

CATEGORY		DESCRIPTION
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.