

AWARD CRITERIA

Advertisers seen in *Architectural Record* in the first 3 issues of 2015, in print (full-page or greater) or online, qualified for the competition. The jury was comprised of architects representing the breadth of the profession—firms of all sizes working on projects from large-scale commercial to residential and interiors.

2015 AWARDS JURY



Manuel Cadrecha, AIA,
LEED AP BD+C, Design
Director, Principal,
Perkins & Will

**Kim Rousseau, LEED AP
ID+C,**
Director of Interior Design,
Cooper Carry

Thomas Dalia, AIA,
Managing Principal,
Smith Dalia Architects

Merrill Elam, FAIA,
Principal,
Mack Scogin Merrill Elam
Architects

**Kevin Gordon, AIA
LEED AP,**
Principal,
TVS

ONLINE AWARDS

The winning online ads achieved excellence in one of many ways including visual appeal, effective use of animation, interactivity and engagement, or having a consistent message online to correspond with their print advertisement.

To view the online award-winning advertisements, visit: archrecord.construction.com/adawards

BEST IN CLASS

Bobrick
KleinMichaelianPartners

Unilock

Epson

WINNER

Technical Glass Products
Brandner Communications

HONORABLE MENTION

Bentley Systems, Inc.

CENTRIA
The Pipitone Group

Forms + Surfaces

Guardian Industries Corp.
Williams Group

LUTRON ELECTRONICS CO., INC

USER ENGAGEMENT 2015 WINNERS

The User Engagement Awards are for companies that achieved quantifiable excellence in engaging the architectural community through Continuing Education courses and Online Advertising.

ONLINE ADVERTISING

Winners achieved excellence by generating the highest amount of user interaction, click throughs and online traffic.

WINNERS

Bradley

Menck Windows

CertainTeed Gypsum, Inc.

Price

Doug Mockett

Roxul

Electrolux

Safti First

Glen-Gery Brick

Technical Glass Products

Sunbrella® Fabrics

Think Glass

Krieger Specialty
Products

Unilock

Marvin Windows
and Doors

SPONSORED CONTINUING EDUCATION

The top Continuing Education articles and interactive presentation courses were taken by thousands of test-takers – a quantifiable measurement of user engagement that is part of the larger 167,000+ tests that were taken over the past year in the pages of *Architectural Record* and online at *Architectural Record's* Online Continuing Education Center.

WINNERS

Most Leads

RAB Lighting
Bonded Logic Inc.
Whirlpool Corporation
Knight Wall Systems
LaCantina Doors

Fastest Moving

Whirlpool Corporation
reThink Wood
Sage Glass

Top Renewal

Tile of Spain

Top Interactive

CertainTeed Gypsum, Inc.
Atlantis Rail Systems
ThyssenKrupp Elevator

Architectural Record's Advertising Excellence Awards recognize the most effective ads in the building and design marketplace, and the companies and agencies that produce them. For 125 years, architects, designers, and owners have turned first to *Architectural Record* to find out what's next. *Architectural Record* is the profession's best source of news and information about building products and materials and the projects they bring to life.



"Getting an architect's attention is a special challenge for advertisers. Marrying the product's message so it is understood with a compelling image that captures the attention of the architect is no easy task. Our program recognizes those advertisers who have successfully met that challenge with advertising that has both visual appeal and effective messaging. Congratulations to all of our winners who were selected by a distinguished panel comprised of the very people for whom these advertisements are created."

— Laura Viscusi,
VP & Publisher,
*Architectural Record
Media*

10 TIPS FOR ADVERTISING EXCELLENCE

Successful advertising gets attention, whets architects' appetites for more information, and leads them deeper into your sales and marketing programs. Over and over again.

