



# GUIDE TO THE 2018 CAPITAL BUZZ AWARDS



## Capital Buzz AWARDS — 2018 —

Your Company Name: \_\_\_\_\_

Your Phone Number: \_\_\_\_\_

Your Company Email: \_\_\_\_\_

Category(s) being submitted: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_



In response to the needs of our members, NARI Metro DC has worked with other chapters to implement the Capital BUZZ Awards as part of the CotY program. This program is for Associates only and allows them to present their more creative marketing and social media efforts. Be sure to read the details and examine the 7 categories open just for you.

NARI Metro DC Associate members are invited to compete for the prestigious Capital BUZZ Awards in recognition of their achievements in marketing excellence in the remodeling industry between October 1, 2016 and October 17, 2018.

No matter what your marketing 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.

Important note: We have 2 levels of membership within Metro DC based upon your gross receipts and you are encouraged to apply for an award based upon your membership level...this means the smaller firms won't compete against larger firms.

Membership category 1: Less than \$500,000 gross receipts

Membership category 2: More than \$500,001 gross receipts

### **Why You Should Enter (All NARI Associate Members can enter these categories)**

Our valued Associate members have felt left out of the CotY Awards event though they provide a wonderful service and are valued team members to the industry. However, your skills go way beyond what the CotY Awards feature and to reach more members, and customers overall, you excel in various forms of marketing to even include a welcoming showroom.

Thus, was born the Capital BUZZ Awards...your award!

### **Preparing a Winning Entry**

Your ability to present your project(s) 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 winning entry is always well thought out. Arrange your photos, proofs, marketing statements, etc. in a logical fashion so that an individual not familiar with your thought process will readily and easily follow your plan.
- **Describe the objective** of the advertisement or social media campaign and **any obstacles** and how they were **handled and overcome**.
- Avoid filling up your entry pages with too many words. Include only details that will help the judges determine why your advertisement or social media campaign deserves the highest marks.
- Consider showing your material to someone not totally familiar with your effort and see if they too track with your thought process and overall presentation.

### **The Judging Process**

Winners are selected by an impartial panel of judges who are experts from within the industry. **Entries are judged on concept, copy, layout, overall design execution, and successful communication of the 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 judge's ballot provided. They do not discuss the entries during this phase of the process, and they do not see other judge's score sheets. Once a category is completed, the ballots are collected and tallied. A score for each entry is obtained by averaging the judge's scores. The highest average score obtained, providing the project represents at least a "better than average approach or result," determines the Capital BUZZ Award winner for each category. In cases of a tie score, the judges will be asked to talk it out and then agree on a winner. There will be 2 winners per category (1 for each dues level) ... 7 overall categories and 2 dues levels which therefore, can be 14 total winners for the Capital BUZZ Awards. Please note: Each "membership" is allowed to enter 1 entry per each category

# Capital BUZZ Awards Rules & Guidelines

## Getting Started

- 1) Go to [www.narimetrodc.org](http://www.narimetrodc.org) for your Capital BUZZ Awards request form. Complete and return your request form with your payment, postmarked by 5pm October 17, 2018. Credit card orders can be emailed to [executive@narimetrodc.org](mailto:executive@narimetrodc.org) or phone 703-400-1858. Orders paid by check can be mailed to NARI Metro DC, P.O. Box 3462, Merrifield, VA 22116-9998. Please allow sufficient time for mailing.
- 2) NARI Associate members in good standing are eligible for submitting entries for a fee of \$75 per entry. All entry fees are nonrefundable, non-transferable, and cannot be carried over to subsequent years.
- 3) Obtain entry materials. You will need:
  - A binder of your choice with sufficient pockets or 3 ring clips so that your material is safe, clean and easy to work with
  - Clear plastic sleeves for displaying your advertisement (for audio or video entry, submit USB or disc in sleeve) are recommended
- 4) **Build your entry and mail them to NARI Metro DC at 2552 Brookstone Lane, Henrico, Va., 23233, postmarked by 5pm Wednesday, October 17, 2018.**

## Preparing Your Entry

If applicable for your entry, media insertion date must be between October 1, 2016 and October 17, 2018. Only entries that have never been submitted to prior Capital BUZZ Awards contest are eligible.

