“Getting an architect’s attention is a special challenge for advertisers. Marketing 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 our winners who have contributed to the growth of the architectural community.”

— Laura Viscusi, VP & Publisher, Architectural Record

AWARD CRITERIA

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 to Architectural Record to find out what works. Architectural Record is the profession’s best source of news and information about building products and materials and the projects they bring to life.

10 TIPS FOR ADVERTISING EXCELLENT

Successful advertising gets attention, wins architects’ appetites for more information, and leads them deeper into your sales and marketing programs. Here’s how to start:

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.

3. Reach for the strength of your campaign by using consistent messaging and imagery in your print ads, your online landing page, banners, and other online media.


5. Support any campaign claims with technical data that represents key measures of your service or product line. Tell a story, cite stats, graphs or schematics, and expect it to be credible technical data. The best should be sound, crisp, valuable information.

6. Use simple, strong and memorable images.

7. Get technical.

8. Use white space, or black space.

9. Use “white space” to show both technical imagery and visuals that focus the reader’s attention is a special challenge for advertisers. Marketing 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 our winners who have contributed to the growth of the architectural community.”

2015 ADVERTISING EXCELLENCE AWARD WINNERS

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

WINNERS

Sponsored Continuing Education

The top Continuing Education articles and intensive presentation seminars are among the most-read pieces in print and online at Architectural Record, and are now available online at Architectural Record’s Online Continuing Education Center.

Winners

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