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MARKETING AWARDS

**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.

Entry Form: 2023 CHBA National Awards for Housing Excellence

 **CATEGORIES INCLUDED FOR THIS FORM**

Best Long Video (45 seconds and longer)

Best Short Video (under 45 seconds)

**AWARD OBJECTIVES**To recognize excellence in a promotional video used by a home builder, developer, or renovator. The video may be for a specific project, or for corporate.

**PROJECT FOR THIS ENTRY**

Category:

Project Name:

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

**SUPPORTING DOCUMENTS NEEDED FOR ONLINE ENTRY**

4 colour photos/screenshot of the video and (optional) up to four additional images supporting the video. 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**

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.

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.

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.

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.

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

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.*

**Link to Video**

*Provide a direct link to the video. This may be a YouTube, Vimeo, or other link that sends judges directly to the video.*

**20 word maximum.**

**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 Market (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 makes your video stand out from others? Touch on the following in relation to your target market:*

1. *Describe the concept and messaging.*
2. *Discuss elements of creativity and innovation.*
3. *What was your strategic approach to the video’s distribution? What was your budget and how did you optimize it? Was your campaign successful?*

***150 word maximum.***

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

**PART TWO – DETAILED ASPECTS**

 **a. Clarity of Concept and Use of Creativity (40 points)**

*Describe the concept, the essential messaging, and how it was intended to appeal to and engage the target audience. Discuss the elements of creativity and innovation.* ***100 word maximum.***

**b. Strategic Approach and Distribution (35 points)**

*Describe how the video was developed and distributed (creation, timing, channels, etc.). What was your marketing budget and how did you take the most advantage of it?* ***100 word maximum.***

**c. Overall Success (25 points)**

*Describe the video’s success. How did it met the goals established in relation to your target market (i.e. what success indicators did you measure and what were the results)?* ***75 word maximum.***