

AD1 Best Print Advertising

Member Eligibility

- Only **CHBA – ER Members** in good standing throughout the competition are eligible to enter. A member in good standing is considered to be one with no outstanding invoices with CHBA – ER and follow the Code of Ethics. Those not in good standing may be eliminated from the competition.

Eligibility

- Ad **must** have been active / published during the time frame of **October 1, 2017 to September 30, 2018**.
- All print ads submitted **must** be produced by the member company or by a contracted designer.
- No tagging or donuts on national ads. Example – If you sell a Maytag appliance, you cannot take a Maytag ad and submit it as your own.
- Excludes direct mail and brochure packages.
- Must be marketing product/service for the Edmonton Region.
- Submissions may be reviewed for accuracy and inconsistencies. A review committee may request additional documentation for verification.
- All information online is considered complete. Any missing information or problems when making online submissions must be communicated to CHBA – ER immediately.

Judging Procedures / Details

Entries will be judged according to the following criteria:

- 70% Visual Presentation
- 30% Marketing Feature Sheet

Requirements

- Online Entry Form
- Marketing Feature Sheet (company name may be used)
- Digital image/photo of the newspaper or magazine ad – up to 2
- Photo of ad / proof of publication in newspaper or magazine
- Digital image of your company logo

****If any of the above requirements are not met, this will result in disqualification***

Number of Entries

Three (3) submissions in this category.

Builder of the Year

This award qualifies for the all Builder of the Year Awards.

Please refer to the Builder of the Year submission guidelines for point allocation.

NOTE: Company name and campaign Name will be displayed exactly as indicated on the online entry form in all advertising at the Awards of Excellence in Housing Gala.

Marketing Feature Sheet Questions (AD1)

- Answer the following questions/statements in point form
- Maximum 100 words per question

- 1. Define your target market:**
- 2. Where did this ad run:**
- 3. What was the purpose of the marketing piece:**
- 4. What makes the ad unique/different from the competition:**
- 5. Additional comments (optional):**

AD2 Best Radio Commercial

Member Eligibility

- Only **CHBA – ER Members** in good standing throughout the competition are eligible to enter. A member in good standing is considered to be one with no outstanding invoices with CHBA – ER and follow the Code of Ethics. Those not in good standing may be eliminated from the competition.

Eligibility

- Radio commercial **must** have been active during the time frame of **October 1, 2017 to September 30, 2018**.
- All radio commercials submitted **must** be produced by the member company or by a contracted marketing firm.
- No tagging or donuts on national ads. Example – If you sell a Maytag appliance, you cannot take a Maytag radio commercial & submit it as your own.
- Must be marketing product/service for the Edmonton Region.
- Submissions may be reviewed for accuracy and inconsistencies. A review committee may request additional documentation for verification.
- All information online is considered complete. Any missing information or problems when making online submissions must be communicated to CHBA – ER immediately.

Judging Procedures / Details

Entries will be judged according to the following criteria:

- 70% Audio
- 30% Marketing Feature Sheet

Requirements

- Online Entry Form
- Marketing Feature Sheet (company name may be used)
- Digital copy of the radio ad
-Send one (1) digital copy of the Radio Commercial to the CHBA-ER office before the deadline, October 30 Noon; Attn: Niki Schell
- Digital image of your company logo

****If any of the above requirements are not met, this will result in disqualification***

Number of Entries

Three (3) submissions in this category.

Builder of the Year

This award qualifies for all Builder of the Year Awards.

Please refer to the Builder of the Year submission guidelines for point allocation.

NOTE: Company name and campaign name will be displayed exactly as indicated on the online entry form for all advertising at the Awards of Excellence in Housing Gala.

Marketing Feature Sheet Questions (AD2)

- Answer the following questions/statements in point form
- Maximum 100 words per question

- 1. Define your target market:**
- 2. Where did this commercial run:**
- 3. What was the purpose of the marketing piece:**
- 4. What makes it unique:**
- 5. Additional comments (optional):**

AD3 Best Digital Campaign

Member Eligibility

- Only **CHBA – ER Members** in good standing throughout the competition are eligible to enter. A member in good standing is considered to be one with no outstanding invoices with CHBA – ER and follow the Code of Ethics. Those not in good standing may be eliminated from the competition.

