

Marketing & Advertising Awards

Please read the following information before completing your online application:

The entry fee for the Marketing & Advertising Categories is **\$85 for the first entry and \$75 for each additional Marketing & Advertising Category entry**. Entries received after 5 p.m. on Feb. 9, 2018, will be charged an additional \$25 per entry. Companies will be invoiced by the HBA for submitted entries.

Categories are judged on a 100-point system. Should the situation occur where there is only one entry in a category, 70 points would qualify as a winning entry without competition. The HBA reserves the right to eliminate any category due to insufficient entries or where the quality of work does not warrant a winner. Judges also reserve the right to combine or expand categories based on number of entries received. There will be no ties in a category. A definitive winner will be picked by the judges.

The Marketing & Advertising Award is made up of the categories below. A company may submit only one entry per category but may enter multiple categories. The creator of the Company Branding entry need not be an HBA member, but the company submitting the design must be an HBA member. If the creator of an entry would like to enter, they must be an HBA member. Submit online entry form with all the required attachments properly labeled with the entrant's name/company name/award category. Entries must have been introduced to the market between January 2017 and December 2017 to be eligible.

Best Brochure Design (Associate/Builder/Remodeler)

Best Brochure Design entries are judged on concept (20 points), creativity (20 points), layout (15 points), overall design (25 points) and readability (20 points).

Best New Floor Plan (Builder)

Best New Floor Plan will be judged on functionality of floor plan (25 points), architectural design (20 points), ability to meet needs of target market (15 points), creativity (20 points) and design appeal (20 points).

Best Print Ad (Associate/Builder/Remodeler)

Best Print Ad entries are judged on concept (20 points), creativity (20 points), layout (15 points), overall design (15 points), readability (15 points) and execution (15 points).

Best Social Media (Associate/Builder/Remodeler)

Best Social Media entries are judged on effective use of photos (15 points), videos (15 points) and articles (15 points), customer communications (15 points), strategic sale advertising (10 points), event promotions (10 points), product/feature attributes (10 points) and general industry/market updates (10 points).

Best Specialty Niche (Builder/Remodeler)

Best Specialty Niche entries showcase what your builder does that is innovative, new or a specialty. These entries will be judged on concept (25 points), ability to convey image of the builder (25 points), uniqueness (25 points) and market viability (25 points).

Best YouTube Commercial (Associate/Builder/Remodeler)

Best YouTube Commercial entries will be judged on originality (30 points), concept (35 points) and execution as it relates to the intended audience (35 points).

Community Revitalization (Builder)

Community Revitalization entries will be judged on an existing community that is being evaluated on new/updated amenities introduced during entry time period. Entries will be judged on updates in signage/landscaping upon entrance (20 points), landscaping/curb appeal throughout subdivision (20 points), updated marketing brochures/materials (10 points), before and after pictures (10 points), common area maintenance and upkeep (15 points), community events or services (block parties, newsletters, etc.) (15 points) and newly introduced special offers/warranties (10 points).

Marketing & Advertising Awards (continued)

Sales Office Design (Builder)

Sales Office Design entries will be judged on the function of floor plan layout (25 points), conduciveness to sale of product (20 points), sales tactics of selling floor plans without displays (10 points) and ability to visually convey information and communicate the product and image of the builder (35 points). Please list cost per square foot in your description (10 points).

Website (Associate/Builder/Remodeler)

Websites are judged on quality of design (30 points), ease of obtaining information (40 points) and organization of message (30 points).