

**Best Promotional Campaign**

**NOTES: Promotional /Marketing Campaign must have taken place in 2024**  
**You may NOT submit for Best Promotional Event if entry has won in the past 2 years**

Check all that apply:

- Special Promotion       Radio Commercial       Print Design/Advertising/Brochure  
 TV Commercial       Billboard Campaign       Social Media  
 Other \_\_\_\_\_

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

Select One: Production Builder    Custom Builder    Realtor Lender    Attorney    Other \_\_\_\_\_

Product Type: \_\_\_\_\_

Target Market: \_\_\_\_\_

Production & Distribution Cost: \_\_\_\_\_

Date of Promotion or First Published Date: \_\_\_\_\_

Length of Run: \_\_\_\_\_

**Submit a MARKETING STATEMENT in 250 words or less addressing all items in the Judging Criteria**

**Entry Checklist**

- \_\_\_\_\_ Marketing Statement in clear protective sheet included in entry presentation binder
- \_\_\_\_\_ Include Marketing/Promotional materials, including photographs, depicting the promotional efforts in clear protective sheets included in entry presentation binder
- \_\_\_\_\_ Include Radio or TV Advertisements in presentation binder
- \_\_\_\_\_ Category Entry Form in clear protective sheet as the **first page** in entry presentation binder
- \_\_\_\_\_ Registration Sheet placed in the **front cover** of entry presentation binder
- \_\_\_\_\_ Entry Fee

**Judging Criteria**

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