Eligibility

- Includes email campaigns, digital campaigns, social media campaigns and online display ads active during the time frame of **October 1, 2017 to September 30, 2018**. Excludes: Billboards.
- All campaigns submitted **must** be produced by the member company or by a contracted designer.
- No tagging or donuts on national ads. Example – If you sell a Maytag appliance, you cannot take a Maytag campaign and submit it as your own.
- Submissions may be reviewed for accuracy and inconsistencies. A review committee may request additional documentation for verification.
- All information online is considered complete. Any missing information or problems when making online submissions must be communicated to CHBA – ER immediately.

Judging Procedures / Details

Entries will be judged according to the following criteria:

- 70% Audio / Visual
- 30% Marketing Feature Sheet

Requirements

- Online Entry Form
- Marketing Feature Sheet (company name may be used)
- Copy of digital campaign
 - A digital copy of all campaign pieces (for example: email, social ads, etc.) on a USB to the CHBA-ER Office before the deadline October 30 Noon; Attn: Niki Schell
- Digital image of your company logo

****If any of the above requirements are not met, this will result in disqualification***

Number of Entries

Three (3) submissions in this category

Builder of the Year

This award qualifies for all Builder of the Year Awards.

Please refer to the Builder of the Year submission guidelines for point allocation.

NOTE: Company name and campaign name will be displayed exactly as indicated on the online entry for all advertising at the Awards of Excellence in Housing Gala.

Marketing Feature Sheet Questions (AD3)

- Answer the following questions/statements in point form
- Maximum 100 words per question

- 1. Define your target market:**
- 2. Delivery method:**
- 3. What was the purpose of the campaign:**
- 4. What makes it unique:**
- 5. Additional comments (optional):**

AD4 Best Direct Mail

Member Eligibility

- Only **CHBA – ER Members** in good standing throughout the competition are eligible to enter. A member in good standing is considered to be one with no outstanding invoices with CHBA – ER and follow the Code of Ethics. Those not in good standing may be eliminated from the competition.

Eligibility

- Direct mail promotion **must** have been active during the time frame of **October 1, 2017 to September 30, 2018**.
- Campaigns submitted **must** be produced by the member company or by a contracted designer.
- No tagging or donuts on national ads. Example – If you sell a Maytag appliance, you cannot take a Maytag promotion and submit it as your own.
- Submissions may be reviewed for accuracy and inconsistencies. A review committee may request additional documentation for verification.
- All information online is considered complete. Any missing information or problems when making online submissions must be communicated to CHBA – ER immediately.

Judging Procedures / Details

Entries will be judged according to the following criteria:

- 70% Visual Presentation
- 30% Marketing Feature Sheet

Requirements

- Online Entry Form
- Marketing Feature Sheet (company name may be used)
- Digital image of Direct Mail
- Optional – Digital image photo
- Digital image of your company logo
- **Send six (6) hard copies of the direct mail piece and six (6) hard copies of the Marketing Feature Sheet to the CHBA – ER office before the deadline, October 30 Noon; Attn: Niki Schell**

****If any of the above requirements are not met, this will result in disqualification***

Number of Entries

Three (3) submissions in this category.

Builder of the Year

This award qualifies for all Builder of the Year Awards.

Please refer to the Builder of the Year submission guidelines for point allocation.

NOTE: Company name and campaign name will be displayed exactly as indicated on the online entry form for all advertising at the Awards of Excellence in Housing Gala.

Marketing Feature Sheet Questions (AD4)

- Answer the following questions/statements in point form
- Maximum 100 words per question

- 1. Define your target market:**
- 2. Where did the promotional piece run:**
- 3. What was the purpose of the marketing piece:**
- 4. What makes it unique:**
- 5. Additional comments (optional):**

AD5 Best Integrated / Mixed Campaign

Member Eligibility

- Only **CHBA – ER Members** in good standing throughout the competition are eligible to enter. A member in good standing is considered to be one with no outstanding invoices with CHBA – ER and follow the Code of Ethics. Those not in good standing may be eliminated from the competition.

