

2016 BUZZ Awards



Austin NARI 2016 BUZZ Awards

Deadline: by Friday October 28th, 2016 by 11:00am.

Austin NARI members are invited to compete for the prestigious Austin NARI 2016 BUZZ Awards in recognition of their achievements in marketing excellence in the remodeling industry between December 1, 2014 and September 1, 2016.

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)

Buzz awards are for NARI Member who does any of the marketing for their firms from one-person shops to the largest remodeling firms. Companies 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 opportunities available to CotY winners help set your business apart from other remodeling 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 & marketing statements, etc.
- Describe the objective of the advertisement 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 deserves high marks.

The Judging Process

An impartial panel of judges who are experts from within the industry selects winners. Entries are judged on concept, layout, overall design execution, and communication of the ad's overall objective.

- **Local Judging**

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

2016 BUZZ Awards Rules & Guidelines

Getting Started

- 1) Email kayvon@austinnari.org and let her know you would like to enter. You will then receive a Dropbox folder to save your information. Fill out your BUZZ awards request form per category. Complete and return your request form with your credit card payment form, by email to kayvon@austinnari.org by 11:00 a.m. October 28, 2016.
- 2) NARI members in good standing are eligible for individual entries for a fee of \$125 per entry. Enter three or more entries for \$100 per entry. All entry fees are nonrefundable, non-transferable, and cannot be carried over to subsequent years.
- 3) **Deadline: by Friday October 28th, 2016 by 11:00am.**

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 followed. The Austin NARI Awards Committee and BUZZ 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.

2016 BUZZ Awards Categories

Please review these categories and required materials for submission.

Entries will be judged on concept, layout, overall design execution, and communication of the ad's objective.

Remodeler, Designers, & Architects are in Remodelers Categories #1-7

All others in #8-16

1. Remodeler Best Magazine Ad

Include a high quality image of the advertisement in .jpg or .pdf format and a copy of the bill with date.

2. Remodeler Best Sales Brochure

Include a high quality image of the advertisement in .jpg or .pdf format and a copy of the bill with date.

3. Remodeler Best Direct Mail Piece

Include a high quality image of the advertisement in .jpg or .pdf format and a copy of the bill with date.

4. Remodeler Best Website

Include website homepage address along with pages of interest.

5. Remodeler Best Social Media

Include the link to the social media page and detail any particular post, contest, or image of interest.

6. Remodeler Best Radio Ad

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

7. Remodeler Best TV Ad

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

8. Associate Best Magazine Ad

Include a high quality image of the advertisement in .jpg or .pdf format and a copy of the bill with date.

9. Associate Best Sales Brochure

Include a high quality image of the advertisement in .jpg or .pdf format and a copy of the bill with date.

10. Associate Best Direct Mail Piece

Include a high quality image of the advertisement in .jpg or .pdf format and a copy of the bill with date.

11. Associate Best Website

Include website homepage address along with pages of interest.

12. Associate Best Social Media

Include the link to the social media page and detail any particular post, contest, or image of interest.

13. Associate Best Radio Ad

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

14. Associate Best TV Ad

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

15. Best Showroom – Associates Only

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.

NARI 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 advertisement met?

Every ad should have a clear objective with a certain client in mind. Was this ad 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?

3. Is there evidence of superior creativity?

Did the member think outside the box when creating this ad?
Are the use of color, copy, and layout different than the status-quo?

4. To what degree is the copy, layout, and overall design of the advertisement effective?

Is the ad effective in grabbing attention and conveying the marketing message via the words, artwork, and layout?

Total Points (max 40)

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Entrant Name: _____

Company Name: _____

Company Address: _____

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

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

Media Insertion Dates: _____ *(Must be between December 1, 2014 and September 1, 2016)*

Overall objective of the advertisement: _____

Effectiveness of the advertisement in traffic generation and sales: _____

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 AUSTIN NARI, are not refundable, transferable, and cannot be carried over to other NARI programs, awards or otherwise.



SIGN HERE

Members Signature

Date



One Time Credit Card Payment Authorization Form

Sign and complete this form to authorize Austin NARI to make a charge to your credit card listed below.

By signing this form you give us permission to debit your account for the amount indicated on or after the indicated date. This is permission for a single transaction only, and does not provide authorization for any additional unrelated debits or credits to your account.

Please complete the information below:

I _____ authorize Austin NARI to charge my credit card.
(full name)

Billing Address _____

Phone# _____

City, State, Zip _____

Email _____

Account Type: Visa MasterCard AMEX Discover

Cardholder Name _____

Account Number _____

Expiration Date _____

CVS: Number _____

SIGNATURE _____

DATE _____

I authorize the above named business to charge the credit card indicated in this authorization form according to the terms outlined above. This payment authorization is for the goods/services described above, for the amount indicated above only, and is valid for one time use only. I certify that I am an authorized user of this credit card and that I will not dispute the payment with my credit card company; so long as the transaction corresponds to the terms indicated in this form.