

THE CATEGORIES

HOME AWARDS

Home of the Year - \$0 - \$349K | \$350K - \$499K | \$500K - \$699K | \$700K - \$999K | \$1MIL +
Parade Home of the Year - \$0 - \$349K | \$350K - \$499K | \$500K - \$699K | \$700K - \$999K | \$1MIL +
Best Condo or Townhome
Best Green Home
Best Bath - Under \$50K | \$50K - \$100K | over \$100K
Best Interior Design - \$0 - \$349K | \$350K - \$499K | \$500K - \$699K | \$700K - \$999K | \$1MIL +
Best Kitchen - Under \$50K | \$50K - \$100K | over \$100K
Best Landscape
Best Outdoor Living Space - Under \$50K | over \$50K
Best Remodeled Project - \$0 - \$349K | \$350K - \$499K | \$500K - \$699K | \$700K - \$999K | \$1MIL +
Best Specialty Room - Under \$50K | over \$50K

INDIVIDUAL AWARDS

Builder of the Year - \$0 - \$349K | \$350K - \$499K | \$500K - \$699K | \$700K - \$999K | \$1MIL +
Associate of the Year
Remodeler of the Year
Architect of the Year
Interior Designer of the Year
Marketing Professional of the Year
Project Manager of the Year
Realtor of the Year
Rookie of the Year
Sales Person of the Year
Young Professional of the Year

PROMOTIONAL AWARDS

Best Billboard
Best Design Center/Showroom
Best Digital Ad
Best Print Ad
Best Radio Ad
Best Sales Brochure
Best Social Media Branding Campaign
Best Television or Video Ad
Best Website

HOME AWARDS

HOME OF THE YEAR

\$0 - \$349K | \$350K - \$499K | \$500K - \$699K | \$700K - \$999K | \$1MIL +

Members, including project contributors, of the Home Builders Association of Greater Grand Rapids are eligible for the following category. A previously built home being used as a model can be submitted if the plan is available to be built and/or available for sale. Lot price NOT included. Projects must have been completed in 2019.

Judging Criteria:

Entries will be judged on overall design, attention to detail, scale, balance, function, style, and value. In addition to lighting design, trim/molding/finishes, architectural design, tile/masonry/stone, flooring, cohesive design of rooms, creativity/originality, and quality of workmanship and complementary to overall design. Any information uploaded with company identifying information or logo will be disqualified and entry fees will not be refunded.

Materials for Submission:

- Digital images of the following submitted online:

Exterior Elevation Living Room Dining Room

Kitchen Master Bedroom 5 Additional Photos [interior or exterior]

- Marketing Statement* that explains the major marketing objectives of the entry and why you think it deserves an award. Identify the target market, unusual constraints or opportunities, and how the marketing objectives were met. No company names may be submitted (approximately 100 words)

*Marketing Statement should be unique to each entry and should not be generic promotional statement. Each category should have a different marketing statement.

- Sales Price of the Home not including the lot
- 3D Tour (optional)
- Affidavit from the builder if anyone other than builder is submitting the entry

PARADE HOME OF THE YEAR

\$0 - \$349K | \$350K - \$499K | \$500K - \$699K | \$700K - \$999K | \$1MIL +

Members, including project contributors, of the Home Builders Association of Greater Grand Rapids are eligible for this category. Only Parade Homes in the 2019 Spring or Fall Parade of Homes are eligible for this category. Lot price NOT included. Projects must have been completed in 2019.

Judging Criteria:

Entries will be judged on overall design, attention to detail, scale, balance, function, style, and value. In addition to lighting design, trim/molding/finishes, architectural design, tile/masonry/stone, flooring, cohesive design of rooms, creativity/originality, and quality of workmanship and complementary to overall design. Any information uploaded with company identifying information or logo will be disqualified and entry fees will not be refunded.

