



**2016  
ADVERTISING  
EXCELLENCE  
AWARDS**

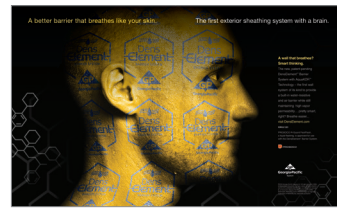
# 2016 AWARD WINNERS



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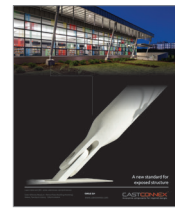
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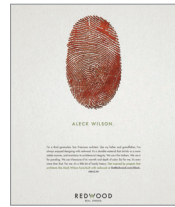
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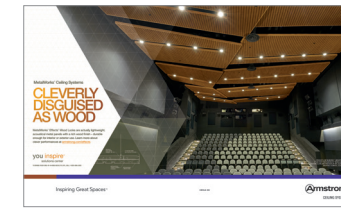
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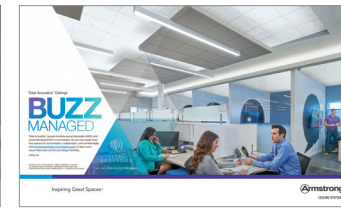
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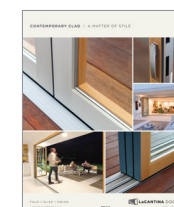
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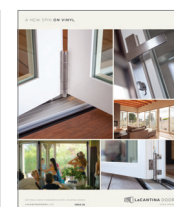
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## BEST IN CLASS (CAMPAIGN)

- 1 American Standard  
Agency | 22 Squared

## WINNERS (CAMPAIGN)

- 6 Bobrick  
Agency | KleinMichaelian Partners  
7 Dri-Design

## HONORABLE MENTION (CAMPAIGN)

- 13 Armstrong  
Agency | Zban Advertising  
14 LaCantina Doors  
15 Oldcastle BuildingEnvelope®  
Agency | Ganton (Brian J. Ganton & Associates)  
16 Technical Glass Products  
Agency | Brandner Communications

## BEST IN CLASS (SPREAD)

- 2 Georgia-Pacific Gypsum  
Agency | Kleber & Associates  
3 Oldcastle BuildingEnvelope®  
Agency | Ganton (Brian J. Ganton & Associates)

## WINNER (SPREAD)

- 8 TAKTL

## HONORABLE MENTION (SPREAD)

- 17 Armstrong  
Agency | Zban Advertising  
18 PPG Industries  
Agency | Pipitone Group

## BEST IN CLASS (SINGLE)

- 4 Cast Connex Corporation  
5 Humboldt Redwood™  
Agency | barrettSF

## WINNERS (SINGLE)

- 9 CertainTeed  
Agency | Function  
10 Construction Specialties (Acrovyn Wall Panels)  
Agency | Ganton (Brian J. Ganton & Associates)  
11 Pittsburgh Corning  
12 Western Red Cedar Lumber Association  
Agency | Bare Advertising & Communications Inc.

## HONORABLE MENTION (SINGLE)

- 19 Bison  
Agency | Abbie Kozik Design, LLC  
20 ELMES INC.  
21 JELD-WEN  
Agency | CMD  
22 LG Hausys  
Agency | HS Ad  
23 Rocky Mountain Hardware  
Agency | Burchiellaro Design  
24 Tournesol Siteworks

## SOCIAL MEDIA

Facebook (Reach, Engagement, Clicks)  
Twitter (Reach, Clicks Retweets, Favorites)

## FACEBOOK

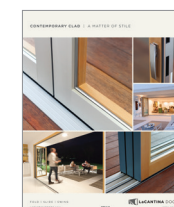
Cast Connex Corporation  
Guardian Industries  
Agency | Williams Group  
MIA+BSI - The Natural Stone Institute  
Morton Buildings  
Agency | Osborn Barr

## TWITTER

Huntco  
Morton Buildings  
Agency | Osborn Barr  
Ornamental Metal Institute of New York  
Agency | Jennifer Krichels - Project 2900 LLC  
Unilock



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## AWARD CRITERIA

Advertisers seen in the first 3 issues of *Architectural Record* in 2016, in print (full page or greater) or online, qualified for the competition. The jury was comprised of architects representing the breadth of the profession; firms of all sizes working on projects from large scale commercial to residential and interiors.

### 2016 AWARDS JURY



**Stephen Beacham**  
Director of Interior Design  
HOK



**Jules Dingle**  
Principal  
DIGSAU



**Scott Erdy**  
Principal  
Erdy McHenry Architecture



**Antonio Fiol-Silva**  
Founding Principal  
SITIO



**Brigham M. Keehner**  
Senior Associate  
Bohlin Cywinski Jackson

## USER ENGAGEMENT 2016 WINNERS

The User Engagement Awards are for companies that achieved quantifiable excellence in engaging the architectural community through Continuing Education courses and Online Advertising.

### ONLINE ADVERTISING

The top three winners achieved excellence by generating the highest amount of user interaction, click throughs and online traffic.

### WINNERS

**Petersen Aluminum**  
Agency | Auld Design

**Samsung**  
Agency | Total Spectrum

**Sunbrella**

### SPONSORED CONTINUING EDUCATION

The top Continuing Education articles and interactive presentation courses were taken by thousands of test-takers — a quantifiable measurement of user engagement that is part of the larger 210,000 tests that were taken over the past year in the pages of *Architectural Record* and online at *Record's* Online Continuing Education Center.

### WINNERS

**MOST LEADS**  
Glidden Professional/PPG Paints  
Price Industries  
Whirlpool Corporation

**FASTEST MOVING**  
LaCantina Doors  
VaproShield  
Agency | Innovative Marketing Results  
Whirlpool Corporation

**TOP RENEWAL**  
reThink Wood

**TOP INTERACTIVE-RENEWAL**  
Florida Tile  
Garaventa Lift  
Pilkington North America

## ONLINE AWARDS

The winning online ads achieved excellence in one of many ways including visual appeal, effective use of animation, inter-activity and engagement, or having a consistent message online to correspond with their print advertisement.

To view the online award-winning advertisements, visit: [architecturalrecord.com/adawards](http://architecturalrecord.com/adawards)

### BEST IN CLASS (ONLINE)

Cast Connex Corporation  
Sunbrella  
Agency | Wray Ward

### WINNERS (ONLINE)

CENTRIA  
Agency | Pipitone Group  
Construction Specialties  
(Expansion Joint)  
Agency | Ganton  
(Brian J. Ganton & Associates)

### HONORABLE MENTION (ONLINE)

Bluebeam® Inc.  
Construction Specialties (Louvers)  
Agency | Pipitone Group  
DORMA  
Morton Buildings  
Agency | Osborn Barr  
Technical Glass Products  
Agency | Brandner Communications

### BEST IN CLASS (INTEGRATED CAMPAIGN)

Cast Connex Corporation  
Humboldt Redwood™  
Agency | barrettSF

### WINNERS (INTEGRATED CAMPAIGN)

CertainTeed  
Agency | Function  
Coverings  
MechoSystems

### HONORABLE MENTION (INTEGRATED CAMPAIGN)

Epson  
SAFTI FIRST