

BUZZ AWARDS



RECOGNIZING MARKETING+DESIGN EXCELLENCE IN THE REMODELING INDUSTRY

**CALLING ALL
REMODELERS**

Enter your marketing &
select design projects

**COMPETE IN 20+
CATEGORIES**

Awards for Remodelers &
Professional Trade Suppliers

**VENDORS AND
SUPPLIERS**

Enter your showroom &
marketing efforts

GAME ON.

The BUZZ Awards competition seeks to recognize and showcase the marketing and design achievements of our members.

With more than 20 categories to choose from (like "Best Print Ad" and "Best Showroom"), we encourage all NARI San Antonio members, regardless of tenure, to enter their projects for judging.

Follow the tips and guidelines in this document to ensure that all entries are given full consideration by our judging panel.

Now accepting submissions.

GET STARTED

1. Visit remodelsanantonio.org to complete the BUZZ Award request form with your payment by **4pm on September 26, 2018.**

2. Members in good standing are eligible to enter their marketing and design projects completed between **December 1, 2016, and September 1, 2018.** Each entry carries a \$100 entry fee. All fees are nonrefundable, nontransferable, and cannot be carried over to subsequent years.

3. For each entry, you will need:

- 1-inch clear-view, 3-ring white binder
- Clear plastic sleeves/sheet protectors for all pages and materials of entry
- USB stick or disc for digital copies of materials

4. Build and hand-deliver your entries to Martha at 11818 Warfield St, San Antonio, TX 78216, by **4pm on October 8, 2018.**

GUIDELINES

- 1. For each entry, slide the first page of this document into the front cover of the clear view binder.**
- 2. The first plastic sleeve in the entry is for the Entry Form (last page of this document).**
- 3. Subsequent sleeves will contain the photos, artwork, statements and other supplemental materials for your entry. Additionally, please include a USB or disc of photos and files of those shown in your binder. Submit high resolution (300 dpi or higher) files in JPG or PDF format.**
- 4. Binders will be returned directly after the Evening of Excellence awards ceremony on November 16, 2018.**

CATEGORIES

1. Remodeler Best Newspaper Ad

Include a high quality image of the advertisement in JPG or PDF and a proof of the actual advertisement mounted on an 8.5 x 11 sheet

2. Remodeler Best Magazine Ad

Include a high quality image of the advertisement in JPG or PDF and a proof of the actual advertisement mounted on an 8.5 x 11 sheet

3. Remodeler Best Sales Brochure

Include a high quality image of the brochure in JPG or PDF and a proof of the actual flyer or brochure

4. Remodeler Best Direct Mail Piece

Include a high quality image of the direct mail item in JPG or PDF and a proof of the actual mail piece

5. Remodeler Best Website

Include a high quality screenshot of the website in JPG or PDF and homepage address along with any pages of interest

6. Remodeler Best Social Media Page

Include a high quality screenshot of the social media page in JPG or PDF and detail any particular post, image, contest, campaign, or ad of interest

7. Remodeler Best Signage

Include a high quality image of the advertisement in JPG or PDF and a high quality photo of the signage in use

8. Remodeler Best Radio Ad

Include a high quality audio file in MP3 or WAV, or link to audio

CATEGORIES

9. Remodeler Best TV Ad

Include a YouTube link or high quality video file in MP4 or AVI

10. Best Interior Design of a Residential Space

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

11. Best Kitchen Design in a Residential Space

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

12. Best Bathroom Design in a Residential Space

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

13. Vendor/Supplier Best Newspaper Ad

Include a high quality image of the advertisement in JPG or PDF and a proof of the actual advertisement mounted on an 8.5 x 11 sheet

14. Vendor/Supplier Best Magazine Ad

Include a high quality image of the advertisement in JPG or PDF and a proof of the actual advertisement mounted on an 8.5 x 11 sheet

15. Vendor/Supplier Best Sales Brochure

Include a high quality image of the brochure in JPG or PDF and a proof of the actual flyer or brochure

16. Vendor/Supplier Best Direct Mail Piece

Include a high quality image of the direct mail item in JPG or PDF and a proof of the actual mail piece

CATEGORIES

17. Vendor/Supplier Best Website

Include a high quality screenshot of the website in JPG or PDF and homepage address along with any pages of interest

18. Vendor/Supplier Best Social Media Page

Include a high quality screenshot of the social media page in JPG or PDF and detail any particular post, image, contest, campaign, or ad of interest

19. Vendor/Supplier Best Signage

Include a high quality image of the advertisement in JPG or PDF and a high quality photo of the signage in use

20. Vendor/Supplier Best Radio Ad

Include a high quality audio file in MP3 or WAV, or link to audio

21. Vendor/Supplier Best TV Ad

Include a YouTube link or high quality video file in MP4 or AVI

22. Best Showroom

Include 5 high quality images of the showroom and a description of how the space is used for marketing purposes (events, displays, meetings, etc.)

23. Best Promotional Item

Include up to 5 high quality images of the item and a description of how the item was used for marketing purposes

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 COMPETITION ARE CLOSELY FOLLOWED.

THE BUZZ AWARD JUDGES RESERVE THE RIGHT TO DISQUALIFY, ADJUST THE CATEGORY, OR DEDUCT POINTS FROM ANY ENTRY THAT DOES NOT FOLLOW THE RULES AND GUIDELINES PUBLISHED IN THIS DOCUMENT WITHOUT PRIOR NOTICE.

JUDGING

An impartial panel of experts from within the industry will begin by comparing all entries within a category.

Entries are then scored individually using the provided judges ballot.

Upon completion of a category, the ballots are collected and tallied.

The final score for each entry is determined by averaging the judge's scores.

The highest average score* in each category will win a BUZZ Award.

*Must receive a minimum average score of 28/40 to receive an award

SCORE SHEET

Points should be assigned according to the guidelines provided below.

1. Creative - 10 points

Is there evidence of superior creativity and appeal? _____

Did the entrant uniquely meet category objectives? _____

Does this entry go above and beyond the status quo? _____

2. Effective - 10 points

Is there evidence that the entry met project objectives? _____

Did the entrant set clear goals for the project? _____

Does this entry showcase superior marketing/design skill? _____

3. Memorable - 10 points

Is there evidence of memorable project elements? _____

Did the entrant think outside of the box? _____

Does this entry leave a lasting impression? _____

4. Polished - 10 points

Did the entrant take into consideration aesthetic appeal? _____

Does this entry follow BUZZ Awards competition rules? _____

/40

Total

Notes:

ENTRY FORM

To participate in this year's BUZZ Awards, you must hand-deliver this form as part of your entry binder(s) by **4:00 pm** on **Monday, October 8, 2018.**



Entrant Name: _____

Company Name: _____

Company Address: _____

Phone Number: _____

Entrant Email: _____

BUZZ Category: _____ # _____

Insertion/Completion Date: _____
(must be 12/1/16 - 9/1/2018)

Overall Objective: _____

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

Additional Details: _____

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 the 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 nonrefundable, nontransferable, and cannot be carried over to other NARI programs, awards or otherwise.

Member Signature

Date