

"It was visually compelling." "The use of the fade in black and white was effective and attention-grabbing." "It's very clean and simple and shows movement." "These ads are artistic." "This ad stood out for its use of white space, text hierarchy and the image." "This ad is so simple and extremely subtle. Very clever!" "This spread ad was very subtle in its message." "The design is simple, but clear and easy to understand." "This ad speaks for itself." "The design was simple and the message was clearly conveyed. The brand stood out." "This was the best use of insets I have seen." "This was a great ad because it made you stop and say wow, that's beautiful and simple." "This was the best demonstration of utilizing the technology to promote your brand." "This brand is prominent and told a great story." "The the call to action is clear." "Visually they are incredibly compelling." "It was visually striking." "The use of the fade in black and white was effective and attention-grabbing." "It's very clean and simple and shows movement." "These ads are artistic." "This ad stood out for its use of white space, text hierarchy and the image." "This ad is so simple and extremely subtle. Very clever!" "This spread ad was very subtle in its message." "The design is simple, but clear and easy to understand." "This ad speaks for itself." "The design was simple and the message was clearly conveyed. The brand stood out." "This was the best use of insets I have seen." "This was a great ad because it made you stop and say wow, that's beautiful and simple." "This was the best demonstration of utilizing the technology to promote your brand." "This told a great story."

ARCHITECTURAL
R E C O R D
2012
ADVERTISING
EXCELLENCE
AWARDS

EXCELLENCE IS ESSENTIAL

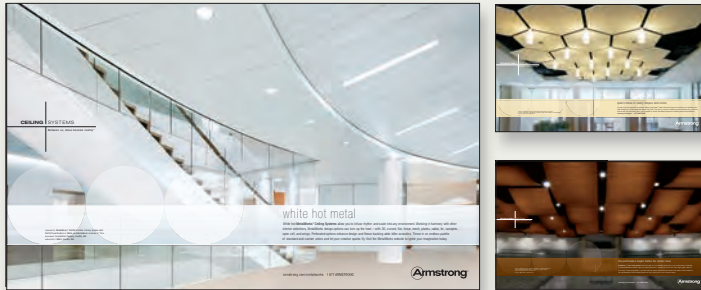
Best In Class

CAMPAIGN

Armstrong Ceiling Systems

Zban Advertising

"Consistently well done across all of the ads. Strong graphic appeal takes advantage of space."



The Modern Fan Co.

"Logo is smart, slogan is really smart and restrained. All similar design with the product at two scales."



Hunter Douglas Contract

Post & Beam

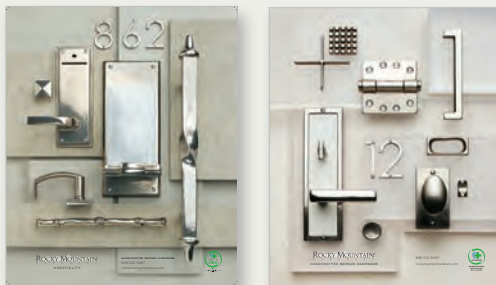


"High impact consecutive 4-page unit. Good images. Tells the essence of the product. Simple. Saw the rhythm in the magazine in their placement. Powerful placement. Reinforces the message of who the company is."

Rocky Mountain Hardware

Burchiellaro Design

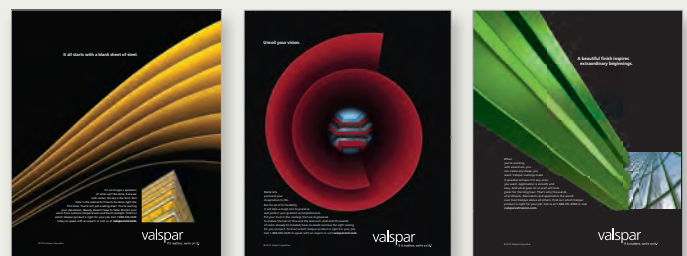
"Absolutely beautiful. Stuff is attractive and elegant. These ads make you want to learn more without overwhelming you."



Valspar

Periscope

"Graphically interesting. Very saturated color and looks like art. Gets your attention quickly."



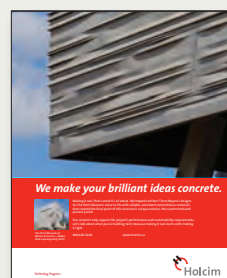
SINGLE PAGE



Bobrick Washroom Equipment, Inc.

