



Star Awards

Texas Association of Builders

CASE STUDY //

LAUNCHPAD6 HELP TEXAS ASSOCIATION OF BUILDERS ELEVATE THE STAR BUILDING AWARDS

The Texas Association of Builders selected Launchpad6 for their biggest annual building awards event!

THE CHALLENGE

The Texas Association of Builders (TAB) have over 10,000 members right across Texas that represent the building industry. Each year TAB runs the annual Star Awards, the only statewide tribute to excellence in the home building industry.

The awards includes a diverse range of categories for builders to submit their projects completed in throughout year.

Previously, the Texas Association of Builders used an online platform which was discontinued so they needed to find a replacement system. However a key criteria was to find a solution that provided a more delightful user experience for applicants than the previous solution.

“We needed a solution that was easy for us to update ourselves without having to get someone in to assist” Says Ashley Marcinkiewicz Marketing and Communications Manager at Texas Association of Builders.

THE SEARCH FOR A SOLUTION BEGINS

Faced with these challenges TAB began their search for a replacement solution.

CHALLENGE

Needed to replace the previous retired awards platform

Needed to receive the same or more applications than previous years

Needed a solution that they could manage, style and update without technical knowledge

SOLUTION

Provided a delightful experience for Judges and Applicants

Support long and conditional application forms with save as draft.

Create a clean, modern and branded awards site

SERVICES OFFERED

ContestPad Premium Package

White labelled website

Payment gateway integration

RESULTS

- ✓ Record number of applications
- ✓ Best ever feedback from applicants and judges
- ✓ Best ever revenue and profitability results
- ✓ Able to manage without technical knowledge

Some of the key solution requirements included:

- Must be user friendly for the participants and have a modern look and feel
- Be able to take payments for submissions,
- The ability to create a styled website without technical assistance which included everything to collect and score submissions,
- The ability to provide judges with a easy to use scoring portal,
- Ability manage complex forms.

Scaling and managing these awards meant finding a platform partner that would:

- Create a beautiful and polished experience that aligned with the Texas Association of Builders brand,
- Appeal to potentially non-experienced technology users,
- A team that would help them every step of the way.

"We received so many comments from applicants and judges about how much easier it was to use than the previous platform"



Ashley Marcinkiewicz
Marketing &
Communications Manager
at Texas Association of
Builder



LAUNCHPAD6 DELIVERS

After several discussions, Launchpad6 was the only solution that ticked all the requirements:

PLATFORM CAPABILITIES MATCH REQUIREMENTS

- ✓ Launchpad6 supported complex multi-page forms for long submissions,
- ✓ Launchpad6 provided a great polished experience,
- ✓ Launchpad6 allowed for applications to be saved as draft to allow applications to be completed gradually,
- ✓ Launchpad6 supported online judging panel scoring,
- ✓ Launchpad6 were able to customise the platform to provide additional capabilities such as the ability for admin to apply separate price categories.
- ✓ Launchpad6 enabled the platform to be styled and configured without technical knowledge.

AN ONLINE AWARDS SUCCESS!

The Texas Association of Builders received a record number of applications of over 600 submissions in the first year using Launchpad6.

The applicant and judging experience far surpassed the previous platform with many people commenting on how smoothly and user friendly the Launchpad6 platform was to interact with.

Over 170 trophies were awarded and 5 combined brand of the year awards. The awards also made more revenue than expected and also contributed more profit than previous years.

"We received so many comments from applicants and judges about how much easier it was to use than the previous platform. The Launchpad6 team were also fantastic to work with. They never made us feel like we didn't know what we were doing.." said Ashley.

The Launchpad6 solution was able to not only able make it so much easier for the Texas Association of Builders to manage the awards but most importantly it provided a more delightful experience for Applicants and Judges which helped achieve the best results ever for the TAB Builders Awards.

Launchpad6 is helping organisations like the Texas Association of Builders to provide a completely branded and delightful experience for applicants and judges alike.



Launchpad6 is a leading supplier of contest solutions including the most flexible and agile UGC awards platform on the planet.

For more information or a no obligation trial, visit our web site or contact us using the email address below.

Launchpad6 trading name for Buzz Box Video Company | www.launchpad6.com | enquiries@launchpad6.com