Materials for Submission:

• Digital images of the following submitted online:

Exterior Elevation Living Room Dining Room
Kitchen Master Bedroom 5 Additional Photos [interior or exterior]

• Marketing Statement* that explains the major marketing objectives of the entry and why you think it deserves an award. Identify the target market, unusual constraints or opportunities, and how the marketing objectives were met. No company names may be submitted (approximately 100 words)

*Marketing Statement should be unique to each entry and should not be generic promotional statement. Each category should have a different marketing statement.

- Target Market
- Square Footage
- Sales Price of the Home NOT including the lot
- 3D Tour (optional)
- Parade Season
- Affidavit from the builder if anyone other than builder is submitting the entry

HOME AWARDS

BEST CONDO OR TOWNHOME

Members, including project contributors, of the Home Builders Association of Greater Grand Rapids are eligible for the following category. Lot Price NOT included. Project must have been completed in 2019.

Judging Criteria:

Entries will be judged on overall design, attention to detail, scale, balance, function, style and value. Any information uploaded with company identifying information or logo will be disqualified and entry fees will not be refunded.

Materials for Submission:

• Digital images of the following submitted online:

Exterior Elevation Living Room Dining Room
Kitchen Master Bedroom 5 Additional Photos [interior or exterior]

• Marketing Statement* that explains the major marketing objectives of the entry and why you think it deserves an award. Identify the target market, unusual constraints or opportunities, and how the marketing objectives were met. No company names may be submitted (approximately 100 words)

*Marketing Statement should be unique to each entry and should not be generic promotional statement. Each category should have a different marketing statement.

- Sales Price of the Home NOT including the lot
- PDF upload of up to 2 floorplans - (Any floorplans uploaded with company identifying information or logo will be disqualified and entry fees will not be refunded.)
- Affidavit from the builder if anyone other than builder is submitting the entry

BEST GREEN HOME

Members, including project contributors, of the Home Builders Association of Greater Grand Rapids are eligible for the following category. Projects must have been completed in 2019.

Judging Criteria:

Entries will be judged on green building techniques, including lot preparation and design, resource efficiency (home design, framing techniques, material selection, waste management), energy efficiency (building envelope, mechanical systems, appliance, lighting), water efficiency/conservations, occupancy comfort and indoor environmental quality, plus operation and maintenance education for the homeowner. Judging will be based on information provided on green techniques used in the home along with photos depicting the overall design and incorporation of green products. House plans and orientation of home on site will also be used. EnergyStar, NAHB or C.O.A. Certified Green. Any information uploaded with company identifying information or logo will be disqualified and entry fees will not be refunded.

Materials Submission:

• Digital images of the following submitted online:

Exterior Elevation Living Room Dining Room
Kitchen Master Bedroom 5 Additional Photos [interior or exterior]

• Marketing Statement* that explains the major marketing objectives of the entry and why you think it deserves an award. Identify the target market, unusual constraints or opportunities, and how the marketing objectives were met. No company names may be submitted (approximately 100 words)

*Marketing Statement should be unique to each entry and should not be generic promotional statement. Each category should have a different marketing statement.

- Sales Price of the Home
- How does the building's design address climatic/site condition? (In regards to lot design, preparation and development)
- Discuss sustainable products used & waste management technique. (In regards to resource efficiency)
- Provide information on: insulation/wall system and sealing (In regards to resource efficiency)
- Describe water conservation techniques used indoors and out. (In regards to water efficiency)
- Describe steps taken to improve indoor air quality. (In regards to indoor environment)
- Describe how you educated the new homeowners about the home. (In regards to operation and maintenance)
- PDF online upload of floor plans (up to 2 allowed) - Any floor plans uploaded with company identifying information or logo will be disqualified and entry fees will not be refunded.
- PDF online upload of Green Certificate - Please remove all company identifying information before uploading.
- Affidavit from the builder if anyone other than builder is submitting the entry

BEST BATHROOM

Under \$50K | \$50K - \$100K | over \$100K

Members, including project contributors, of the Home Builders Association of Greater Grand Rapids are eligible for the following category. Projects must have been completed in 2019.

