



2008

Pinnacle Awards

Sales & Marketing

Call for Entries



Projects must have been completed between January 1, 2007 and July 31, 2008.



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Pinnacle Awards

Sales & Marketing

Be the first to win a Sales & Marketing Pinnacle Award! The Home Builders Association of South Carolina is expanding the Pinnacle Awards to include sales and marketing categories. Builders do more than just build homes and associates do more than provide services to our builders. This is your chance to shine. Pinnacle Award recipients will be recognized at the 2008 Celebration of Excellence on February 12, 2009 at the Francis Marion Hotel in Charleston.

CATEGORIES

- Best Brochure/Direct Mail for a Community
- Best Logo Design for a Community
- Best Color Ad (print)
- Best Black & White Ad (print)
- Best Web Site (Builder/Developer)
- Best Web Site (Associate)
- Best Web Site (Community)
- Best Community Entrance/Presentation
- Best Sales Office/Information Center
- Best Interior Home Design
- Best Landscape Design



Category Information

MARKETING

1. Best Brochure/Direct Mail - For a Community
2. Best Logo Design - For a community

Exhibits Required: Two (2) copies of original brochure/direct mail piece. Include floor plans and inserts where applicable, completed entry form & marketing statement.

ADVERTISING

3. Best Black and White Ad—One-half page and under for any priced community, builder, developer, associate or realty company
4. Best Black and White Ad—One-half page or greater for any priced community, builder, developer, associate or realty company
5. Best Color Ad—Full page or under for any priced community, builder, developer, associate or realty company
6. Best Color Ad—Over a full page (centerfolds, spreads, supplements, etc.) for any priced community, builder, developer, associate or realty company.

Exhibits Required: Three (3) copies of ad. Complete entry form and marketing statement.

7. Best Internet Website for a Builder or Developer
8. Best Internet Website for a Community
9. Best Internet Website for an Associate, Supplier or Realty Company

Judged based on quality of design, ease of obtaining information and organization, and communication of message.

Exhibits Required: Internet address, copy of marketing statement describing any special features. Complete entry form and marketing statement.

SALES OFFICE

10. Best Sales Office Information Center—For a builder, developer, associate or realty company

Exhibits Required: Submit a minimum of five (5) and maximum of ten (10) photos. Include photos of overall exterior, overall interior, interior displays, office space, and/or other areas that show maximum impact of center. Complete entry form and marketing statement.

LANDSCAPE DESIGN

11. Best Landscape Design—For a model complex, or attached or detached house, and other business locations
12. Best Community Entrance/Presentation

Exhibits Required: Submit a minimum of five (5) and maximum of ten (10) photos showing model complex overall, entry to community, common areas, sales office, buildings or models. One (1) 8 1/2 x 11 copy of site plan, completed entry form and marketing statement.

INTERIOR MERCHANDISING

13. Best Interior Merchandising—For a model home

Exhibits Required: Submit a minimum of five (5) and maximum of ten (10) photos. (Show front elevation and rear elevation. Include at least four (4) interiors; living room, dining room, master bedroom, kitchen/family room area). Two (2) copies of model floor plan—brochure inserts and photocopies okay. Completed entry form and marketing statement.



Entry Information

DEADLINE AND DELIVERY

All entries, including fees and exhibits, must be received no later than January 10, 2009. Completed entries should be mailed or hand delivered to:

Pinnacle Awards
Home Builders Association of South Carolina
1419 Pendleton Street
Columbia, SC 29201

ENTRY FEES

\$100.00 per entry

ENTRY PREPARATION PROCEDURES

Carefully review all preparation procedures before preparing and submitting your entry. If you have any questions, please call Brandie Freeman at the HBASC, 803-771-7408. All entry materials become the property of the HBASC and will not be returned.

EXHIBIT MATERIALS/LABELING

1. All exhibit materials and marketing statements must be submitted in one sealed, labeled envelope.
2. Each entry must be packaged separately, but may be mailed collectively.
3. A completed entry form must be attached.
4. A completed marketing statement must be included.
5. All entry fees must be included.
6. All photos must be in color, marked with category number and company name.

JUDGING CRITERIA

BROCHURE/DIRECT MAIL

Effectiveness in conveying project theme, relaying information, copy and overall graphic design.

LOGO

Graphics, concept, overall design and execution, message and emotion communicated to target market.

ADVERTISEMENT

• Concept, copy, layout, execution and overall design/presentation as it relates to the target market.

WEB SITE

• Quality of design, ease of obtaining information and organization of information.

SALES OFFICE/INFORMATION CENTER

• Function of floor plan layout and ability to visually convey information and communicate the marketing theme, product and builder image.

LANDSCAPE DESIGN

• Selection and use of materials (plants, flowers, stone, etc.) in the landscaping which successfully enhances the model complex and/or model home and characterizes the theme of the marketing program and lifestyles of the target market.

INTERIOR MERCHANDISING

• Use of color, texture, materials, interior space, furnishings, accessories, window and wall treatments in relation to the specified target market.

ELIGIBILITY

• The Pinnacle Awards honors builder and associate members who make major contributions to the home building industry. You must be a member of the HBASC to be considered for any award. Each award winner will be recognized at the 2008 Celebration of Excellence on January 12, 2009 in Charleston. Projects must have been completed between January 1, 2007 and July 31, 2008.

FEEDBACK WELCOME

• Do you have an idea for a category that you might like to see added to the 2009 Pinnacle Awards? Send feedback to bfreeman@hbaofsc.com.

2008 Pinnacle Awards

Official Entry Form

Deadline: Entries Due January 10, 2009

Please complete a separate form for each category entered. You must be a member of the HBASC to enter.

Category Number: _____

Company Name: _____
(As you would like it to appear on the Award)

Category Name: _____

Contact Name: _____

Mailing Address: _____

Phone: Fax: _____ Email: _____

Your local association(s): _____

Please complete the information below as appropriate to your category.

Community Name: _____

Location: City _____ Address: _____

Target Market: _____

Builder/Developer: _____

Marketing Director: _____ Ad Agency: _____

Architect: _____ Land Planner: _____

Interior Designer: _____ Landscaper: _____

Web Designer: _____ Web Site Address: _____

MARKETING STATEMENT

On an additional sheet, explain the major marketing objectives of the entry and why you think it deserves an award in the category entered. Identify the target market, any unusual constraints or opportunities which the project presented and how the marketing objectives were met. Include any information that you feel is important to your category. Statement to be typewritten, double spaced and must not exceed 250 words.

PAYMENT INFORMATION

Method: Check payable to HBA of SC Visa Mastercard

Name on Card _____

Billing Address (if different from address above) _____

Credit Card Number _____ Expiration Date _____ VIC Code _____

Signature _____

FOR HBASC USE ONLY

Date Rec'd _____ Check#/Credit Card: _____

Amount Rec'd: _____ Paid By: _____