- 1) For each entry, slide the first page of this document (the cover page) behind the clear cover of the view binder.
- 2) The first plastic sleeve in the entry is for the entry materials and will be removed upon arrival at the NARI Metro DC office. **These items will not be returned to you, so be sure to make copies for yourself before sending them in.** This first sleeve must include:
  - a) **Entry Form** – be sure the details here are exactly as you desire.
  - b) **Duplicate set of photos** – Include a USB or disc of duplicate photos and artwork of those shown in your binder. Use high resolution (300 dpi or better), and in JPG, TIFF, or EPS format. Please include the photos and artwork that were displayed in your binder.
  - c) ***Make a separate set of photos of each category you submit for...don't put them all in one format and expect the judges to figure out the desired order.***
- 3) Entry binders will be automatically returned directly after the Evening of Excellence awards ceremony.

The Awards Committee has made every effort to make this competition fair, open, and available to all NARI Metro DC members in good standing. It is important that the rules of the competition are closely followed. The Capital BUZZ Award 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.

# Capital BUZZ Awards Categories

Please review these categories and required materials for submission.

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

## **1. Marketing or Advertising Campaign**

Include a high quality image of the advertisement in .jpg or .pdf format and a proof of the actual advertisement mounted on an 8 ½" X 11" sheet.

## **2. Showroom**

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.

## **3. Social Media**

Include a high quality screenshot of the social media page in .jpg or .pdf format and detail any particular post, contest, or image of interest.

## **4. Sales Brochure**

Include a high quality image of the advertisement in .jpg or .pdf format and a proof of the actual flyer or brochure.

## **5. Signage**

Includes, but is not limited to, yard signs, street signs, vehicle wraps, building signs etc. Include a high quality image of the sign and a description of where the sign is located and how it helps to attract customers.

## **6. Print Ad**

Include a high quality image of the advertisement in .jpg or .pdf and a proof of the actual advertisement mounted on an 8 ½" x 11" sheet.

## **7. Website**

Include a high quality screenshot of the website in .jpg or .pdf format and website homepage address along with pages of interest.

# Capital 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. Judges, please include comments whenever possible...you can use the back of this sheet if necessary.

## 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?  
Is 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)**

**Notes:** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Please make as many copies of this sheet as you have entries...i.e. 1 sheet per entry.

**Entrant Name: (Your Name)** \_\_\_\_\_

Company Name: \_\_\_\_\_

Company Address: \_\_\_\_\_

Telephone: \_\_\_\_\_ Entrant Email (required) \_\_\_\_\_

## **CAPITAL BUZZ AWARD CATEGORIES**

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### **Marketing and/or Advertising:**

Media Insertion Dates: \_\_\_\_\_  
(Must be between October 1, 2016 and October 17, 2018)

Overall objective of the advertisement: \_\_\_\_\_

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Effectiveness of the advertisement in traffic generation and sales: \_\_\_\_\_

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Additional details of entry: \_\_\_\_\_

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**SHOWROOM:**

Address of the showroom being entered: \_\_\_\_\_

How does the overall design & flow make it easy for selections? \_\_\_\_\_

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What are the strongest features? \_\_\_\_\_

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How has this showroom impacted your business? \_\_\_\_\_

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Additional details of entry: \_\_\_\_\_

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**SOCIAL MEDIA EFFORTS:**

Name of the social media campaign i.e. for business or charity: \_\_\_\_\_

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How has this campaign affected your business or business profile? \_\_\_\_\_

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What is the frequency? \_\_\_\_\_

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What type of customers are you approaching i.e. homeowners, remodelers, suppliers? \_\_\_\_\_

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Additional details of entry: \_\_\_\_\_

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**SALES BROCHURE:**

Who is this brochure for, i.e. homeowners, remodelers, suppliers? \_\_\_\_\_

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How is it being distributed? \_\_\_\_\_

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How effective has it be in driving in sales for your company? \_\_\_\_\_

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Additional details of entry: \_\_\_\_\_

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**SIGNAGE:**

What type of signage is it; yard, street, vehicle wrap, building, other? \_\_\_\_\_

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Where is the sign(s) located? \_\_\_\_\_

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How effective has it been in attracting customers? \_\_\_\_\_

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Additional details of entry: \_\_\_\_\_

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**PRINT AD:**

Who is this ad for, i.e. homeowners, remodelers, suppliers? \_\_\_\_\_

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Where is the ad being placed? \_\_\_\_\_

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How effective has it be in driving in sales for your company? \_\_\_\_\_

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Additional details of entry: \_\_\_\_\_

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**WEBSITE:**

How and why is the website easy to navigate? \_\_\_\_\_

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Explain what are the unique features? \_\_\_\_\_

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How effective has it been in driving sales for your company? \_\_\_\_\_

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Additional details of entry: \_\_\_\_\_

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



**SIGN HERE**

Members Signature \_\_\_\_\_

Date \_\_\_\_\_