



2013  
ADVERTISING  
EXCELLENCE  
AWARD WINNERS

**ARCHITECTURAL  
RECORD**

## AWARD CRITERIA

Advertisers seen in *Architectural Record* in the first 4 issues of 2013 in print (full page or greater) and in the January/February issue of *Greensource*, or online qualified for the competition. The jury comprised of architects representing the breadth profession; firms of all sizes working on projects from large scale commercial to residential and interiors. Ads were judged on a scale of 1-10 in each of the two categories, Content and Graphic design. More than 150 ads were judged.

## 2013 AWARDS JURY



**Michael Winters, FAIA,  
LEED AP, BD+C**  
*Fentress Architects*

**Marlene Imirzian, FAIA**  
*Marlene Imirzian  
& Associates,  
Architects*

**Graham Hogan, AIA,  
LEED**  
*Antoine Predock  
Architect PC*

**Tania Salgado, AIA,  
LEED AP**  
*RNL Design*

**Tim Kwiatkowski, AIA**  
*FGM Architects*

*Not shown in the picture above*

**Rich Cogburn, AIA,  
LEED AP**  
*Principal  
Cooper Carry, Inc.*

**Rand Elliott**  
*Principal  
Elliott & Associates  
Architects*

**Diane Rogers, AIA,  
IIDA, LEED ID+C**  
*Associate  
SmithGroupJJR*

**Setareh Soltani,  
LEED AP**  
*Associate Designer  
PGAL*

**Billie Tsien**  
*Tod Williams Billie Tsien  
Architects*

## USER ENGAGEMENT 2013 WINNERS

The User Engagement Awards are for companies that achieved quantifiable excellence in engaging the architectural community through Continuing Education course and Online Advertising. These awards were not selected by our jury.

Winners achieved excellence by generating a significant amount of user interaction, click throughs and online traffic.

### Online

#### WINNERS

Bobrick Washroom Equipment, Inc.  
*KleinMickaelianPartners*

Nora Systems

PPG Coatings  
*The Pipitone Group*

PPG Glass  
*The Pipitone Group*

#### HONORABLE MENTION

Amtico

Forms+Surfaces

Marvin Window  
*Martin Williams*

MechoSystems

ThyssenKrupp Elevator

Tile of Spain  
*Frank Advertising*

Walker Zanger

## CONTINUING EDUCATION 2013 WINNERS

The top 10 Continuing Education articles and interactive presentation courses were taken by thousands of test-takers — a quantifiable measurement of user engagement that is part of the larger 150,000 tests that were taken over the past year in the pages of *Architectural Record* and online at *Record's* Online Continuing Education Center.

### Continuing Education Top 10 Article Sponsors

#### WINNERS

Otis Elevator Company

reThink Wood

The ASI Group

#### HONORABLE MENTION

Excel Dryer

Holcim US, Inc.

Huber Engineered Woods

Rocky Mountain Hardware

Selux

Umicore Building Products

Woodworks

### Continuing Education Top Interactive Sponsors

#### WINNERS

Danze, Inc.

Epro Services, Inc.

Florida Tile, Inc.

#### HONORABLE MENTION

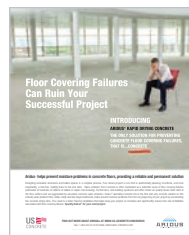
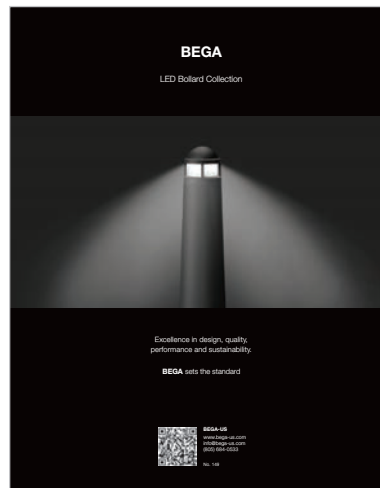
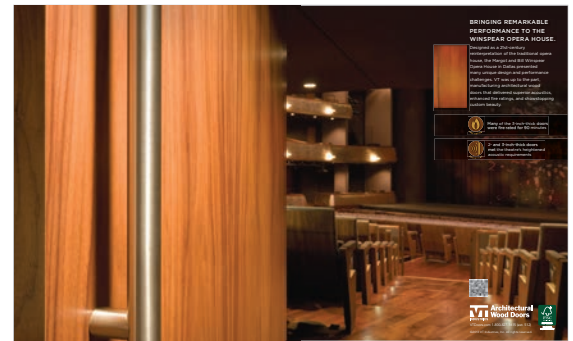
Armstrong Ceiling Systems

Roseburg Forest Products

ThyssenKrupp Elevator

VaproShield

# 2013 AWARD



## BEST IN CLASS CAMPAIGN

- 1 Bobrick Washroom Equipment, Inc.  
*KleinMickaelianPartners*
- 2 Duravit USA, Inc.
- 3 Landscape Forms
- 4 MechoSystems
- 5 Rocky Mountain Hardware  
*Burchiellaro Design*

## BEST IN CLASS SPREAD

- 6 Oldcastle BuildingEnvelope®  
*Brian J. Ganton & Associates*

## BEST IN CLASS SINGLE

- 7 BEGA-USA
- 8 Bulthaup Corporation
- 9 Kawneer Company, Inc.  
*Function*
- 10 The Modern Fan Co.
- 11 Armstrong Ceiling Systems  
*Zban Advertising*
- 12 Bluebeam Software, Inc.

