



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

## 2021 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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## 2021 AWARD CRITERIA

### *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