

Best Marketing Promotion

Check all that apply:

Special Promotion

Radio Commercial

Print Advertising

TV Commercial

Billboard Campaign

Other: _____

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

Product Type: _____

Target Market: _____

Production and Distribution Cost: _____

Date of Promotion or first published date: _____

Length of Run: _____

**Attach One Copy of a MARKETING STATEMENT in 250 words or less
Addressing all the items in the Judging Criteria**

Entry Checklist

Marketing Statement

An original of the marketing/promotional materials and tear sheets where appropriate, including color photographs depicting the promotional efforts.

Audio or TV entries submitted on CD/DVD

One Copy of this Category **Entry Form** placed in the **front cover** of the binder

One **Registration Sheet** as the **first page** of the entry presentation binder

Entry Fee

Judging Criteria

Presented for the best special promotion (pre-sale event, grand opening or consumer/realtor incentive program), and/or a sustained advertising campaign to introduce and promote a new home company, builder, community, master planned development, promotion 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 market place, and continuity.