- 1 What's the one message you want architects to hear?**
Choose one main message, or drive a few key points—which readers will remember.
- 2 Tell the same story, in print and online.**
Reinforce the strength of your campaign by using consistent messaging and imagery in your print ads, your online landing page, banners and other online media.
- 3 Get technical.**
Support any campaign claims with technical data that represents key measures of your service or product line. Tell a story. Use charts, graphs or schematics to lend impact to a credible technical claim. The text should be succinct, clear, valuable and honest.
- 4 Use simple, strong and memorable images.**
Architects are visual people and respond better to dynamic images. Online, catch the architect's eye with video and animation, if it helps to better tell your story.
- 5 Use white space...or black space.**
Strategically use white (open) space to allow important images and words to pop. Keep the color palette limited, and the layout clean and open—with room for thought.
- 6 Show the product.**
Architects love to see products "in action," proving that they work as claimed. Help architects to see your product in ways that inspire imagination and creativity, using conventional media or unique vehicles, such as digital billboards.
- 7 Show the RIGHT project.**
If your product is in a noteworthy project, use it as a testimonial in your ad. Show the project, identify it, and credit the architect behind the design—even a great project by an unsung architect can work.
- 8 Online, less is more.**
When converting traditional campaigns to online, focus on your main message and call-to-action in the ad, and save contact information for the landing page.
- 9 Land more leads with your call-to-action.**
You got their attention. You educated them about your products. What do you want them to do next? Call, write, click? Make use of action verbs to guide users to respond.
- 10 Think young.**
Architects think young, regardless of whether they are new to the profession or have years of experience. You should think young, too, building campaigns that appeal to the youthful, optimistic minds of today's architects.