KleinMickaelianPartners

"Very simple and clean design makes this ad extremely effective. The machine looks to be smiling making it memorable."



Holcim

Ricochet Partners

"Informative and graphically compelling. Image, text and brand are differentiated. Can be effective with many different images of buildings."

Winners

Technical Glass Products

Brandner Communications, Inc.

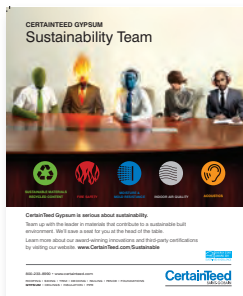
"The execution of the overlay was well done. The composition of the design with the photograph and the overlay were put together cleanly."



“

There is no single ad type that appeals to every architect. In this very visual industry, attractive images are the most important characteristic of an excellent ad.

– Laura Viscusi,
VP & Publisher,
Architectural Record



CertainTeed Gypsum

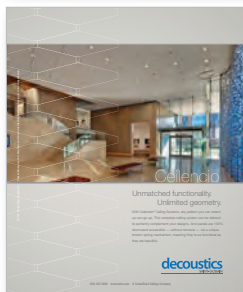
Think Tank Studio

"Humorous and catchy. Nicely balanced. The little circles are recognizable and easy to understand. It has a comic book quality which is unique and out of the box."



Louis Poulsen Lighting

"Very clearly shows the fixture. Good graphic and to the point."



Decoustics

Interrupt Marketing

"Well composed ad. Good graphics. Image is highly architectural. The use of the cutouts on the left make this ad interesting."



Morin - A Kingspan Group Company

"A lot going on but these different parts are related. Nice use of color. Points out the different metal panels that are available. Execution well done."



Forms+Surfaces

"This ad has many layers. The image beyond the elevator draws your eye. The context of the ad was interesting with the staircase in an elevator."



Simpson Strong-Tie *Function*

"A winner in my book. Graphically pretty simple but compelling. Just enough text to understand with strategically placed insets to showcase more information."



Kawneer Company, Inc.

Function

"You don't often see ads that are drawn anymore. It is almost a cartoon. Simple, clean and easy to understand."



Soil Retention Products, Inc.

Drop Dead Design

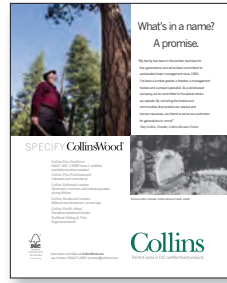
"This ad simply shows how the product works. It is especially nice to see how the product would be used in an actual situation."

Honorable Mention



Centria
Pipitone Group

"Intriguing ad. The cutaway details explaining the product in more detail is helpful if you want to read more. Concept of connecting to a website so quickly very innovative."



The Collins Company
DHX Advertising

"Human element was compelling. To specifiers, creates a relationship. Nice story there. Attractive use of old and new photos."



Construction Specialties, Inc.
Brian J. Ganton & Associates

"Catchy. Nice job of catching your attention. Showcases the product clearly and simply."



Kornegay Design

"Simple. Love the wood. Clean. Would love to have seen a sense of scale or place for this product."



Lutron Electronics

"Detail was useful. Very informative. This ad communicated information at a deeper level in a clear way. Great content. This ad gets left brain award."



Pella Corporation

The Integer Group
"Catchy ad. A little bit of humor draws in the reader. No-nonsense, clean design uses Pella's corporate color scheme to great effect."



Western Red Cedar Lumber Association

Hunter Consulting International, Inc.

"Masculine quality. Very clear logo. Helps carry the ad."

THE 2012 EXCELLENCE IN ADVERTISING AWARD WINNERS

Online Ad 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. **CLICK ADS TO VIEW ONLINE!**

BEST IN SHOW

Alcoa
Elevation Advertising



Georgia-Pacific Gypsum
BBDO



FSB



HONORABLE MENTION

Schindler
Point to Point Communications

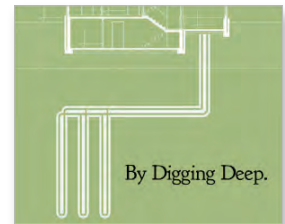


WINNERS

Centria
Pipitone Group



ClimateMaster



Forms+Surfaces



Mitsubishi Plastics Composites America, Inc.
The Ludlow Group



ReThink Wood



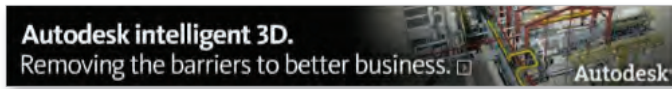
THE 2012 EXCELLENCE IN ADVERTISING AWARD WINNERS