Judging Criteria:

Entries will be judged on overall design, attention to detail, scale, balance, function, style and value. Any information uploaded with company identifying information or logo will be disqualified and entry fees will not be refunded.

Materials for Submission:

- Digital Images uploaded of the following:

[4] Images of Choice

- Marketing Statement* that explains the major marketing objectives of the entry and why you think it deserves an award. Identify the target market, unusual constraints or opportunities, and how the marketing objectives were met. No company names may be submitted (approximately 100 words)

*Marketing Statement should be unique to each entry and should not be generic promotional statement. Each category should have a different marketing statement.

- Total Construction Cost of Bathroom (for staff use only)
- PDF online upload of floor plans (up to 2 allowed) - Any floor plans uploaded with company identifying information or logo will be disqualified and entry fees will not be refunded.
- Affidavit from the builder if anyone other than builder is submitting the entry

BEST INTERIOR DESIGN

\$0 - \$349K | \$350K - \$499K | \$500K - \$699K | \$700K - \$999K | \$1MIL +

Members, including project contributors, of the Home Builders Association of Greater Grand Rapids are eligible for the following category. Projects must have been completed in 2019.

Judging Criteria:

Entries will be judged on appropriate material selections, effective space planning, and functional and appealing light fixtures. Considerations will also be made in regard to use of color, texture, interior space, furniture, accessories, window and wall treatments, and appeal to the product's specific target market in most cost-effective manner. Any information uploaded with company identifying information or logo will be disqualified and entry fees will not be refunded.

Materials for Submission:

- Digital Images uploaded of the following:

Living Room Dining Area Master Bedroom

Kitchen [2] images of Choice

- Marketing Statement* that explains the major marketing objectives of the entry and why you think it deserves an award. Identify the target market, unusual constraints or opportunities, and how the marketing objectives were met. No company names may be submitted (approximately 100 words)

*Marketing Statement should be unique to each entry and should not be generic promotional statement. Each category should have a different marketing statement.

- Total Cost of Project (for staff use only)
- PDF online upload of furniture layout or space plans (up to 2 allowed) - Any floor plans uploaded with company identifying information or logo will be disqualified and entry fees will not be refunded.
- Affidavit from the builder if anyone other than builder is submitting the entry

BEST KITCHEN

Under \$50K | \$50K - \$100K | over \$100K

Members, including project contributors, of the Home Builders Association of Greater Grand Rapids are eligible for the following category. Projects must have been completed in 2019.

Judging Criteria:

Entries will be judged on overall design, attention to detail, scale, balance, function, style and value. In addition to consideration of high quality materials, use of technology, use of appliances, custom finishes/features, originality, and creativity. Any information uploaded with company identifying information or logo will be disqualified and entry fees will not be refunded.

Materials for Submission:

- Digital Images uploaded of the following:

[4] Images of Choice

- Marketing Statement* that explains the major marketing objectives of the entry and why you think it deserves an award. Identify the target market, unusual constraints or opportunities, and how the marketing objectives were met. No company names may be submitted (approximately 100 words)

*Marketing Statement should be unique to each entry and should not be generic promotional statement. Each category should have a different marketing statement.

- Total Construction Cost of Kitchen (for staff use only)

- PDF online upload of floor plans (up to 2 allowed) - Any floor plans uploaded with company identifying information or logo will be disqualified and entry fees will not be refunded.

- Affidavit from the builder if anyone other than builder is submitting the entry

BEST LANDSCAPE

Members, including project contributors, of the Home Builders Association of Greater Grand Rapids are eligible for the following category. Projects must have been completed in 2019.

