

2017 BUZZ Awards



Guide to the NARI San Antonio 2017 BUZZ Awards

NARI San Antonio members are invited to compete for the prestigious NARI San Antonio 2017 BUZZ Awards in recognition of their achievements in marketing and design excellence in the remodeling industry between December 1, 2015 and September 1, 2017.

Each year NARI San Antonio has both first-time entrants and seasoned participants that go home with local awards. No matter what your BUZZ experience level, follow these easy steps to be sure your entry is given full consideration by the judges and your marketing work receives the recognition it deserves.

Why You Should Enter (All NARI Members can enter these categories)

Any NARI Member who does any of the marketing and/or design for their firms from one-person shops to the largest remodeling firms – report that winning an award is a major factor in enhancing their image within the industry and with prospective customers, and is a major morale booster for their employees. The numerous marketing and design opportunities available to BUZZ winners help set your business apart from other remodeling and design companies, and NARI helps by providing tools and resources to make the most of this distinguished honor.

Preparing a Winning Entry

Your ability to present your project in a manner that helps judges distinguish your project will go a long way to set you apart from the competition. The following tips from judges and staff are provided as guidelines, and are derived from feedback from recent program years:

- Plan your entry. A winner's entry is always well thought out. Arrange your photos, proofs, marketing statements, etc.
- Describe the objective of the advertisement or designed space and any obstacles and how they were handled.
- Avoid filling up your entry pages with too many words. Include only details that will help the judges determine why your advertisement or designed space deserves high marks.

The Judging Process

Winners are selected by an impartial panel of judges who are experts from within the industry. The evaluation process is done without revealing company names. Entries are judged on concept, copy, layout, overall design execution, functionality of the space (if design entry) and communication of the ad or designs overall objective.

A group of judges begins by individually comparing all the entries in a category within a Chapter. They may take a preliminary review of that group of entries, and then score the entries one by one, using the judge's ballot provided. They do not discuss the entries during this phase of the process, and they do not see other judge's score sheets. Once a category is completed, the ballots are collected and tallied. A score for each entry is obtained by averaging the judge's scores. The highest average score obtained, determines the BUZZ Winner for each category.

2017 BUZZ Awards Rules & Guidelines

Getting Started

- 1) Complete and return the BUZZ Award request form with your payment, **by 4pm October 3, 2017**. Credit card orders can be paid online at www.remodelsanantonio.org or emailed to martha@cross-tx.com. Orders paid by check can be mailed to NARI San Antonio BUZZ awards, 11818 Warfield Street, San Antonio TX 78216. Please allow sufficient time for mailing.
- 2) NARI members in good standing are eligible for individual entries for a fee of \$100 per entry. All entry fees are nonrefundable, non-transferable, and cannot be carried over to subsequent years.
- 3) Obtain entry materials. You will need:
 - 1" white, clear view 3-ring binder, with pockets inside the front and back cover.
 - Clear plastic sleeves for displaying your advertisement (for audio or video entry, submit usb or disc in sleeve)
- 4) **Build your entry and hand deliver them to Martha at NARI, 11818 Warfield Street, 78216, by Monday, October 13, 2016 by 4:00p.**

Preparing Your Binder

Media insertion date and design of space completion date must be between December 1, 2015 and September 1, 2017. Only entries that have never been submitted to prior NARI San Antonio BUZZ contest are eligible.

- 1) For each entry, slide the first page of this document behind the clear cover of the view binder.
- 2) The first plastic sleeve in the entry is for the entry materials and will be removed upon arrival at the NARI San Antonio office. These items will not be returned to you, so be sure to make copies for yourself before sending these in. This first sleeve must include:
 - a) **Entry Form**
 - b) **Duplicate set of photos** – Include a USB or disc of duplicate photos and artwork of those shown in your binder. Use high resolution (300 dpi or better), and in JPG, TIFF, or EPS format. Please include the photos and artwork that were displayed in your binder.
- 3) Entry binders will be automatically returned directly after the Evening of Excellence awards ceremony on Friday, November 17th.

The Awards Committee has made every effort to make this competition fair, open, and available to all NARI members in good standing. It is important that the rules of the competition are closely adhered followed. The BUZZ award Judges reserve the right to disqualify, adjust the category, or deduct points from any entry that does not follow these rules and guidelines, without prior notice.

2017 BUZZ Awards Categories

Please review these categories and required materials for submission.

1. Remodeler Best Newspaper Ad

Include a high quality image of the advertisement in .jpg or .pdf format and a proof of the actual advertisement mounted on a 8 ½" X 11" sheet.

2. Remodeler Best Magazine Ad

Include a high quality image of the advertisement in .jpg or .pdf format and a proof of the actual advertisement mounted on a 8 ½" X 11" sheet.

3. Remodeler Best Sales Brochure

Include a high quality image of the advertisement in .jpg or .pdf format and a proof of the actual flyer or brochure.

4. Remodeler Best Direct Mail Piece

Include a high quality image of the advertisement in .jpg or .pdf format and a proof of the actual direct mail piece.

