



THE GREATER **TOLEDO** **CHOICE** *Awards*

2020 AWARD CRITERIA

Fee for Categories 1-20 is \$70 each

Marketing, Promotion & Sales

1. Best Logo Design

Entry will be judged on overall logo design, readability and execution.

Entry Requirements

- Statement listing objectives and target market (300 words or less)
- Logo

2. Best Website

Entry will be judged on design, effectiveness and user experience.

Entry Requirements

- Statement listing objectives and target market (300 words or less)
- Link to website (will be judged live online)

3. Best Social Media Campaign

Entry will be judged on concept, creativity, copy, overall design and execution.

Entry Requirements

- Statement listing objectives and target market (300 words or less)
- Up to 6 images that represent entry

4. Best Charitable/Community Event

Entry will be judged on creativity and coordination of the event and how it benefitted the community or cause.

Entry Requirements

- Statement describing project and objectives (300 words or less)
- Up to 6 images that represent entry
- Up to 3 supporting files of your choice (marketing materials)

5. Best Digital Marketing Campaign

Includes banners/rich media, eblasts, microsites, landing pages and online PR. Entry will be judged on creativity, user experience, overall design and effectiveness.

Entry Requirements

- Entry Form (submitted digitally)
- Statement describing project and target market (300 words or less)
- Up to 6 images that represent entry

6. Best Showroom/Design Center

Entry will be judged on function, display concept, creativity, and design used in the space as well as quality of product presentation, continuity within the space and continuity with branding.

Entry Requirements

- Statement describing project and objectives (300 words or less)
- 8 to 10 images that represent entry

New Construction

7. Best Outdoor Living Space

Entry will be judged on overall design, innovation and creativity, attention to details, function and style.

Entry Requirements

- Statement describing project and objectives (300 words or less)
- 3 to 4 images that represent entry

8. Best Kitchen

Entry will be judged on overall design, attention to detail, function and style.

Entry Requirements

- Statement describing project and objectives (300 words or less)
- 4 to 8 images that represent entry

9. Best Bath

Entry will be judged on overall design, attention to detail, function and style.

Entry Requirements

- Statement describing project and objectives (300 words or less)
- 4 to 8 images that represent entry

10. Best Specialty Room or Basement

Entry will be judged on overall design, attention to detail, function and style.

Entry Requirements

- Statement describing project and objectives (300 words or less)
- 4 to 8 images that represent entry



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11. Best Villa or Townhome Under \$300,000

Entry will be judged on curb appeal, creative use of interior space, functionality and craftsmanship.

Entry Requirements

- Statement describing project and objective (400 words or less)
- 8 to 10 images that represent entry (include exterior photo)
- Floor plan

12. Best Villa or Townhome Over \$300,000

Entry will be judged on curb appeal, creative use of interior space, functionality and craftsmanship.

Entry Requirements

- Statement describing project and objective (400 words or less)
- 8 to 10 images that represent entry (include exterior photo)
- Floor plan

13. Best Single Family Home Under \$400,000

Entry will be judged on curb appeal, creative use of interior space, functionality and craftsmanship.

Entry Requirements

- Statement describing project and objective (400 words or less)
- 8 to 10 images that represent entry (include exterior photo)
- Floor plan

14. Best Single Family Home \$400,000 to \$550,000

Entry will be judged on curb appeal, creative use of interior space, functionality and craftsmanship.

Entry Requirements

- Statement describing project and objective (400 words or less)
- 8 to 10 images that represent entry (include exterior photo)
- Floor plan

15. Best Single Family Home \$550,000 to \$750,000

Entry will be judged on curb appeal, creative use of interior space, functionality and craftsmanship.

Entry Requirements

- Statement describing project and objective (400 words or less)
- 8 to 10 images that represent entry (include exterior photo)
- Floor plan

16. Best Single Family Home over \$750,000

Entry will be judged on curb appeal, creative use of interior space, functionality and craftsmanship.

Entry Requirements

- Statement describing project and objective (400 words or less)
- Up to 12 images that represent entry (include exterior photo)
- Floor plan

Remodeling

17. Best Outdoor Living Space Renovation

Entry will be judged on overall design, innovation and creativity, attention to details, function and style.

Entry Requirements

- Statement describing project and objective (300 words or less)
- 1 to 4 BEFORE images that represent the entry
- 4 to 8 AFTER images that represent entry

18. Best Kitchen Remodel

Entry will be judged on overall design, innovation and creativity, attention to details, function and style.

Entry Requirements

- Statement describing project and objective (300 words or less)
- 1 to 4 BEFORE images that represent the entry
- 4 to 8 AFTER images that represent entry

19. Best Bath Remodel

Entry will be judged on overall design, innovation and creativity, attention to details, function and style.

Entry Requirements

- Statement describing project and objective (300 words or less)
- 1 to 4 BEFORE images that represent the entry
- 4 to 8 AFTER images that represent entry

20. Best Remodeled Project

Entry will be judged on overall design, innovation and creativity, attention to details, function and style.

Entry Requirements

- Statement describing project and objective (300 words or less)
- 1 to 4 BEFORE images that represent the entry
- 4 to 8 AFTER images that represent entry



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Grand Awards

(There is no fee to enter the Grand Awards, but you must enter a minimum of two other categories 1-20)

21. Remodeler of the Year

Judged on accomplishments, strategies that set you apart, sales success, customer service and HBA involvement.

Entry Requirements

- Upload a statement indicating why your company should be recognized, include project examples, professional accomplishments, strategies that set you apart, customer service philosophy, sales success and HBA involvement
- Include any other supporting documents and/or images of your choice

22. Associate of the Year

Judged on accomplishments, strategies that set you apart, sales success, customer service and HBA involvement.

Entry Requirements

- Submit a statement indicating why your company should be recognized, include project examples, professional accomplishments, strategies that set you apart, customer service philosophy, sales success and HBA involvement
- 8 to 10 images that represent your company

23. Builder of the Year

Judged on accomplishments, strategies that set you apart, sales success, customer service and HBA involvement.

Entry Requirements

- Submit a statement indicating why your company should be recognized, include project examples, professional accomplishments, strategies that set you apart, customer service philosophy, sales success and HBA involvement
- 8 to 10 images that represent your company