PreemploymentDirectory.com

"We Connect You to Business."

2013 Best Advertisers of the Year Awards
Suppliers to the Background Screening Industry

Categories:

Most Appealing

The ad that is most attractive, most liked and enjoyable. The ad that most evokes your interest, curiosity, you like how it looks and find it to be very attractive. This is a popularity selection that looks at the looks, instead of the practical or logical factors involved in the product It's the ad that most connects with you on an emotional level.

Best Brand Awareness

The ad that you believe viewers will most likely remember, will later recall the brand and what the ad was about.

Most Effective Message

The ad that will most likely produce the intended or expected result it was designed to produce or will stimulate readers to take a desired action.

Please note that we recognize the above categories are subjective in nature and subject to interpretation by the person making the selection. Advertising is an art form and consequently, it is our belief that it cannot be reduced to an algorithm, but instead must be judged based on how it impacts persons viewing it. The ultimate test of an advertisement is that people like it, remember the brand and take a desired action.

Selection of Winners

A Panel of judges will be selected to identify three firms in each category. The finalists will then be sent to our distribution list of background screening firms to vote on the top firms. Winners will be determined by the ads that receive the most votes in the respective categories from background screening firms that are included in our distribution list.

Stay tuned for more information.