2013 ADVERTISING EXCELLENCE AWARD WINNERS

ARCHITECTURAL RECORD
AWARD CRITERIA

Advertisers seen in Architectural Record in the first 4 issues of 2013 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.

USER ENGAGEMENT 2013 WINNERS

The User Engagement Awards are for companies that achieved quantifiable excellence in engaging the architectural community through Continuing Education course and Online Advertising. These awards were not selected by our jury.

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

Online

WINNERS

Bobrick Washroom Equipment, Inc.  KleinMickaelianPartners
Nora Systems
PPG  The Pipitone Group

HONORABLE MENTION

Amtico
Forms+Surfaces
Marvin Window  Martin Williams
MechoSystems
ThyssenKrupp
Tile of Spain  Frank Advertising
Walker Zanger

CONTINUING EDUCATION 2013 WINNERS

The top 10 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 150,000 tests that were taken over the past year in the pages of Architectural Record and online at Record’s Online Continuing Education Center.

Continuing Education Top 10 Article Sponsors

WINNERS

Otis Elevator Company
reThink Wood
The ASI Group

HONORABLE MENTION

Excel Dryer
Holcim US, Inc.
Huber Engineered Woods
Rocky Mountain Hardware
Selux
Umicore Building Products
Woodworks

Continuing Education Top 10 Interactive Sponsors

WINNERS

Danze, Inc.
Epro Services, Inc.
Simonton Windows

HONORABLE MENTION

Armstrong Ceiling Systems
Florida Tile, Inc. (3 time winner)
Roseburg Forest Products
ThyssenKrupp Elevator
VaproShield
2013 AWARD

BIM IQ® will show you that change from any view of your project, interior or exterior, in its precise location, on your selections—no waiting.

Visit BIMIQ.com and submit your project to see if it is a candidate for BIM IQ.®

Theory

BIM

BEST IN CLASS
CAMPAIGN

1 Bobrick Washroom Equipment, Inc. KleinMickaelianPartners
2 Duravit USA, Inc.
3 Landscape Forms
4 MechoSystems
5 Rocky Mountain Hardware Burchiellaro Design

BEST IN CLASS
SPREAD

6 Oldcastle BuildingEnvelope® Brian J. Ganton & Associates

BEST IN CLASS
SINGLE

7 BEGA-USA
8 Bulthaup Corporation
9 Kawneer Company, Inc. Function
10 The Modern Fan Co.

WINNERS
SPREAD

11 Armstrong Ceiling Systems Zban Advertising
12 Bluebeam Software, Inc.

WINNERS
SINGLE

13 VT Industries Noble
14 CertainTeed Gypsum Think Tank Studio
15 Construction Specialties, Inc. Brian J. Ganton & Associates
16 Epson America, Inc. M&C Saatchi
17 UL Brierton Design

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BIM IQ® is Patent Pending.

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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

18 Focal Point
19 Diamond Spas
20 Kim Lighting
21 Prodem NA
22 SIAFS
23 TOTO USA
24 U.S. Concrete
25 UL

BEST IN CLASS

Bobrick Washroom Equipment, Inc.
KleinMickaelianPartners
Epson America, Inc.
M&C Saatchi
Hunter Douglas Contract
Nedlaw™ Living Walls
UL

WINNER

Bluebeam Software, Inc.
Guardian Industries Corp.
Carton Donofrio Partners, Inc.
Klein USA Inc.

HONORABLE MENTION

Cascade Coil Drapery, Inc.
Forestry Innovation Investment
reThink Wood
Softwood Lumber Board
reThink Wood

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