA Insurance Group

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

Award: Bronze
Entrant: Deloitte Digital
Category: Pro Bono Ambient Media Campaign
Entry Title: She Can STEM Campaign
Client: Ad Council and She Can STEM

Award: Bronze
Entrant: Deloitte Digital
Category: Pro Bono Online/Interactive Campaign
Entry Title: She Can STEM Campaign
Client: Ad Council and She Can STEM

Award: Bronze
Entrant: Deloitte Digital
Category: Pro Bono Film, Video & Sound Campaign
Entry Title: She Can STEM Campaign
Client: Ad Council and She Can STEM

Award: Bronze
Entrant: Deloitte Digital
Category: Digital Creative Technology User Experience
Entry Title: She Can STEM Concert
Client: AD Council and She Can STEM

Award: Bronze
Entrant: Deloitte Digital
Category: Pro Bono Online Film, Video & Sound
Entry Title: She Can STEM Concert
Client: AD Council and She Can STEM

Award: Bronze
Entrant: Deloitte Digital
Category: Pro Bono Ambient Media
Entry Title: She Can STEM Concert
Client: AD Council and She Can STEM

Award: Bronze
Entrant: Disher Music & Sound
Category: Music Without Lyrics
Entry Title: Wolfgang Puck Fine Dining
Client: Wolfgang Puck International

Award: Bronze

Entrant: Duncan Channon

Category: Regional/National Television Commercial Campaign

Entry Title: Upwork is how.

Client: Upwork

Award: Bronze

Entrant: Duncan Channon

Category: Regional/National Television Commercial Campaign

Entry Title: SweeTARTS, Be both.

Client: SweeTARTS

Award: Bronze

Entrant: Duncan Channon

Category: Regional/National Television Commercial

Entry Title: Covered California TV (hero spot)

Client: Covered California

Award: Bronze

Entrant: Duncan Channon

Category: Multiple Events

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

Client: e.l.f. Cosmetics

Award: Bronze

Entrant: Feel Good Video

Category: Branded Content & Entertainment Campaign

Entry Title: Lenovo Small Business Campaign

Client: Lenovo

Award: Bronze

Entrant: Flip2Agency

Category: Integrated Advertising Campaign

Entry Title: No Hero Should Be Without

Client: TroopsDirect

Award: Bronze

Entrant: Goodby Silverstein & Partners

Category: Photography Campaign

Entry Title: Calm Wash

Client: BMW of North America

Award: Bronze

Entrant: Goodby Silverstein & Partners

Category: Logo Design

Entry Title: Camp Tonsafun

Client: Xfinity

Award: Bronze

Entrant: Goodby Silverstein & Partners

Category: Branded Content & Entertainment Campaign

Entry Title: Diplo vs The World

Client: NCSOFT | Harmonix

Award: Bronze

Entrant: Goodby Silverstein & Partners

Category: Branded Content & Entertainment for Online/Interactive

Entry Title: Diplo vs The World

Client: NCSOFT | Harmonix

Award: Bronze

Entrant: Goodby Silverstein & Partners

Category: Copywriting

Entry Title: Something to Help You Remember

Client: Liberty Mutual

Award: Bronze

Entrant: Goodby Silverstein & Partners

Category: Pro Bono Online Film, Video & Sound

Entry Title: Time to Talk

Client: AMAZE.ORG

Award: Bronze

Entrant: Goodby Silverstein & Partners

Category: Regional/National Television Commercial Campaign

Entry Title: Truth Tellers

Client: Liberty Mutual Insurance

Award: Bronze

Entrant: Goodby Silverstein & Partners

Category: Internet Commercial Campaign

Entry Title: Your Cousin From Boston

Client: Boston Beer Company Inc

Award: Bronze

Entrant: Gunderson Direct Inc.

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

Entry Title: Happier Holidays Mask Mailer

Client: Gunderson Direct

Award: Bronze

Entrant: Gunderson Direct Inc.