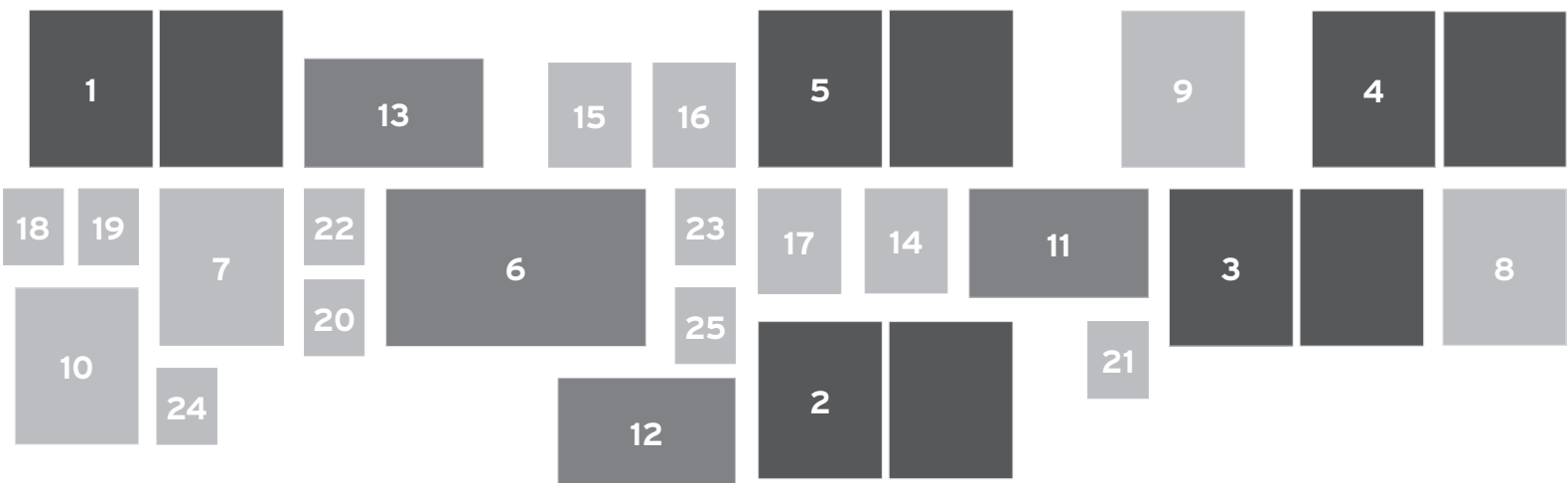
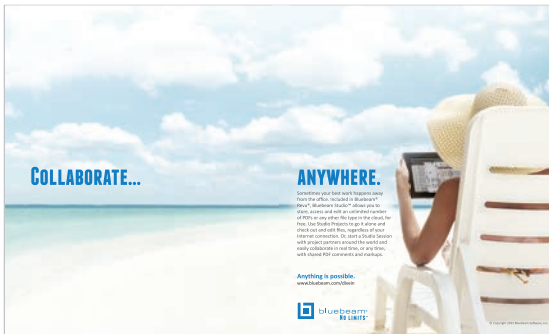
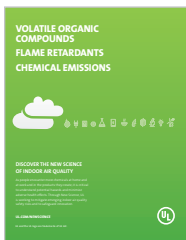
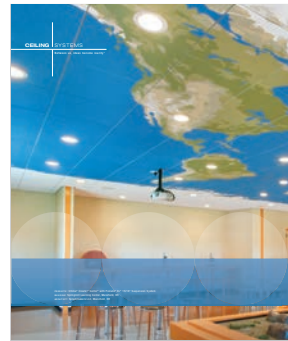
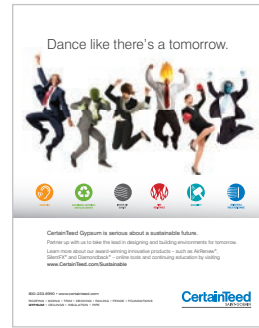
## WINNERS SPREAD

