

AUTOMOTIVE COMMUNICATION AWARDS CATEGORIES

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 - best use of graphic	Include a brief description and any analytics/results along with a copy of the ad.
BC3	Print ad - best use of copy	Include a brief description and any analytics/results along with a copy of the ad.
BC4	Digital display ad - best use of graphic	Include a brief description and any analytics/results along with a copy of the ad.
BC5	Digital display ad - best use of copy	Include a brief description and any analytics/results along with a copy of the ad.
BC6	Direct mail piece, brochure, booklet, handout	Include a brief description and any analytics/results along with a copy of the piece.
BC7	Article/blog/content piece	Include where the content piece was published and any analytics/results.
BC8	Video	Demo video, training, educational. Include link to video along with brief description of campaign along with any analytics results.
BC9	Special promotions	Promotional events, marketing materials.
BC10	Consumer/community event	
BC11	Posters and signage	Billboard, posters in the community or posters in the shop.
BC12	Website	Include website before/after images and analytics showing success of new website.
BC13	Website (specifically for independent repair shops)	Include website before/after images and analytics showing success of new website.
BC14	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.
BC15	Social media campaign (specifically for independent repair shops)	Please include screenshots of the effort along with a campaign description and analytics.
BC16	App for a mobile device	Please include screenshots of the effort along with a campaign description and analytics.
BC17	Media outreach to non-English-speaking audiences	
BC18	Radio or podcast	
BC19	Media outreach to female audience	
BC20	Co-op advertising (repair shop partnered with manufacturer/distributor to market)	
BC21	Best 360-degree marketing campaign	
BC22	Merchandising - point-of-purchase, displays, on/off shelf merchandising	
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 heavy duty, mechanical and collision.
BB7	Article/blog/content piece - 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 images and analytics showing success of new website.
BB11	Promotional goods, gear, marketing collateral	
BB12	Special promotion and/or promotional event	
BB13	Packaging	
BB14	Social media campaign	
BB15	Trade show booth	
BB16	App for a mobile device	
BB17	Use of video - technical	
BB18	Use of video general market/special interest	
BB19	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.