

Best Promotional Campaign

NOTES: Promotional /Marketing Campaign must have taken place in 2023
You may NOT submit for Best Promotional Event if entry has won in the past 2 years

Check all that apply:

Special Promotion Radio Commercial Print Design/Advertising/Brochure
 TV Commercial Billboard Campaign Social Media
 Other _____

Name of Development/Company: _____
 (as you would like it to appear on award)

Select One: Production Builder Custom Builder Realtor Lender Attorney Other _____

Product Type: _____

Target Market: _____

Production & Distribution Cost: _____

Date of Promotion or First Published Date: _____

Length of Run: _____

Submit a MARKETING STATEMENT in 250 words or less addressing all items in the Judging Criteria

Entry Checklist

- _____ Marketing Statement in clear protective sheet included in entry presentation binder
- _____ Include Marketing/Promotional materials, including photographs, depicting the promotional efforts in clear protective sheets included in entry presentation binder
- _____ Include Radio or TV Advertisements in presentation binder
- _____ Category Entry Form in clear protective sheet as the **first page** in entry presentation binder
- _____ Registration Sheet placed in the **front cover** of entry presentation binder
- _____ Entry Fee

Judging Criteria

Presented for the best special promotion (pre-sale event, grand opening, consumer/realtor incentive program), and/or a sustained advertising campaign to introduce and promote a new home company, builder, community, master planned development, promotional campaign, or event. Judged on definition of marketing objectives, concept, copy, layout, overall design and execution of strategy, coordination of media, creative strategy, results in marketplace and continuity.