5. Remodeler Best Website

Include a high quality screenshot of the website in .jpg or .pdf format and website homepage address along with pages of interest.

6. Remodeler Best Social Media

Include a high quality screenshot of the social media page in .jpg or .pdf format and detail any particular post, contest, or image of interest.

7. Remodeler Best Signage

Include a high quality image of the advertisement in .jpg or .pdf format and a high quality photo of the signage in use.

8. Remodeler Best Radio Ad

Include a high quality audio file .mp3 or .wmv of the advertisement.

9. Remodeler Best TV Ad

Include a high quality video file .mp4 or .avi or a youtube link to the video of the advertisement.

10. Best Interior Design of a Residential Space

Include up to 10 high quality images (including before and after images) of the designed space including a description of the complexity, functionality and effective use of the enhanced space.

11. Best Kitchen Design in a Residential Structure

Include up to 10 high quality images (including before and after images) of the kitchen including a description of the intent of the complexity, functionality and effective use of the enhanced space.

12. Best Bathroom Design in a Residential Structure

Include up to 10 high quality images (including before and after images) of the bathroom space including a description of the complexity, functionality and effective use of the enhanced space.

13. Associate Best Newspaper Ad

Include a high quality image of the advertisement in .jpg or .pdf format and a proof of the actual advertisement mounted on a 8 ½" X 11" sheet.

14. Associate Best Magazine Ad

Include a high quality image of the advertisement in .jpg or .pdf format and a proof of the actual advertisement mounted on a 8 ½" X 11" sheet.

15. Associate Best Sales Brochure

Include a high quality image of the advertisement in .jpg or .pdf format and a proof of the actual flyer or brochure.

16. Associate Best Direct Mail Piece

Include a high quality image of the advertisement in .jpg or .pdf format and a proof of the actual direct mail piece.

17. Associate Best Website

Include a high quality screenshot of the website in .jpg or .pdf format and website homepage address along with pages of interest.

18. Associate Best Social Media

Include a high quality screenshot of the social media page in .jpg or .pdf format and detail any particular post, contest, or image of interest.

19. Associate Best Signage

Include a high quality image of the advertisement in .jpg or .pdf format and a high quality photo of the signage in use.

20. Associate Best Radio Ad

Include a high quality audio file .mp3 or .wmv of the advertisement.

21. Associate Best TV Ad

Include a high quality video file .mp4 or .avi or a youtube link to the video of the advertisement.

22. Best Showroom

Include five high quality images of the showroom and a description of how the space was used for marketing purposes i.e. mixers, events, meetings, etc.

BUZZ Awards Score Sheet

Points should be assigned 1 to 10 - 1 being the lowest and 10 being the best and most positive score to be given. Please include comments whenever possible.

All Categories

Points 1-10

1. To what degree was the overall objective of the category met?

Every category should have a clear objective with a certain outcome in mind. Was this submission effective at reaching that objective?

2. To what degree was the advertisement effective for driving sales and traffic?

Did the ad increase web site traffic, phone calls, walk-in traffic, or leads?
Was the increased traffic beneficial to sales?

(marketing only)

3. To what degree was the complexity of designed finishings met?

Moldings, built-ins, etc.?

(space design only)

4. Is there evidence of superior creativity and appeal?

Did the entry think outside the box?
Are the use of color, copy, layout different than the status-quo ad?
If a design entry, is there a WOW factor with the before and after design?
Were creative colors, textures, fabrics, wallpaper, etc. used?

5. Is there a lasting or memorable impression of the ad of designed space?

Is the project/ad/communication ad effective in grabbing attention and conveying the marketing message via the words, artwork, layout?
Is the finished space effective in grabbing the attention of others?

Total Points (max 40)

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Notes:

Entrant Name: _____

Company Name: _____

Company Address: _____

Telephone: _____ Fax: _____ Entrant Email (required) _____

BUZZ Category: _____ **Category Number:** _____

Media Insertion Dates or Design of Space completed: _____ *(Must be between December 1, 2015 and September 1, 2017)*

Overall objective: _____

Effectiveness of the project (increase in sales, quality of products, client satisfaction, increased flow of space, etc.)

Additional Details of entry: _____

Promotional Agreement

I agree that if my entry is selected as a winner, all promotion, advertising, business stationary and/or marketing literature used by me or my organization, or my assigns wherein the award is mentioned, will clearly state the title of the award, the level of award, the category and the year in which the award was presented. I understand that NARI assumes no responsibility for loss or damage of any materials submitted. I hereby affirm that all facts and materials set forth herein are true to the best of my knowledge and belief, and that all required work relevant to this application and the materials furnished thereto were performed and furnished by the undersigned, except where otherwise specifically set forth. I understand that NARI reserves the right to review the project contract, and I will provide upon request. I also affirm that I have read and agree to all the rules, regulations, and guidelines of the BUZZ Awards competition. I understand that entry fees, once received by NARI SAN ANTONIO, are not refundable, transferable, and cannot be carried over to other NARI programs, awards or otherwise.



SIGN HERE

Members Signature

Date

