



2019 Entry Form

MARKETING OF NEW HOMES AWARD

www.chbanl.ca



MARKETING OF NEW HOMES AWARD

2019 ENTRY FORM

ELIGIBILITY: Entries may be submitted by members in good standing of the CHBA-NL for the 2018-2019 year.

ALL WRITTEN SUBMISSION INFORMATION IS TO BE MADE ON THIS FORM

Check the included sample materials and documented examples:

- Print Ad(s)
- Direct Mail Promotion(s)
- Website(s)
- Project Signage and Logo
- Brochure/Kit
- 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).

Indicate scale of project (number of units).

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



Identify the intended audience

State the intended message

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

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 2019 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

DEADLINE FOR ENTRIES

4:00 p.m. on Friday October 4, 2019.

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
48 Welland Street
St. John's, NL
A1E 6C1

Attention: 2019 BERG Awards Judging Panel

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