



## Advertising Awards

### Overview

The Advertising Awards honour seven (7) different types of marketing and/or communication initiatives that help to promote the member company's projects or products:

- Best Print Advertising Campaign
- Best Integrated Mix Campaign
- Best Social Media
- Best Website/Mobile App
- Best Radio Campaign
- Best Short Video Campaign
- Best Long Video Campaign

### Guidelines

- All Advertising submissions must be produced by the member company or by a contracted designer.
- No tagging or donuts on national ads. Example – If you sell a Maytag appliance, you cannot take a Maytag campaign and submit it as your own.

#### ***Best Video Campaigns:***

- Short videos and commercials are defined as videos that have aired on TV or online that are under 1 minute in length.
- Long videos and commercials are defined as videos that have aired on TV or online that are 1 minute and over in length.

### Builder of the Year Awards

- Awards in this category qualify for the Builder of the Year, Developer of the Year, Renovator of the Year, or General Member of the Year Awards. Please refer to the Tabulation Chart in the AOE Submission Guide for point allocation.

### Number of Submissions

- Maximum four submissions per award.



## Submission Package

Follow the general instructions described in the AOE Submission Guide, as well as submit:

- Online entry form
- Any Supplementary forms as outlined in the AOE Submission Guide.
- Digital and/or print copies of promotional material (e.g., print, radio & video commercials, digital media campaign, website, social media)
- A maximum of six (6) images that showcase your project

## Evaluation

Each submission to an award in this category should detail how their submission has met the following criteria.

| Criteria                                                   | Weight (%) |
|------------------------------------------------------------|------------|
| Description (Purpose, target audience, duration in market) | 30%        |
| Creativity, innovations, and special qualities             | 20%        |
| Evaluation and Success Metrics                             | 10%        |

Judges will also be evaluating graphic attachments submitted with the following weights:

| Criteria                                 | Weight (%) |
|------------------------------------------|------------|
| Quality of Award Materials & Attachments | 40%        |