2016 AWARD WINNERS

BEST IN CLASS (CAMPAIGN)
1 American Standard
   Agency: 22 Squared

WINNERS (CAMPAIGN)
6 Bobrick
   Agency: Klein/Michaelsen Partners
7 Dri-Design

HONORABLE MENTION (CAMPAIGN)
13 Armstrong
   Agency: Klein/Michaelsen Partners
14 LaCantina Doors
   Agency: Klein/Michaelsen Partners
15 Oldcastle BuildingEnvelope®
   Agency: Ganton (Brian J. Ganton & Associates)
16 Technical Glass Products
   Agency: Brandner Communications

BEST IN CLASS (SPREAD)
2 Georgia-Pacific Gypsum
   Agency: Klein/Michaelsen Partners
3 Oldcastle BuildingEnvelope®
   Agency: Ganton (Brian J. Ganton & Associates)

WINNER (SPREAD)
8 TAKTL

HONORABLE MENTION (SPREAD)
17 Armstrong
   Agency: Klein/Michaelsen Partners
18 PPG Industries
   Agency: Pipitone Group

BEST IN CLASS (SINGLE)
4 Cast Connex Corporation
   Agency: Barrett&P

WINNERS (SINGLE)
9 CertainTeed
   Agency: Perch
10 Construction Specialties
   (Acewyen Wall Panels)
   Agency: Ganton (Brian J. Ganton & Associates)
11 Pittsburgh Corning
12 Western Red Cedar
   Lumber Association
   Agency: Barrett&P

HONORABLE MENTION (SINGLE)
19 Bison
   Agency: Abbiss Kasod Design, LLC
20 ELMES INC.
   Agency: CMD
21 JELD-WEN
   Agency: CMD
22 LG Hausys
   Agency: Abbiss Kasod Design
23 Rocky Mountain Hardware
   Agency: Abbiss Kasod Design
24 Tournesol Siteworks

SOCIAL MEDIA
Facebook (Reach, Engagement, Clicks)
Twitter (Reach, Clicks Retweets, Favorites)

FACEBOOK
Cast Connex Corporation
Guardian Industries
MIA+BSI - The Natural Stone Institute
Morton Buildings
Agency: Barrett&P

TWITTER
Huntco
Morton Buildings
Agency: Barrett&P
Ornamental Metal Institute of New York
Agency: Jennifer Krichels - Project 2900 LLC
Unilock
AWARD CRITERIA
Advertisers seen in the first 3 issues of *Architectural Record* in 2016, 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.

2016 AWARDS JURY

Stephen Beacham  
Director of Interior Design  
HOK

Jules Dingle  
Principal  
DIGSAU

Scott Erdy  
Principal  
Erdy McHenry Architecture

Antonio Fiol-Silva  
Founding Principal  
SITIO

Brigham M. Keehner  
Senior Associate  
Bohlin Cywinski Jackson

USER ENGAGEMENT 2016 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
The top three winners achieved excellence by generating the highest amount of user interaction, click throughs and online traffic.

WINNERS
Petersen Aluminum  
Agency | Auld Design

Samsung  
Agency | Total Spectrum

Sunbrella

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
Glidden Professional/PPG Paints
Price Industries
Whirlpool Corporation

FASTEST MOVING
LaCantina Doors
VaproShield
Agency | Innovative Marketing Results
Whirlpool Corporation

TOP RENEWAL
reThink Wood

TOP INTERACTIVE-RENEWAL
Florida Tile
Garaventa Lift
Pilkington North America

ONLINE AWARDS
The winning online ads achieved excellence in one of many ways including visual appeal, effective use of animation, inter-activity and engagement, or having a consistent message online to correspond with their print advertisement.

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

BEST IN CLASS (ONLINE)
Cast Connex Corporation  
Sunbrella  
Agency | Wray Ward

WINNERS (ONLINE)
CENTRIA  
Agency | Pipitone Group
Construction Specialties (Expansion Joint)  
Agency | Ganton  
(Brian J. Ganton & Associates)

HONORABLE MENTION (ONLINE)
Bluebeam Inc.  
Construction Specialties (Louvers)  
Agency | Pipitone Group
DORMA
Morton Buildings  
Agency | Osborn Barr
Technical Glass Products  
Agency | Brandner Communications

BEST IN CLASS (INTEGRATED CAMPAIGN)
Cast Connex Corporation  
Humboldt Redwood™  
Agency | barrettSF

WINNERS (INTEGRATED CAMPAIGN)
CertainTeed  
Agency | Function
Coverings
MechoSystems

HONORABLE MENTION (INTEGRATED CAMPAIGN)
Epson  
SAFTI FIRST