“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 the call to action is clear.” “Visually they are incredibly striking.” “The use of the effective and attention- 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.”

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.”

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.”

Decoustics
Interrupt Marketing
“Well composed ad. Good graphics. Image is highly architectural. The use of the cutouts on the left make this ad interesting.”

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.”

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.”

Louis Poulsen Lighting
“Very clearly shows the fixture. Good graphic and to the point.”

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.”

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.”

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.”

Construction Specialties, Inc.
Brian J. Ganton & Associates
“Catchy. Nice job of catching your attention. Showcases the product clearly and simply.”

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.”

Western Red Cedar
Lumber Association
Hunter Consulting International, Inc.
“Masculine quality. Very clear logo. Helps carry the ad.”

The Collins Company
DHX Advertising
“Human element was compelling. To specifiers, creates a relationship. Nice story there. Attractive use of old and new photos.”

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

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.”
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*

**HONORABLE MENTION**

**Schindler**  
*Point to Point Communications*

**WINNERS**

**Centria**  
*Pipitone Group*

**ClimateMaster**

**Forms+Surfaces**

**Mitsubishi Plastics Composites America, Inc.**  
*The Ludlow Group*

**ReThink Wood**
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'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