



*2017 Entry Form*

# MARKETING OF NEW HOMES AWARD

[www.chbanl.ca](http://www.chbanl.ca)



## MARKETING OF NEW HOMES AWARD

### 2017 ENTRY FORM

**ELIGIBILITY:** Entries may be submitted by members in good standing of the CHBA-NL for the 2015-2016 year.

#### ALL WRITTEN SUBMISSION INFORMATION IS TO BE MADE ON THIS FORM

Check the included sample materials and documented examples:

- |   |   |
|---|---|
| <input type="checkbox"/> Print Ad(s)              | <input type="checkbox"/> Project Signage and Logo |
| <input type="checkbox"/> Direct Mail Promotion(s) | <input type="checkbox"/> Brochure/Kit             |
| <input type="checkbox"/> Website(s)               | <input type="checkbox"/> Sales Office             |

www. \_\_\_\_\_

- Entry promotes a single project      or     Corporate marketing

Member Company Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ Province: \_\_\_\_\_

Postal Code: \_\_\_\_\_ Tel: \_\_\_\_\_

Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Name of Company(ies) that created or produced the Marketing Award entries (print ad, website, signage, etc.):

\_\_\_\_\_

**ASSESSMENT:** Entries will be assessed on how well they meet the objectives and criteria established for these awards, as stated below. In addition, the cost of development will be considered to enable a fair comparison on the basis of value for cost.

#### AWARD OBJECTIVES

1. To recognize members for outstanding achievements in marketing a specific new home project (single or multi-family).
2. More specifically, to recognize effective marketing efforts to attract customer attention, generate traffic and create the confidence and environment favourable to purchasing a new home.



**JUDGING CRITERIA**

General criteria: 100 points (total)

1. Clarity of the marketing theme or image and their appropriateness for the intended market (20 points)
2. Distinctiveness and effectiveness of design (20 points)
3. Overall appeal (20 points)
4. Creativity (20 points)
5. Marketing materials (20 points)
  - Ease of reading and understanding the text (print ads, direct mail promotion, website, signage and logo, and brochure/kit)
  - Ease of navigation (website)
  - Use of the CHBA Member Logo
  - Curb appeal, attractiveness of interior and effectiveness of displays (sales office)

**INFORMATION REQUIREMENTS**

1. **Using point form, provide written descriptions for the questions below.**

Describe the type of product or service being marketed (if applicable, include price range).

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Indicate scale of project (number of units).

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Describe location characteristics (urban, suburban, infill, etc).

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Identify the intended audience

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State the intended message

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Comment on the impact of the entry, focusing on increased traffic, sales or other results that can be attributed to the presentation, if such information is available

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**2. Provide the following items for the entry submitted:**

- Print Ad
- Direct Mail Promotion
- Website: If the site contains restricted areas, provide access information
- Project Signage and Logo: A maximum of four (4) different photographs showing welcome, directional, model home or other signage
- Brochure Kit
- Sales Office: A maximum of four (4) photographs showing the exterior and interior of the sales office, highlighting key features.

Please submit all information on a CD or USB Flash Drive.



**Bonus**

Please provide samples/examples of the CHBA member logo on business cards, company vehicle, brochure, website, construction site, newspaper copy, model home, radio copy, etc.

\_\_\_\_\_  
**5 pts**

**DECLARATION:**

We have read the Competition Guidelines for the 2016 CHBA-NL BERG Awards, and we agree to be bound by the guidelines and conditions set out for the Competition.

\_\_\_\_\_  
**Signature**

\_\_\_\_\_  
**Date**

**Name and title** (please print) \_\_\_\_\_

Only signed forms and entries adhering to requirements will be accepted. Entries must be legible to be eligible. Entry forms and competition guidelines can be downloaded from the CHBA-NL website at [www.chbanl.ca](http://www.chbanl.ca)

**DEADLINE FOR ENTRIES**

4:00 p.m. on Friday October 6, 2017.

All entries must be submitted in **electronic form** along with a \$100.00 (plus HST) entry fee (per entry) to:

Canadian Home Builders' Association— Newfoundland and Labrador  
435 Blackmarsh Road  
St. John's, NL  
A1E 1T7

Attention: 2017 BERG Awards Judging Panel

\_\_\_\_\_  
1. 20 pts      2. 20 pts      3. 20 pts      4. 20 pts      5. 20 pts      Total 100 pts