Judging Criteria:

Entries will be judged on the installation itself and adjacent deck area as to the quality of workmanship, soundness of design practicality and safety. Attention will be given to the surrounding landscape area with regard to how well it harmonizes with installation. Any information uploaded with company identifying information or logo will be disqualified and entry fees will not be refunded.

Materials for Submission:

- Digital images uploaded depicting:

Pool Area Landscaping [2] Images of Choice

*Marketing Statement should be unique to each entry and should not be generic promotional statement. Each category should have a different marketing statement.

- PDF blue print upload outlining landscape's project plan and site plan. Full sets of blue prints will not be accepted. Any blue print uploaded with company identifying information or logo will be disqualified and entry fees will not be refunded.

BEST OUTDOOR LIVING SPACE

Under \$50K | over \$50K

Members, including project contributors, of the Home Builders Association of Greater Grand Rapids are eligible for the following category. Projects must have been completed in 2019.

Judging Criteria:

Entries will be judged on overall design, attention to detail, scale, balance, function, style and value. Only builders without furnished models for viewing by general public are eligible for this award. A previously built home being used as a model can be submitted as long as the plan is currently being built and available for sale. Any information uploaded with company identifying information or logo will be disqualified and entry fees will not be refunded.

Materials for Submission:

- Digital Images uploaded of the following:

[4] Images of Choice

- Marketing Statement* that explains the major marketing objectives of the entry and why you think it deserves an award. Identify the target market, unusual constraints or opportunities, and how the marketing objectives were met. No company names may be submitted (approximately 100 words)

*Marketing Statement should be unique to each entry and should not be generic promotional statement. Each category should have a different marketing statement.

- Total Construction Cost of Outdoor Living Area (for staff use only)

- PDF online upload of floor plans (up to 2 allowed) - Any floor plans uploaded with company identifying information or logo will be disqualified and entry fees will not be refunded.

- Affidavit from the builder if anyone other than builder is submitting the entry

BEST REMODELED PROJECT

\$0 - \$349K | \$350K - \$499K | \$500K - \$699K | \$700K - \$999K | \$1MIL +

Members, including project contributors, of the Home Builders Association of Greater Grand Rapids are eligible for the following category. Projects must have been completed in 2019.

Judging Criteria:

Entries will be judged using photos depicting overall design, quality of construction, use of materials, cost/value relationship, innovation and creativity, attention to detail, function and style. Any information uploaded with company identifying information or logo will be disqualified and entry fees will not be refunded.

Materials for Submission:

- Digital images uploaded of the following:

3 Before Photos 3 After Photos

- Marketing Statement* that explains the major marketing objectives of the entry and why you think it deserves an award. Identify the target market, unusual constraints or opportunities, and how the marketing objectives were met. No company names may be submitted (approximately 100 words)

*Marketing Statement should be unique to each entry and should not be generic promotional statement. Each category should have a different marketing statement.

- Sales Price (\$) (for staff use only)

- Affidavit from the builder if anyone other than builder is submitting the entry

BEST SPECIALTY ROOM

Under \$50K | over \$50K

Members, including project contributors, of the Home Builders Association of Greater Grand Rapids are eligible for the following category. Projects must have been completed in 2019.

Judging Criteria:

Entries will be judged on overall design, attention to detail, scale, balance, function, style and value. Only builders without furnished models for viewing by general public are eligible for this award. A previously built home being used as a model can be submitted as long as the plan is currently being built and available for sale.

Materials for Submission:

- Digital Images uploaded of the following:

View of Choice View of Choice View of Choice

View of Choice

- Marketing Statement* that explains the major marketing objectives of the entry and why you think it deserves an award. Identify the target market, unusual constraints or opportunities, and how the marketing objectives were met. No company names may be submitted (approximately 100 words)

*Marketing Statement should be unique to each entry and should not be generic promotional statement. Each category should have a different marketing statement.

