

REGAL MARKETING AWARDS

Best Print Ad

Best Postcard or Direct Mail
Website, Social Media, Email, etc.

Best Logo

Best Informational
Brochure/Booklet

Best Billboard

Best Social Media Campaign

Best Website

Best Eblast

Best Video or Commercial

Best Image Campaign
*Minimum submission of 3 separate
advertising mediums required*

Best Event or Promotion

Best Marketing of the Year
*Based on total points awarded in
any 3 of the advertising
categories. If more than 3
categories are entered, the highest
score will be considered. In the
event of a tie, judges will choose.*



SUBMISSION REQUIREMENTS

Must submit on Call to Entry Submission List.

- **Best Image Campaign** requires submission of a minimum of 3 separate advertising pieces. These pieces can be considered for other marketing awards.
- **Best Social Media Campaign** or **Best Website**- provide URL links in the entry summary
- **Best Video**- submit You Tube Video Link in the entry summary and upload screenshot (from first 5 seconds of video)
- **Best Event or Promotion**- Must include event promotional materials, video MP3, and/or photos
- **Best Brochure/Booklet**- 5 hard copies required. Send/deliver to BRAD office.
- **Best Marketing of the Year** is awarded to the highest point score in 3 separate marketing categories. You must apply for this at check out to be considered.

JUDGING CRITERIA

On a scale from 1-10

Target Market, Message, & Results 150 Words Max. Please answer questions below within your entry.

- Who are you trying to reach with what message?
- How is the message relevant to your target market?
- What is the call to action, is it clear?
- Were there measurable results and were they positive? Increased sales, foot traffic, website hits, etc.

Visual Appeal 150 Words Max. Please answer questions below within your entry.

- How do the overall aesthetics lend to the flow of the piece?
- How does the visual appeal match the target audience and intended message?

Market Comparison & Creativity 150 Words Max. Please answer questions below within your entry.

- How does this entry stand up to the competition?
- Comparative to other pieces in the market, is there anything fresh, new or out of the box?
- Is there anything particular you want to point out to the judges?

Entries will be divided into the following subcategories based on the company's yearly volume and company size:

- Less than 20 Homes/Year Built for Builders OR Less than 25 Employees for Associates OR Remodelers
- 21-75 Homes/ Year Built OR 25-100 Employees for Associates OR Remodelers
- Over 75+ Homes/Year Built OR over 100 Employees for Associates OR Remodelers