



## ***Promotional Award Information***

- 35. Best Television Commercial, Associate**
- 36. Best Television Commercial, Remodeler**
- 37. Best Television Commercial, Developer**
- 38. Best Television Commercial, Builder**

### **Judging Criteria:**

The commercial must have run between January 1, 2020 and December 31, 2020. Entries may be any length and will be judged on effectiveness of meeting the communication objective, production technique, creativity and audience impact.

### **Materials for Submission Checklist:**

- Video file of television commercial
- Completed Promotional Award Information form
- Completed Entry form

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### **Additional Entry Information**

\_\_\_\_\_ Category Number

\_\_\_\_\_ Length of time marketed

\_\_\_\_\_ Number of inquiries generated by entry