- Total Construction Cost of Specialty Room (for staff use only)
- PDF online upload of floor plans (up to 2 allowed) - Any floor plans uploaded with company identifying information or logo will be disqualified and entry fees will not be refunded.
- Affidavit from the builder if anyone other than builder is submitting the entry

INDIVIDUAL AWARDS

ASSOCIATE OF THE YEAR

REMODELER OF THE YEAR

To Qualify for Remodeler or Associate “of the Year” Award, you must enter at least three categories of your choosing. Candidate must be or represent a member of the The winner will be chosen based on the total combined scores of the entries, The Point System is as follows: 10 points for Gold Award, 5 points for Silver Award, 3 points for third Finalist Position, 2 points for 4th finalist position and 1 point per entry.

Materials for Submission:--

- Digital Photo Upload of Color Headshot (upload in Image Gallery)
- List Your Key Accomplishments In 2019 (approximately 200 words)

ARCHITECT OF THE YEAR

INTERIOR DESIGNER OF THE YEAR

MARKETING PROFESSIONAL OF THE YEAR

Employee who made significant contributions to the marketing efforts of the employer. Candidate must be or represent a member of the Home Builders Association of Greater Grand Rapids.

Judging Criteria:

Candidates will be judged on professional and innovative approach in developing and communicating marketing plans, productivity, solutions to marketing obstacles, achievement of marketing goals through product development, market research, public relations, industry and community involvement.

Materials for Submission:

- Digital Photo Upload of Color Headshot (upload in Image Gallery)
- List Your Key Accomplishments In 2019 (approximately 200 words)
- Tell Us About Your Community Involvement or Hobbies (approximately 100 words)
- Title
- Name of Supervisor
- Type of Business Submitting Entry
- PDF upload of letter from candidate's supervisor, or nominating member (one page maximum) stating his/her assessment of candidate's effectiveness and performance and contribution to the company's growth.

PROJECT MANAGER OF THE YEAR

Employee responsible for maintenance and performance of a construction staff and administration of all construction management. Candidate must be or represent a member of the Home Builders Association of Greater Grand Rapids.

Judging Criteria:

Candidates will be judged on history of construction experience, system for supervising and maintaining trades, customer relations before and after sale, overall philosophy of home building and industry and community involvement.

Materials for Submission:

- Digital Photo Upload of Color Headshot (upload in Image Gallery)
- List Your Key Accomplishments In 2019 (approximately 200 words)
- Tell Us About Your Community Involvement or Hobbies (approximately 100 words)
- Number of projects completed in 2019
- Title
- Name of Supervisor
- PDF upload of letter from candidate's supervisor, or nominating member (one page maximum) stating his/her assessment of candidate's effectiveness and performance and contribution to the company's growth.
- PDF upload of signed testimonial letter from a homebuyer who purchased a home during this entry period.

REALTOR OF THE YEAR

For a Realtor or Team employed by a licensed Real Estate Broker or broker whose primary function is the listing and selling of new and resale homes and worked in the Grand Rapids market in 2019. Candidate cannot be an on-site sales agent for a builder or developer. Candidate must be or represent a member of the Home Builders Association of Greater Grand Rapids.

Judging Criteria:

Candidates will be judged on selling techniques, philosophies, industry and community involvement and results.

Materials for Submission:

- Digital Image upload of Color Headshot (upload in Image Gallery)
- List Your Key Accomplishments In 2019 (approximately 200 words)
- Tell Us About Your Community Involvement or Hobbies (approximately 100 words)
- Title
- Name of Supervisor
- Number of Homes Sold in Time Period
- PDF upload of letter from candidate's supervisor, or nominating member (one page maximum) stating his/her assessment of candidate's effectiveness and performance and contribution to the company's growth.
- PDF upload of signed testimonial letter from a homebuyer who purchased a home using the candidate's services during this entry period.

ROOKIE OF THE YEAR

New employee not to exceed 12 months of the representing company. Candidate must be or represent a member of the Home Builders Association of Greater Grand Rapids.

