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 Coatings
The Pipitone Group

PPG Glass
The Pipitone Group

HONORABLE MENTION

Amtico

Forms+Surfaces

Marvin Window
Martin Williams

MechoSystems

ThyssenKrupp Elevator

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 Interactive Sponsors

WINNERS

Danze, Inc.
Epro Services, Inc.
Florida Tile, Inc.

HONORABLE MENTION

Armstrong Ceiling Systems
Roseburg Forest Products
ThyssenKrupp Elevator
VaproShield
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

SPREAD
6 Oldcastle BuildingEnvelope®
   Brian J. Ganton & Associates

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

WINNERS

WINNERS SPREAD
11 Armstrong Ceiling Systems
   Zban Advertising
12 Bluebeam Software, Inc.
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
Like smartphones have revolutionized how people communicate, BIM IQ® will revolutionize Building any day of the year! That's right, and you not only see what it looks like, BIM IQ® calculates the energy data based on your selections—no waiting.

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

Better, because with our new and improved patterns, Acrovyn® designers want, yet it doesn’t require any of the maintenance associated with real wood. Chameleon™ looks exactly like real wood. It comes in all of the species or PBTs, so the best looking choice is also the right one for the environment. For a free protection for tomorrow’s environment.

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2. Prices are MSRP, before rebates. Please check with an EPSON Professional Imaging Authorized Reseller for actual price as dealer prices may vary.

3. UL and the UL logo are trademarks of UL LLC.

4. CHEMICAL EMISSIONS FLAME RETARDANTS COMPOUNDS VOLATILE ORGANIC

5. That’s right, and you not only see what it looks like, BIM IQ® calculates the energy data based on your selections—no waiting.

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

7. Better, because with our new and improved patterns, Acrovyn® designers want, yet it doesn’t require any of the maintenance associated with real wood. Chameleon™ looks exactly like real wood. It comes in all of the species or PBTs, so the best looking choice is also the right one for the environment. For a free protection for tomorrow’s environment.

8. Protection for tomorrow’s environment.

9. Join the Discussion EXPERTISE IS EASY TO REACH AT

10. Simply contact one of our code authority experts in the U.S. and in Canada.

11. The Bath & Beyond (415) 552 5001, Klaff’s (203) 866 1603, South Norwalk

12. Phoenix

13. Davis & Warshow (212) 688 5990, Decorator’s Plumbing (305) 576 0022,

14. Blackman (631) 283 1500, Bella Vie (720) 382 1090, Austin Morrison (512) 928 1110,

15. Sanitaryware, bathroom furniture, bathtubs, shower trays, wellness products and accessories: Duravit has everything you need to make life in the bathroom a little more beautiful.

16. For a free

17. länger, die Henry. Through New Science, UL to understand potential hazards and minimize safety risks and to safeguard innovation.

18. through the natural power of flowing water to reduce energy usage and water ecoPower® technology harnesses the natural power of water.

19. ll enjoy the stylish ergonomics of a motion sensor designed to anticipate your needs flawlessly.

20. Faucet

21. Flush ecoPower’¹

22. Turbine

23. ¹lf we can change teaching from ²one-size-fits-all education to something ³more personalized, the potential is huge.

24. • CEILINGS • INSULATION • PIPE

25. • www.certainteed.com 800-233-8990

26. CertainTeed Gypsum is serious about a sustainable future.

27. Dance like there’s a tomorrow.
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
I Love You Agency
22 SIAFS
Atomic Sky
23 TOTO USA
24 U.S. Concrete
25 UL
MBLM

BEST IN CLASS

Bobrick Washroom Equipment, Inc.
KleinMickaelianPartners

Epson America, Inc.
M&C Saatchi

Hunter Douglas Contract
Post & Beam

Nedlaw™ Living Walls

UL
MBLM

WINNER

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

Klein USA Inc.
ab+c

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