Eligibility

- Campaign **must** have been active during the time frame of **October 1, 2017 to September 30, 2018**.
- All campaigns submitted **must** be produced by the member company or by a contracted designer.
- Integrated multiple marketing mediums from digital to traditional
- There must be a minimum of 2 techniques that include but not limited to: video, social, direct, take-a ways and more.
- No tagging or donuts on national ads. Example. – If you sell a Maytag appliance, you cannot take a Maytag campaign and submit it as your own.
- Submissions may be reviewed for accuracy and inconsistencies. A review committee may request additional documentation for verification.
- All information online is considered complete. Any missing information or problems when making online submissions must be communicated to CHBA – ER immediately.
- Examples include: Business to Business, Complete Branding, Guerrilla and out of Box new product, new product/service launch, consumer integrated campaign.

Judging Procedures / Details

Entries will be judged according to the following criteria:

- 70% Visual Presentation
- 30% Marketing Feature Sheet

Requirements

- Online Entry Form
- Marketing Feature Sheet (company name may be used)
- Optional – MP4 / MP3
- Optional – Mixed Media elements
- High resolution image of campaign
- Digital image of your company logo
- Submit five (5) campaign pieces (If you are submitting hard copies, send six (6) copies of each) to the CHBA-ER office before the deadline October 30 Noon; Attn: Niki Schell

****If any of the above requirements are not met, this will result in disqualification***

Number of Entries

Three (3) submissions in this category.

Builder of the Year

This award qualifies for all Builder of the Year Awards.

Please refer to the Builder of the Year submission guidelines for point allocation.

NOTE: Company name and campaign name will be displayed exactly as indicated on the online entry form for all advertising at the Awards of Excellence in Housing Gala.

Marketing Feature Sheet Questions (AD5)

- Answer the following questions/statements in point form
- Maximum 100 words per question

- 1. Define your target market:**
- 2. How was the campaign executed:**
- 3. What was the purpose of the campaign:**
- 4. What makes it unique:**
- 5. Additional comments (optional):**

AD6 Best Brochure Package

Member Eligibility

- Only **CHBA – ER Members** in good standing throughout the competition are eligible to enter. A member in good standing is considered to be one with no outstanding invoices with CHBA – ER and follow the Code of Ethics. Those not in good standing may be eliminated from the competition.

Eligibility

- Brochure package **must** have been distributed during the time frame of **October 1, 2017 to September 30, 2018**.
- All brochure packages submitted **must** be produced by the member company or by a contracted designer.
- No tagging or donuts on national ads. Example - If you sell a Maytag appliance, you cannot take a Maytag brochure and submit it as your own.
- A brochure package includes any package you physically hand out to your clients.
- Must be marketing product/service for the greater Edmonton area.
- Submissions may be reviewed for accuracy and inconsistencies. A review committee may request additional documentation for verification.
- All information online is considered complete. Any missing information or problems when making online submissions must be communicated to CHBA – ER immediately.

Judging Procedures / Details

Entries will be judged according to the following criteria:

- 70% Visual Presentation
- 30% Marketing Feature Sheet

Requirements

- Online Entry Form
- Marketing Feature Sheet (company name may be used)
- Digital image of the Brochure Package - 3 to 5 images can be uploaded
- Digital image of your company logo
- **Send six (6) hard copies of the Brochure Package and six (6) hard copies of Marketing Feature Sheet to the CHBA-ER office before the deadline, October 30 Noon; Attn: Niki Schell**

****If any of the above requirements are not met, this will result in disqualification***

Number of Entries

Three (3) submissions in this category.

Builder of the Year

This award qualifies for all Builder of the Year Awards.

Please refer to the Builder of the Year submission guidelines for point allocation.

NOTE: Company name and campaign name will be displayed exactly as indicated on the online entry form for all advertising at the Awards of Excellence in Housing Gala.