Judging Criteria:

Candidates will be judged on professional approach to customer service and philosophies, ability to overcome market obstacles, and who has shown outstanding performance in his/her current position.

Materials for Submission:

- Digital Upload of Headshot of Candidate (upload in Image Gallery)
- List Your Key Accomplishments In 2019 (approximately 200 words)
- Tell Us About Your Community Involvement or Hobbies (approximately 100 words)
- Title
- Name of Supervisor
- Type of Business Submitting Entry
- PDF upload of letter from candidate's supervisor, or nominating member (one page maximum) stating his/her assessment of candidate's effectiveness and performance and contribution to the company's growth.

SALES PERSON OF THE YEAR

Candidate must be or represent a member of the Home Builders Association of Greater Grand Rapids.

Judging Criteria:

Candidate will be judged on professional approach to sales, selling techniques, sales volume, philosophies, ability to overcome market, and outstanding performance in customer service.

Materials for Submission:

- Upload of Digital Color Headshot of Candidate (upload in Image Gallery)
- List Your Key Accomplishments In 2019 (approximately 200 words)
- Tell Us About Your Community Involvement or Hobbies (approximately 100 words)
- Title
- Name of Supervisor
- Type of Business Submitting Entry
- PDF upload of letter from candidate's supervisor, or nominating member (one page maximum) stating his/her assessment of candidate's effectiveness and performance and contribution to the company's growth.

YOUNG PROFESSIONAL OF THE YEAR

Candidate must be or represent a member of the Home Builders Association of Greater Grand Rapids under the age of 45 who have committed their time, efforts and careers to the home building industry.

Judging Criteria:

Candidates will be judged on their hard work/successes, performance and dedication, and potential as leaders of the industry.

Materials for Submission:

- Digital Photo Upload of Color Headshot (upload in Image Gallery)
- List Your Key Accomplishments In 2019 (approximately 200 words)
- Tell Us About Your Community Involvement or Hobbies (approximately 100 words)
- Title
- Name of Supervisor
- Type of Business Submitting Entry
- PDF upload of Personal Resume
- PDF upload of letter from candidate's supervisor, or nominating member (one page maximum) stating his/her assessment of candidate's effectiveness and performance and contribution to the company's growth.

PROMOTIONAL AWARDS

BEST BILLBOARD

Judging Criteria:

Entries will be judged on strategy, creativity, readability, impact and execution.

Materials for Submission:

- PDF of Billboard
- Digital image of the billboard in place
- Marketing Statement* that explains the major marketing objectives of the entry and why you think it deserves an award. Identify the target market, unusual constraints or opportunities, and how the marketing objectives were met (approximately 100 words)

*Marketing Statement should be unique to each entry and should not be generic promotional statement. Each category should have a different marketing statement.

BEST DESIGN CENTER/SHOWROOM

Judging Criteria:

Entries will be judged on points of purchase, merchandising, impact, overall design execution, use of graphics, displays and effectiveness in achieving overall objective.

Materials for Submission:

- Six digital images submitted online (To be uploaded in the Image Gallery)

Approach view Exterior On-site signage [2] Images of Choice

Product display (if applicable) Wide-Angle view of whole room

- Marketing Statement* that explains the major marketing objectives of the entry and why you think it deserves an award. Identify the target market, unusual constraints or opportunities, and how the marketing objectives were met (approximately 100 words)

*Marketing Statement should be unique to each entry and should not be generic promotional statement. Each category should have a different marketing statement.

- Number of sales employees working out of area

BEST DIGITAL AD

Judging Criteria:

Entries will be judged on creativity, content, innovation, impact, visual design, copy writing, and use of the medium.

Materials for Submission:

- Marketing Statement* that explains the major marketing objectives of the entry and why you think it deserves an award. Identify the target market, unusual constraints or opportunities, and how the marketing objectives were met (approximately 100 words)

*Marketing Statement should be unique to each entry and should not be generic promotional statement. Each category should have a different marketing statement.

