



2008 Bull's-Eye Ad Awards

Judging Process

CRITERIA:

Ads will be judged on the following elements:

1. Placement of the Custom 800 number.
2. Clarity/legibility of the Custom 800 number.
3. Prominence of the Custom 800 number.
4. Creative integration of the Custom 800 number across all media types in the ad campaign.

All criteria will be rated on a 1 to 10 scale, with 1 being the best!

CATEGORIES:

Ads should be entered into the appropriate category below:

1. Best use of a Custom 800 number in Radio ads.
2. Best use of a Custom 800 number in Television ads.
3. Best use of a Custom 800 number in Outdoor ads.
4. Best use of a Custom 800 number in Print/Direct Mail ads.
5. Best use of a Custom 800 number in Alternative ads.
6. Best overall use of a Custom 800 number across all media types in the ad campaign.

Each category will be represented by a separate winner, meaning you have six chances to win if you use your Custom 800 number in multiple media types!

JUDGING:

All entries are reviewed and scored by our panel of judges (on the 1 to 10 scale mentioned above). Judging will take place within two weeks after the entry deadline.

AWARDING OF WINNERS:

800response will announce the winners to various marketing and advertising trades, and will place ad samples on our website, in public relations outreach, and in other marketing materials.

ANNOUNCEMENT OF WINNERS:

800response will make an announcement of the winners to various marketing and advertising trades, and will place ad samples on our website, in public relations outreach, and in other marketing materials.

All ads submitted into the 800response Bull's-Eye Ad Awards become the property of 800response and will not be returned unless requested. 800response reserves the right to place ad samples on our web site, in public relations outreach, and in other marketing materials.