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**NOTICE**
Before beginning any entry, please see our awards platform (chba.ca/awards) and read through the information provided, including more detailed information on requirements, categories, images, square footage, FAQs, and our videos on creating an entry. We could not include all of the relevant information in this document.

This document is provided to make preparing your entry as easy as possible – all entries must be completed on our online platform. In the case of a discrepancy between this document and our online platform, the online platform will take precedence.

MARKETING AWARDS

Entry Form: 2023 CHBA National Awards for Housing Excellence

Best Digital Advertising Campaign

**CATEGORIES INCLUDED FOR THIS FORM**

**AWARD OBJECTIVES**

This award recognizes the best digital advertising campaign to help sell a new home or a new development, or build a builder's/renovator's brand. The digital advertising campaign should demonstrate a robust content strategy through a multi-channel approach. Content may include posts, stories, blogs, and video that have been paid/promoted on social media, paid placement of videos, banner ads, and other content online (e.g. a banner ad on a strategically selected website, a commercial on YouTube, etc.)

The submissions will be judged on the campaign’s success in growing an online following, lead generation and/or sales. Provide metrics to support the effectiveness of the campaign.

*This campaign must include paid promotion/advertising.*

**PROJECT FOR THIS ENTRY**

Category:

Project Name:

Location of Project (i.e.city/town):

**SUPPORTING DOCUMENTS NEEDED FOR ONLINE ENTRY**

A minimum of 12 colour photos/screenshot of the campaign materials in action, to a maximum of 20 images. I**mages should be high resolution (300ppi), with an ideal width of 2500px. Maximum image upload size is 5MB.**

**COMPANY INFORMATION (for builder, renovator, or developer)**

Local HBA:

Company Name:

CHBA National Membership ID *(This is the identifying number for the CHBA Membership Database that ensure we can quickly approve membership eligibility. It's a six-digit number (e.g. 123000). If you don’t already know it, you can look it up at* [*www.chba.ca/housingawards*](http://www.chba.ca/housingawards)*):*

City:

Province:

Twitter Handle (optional):

Facebook Page (optional):

Instagram Account (optional):

Website (optional):

**Company Contact Information (if different than user)**

First Name:

Last Name:

Email:

Phone:

**PROJECT PARTNERS**If this project was built in partnership with another CHBA builder/developer member of the same local HBA, fill in their information below. This could include modular/site-builder partnerships.

Partner’s Local HBA:

Company Name:

City:

Province:

Twitter Handle (optional):

Facebook Page (optional):

Instagram Account (optional):

Website (optional):

**Company Contact Information (if different than user)**

First Name:

Last Name:

Email:

Phone:

**PROJECT CONTRIBUTORS**If you wish to credit another CHBA Member Company that worked on the project (e.g. architect, designer, interior decorator, etc.), please enter their information below. They do not need to be members of the same local HBA as the builder/developer/project. *Note: our online submission process allows you to credit more than one company, if applicable.*

Contributor’s Local HBA:

Type of Contributor: select one of: architect, designer, interior decorator, marketing company (for marketing entries only), other (specify)

Twitter Handle (optional):

Facebook Page (optional):

Instagram Account (optional):

Website (optional):

**Company Contact Information (if different than user)**

First Name:

Last Name:

Email:

Phone:

**ELIGIBILITY REQUIREMENTS**

The entrant confirms that photography and video are either the product of the entrant’s employee(s), or in the case of independent photographers and/or videographers, that their written consent has been obtained.

The entrant confirms that architecture and design are either the product of the entrant’s employee(s), or in the case of independent architects and/or designers, that their written consent has been obtained.

Entrants agree that the project name, written description about the project, and photographs/video that are submitted as part of the entry may be used by the Canadian Home Builders' Association for marketing, promotional purposes, or in any manner the Association chooses, including but not limited to use on CHBA’s website, social/digital media platforms and/or published or broadcast by CHBA, including supplying to media outlets that wish to report on the entry becoming a finalist or winner.

This project must be located in the market area covered by the local HBA that was identified in the Member Profile section of the online entry. If the project is located in a market area in Canada not served by a local HBA, the entrant may be a member at any local HBA in Canada.

By entering this project, you confirm that you have read the Eligibility Requirements for the 2023 CHBA National Awards for Housing Excellence, and that you agree to be bound by the Conditions set out for the Competition.

Marketing entries referred to in the entry must have occurred between April 1, 2021 and October 17, 2022 and must not have been entered previously in the CHBA National Awards competition.

Name and company of photographer:

Name and company of architect:

Name and company of designer:

**PART 1**

*For the initial round of review, judges will only read Part 1, so make sure you put your most important points here.*

**Target Audience**

*Who are you trying to appeal to? Briefly describe the target market for this project (e.g. age, interests, priorities, etc.).* ***20 word maximum.***

**Purchasing Power of Target Audience (in dollars)** *Indicate how much it will cost buyers to purchase the home (if a range, please provide). If this is a rental project, indicate the rental cost per month.*

**Project Summary**

*What made your digital advertising campaign successful? Touch on the following in relation to your target audience:*

1. *What was the concept (including your strategy)*
2. *What was the key messaging and call to action(s) for your campaign?*
3. *Elaborate on the visually creative elements of your campaign (including layout and design)*
4. *Was your campaign successful? Provide metrics to support the effectiveness of the campaign (e.g. impressions, engagement rate, follower growth, conversion rates, website traffic, lead generation, sales, etc.)*

***200 word maximum.***

***URL(s) to content (if required):***

*If your project included animated content (e.g. a video) that can't be conveyed in JPEG, please enter the URL(s) here, along with a brief description.*

*Example*[*www.youtube.sample.ca*](http://www.youtube.sample.ca) *This is the YouTube video that we promoted on Facebook.*

***Project website, if available (optional):***

**PART 2**

*If you are selected as a finalist and make it to round two of review, the judges will read both Part 1 and Part 2, so make sure you are expanding on Part 1, not simply repeating it.*

 **a. Clarity of Concept and Strategy (35 points)**

*Describe the concept how it was intended to appeal to and engage the target audience. Elaborate on how you strategically used different elements of the campaign to work together.* ***100 word maximum.***

**b. Messaging and Call to Action (20 points)**

*What was the key messaging of the campaign? Describe the tone, language, etc. What call(s) to action did you have?* ***100 word maximum.***

**c. Visual Creativity, Layout, Design (20 points)**

*What was visually creative about this campaign? Touch on the layout and design.* ***100 word maximum.***

**d. Overall Success (20 points)**

*Describe the campaign’s success. How did it met the goals established in relation to your target audience? What success indicators did you measure and what were the results?* *Provide metrics to support the effectiveness of the campaign (e.g. impressions, engagement rate, follower growth, conversion rates, website traffic, lead generation, sales, etc.)* ***100 word maximum.***

**e. Use of CHBA Member Logo (5 points)***Did this project include the CHBA Member Logo? If yes, indicate where/how and include evidence in at least one of your photos. (Y/N)*