

AUTOMOTIVE COMMUNICATION AWARDS CATEGORIES

CATEGORY		DESCRIPTION
BUSINESS-TO-CONSUMER		
B1	Television commercial(s)	Include link to view commercial, along with brief description of the campaign and any analytics/results.
B2	Print ad - Best use of Graphic	Include a brief description and any analytics/results along with a copy of the ad.
B3	Print Ad - Best use of Copy	Include a brief description and any analytics/results along with a copy of the ad.
B4	Digital Display ad - Best use of Graphic	Include a brief description and any analytics/results along with a copy of the ad.
B5	Digital Display ad - Best use of Copy	Include a brief description and any analytics/results along with a copy of the ad.
B6	Direct mail piece, Brochures, booklets, handouts	Include a brief description and any analytics/results along with a copy of the piece.
B7	Article/ Blog/ Content piece	Include where the content piece was published and any analytics/results
B8	Video (Demo Video, Training, Educational)	Include link to video along with brief description of campaign along with any analytics results.
B9	Special promotions	Promotional events, marketing materials.
B10	Car care clinics	
B11	Posters and signage	
B12	Website	Include website before/after. Analytics showing success of new website.
B13	Website (Specifically for Independent Repair Shops)	Include website before/after photos. Analytics showing success of new website.
B14	Social media campaign	Please include screenshots of the effort along with a campaign description and analytics.
B15	Social media campaign (Specifically for Independent Repair Shops)	Please include screenshots of the effort along with a campaign description and analytics.
B16	App for a mobile device	Please include screenshots of the effort along with a campaign description and analytics.
B17	Media outreach to non-English speaking audiences	
B18	Radio, Podcast, Community Outreach	
B19	Media Outreach to Female Audience	
B20	Co-op Advertising (Repair shop partnered with manufacturer/distributor to market)	
B21	Best 360 degree marketing Campaign	
BUSINESS-TO-BUSINESS		
BB1	Ad campaign to distribution/retail audience	
BB2	Ad campaign to technician/repair audience	
BB3	Ad - best use of graphic (to either distribution/retail or technician/repair audience)	
BB4	Ad - best use of copy (to either distribution/retail or technician/repair audience)	
BB5	Training materials	
BB6	Article/ Blog/ Content piece - Technical	technical to include HD, mechanical and collision
BB7	Article/ Blog/ Content piece - Technical - general market/special interest	
BB8	Newsletter	Include screenshot or link to newsletter along with the purpose and audience for the newsletter.
BB9	Logo design/usage	
BB10	Website	Include website before/after. Analytics showing success of new website.
BB11	Merchandising (gear, promotional giveaways, marketing collateral)	
BB12	Special promotion and/or promotional event	
BB13	Packaging	
BB14	Social media campaign	
BB15	Blog	
BB16	App for a mobile device	
BB17	Use of Video - technical	
BB18	Use of video general market/special interest	
BB19	Application of "Be Car Care Aware" campaign/logo	
BB20	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.