**

CATEGORIES INCLUDED FOR THIS FORM**

Best Branding and Identity

**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

**AWARD OBJECTIVES**This award recognizes the graphic and creative elements of a builder, developer or renovator’s project-based or corporate branding and identity. The submission will be judged on the creative rationale behind the project name (if the entry is project-based), logo, typography, tone of copy, imagery, graphic elements and treatments and how they connect with the target audience.

**PROJECT FOR THIS ENTRY**

Category: Best Branding and Identity

Project Name:

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

**SUPPORTING DOCUMENTS NEEDED FOR ONLINE ENTRY**

Images: A minimum of one image of the logo (and its various treatments if desired), plus a minimum of 6 colour photos of the brand identity in action, to a maximum of 20 images. Examples may include images of page views on the website, ads, printed materials, social media posts, video, etc. **Images should be high resolution (300ppi), with an ideal width of 3000px. 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**

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.

This project must be located in the market area covered by the local HBA that was identified in Company Information. 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.

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.

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.

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 audience 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**

*Explain the effectiveness behind your branding and identity by touching on the following elements:*

1. *Discuss the creative concept and how it appeals to the target audience.*
2. *What is the key messaging? Describe the voice/tone of the written copy and how it reflects the brand identity and resonates with the target audience.*
3. *Discuss how the various examples shown in the images you’ve provided work together to create cohesiveness and a strong brand presence.*

***100 word maximum.***

***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. Creative Concept (40 points)**

*Describe the creative concept. What were you trying to convey? How does the branding and identity appeal to the target audience?* ***150 word maximum.***

**b. Messaging and Voice (40 points)**

*What is your key messaging? Elaborate on how your messaging is crafted to appeal to your target audience. Describe the voice/tone of the written copy and how it reflects the brand identity and resonates with the target audience.* ***150 word maximum.***

**c. Cohesiveness of Graphics and Messaging (20 points)**

*Discuss how the various examples shown in the images you’ve provided work together to create cohesiveness and a strong brand presence.* ***100 word maximum.***