

| CATEGORY | | DESCRIPTION |
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| BUSINESS-TO-CONSUMER | | |
| BC1 | Television commercial(s) | Include link to view commercial, along with brief description of the campaign and any analytics/results. |
| BC2 | Print ad | Include a brief description and any analytics/results along with a copy of the ad. Add in placements. |
| BC3 | Digital display ad | Include a brief description and any analytics/results along with a copy of the ad. |
| BC4 | Direct mail piece, brochure, booklet, handout | Include a brief description and any analytics/results along with a copy of the piece. |
| BC5 | Article/blog/content piece | Include where the content piece was published and any analytics/results. Include purpose and goals of piece. |
| BC6 | Video | Demo video, training, educational. Include link to video along with brief description of campaign along with any analytics results. |
| BC7 | Repair facility/store customer promotion | Includes promotional events or marketing materials. Include images, strategy, goals and any measurables. |
| BC8 | Consumer/community event | Include goals of event and how those goals were accomplished. Any telling analytics, how many in attendance, how was it promoted, what was its purpose? |
| BC9 | Best billboard | Include images, strategy goals and placement reach. |
| BC10 | Website | Include website before/after. Analytics showing success of new website. What were the goals of the new site, why was it needed? Any interesting tools or functionality? |
| BC11 | Website (specifically for independent repair shops) | Include website before/after images and analytics showing success of new website. |
| BC12 | Social media campaign | Please include screenshots of the effort along with a campaign description and analytics. Could be company's social media page(s), or a campaign with social media influencers. |
| BC13 | Social media campaign (specifically for independent repair shops) | Please include screenshots of the effort along with a campaign description and analytics. |
| BC14 | App for a mobile device | Please include screenshots of the effort along with a campaign description and analytics. |
| BC15 | Media outreach to non-English-speaking audiences | Includes any sort of event or marketing/ communications. Include images, analytics, strategy and/or goals. |
| BC16 | Radio or podcast | Add link to media along with analytics and detailed description. |
| BC17 | Outreach to female audience | Includes any sort of event or marketing/ communications. Include images, analytics, strategy and/or goals. |
| BC18 | Co-op advertising (repair shop partnered with manufacturer/distributor to market) | Provide supporting materials and any results/analytics (i.e., special promotion partnered with Akebono Brakes and Smith's Automotive). |
| BC19 | Merchandising (point of purchase, displays, on/off shelf merchandising) | Includes point of purchase, displays, on/off shelf merchandising. Please include images, strategy and any results measured from effort. |
| BC20 | Best 360 degree marketing campaign | Print, digital, social, content, promotions, full marketing campaign. Include the ad materials/screenshots, etc. Brief description of the campaign and analytics. |

| CATEGORY | | DESCRIPTION |
|-----------------------------|--|---|
| BUSINESS-TO-BUSINESS | | |
| BB1 | Best ad campaign to distribution/retail audience | Include a brief description and any analytics/results along with a copy of the ad. Add in placement strategy. |
| BB2 | Best ad campaign to technician/repair audience | Include a brief description and any analytics/results along with a copy of the ad. Add in placement strategy. |
| BB3 | Best ad (to either distribution/retail or technician/repair audience) | Include a brief description and any analytics/results along with a copy of the ad. Add in placement strategy. |
| BB4 | Training communications | Includes any sort of event or marketing/ communications. Include images, analytics, strategy and/or goals. |
| BB5 | Article/blog/content piece - technical | Technical to include heavy duty, mechanical and collision. |
| BB6 | Article/blog/content piece - general market/special interest | |
| BB7 | Newsletter | Include screenshot or link to newsletter along with the purpose and audience for the newsletter. Add analytics and audience information. |
| BB8 | Logo design/usage | Explain reasoning for logo decisions and before and after if applicable. |
| BB9 | Website | Include website before/after and analytics showing success of new website. Goals, unique tools and functionality. |
| BB10 | Promotional goods, gear, marketing collateral | Include images, strategy and goals of promotion. |
| BB11 | Special promotion and/or promotional event | Include images, strategy and goals of promotion or event along with any measurables. |
| BB12 | Packaging | Explain strategy behind decisions and include images of packaging. |
| BB13 | Social media campaign | Please include screenshots of the effort along with a campaign description and analytics. |
| BB14 | Trade show booth | Include images, description, strategy and any unique and interesting elements of the booth. |
| BB15 | App for a mobile device | Please include screenshots of the effort along with a description and analytics. |
| BB16 | Use of video - technical | Include link to video, placement, strategy, goals and analytics. |
| BB17 | Use of video - general market/special interest | Include link to video, placement, strategy, goals and analytics. |
| BB18 | Best 360-degree marketing campaign | Print, digital, social, content, promotions, full marketing campaign. Include the ad materials/screenshots and brief description of the campaign and analytics. |