

# REGAL MARKETING AWARDS

**Best Print Ad**

**Best Use of Technology**

*Website, Social Media, Email, etc.*

**Best Promotional Piece**

**Print  
Electronic  
Video  
Billboard**

**Best Image Campaign**

*Minimum submission of 3 separate advertising mediums required*

**Best Logo**

**Best Event/Promotion**

**Best Marketing of the Year**

*Must submit additional hard copies for each entry. Based on total points awarded in any 3 of the advertising categories. If more than 3 categories are entered, must denote which categories you considered. In the event of a tie, judges will choose.*

## SUBMISSION REQUIREMENTS

- 3-4 Sentence Summary
- Target Market & Demographic
- Goal
- Message
- Results
- Hi Res Digital Examples
- Hard Copy Examples
- Hi Res JPEG Photographs for Events

## JUDGING CRITERIA

**On a scale from 1-10**

Actual Results

*What were the measureable results and were they positive? IE: Increased sales, foot traffic, website hits etc.*

Target Market & Message

*Is it clearly defined? Is the visual appeal and message effective in relation to the target market? Is there a clear call to action?*

Visual Appeal

*Overall aesthetics, flow of the piece.*

Creativity

*Comparatively to other pieces in the market. Is there anything fresh and new or out of the box?*

Completeness of Entry

*All requirements were met and information complete.*

Entries will be divided into the following subcategories based on the company's yearly volume and company size for 2015:

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