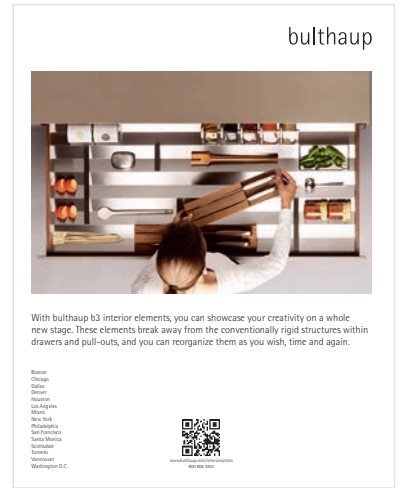
## 13 VT Industries *Noble*

## WINNERS SINGLE

- 14 CertainTeed Gypsum  
*Think Tank Studio*
- 15 Construction Specialties, Inc.  
*Brian J. Ganton & Associates*
- 16 Epson America, Inc.  
*M&C Saatchi*
- 17 UL  
*Brierton Design*

# WINNERS





## ONLINE AWARDS

The winning online ads achieved excellence in one of many ways including visual appeal, effective use of animation, interactivity and engagement, or having a consistent message online to correspond with their print advertisement.

### HONORABLE MENTION

- 18 Focal Point
- 19 Diamond Spas
- 20 Kim Lighting
- 21 ProdeMA NA  
I Love You Agency
- 22 SIAFS  
Atomic Sky
- 23 TOTO USA
- 24 U.S. Concrete
- 25 UL  
MBLM

### BEST IN CLASS

- Bobrick Washroom Equipment, Inc.  
KleinMickaelianPartners
- Epson America, Inc.  
M&C Saatchi
- Hunter Douglas Contract  
Post & Beam
- Nedlaw™ Living Walls
- UL  
MBLM

### WINNER

- Bluebeam Software, Inc.
- Guardian Industries Corp.  
Carton Donofrio Partners, Inc.
- Klein USA Inc.  
ab+c

### HONORABLE MENTION

- Cascade Coil Drapery, Inc.
- Forestry Innovation Investment  
reThink Wood
- Softwood Lumber Board  
reThink Wood

To view the online award-winning advertisements, visit: [archrecord.construction.com/adawards](http://archrecord.construction.com/adawards)

*Architectural Record's* Excellence in Advertising Awards recognize the most effective ads in the building and design marketplace, and the companies and agencies that produce them. For more than 100 years, architects, designers, and owners have turned first to *Architectural Record* to find out what's next. *Architectural Record* is the profession's best source of news and information about building products and materials and the projects they bring to life.



"Powerful advertising not only informs but drives readers to action. This year's winners took varied, distinctive approaches to engage the reader and inspire them."

– Laura Viscusi,  
VP & Publisher,  
*Architectural Record*

## 10 TIPS FOR ADVERTISING EXCELLENCE

Successful advertising gets attention, whets architects' appetites for more information, and leads them deeper into your sales and marketing programs. Over and over again.

### 1 **What's the one message you want architects to hear?**

Choose one main message, or drive a few key points—which readers will remember.

### 2 **Tell the same story, in print and online.**

Reinforce the strength of your campaign by using consistent messaging and imagery in your print ads, your online landing page, banners and other online media.

### 3 **Get technical.**

Support any campaign claims with technical data that represents key measures of your service or product line. Tell a story. Use charts, graphs or schematics to lend impact to a credible technical claim. The text should be succinct, clear, valuable and honest.

### 4 **Use simple, strong and memorable images.**

Architects are visual people and respond better to dynamic images. Online, catch the architect's eye with video and animation, if it helps to better tell your story.

### 5 **Use white space...or black space.**

Strategically use white (open) space to allow important images and words to pop. Keep the color palette limited, and the layout clean and open—with room for thought.

### 6 **Show the product.**

Architects love to see products "in action," proving that they work as claimed. Help architects to see your product in ways that inspire imagination and creativity, using conventional media or unique vehicles, such as digital billboards.

### 7 **Show the RIGHT project.**

If your product is in a noteworthy project, use it as a testimonial in your ad. Show the project, identify it, and credit the architect behind the design—even a great project by an unsung architect can work.

### 8 **Online, less is more.**

When converting traditional campaigns to online, focus on your main message and call-to-action in the ad, and save contact information for the landing page.

### 9 **Land more leads with your call-to-action.**

You got their attention. You educated them about your products. What do you want them to do next? Call, write, click? Make use of action verbs to guide users to respond.

### 10 **Think young.**

Architects think young, regardless of whether they are new to the profession or have years of experience. You should think young, too, building campaigns that appeal to the youthful, optimistic minds of today's architects.

**TO ADVERTISE: 212-904-6791**

[www.architecturalrecord.com](http://www.architecturalrecord.com)

**ARCHITECTURAL  
R E C O R D**

 **McGRAW HILL  
CONSTRUCTION**  
McGRAW HILL FINANCIAL