Marketing Feature Sheet Questions (AD6)

- Answer the following questions/statements in point form
- Maximum 100 words per question

- 1. Define your target market:**
- 2. How did you reach your target market:**
- 3. How was the brochure package distributed:**
- 4. What makes it unique:**
- 5. Additional comments (optional):**

AD7 Best Website / Mobile APP

Member Eligibility

- Only CHBA – ER Members in good standing throughout the competition are eligible to enter. A member in good standing is considered to be one with no outstanding invoices with CHBA – ER and follow the Code of Ethics. Those not in good standing may be eliminated from the competition.

Eligibility

- Entries include: Best website, APPs or websites with an APP
- Website must have been active during the time frame of **October 1, 2017 to September 30, 2018.**
- Submissions may be reviewed for accuracy and inconsistencies. A review committee may request additional documentation for verification.
- All information online is considered complete. Any missing information or problems when making online submissions must be communicated to CHBA – ER immediately.

Judging Procedures / Details

Entries will be judged according to the following criteria:

- 25% Visual Presentation
- 25% Functionality/Ease of Navigation
- 25% Information/Content
- 25% Marketing Feature Sheet

Requirements

Judges will visit website

- Online Entry Form
- Marketing Feature Sheet (company name may be used)
- Digital screen shot of homepage
- Website URL (address of site), iTunes or Google Play link to APP
- Client login (optional)
- Digital image of your company logo

****If any of the above requirements are not met, this will result in disqualification***

Number of Entries

Three (3) submissions in this category.

Builder of the Year

This award qualifies for all Builder of the Year Awards.

Please refer to the Builder of the Year Submission Guidelines for point allocation.

NOTE: Company name and campaign name will be displayed exactly as indicated on the online entry form for all advertising at the Awards of Excellence in Housing Gala.

Marketing Feature Sheet Questions (AD7)

- **Answer the following questions/statements in point form**
- **Maximum 100 words per question**

- 1. Describe the purpose of your website / APP:**
- 2. Ease of navigation (ability to obtain information):**
- 3. What makes your website / APP memorable:**
- 4. Overall visual presentation:**
- 5. What results does your website / APP achieve including measurable:**
- 6. Client login info (optional):**
- 7. iTunes or Google Play link to APP (optional):**
- 8. Additional comments (optional):**

AD8 Best Video / Commercial

Member Eligibility

- Only CHBA – ER Members in good standing throughout the competition are eligible to enter. A member in good standing is considered to be one with no outstanding invoices with CHBA – ER and follow the Code of Ethics. Those not in good standing may be eliminated from the competition.

Eligibility

- Entries include: videos and commercials aired on TV or online.
- Video / commercial must have been active during the time frame of **October 1, 2017 to September 30, 2018**.
- All videos / commercials submitted must be produced by the member company or by a contracted designer.
- No tagging or donuts on national ads. Example - If you sell a Maytag appliance, you cannot take a Maytag brochure and submit it as your own.
- Must be marketing product/service for the Edmonton Region.
- Submissions may be reviewed for accuracy and inconsistencies. A review committee may request additional documentation for verification.
- All information online is considered complete. Any missing information or problems when making online submissions must be communicated to CHBA – ER immediately.

Judging Procedures / Details

Entries will be judged according to the following criteria:

- 70% Visual Presentation
- 30% Marketing Feature Sheet

Requirements

Judges will visit website

- Online Entry Form
- Marketing Feature Sheet (company name may be used)
- Digital copy of video
- Digital image of your company logo
- **Send one (1) copy of the video / commercial (mp4) and six (6) hard copies of Marketing Feature Sheet to the CHBA-ER office before the deadline, October 30 Noon;
Attn: Niki Schell**

****If any of the above requirements are not met, this will result in disqualification***

Number of Entries

Three (3) submissions in this category.

Builder of the Year

This award qualifies for all Builder of the Year Awards.

Please refer to the Builder of the Year Submission Guidelines for point allocation.

NOTE: Company name and campaign name will be displayed exactly as indicated on the online entry form for all advertising at the Awards of Excellence in Housing Gala.

Marketing Feature Sheet Questions (AD8)

- **Answer the following questions/statements in point form**
- **Maximum 100 words per question**

- 1. Define your target market**
- 2. Where did the video / commercial run:**
- 3. What was the purposes of the marketing piece:**
- 4. What makes it unique:**
- 5. Additional comments (optional):**