

2014
ADVERTISING
EXCELLENCE
AWARD WINNERS

AWARD CRITERIA

Advertisers seen in *Architectural Record* in the first 4 issues of 2014, 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.

2014 AWARDS JURY



Gordon Gill, FAIA,
OAA, AIBC, Adrian Smith +
Gordon Gill Architecture LLP



Donna Robertson, FAIA,
Principal macro design



Matt Slagle, AIA,
TowerPinkster Architects



Marlene Imirzian, FAIA,
Marlene Imirzian & Associates



Carl D'Silva, FAIA,
JAHN

Not shown in the pictures above

Matthew Bennett, AIA,
LEED AP
Cannon Moss Brygger
Architects

Sylvia Botero, AIA,
ACHA, EDAC, LEED AP
Senior Vice President
RBB Architects Inc

Nina Popovich,
LEED AP
Senior Project Architect
Perkins + Will

Robert Young
Design Director
Gensler

CHICAGO AIA YOUNG ARCHITECT FORUM JURORS

Lalima Chemjong Assoc. AIA

Manuel Hernandez Assoc. AIA
Primera Engineers, Ltd.

Ben Kweller Assoc. AIA

Selina Lo Assoc. AIA Skidmore, Owings & Merrill LLP

Tim Moran Assoc. AIA Gensler

Saul Moreno Assoc. AIA Thornton Tomasetti

Jessica Nemczuk Assoc. AIA

Hugo Ramirez Assoc. AIA

Andrew Roskos AIA Harley Ellis Devereaux

Thana Taliep Assoc. AIA M+W U.S., Inc.

Scott Whitebone AIA Harley Ellis Devereaux

USER ENGAGEMENT 2014 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

Belden Brick
Bradley
Cascade Coil
Epson
Marvin

SAFTI
Samsung
Sun Valley
UL
VicWest

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 210,000 tests that were taken over the past year in the pages of *Architectural Record* and online at *Record's* Online Continuing Education Center.

WINNERS

Most Leads

bulthaup
DeepRoot Green Infrastructure
Oldcastle® Architectural

Fastest Moving

Electrolux Home Products, Inc.
Lutron
Price Industries

Top Provider

reThink Wood

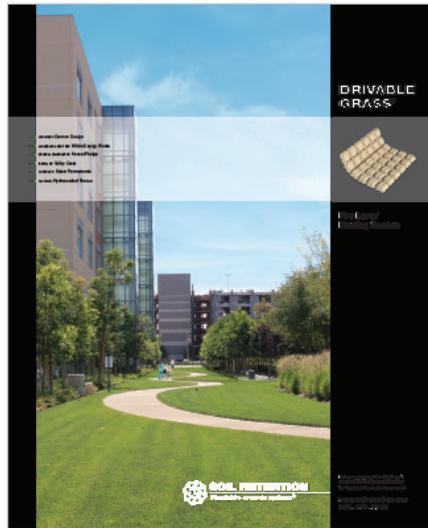
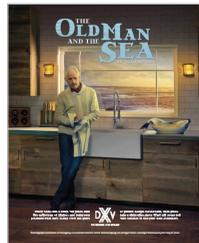
Top Renewal

BRAE
The ASI Group
Tournesol Siteworks

Top Interactive- Renewal

Armstrong Ceiling Systems
Firestone Building Products
ThyssenKrupp Elevator

2014 AWARD WINNERS



BEST IN CLASS CAMPAIGN

1 Oldcastle BuildingEnvelope®
 Brian J. Ganton & Associates

BEST IN CLASS SINGLE

- 2 BEGA-USA
- 3 Forms +Surfaces
- 4 Landscape Forms
- 5 Soil Retention
 Drop Dead Design
- 6 VS America
 Bennett Elia

WINNERS CAMPAIGN

7 The Modern Fan Co.

WINNERS SPREAD

8 PPG Industries, Inc.
 BRUNNER Advertising

WINNERS SINGLE

- 9 Columbia Green
- 10 Epson
- 11 [fibre C] North America
- 12 UL LLC
 Brierton Design Inc.

HONORABLE MENTION CAMPAIGN

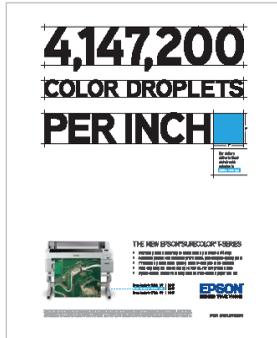
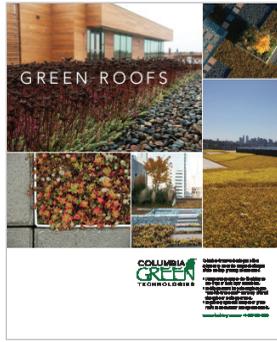
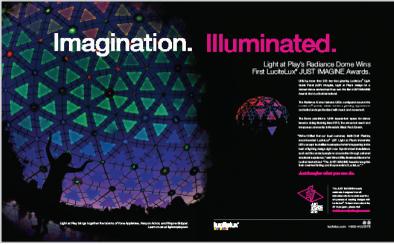
13 Eldorado Stone
 JRS Advertising

14 Rocky Mountain Hardware
 Burchiellaro Design

HONORABLE MENTION SPREAD

- 15 Lucite International
 Visionmark Communications
- 16 Thermador

Young Architect Jury Favorites



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.

HONORABLE MENTION SINGLE

- 17 American Standard Brands
22squared
- 18 BlueBeam Software, Inc. 🏆
- 19 Dri Design
- 20 Icnene
- 21 Mechosystems
- 22 ThyssenKrupp Elevator
- 23 View Glass
Perspective Lab

BEST IN CLASS

- Georgia Pacific
- Epson
- Bobrick Washroom Equipment, Inc.
KleinMickaelianPartners

WINNER

- Bradley Corporation
twoxfour
- Guardian Industries Corp.
Carton Donofrio Partners, Inc.
- PPG Industries, Inc.
BRUNNER Advertising
- UL LLC
Brierton Design Inc.
- Belden
WRL Advertising

WINNER INTEGRATED

- BlueBeam Software, Inc.

HONORABLE MENTION

- Marvin Windows and Doors
Martin Williams Advertising
- Cascade Coil
- Sun Valley Bronze
Halley Graphics

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

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 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.



"Many of our program's winners this year made excellent use of integrating their print advertising along with their online presence. This enabled their story to unfold with the visual impact that print allows for along with the added creative capabilities available online. These integrated programs captivated our audience, spending more time with the brands resulting in greater engagement."

— Laura Viscusi,
VP & Publisher,
Architectural Record
Snap and Sweets

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
R E C O R D

 **McGRAW HILL
CONSTRUCTION**
McGRAW HILL FINANCIAL