Category: Direct Mail 3-D/Mixed

Entry Title: Happier Holidays Mask Mailer

Client: Gunderson Direct

Award: Bronze

Entrant: HERO Marketing

Category: Magazine Advertising

Entry Title: HERO Marketing Adweek 100 Ad

Client: HERO Marketing, LLC

Award: Bronze

Entrant: How Funworks LLC

Category: Regional/National Television Commercial

Entry Title: Unleash Your Inner Viking

Client: Ubisoft

Award: Bronze

Entrant: How Funworks LLC

Category: Regional/National Television Commercial

Entry Title: Best News of the Year

Client: Cafe Rio

Award: Bronze

Entrant: How Funworks LLC

Category: Internet Commercial Campaign

Entry Title: Best News of the Year

Client: Cafe Rio

Award: Bronze

Entrant: Measure Twice Inc.

Category: Pro Bono Online Film, Video & Sound

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

Client: Humane Society of Sonoma County

Award: Bronze

Entrant: Measure Twice Inc.

Category: Animation, Special Effects or Motion Graphics

Entry Title: Facebook "Population Density Maps"

Client: Facebook

Award: Bronze

Entrant: Measure Twice Inc.

Category: Corporate Social Responsibility Film, Video & Sound

Entry Title: Facebook "Population Density Maps"

Client: Facebook

Award: Bronze

Entrant: Media Cause

Category: Animation, Special Effects or Motion Graphics

Entry Title: Hold onto Your Butts

Client: Surfrider International

Award: Bronze
Entrant: Media Cause
Category: Social Media, Campaign
Entry Title: Headcout
Client: Headcount

Award: Bronze
Entrant: Media Cause
Category: Integrated Advertising Campaign
Entry Title: AKC's Meet the Breeds
Client: American Kennel Club

Award: Bronze
Entrant: Mint Fox Media LLC
Category: Webisode Series
Entry Title: The Simplifiers
Client: BRD

Award: Bronze
Entrant: MUH-TAY-ZIK | HOF-FER
Category: Art Direction
Entry Title: Refresh the Run
Client: Albertsons Companies, Inc.

Award: Bronze
Entrant: NortonLifeLock, Inc.
Category: Social Media
Entry Title: Social Security Day
Client: NortonLifeLock

Award: Bronze
Entrant: NortonLifeLock, Inc.
Category: Internet Commercial
Entry Title: Eyes See You
Client: NortonLifeLock

Award: Bronze
Entrant: Nuvolum
Category: Cinematography
Entry Title: Stomodontics Commercial
Client: Stomodontics

Award: Bronze
Entrant: Outfront
Category: Outdoor Board
Entry Title: Spice Sensuality
Client: Outfront

Award: Bronze
Entrant: PadSquad
Category: Banner Ad
Entry Title: HP Colorizer
Client: Hewlett-Packard

Award: Bronze
Entrant: PadSquad
Category: Digital Creative Technology User Experience
Entry Title: HP Colorizer
Client: Hewlett-Packard

Award: Bronze
Entrant: RockBridge Productions
Category: Internet Commercial Campaign
Entry Title: First Vietnamese Cold Brew Coffee
Client: OmniBev

Award: Bronze
Entrant: Sköna Advertising
Category: Integrated Advertising Campaign
Entry Title: Data Cloud Summit goes virtual
Client: Snowflake

Award: Bronze
Entrant: Sköna Advertising
Category: Business-to-Business Website
Entry Title: A high-tech rebrand for iMerit
Client: Sköna Advertising

Award: Bronze
Entrant: Swope Creative
Category: Internet Commercial
Entry Title: Marin. Just A Little Out There.
Client: Marin Convention & Visitors Bureau

Award: Bronze
Entrant: The Worthy Company
Category: Packaging Campaign
Entry Title: The Worthy Bowl
Client: The Worthy Company