

Frequently Asked Questions

How do I know if my project is eligible?

Awards are open to building product manufacturers (or their agencies) involved in the residential and commercial design and construction industry. Judging is based on marketing programs created and implemented between January 1, 2015 and December 31, 2015. Some of the work must have occurred during this time, but it is not necessary for the marketing initiatives to be completed during the eligibility period. For example, if a campaign was launched in November 2015 and will continue into 2016, it is eligible for entry with the inclusion of the results to date.

Do you have to be an advertiser with Hanley Wood to enter?

No, the Brand Builder Awards are truly objective. You do not need to be an advertiser with Hanley Wood to participate or win.

Can I enter a project that has won other awards or been previously published?

Yes.

Can I enter the same project in more than one category?

Yes.

What is the cost of entry?

Enter up to 8 categories for only \$165.

How do I make a payment?

Payment must be made by credit card via our online entry registration system. Entry fees will not be refunded after June 30, 2016.

How do I enter?

Go to brandbuilderawards.com and complete the entry form. Be sure to upload any supporting files (maximum of 8). PDF files are preferred, but not required.

When is my entry due?

All entries are due on or before June 30, 2016. Enter your project using the entry form at brandbuilderawards.com.

What if the online registration isn't working?

If you have trouble with the online entry registration, please email Matt Carollo at mcarollo@hanleywood.com.

Can refunds be given once I've registered?

Refunds may be requested until June 30, 2016. No refunds will be processed after that date.

How should I label my submissions?

Please indicate your company name and marketing campaign name. Please include your contact information in case there are any questions about your entry.

Can I change my entry to a different category after submitting my entry form?

Yes. Email Matt Carollo at mcarollo@hanleywood.com with the new category name, your name, your company name and the marketing campaign name. All changes must be submitted before June 30, 2016.

What should I do if I'm not sure which category best fits my entry?

Enter your project in the category you feel is most appropriate. If the judges believe it belongs in another category, they will switch it to that category during judging. Your entry will not be penalized.

How are winners selected?

A panel of respected marketing professionals will award winners from entries in each category as they see fit.

When will the winners be announced?

Winning projects will be announced at a special awards lunch at Foundations 2016 in September. Winners will be featured on brandbuilderawards.com, on hanleywood.com, and promoted via press releases, social media and throughout Hanley Wood's digital and print products.

Who can I contact with more questions?

Matt Carollo at mcarollo@hanleywood.com.

Learn more and enter your campaigns today at brandbuilderawards.com.