



**2016
ADVERTISING
EXCELLENCE
AWARDS**

2016 AWARD WINNERS



01 02 03 04



05 06 07



08 09 10 11



12 13 14



15 16 17

BEST IN CLASS (CAMPAIGN)

- 1 American Standard
Agency | 22 Squared

WINNERS (CAMPAIGN)

- 6 Bobrick
- 7 Dri-Design

HONORABLE MENTION (CAMPAIGN)

- 13 Armstrong
Agency | Zban Advertising
- 14 LaCantina Doors
- 15 Oldcastle BuildingEnvelope®
Agency | Ganton (Brian J. Ganton & Associates)
- 16 Technical Glass Products

BEST IN CLASS (SPREAD)

- 2 Georgia-Pacific Gypsum
Agency | Kleber & Associates
- 3 Oldcastle BuildingEnvelope®
Agency | Ganton (Brian J. Ganton & Associates)

WINNER (SPREAD)

- 8 TAKTL

HONORABLE MENTION (SPREAD)

- 17 Armstrong
Agency | Zban Advertising
- 18 PPG Industries
Agency | Pipitone Group

BEST IN CLASS (SINGLE)

- 4 Cast Connex Corporation
- 5 Humboldt Redwood™

WINNERS (SINGLE)

- 9 CertainTeed
Agency | Function
- 10 Construction Specialties (Acrovyn Wall Panels)
Agency | Ganton (Brian J. Ganton & Associates)
- 11 Pittsburgh Corning
- 12 Western Red Cedar Lumber Association

HONORABLE MENTION (SINGLE)

- 19 Bison
- 20 ELMES INC.
- 21 JELD-WEN
- 22 LG Hausys
Agency | HS Ad
- 23 Rocky Mountain Hardware
- 24 Tournesol Siteworks

SOCIAL MEDIA

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

FACEBOOK

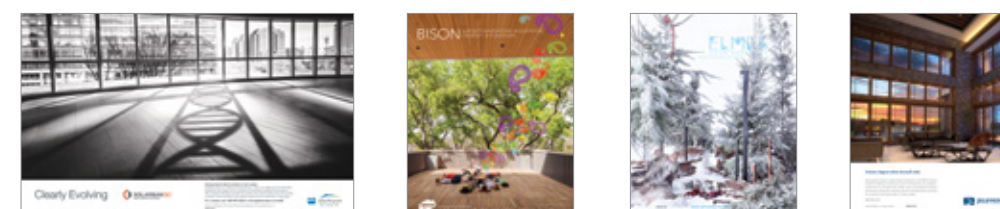
Cast Connex Corporation
Guardian Industries
Agency | Williams Group
MIA+BSI - The Natural Stone Institute
Morton Buildings
Agency | Osborn Barr

TWITTER

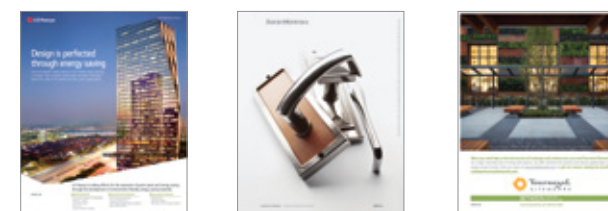
Huntco
Morton Buildings
Agency | Osborn Barr
Ornamental Metal Institute of New York
Agency | Jennifer Krichels - Project 2900 LLC
Unilock



16 17



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22 23 24

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

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

BEST IN CLASS (INTEGRATED CAMPAIGN)

Cast Connex Corporation
Humboldt Redwood™

WINNERS (INTEGRATED CAMPAIGN)

CertainTeed
Agency | Function
Coverings
MechoSystems

HONORABLE MENTION (INTEGRATED CAMPAIGN)

Epson
SAFTI FIRST