TO ADVERTISE: 212-904-6791
www.architecturalrecord.com

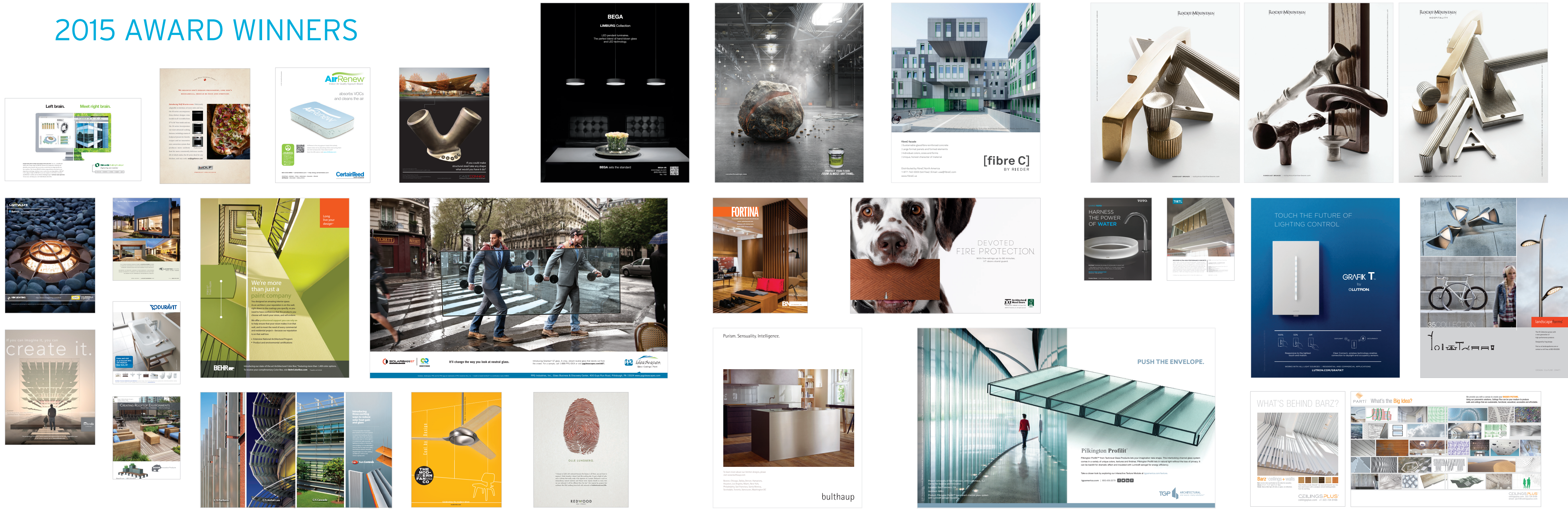
ARCHITECTURAL
RECORD

DODGE
DATA & ANALYTICS

ARCHITECTURAL
RECORD

2015
ADVERTISING
EXCELLENCE
AWARD WINNERS

2015 AWARD WINNERS



BEST IN CLASS CAMPAIGN

- 1 Rocky Mountain Hardware
Burchiellaro Design
- 2 BEHR PROCESS CORPORATION
REM

BEST IN CLASS SPREAD

- 3 PPG Industries, Inc.
The Pipitone Group
- 4 Technical Glass Products
Brandner Communications

BEST IN CLASS SINGLE

- 5 BEGA-US
- 6 Bulthaup
- 7 Benjamin Moore + Co.
The Martin Agency
- 8 LUTRON ELECTRONICS CO., INC
- 9 [fibre C] North America
- 10 Landscape Forms, Inc.

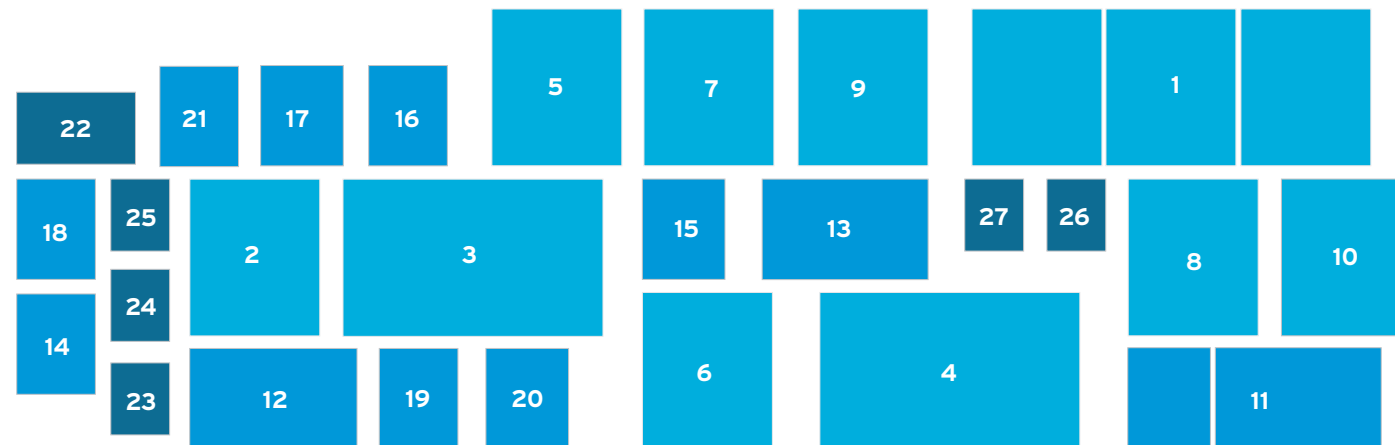
WINNERS CAMPAIGN

- 11 Ceilings Plus

WINNERS SPREAD

- 12 Construction Specialties Inc.
Brian J. Ganton & Associates
- 13 VT Industries
Noble Communications

Integrated Campaign Winners



WINNERS SINGLE

- 14 Sunbrella® Fabrics
Wray Ward
- 15 B+N Industries, Inc.
- 16 CAST CONNEX
- 17 CertainTeed Gypsum Inc.
Brickworks Communications Inc.
- 18 Kim Lighting a brand of Hubbell Lighting

19 The Modern Fan Co.

- 20 Humbolt Redwood
barrettSF
- 21 Sub Zero
The Richards Group

HONORABLE MENTION SPREAD

- 22 Oldcastle BuildingEnvelope®
Brian J. Ganton & Associates

HONORABLE MENTION SINGLE

- 23 Bison Deck
Abbie Kozik Design, LLC
- 24 DURAVIT USA, INC.
- 25 LaCantina Doors, Inc.
- 26 TAKTL, LLC
- 27 Toto USA