- Ad will be judged online. Please submit the URL where the ad can be found.

If not available online, please submit up to two digital images of the ad (To be uploaded in the Image Gallery)

- Marketing Time Frame
- Traffic Generated by Ad
- Total Cost of Production (in dollars \$)
- Click through Rate
- Click to Lead
- Total Leads Generated

BEST PRINT AD

Judging Criteria:

Entries will be judged on how overall design, layout, use of color and copy worked together to communicate desired message.

Materials for Submission:

- PDF file
 - Copy of Ad tear sheet (copy of the ad in the publication)
 - Marketing Statement* that explains the major marketing objectives of the entry and why you think it deserves an award. Identify the target market, unusual constraints or opportunities, and how the marketing objectives were met (approximately 100 words)
- *Marketing Statement should be unique to each entry and should not be generic promotional statement. Each category should have a different marketing statement.

BEST RADIO AD

Judging Criteria:

Entries may be any length and will be judged on how the company used copy, audio and production techniques to creatively communicate the message.

Materials for Submission:

- Audio file or URL link of the ad
 - Marketing Statement* that explains the major marketing objectives of the entry and why you think it deserves an award. Identify the target market, unusual constraints or opportunities, and how the marketing objectives were met (approximately 100 words)
- *Marketing Statement should be unique to each entry and should not be generic promotional statement. Each category should have a different marketing statement.

BEST SALES BROCHURE

Judging Criteria:

Entries will be judged on the overall design, content, communication of message and creativity of meeting the company's objective.

Materials for Submission:

- PDF file
- 5 hard copies
- Marketing Statement* that explains the major marketing objectives of the entry and why you think it deserves an award. Identify the target market, unusual constraints or opportunities, and how the marketing objectives were met (approximately 100 words)

*Marketing Statement should be unique to each entry and should not be generic promotional statements. Each category should have a different marketing statement.

BEST TELEVISION OR VIDEO AD

Judging Criteria:

Entries may be any length and will be judged on how the company used content, imagery, and production technique to creatively communicate the message.

Materials for Submission:

- Video file
- Marketing Statement* that explains the major marketing objectives of the entry and why you think it deserves an award. Identify the target market, unusual constraints or opportunities, and how the marketing objectives were met (approximately 100 words)

*Marketing Statement should be unique to each entry and should not be generic promotional statement. Each category should have a different marketing statement.

BEST WEBSITE

Judging Criteria:

Entries will be judged on functionality, use of technology, ease of navigation, visual design, content and effectiveness of interactivity in keeping the user engaged.

Materials for Submission:

- Digital image of your home page and secondary page of choice to be uploaded online for awards presentation usage (To be uploaded in the Image Gallery)
 - Marketing Statement* that explains the major marketing objectives of the entry and why you think it deserves an award. Identify the target market, unusual constraints or opportunities, and how the marketing objectives were met (approximately 100 words)
- *Marketing Statement should be unique to each entry and should not be generic promotional statement. Each category should have a different marketing statement.
- Website will be judged online. Please submit website URL where the website can be found. Please enter http:// at the start of your web address.
 - Traffic Generated by Website
 - Total Leads Generated

BEST SOCIAL MEDIA BRANDING CAMPAIGN

Judging Criteria:

Entries for this category should be for an ongoing campaign to promote the brand overall. Entries will be judged on content, overall message, best use of the medium, visual design, use of graphics, purpose of campaign, response rate and level of interaction by target audience.

Materials for Submission:

- Marketing Statement* that explains the major marketing objectives of the entry and why you think it deserves an award. Identify the target market, unusual constraints or opportunities, and how the marketing objectives were met (approximately 100 words)

*Marketing Statement should be unique to each entry and should not be generic promotional statement. Each category should have a different marketing statement.

- Marketing Time Frame
- Number of Interactions