

NARI SAN ANTONIO

BUZZ AWARDS

Attention all NARI Members!

Now is your time to shine!

The Buzz Awards are
officially **OPEN FOR
SUBMISSIONS!**

BUZZ Awards were created
to recognize all remodelers,
vendors and suppliers so get
your submissions in and
COMPETE!

Go to www.remodelsanantonio.com/buzz-2021
to find out all the information!

REMODELSANANTONIO.COM

NARI SAN ANTONIO

BUZZ AWARDS

RECOGNIZING
MARKETING & DESIGN
EXCELLENCE IN THE
REMODELING
INDUSTRY



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COMPETE

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, 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.

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GET STARTED

1. Visit remodelsanantonio.org to complete the BUZZ Award request form with your payment by 4pm on September 3, 2021.
2. Members in good standing are eligible to enter their marketing and design projects completed between January 1, 2020, and June 1, 2021. Each entry carries a \$100 entry fee. All fees are nonrefundable, nontransferable, and cannot be carried over to subsequent years.
3. Entries can be submitted via a Google Drive link, Dropbox link, or a flash drive. Physical copies of most entries are not required.
4. Email or hand-deliver your entries to Angela Parks at angelas@southwestexteriors.com or 2430 Freedom Dr, San Antonio, TX 78217, by 4pm on September 3, 2021.

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GUIDELINES

1. A separate **Entry Form AND Score Sheet** must accompany each entry.
2. Digital files with images for multiple entries can be submitted on a single flash drive or digital link as long as each file is named with the company name, category name, and number.
3. If physical copies of the entry is required, they must be submitted in a large sealed envelope. Label envelopes with the company name, category name, and number.
4. All advertising entries must be accompanied by a dated tear sheet or written verification from the publisher confirming media insertion between January 1, 2020 and December 31, 2020.
5. All radio/television commercial entries must be accompanied by written verification from the station confirming the advertisement ran between January 1, 2020 and December 31, 2020.



CATEGORIES

1. Remodeler Best Newspaper Ad

Include a high quality image of the advertisement in JPG or PDF and a physical copy of the actual advertisement.

2. Remodeler Best Magazine Ad

Include a high quality image of the advertisement in JPG or PDF and a physical copy of the actual advertisement.

3. Remodeler Best Sales Brochure

Include a high quality image of the brochure in JPG or PDF and a physical copy of the actual brochure.

4. Remodeler Best Direct Mail Piece

Include a high quality image of the direct mail piece in JPG or PDF and a physical copy of the actual direct mail piece.

5. Remodeler Best Website

Include a high quality screenshot of the website in JPG or PDF and the 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.

9. Remodeler Best TV Ad

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

CATEGORIES

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 physical copy of the actual advertisement.
14. Vendor/Supplier Best Magazine Ad
Include a high quality image of the advertisement in JPG or PDF and a physical copy of the actual advertisement.
15. Vendor/Supplier Best Sales Brochure
Include a high quality image of the brochure in JPG or PDF and a physical copy of the actual brochure.
16. Vendor/Supplier Best Direct Mail Piece
Include a high quality image of the direct mail piece in JPG or PDF and a physical copy of the actual direct mail piece.
17. Vendor/Supplier Best Website
Include a high quality screenshot of the website in JPG or PDF and the homepage address along with any pages of interest.

CATEGORIES

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?

Notes:

/40

Total



ENTRY FORM

To participate in this year's BUZZ Awards, you must include this form with each entry.

Entrant Name: _____

Company Name: _____

Company Address: _____

Phone Number: _____

Entrant Email: _____

BUZZ Category: _____

Insertion/Completion Date: _____

(01/01/2020 - 06/01/2021) _____

Overall Objective: _____

Effectiveness: _____

(Increase in sales, _____

quality of products, _____

client satisfaction) _____

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