



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

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 Print Advertising Campaign:

- We no longer accept printed materials, please submit a tear-sheet or invoice of the print campaign as verification, as well as digital copies of the campaign.

Best Video Campaigns:

- Short videos and commercials are defined as videos that have aired on TV or online that are under one (1) minute in length.
- Long videos and commercials are defined as videos that have aired on TV or online that are one (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 three (3) submissions per award.

Submission Package

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

- Online entry form
- Any metrics as indicated by Awards Force entry form
- Any Supplementary forms or resources as outlined in the AOE Submission Guide.
- Digital copies of promotional material (e.g., printed materials, 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%