



**2021 BILD CALGARY REGION AWARDS**  
**\* ADVERTISING & MARKETING AWARDS \***  
**BEST LARGE FORMAT MARKETING (AD1)**  
***Submission Guidelines***

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**ONLINE SUBMISSION**

**Entry Deadline: Monday January 10, 2022 by 11:59 pm – NO EXCEPTIONS**  
**Fee: \$225.00/entry (+GST)**

**OPEN TO ALL MEMBERSHIP CATEGORIES**

**CRITERIA**

- Billboard (Indoor/Outdoor) must have been initially displayed during the period between **November 1, 2020 and October 31, 2021** and not previously entered. National Campaigns are not permitted for submission.
- Billboard must be a non-moving advertisement (static images). Rotating or digital billboards with static images qualify as long as there is no animation to the advertisement.
- Billboard Advertisement Types: Movie Theatres, Bathrooms, Transits, Vehicles, Shopping Malls, etc.
- Proof of Performance – invoices from vendor, showing billboard was visible for at least twenty-eight (28) days, must be provided with submission.

**NUMBER OF ENTRIES**

- Maximum of eight (8) entries for Single Family and/or eight (8) entries for Multi-Family per member company for Advertising & Marketing Awards.
- Maximum of eight (8) entries per non-builder members (Developer, Renovator, Suppliers, Manufacturers Trades, Service Professionals.)

**SUBMISSION REQUIREMENTS**

- **Company Logo** - full colour logo in EPS format, must be true vector file, not converted
- **NOTE: Entrants submitting for multiple awards are only required to submit their company logo once.**
- **Full Payment** - acceptable payment methods: Mastercard, Visa
- **Billboard in Application**
- **Proof of Performance** – invoices from vendor, showing billboard was visible for at least twenty-eight (28) days



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**JUDGING PROCEDURES / DETAILS**

- Incomplete entries are judged accordingly and may, at the discretion of the judges, be disqualified due to insufficient information and materials.
- Entries will be judged according to the following criteria:
  - Impact (Does the product grab and maintain your attention?)
  - Content (Would the content give you the information you need as a consumer?)
  - Delivery (Is the method of delivery appropriate to the intended message?)
  - Creative Design (Innovation. Creativity.)
  - Overall Success (Is it successful? ie: does it trigger an emotional or active response)

**GRAND AWARD QUALIFIER**

For *builder members* to qualify for the Grand Award, you must enter a minimum of two (2) Advertising & Marketing Awards.

100% of ALL points awarded for Advertising & Marketing Awards go towards *Builder of the Year or Multi-Family Builder of the Year*.

**POINT ALLOCATION**

**1<sup>st</sup> Place = 10 pts    2<sup>nd</sup> Place = 8 pts    3<sup>rd</sup> Place = 6 pts.    4<sup>th</sup> Place = 4 pts.    5<sup>th</sup> Place = 2 pts.**

**GENERAL CONDITIONS & INFORMATION**

- Entrant must be a BILD Calgary Region Member in good standing.
- Entries submitted must apply to projects, products or services available/viewable within the BILD Calgary Region service area.
- Full payment must be accompanied with submission(s). Acceptable payment methods: Cheque (made payable to the Canadian Home Builders' Association – Calgary Region,) MasterCard, Visa. Please include all entry fees in one payment.
  - All materials submitted become the property of the BILD Calgary Region and will not be returned. Refer to our privacy policy online at <https://bildcr.com/privacy-policy/> or contact the BILD Calgary Region office to receive a hard copy.
- All entrants agree to allow any information contained in their submission(s) to be exhibited and/or published at the discretion of the BILD Calgary Region.
- All entries and judging forms are audited for irregularities and inconsistencies by the accounting firm of MNP LLP.
- You will not be notified of missing components.