User Engagement

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

WINNERS

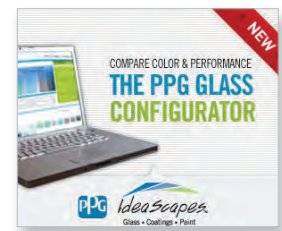
Autodesk



PPG Glass Pipitone Group



Mitsubishi Plastics Composites America, Inc. The Ludlow Group



HONORABLE MENTION

- Centria
- Ceramic Tiles of Italy
- Forestry Innovation Investment
- Guardian
- Merchant Evans
- Rite Hite
- Technical Glass Products
- The Western Red Cedar Lumber Association

Continuing Education

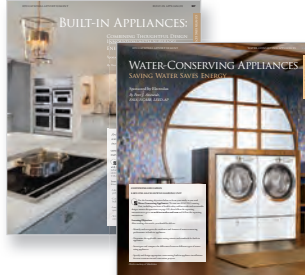
The User Engagement Awards are for companies that achieved quantifiable excellence in engaging the architectural community through Continuing Education course and Online Advertising. **CLICK ADS TO VIEW ONLINE!**

WINNERS - ARTICLE SPONSORS

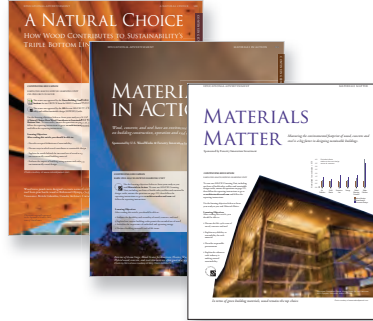
BRAE



Electrolux Home Products, INC.



**Forestry Innovation Investment
Hunter Consulting International, Inc.**



HONORABLE MENTION

Bonded Logic Inc.
Cool Roof Rating Council
Manko Window Systems
Mitsubishi Electric
NanaWall Systems Inc.
Tournesol Siteworks
Vetrazzo

WINNERS - INTERACTIVE SPONSORS

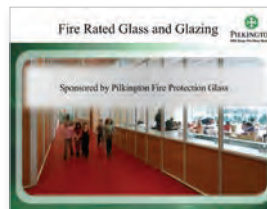
Jenn-Air



Smith & Fong, Plyboo



**Pilkington Fire Protection
Glass North America**



HONORABLE MENTION

ECOsurfaces Commercial
Feeney, Inc.
Glidden Professional
Guardian Industries Corp.
Lapeyre Stairs
National Gypsum Company
Sage Glass

ARCHITECTURAL
RECORD
2012
ADVERTISING
EXCELLENCE
AWARDS

Architectural Record's Excellence in Advertising Awards recognize the most effective ads in the building and design marketplace, and the companies and agencies that produce them. For more than 100 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.

2012 Awards Jury

William D. Chilton, FAIA
Pickard Chilton Architects

Manny Dominguez, AIA LEED
Cooper Carry

Nicole Dosso, AIA, LEED AP
Skidmore, Owings & Merrill LLP

Marnique Heath, AIA, LEED AP
STUDIOS Architecture

James Kirkpatrick, FAIA
Kirkpatrick Architecture Studio

Andre Kikoski, AIA, LEED AP
Andre Kikoski Architect

David J. Lewis, AIA
LTL Architects, PLLC

Randy Nishimura, AIA, CCS
Robertson Sherwood Architects

Suman Sorg, FAIA
Sorg Architects

Jennifer Yoos, AIA, LEED AP
VJAA



The overall balance of the ads in the magazine continues to keep your attention.

—Nicole Dosso

2012 Final Selection Committee



Left to right:
David J. Lewis, Jennifer Yoos, William D. Chilton,
Andre Kikoski, Suman Sorg, Nicole Dosso

Award Criteria

Advertisers seen in *Architectural Record* in the first quarter of 2012 in print (full page or greater) and in the January/February issue of *GreenSource*, or online qualified for the competition. The jury comprised of architects representing the breadth profession; firms of all sizes working on projects from large scale commercial to residential and interiors. Ads were judged on a scale of 1-10 in each of the two categories, Content and Graphic design. More than 150 ads were judged.

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 & 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

