



2021 BILD CALGARY REGION AWARDS
*** ADVERTISING & MARKETING AWARDS ***
BEST BROCHURE (AD2)
Submission Guidelines

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

- Brochure must have been in distribution during the period between November 1, 2020 and October 31, 2021 and not previously entered.
- National Campaigns are not permitted for 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 or Visa
- **One (1) image of Brochure**

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?)



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- Creative Design (Innovation. Creativity.)
- Overall Success (Is it successful? ie: does it trigger an emotional or active response)

ACCEPTABLE IMAGE / PHOTO FORMAT (electronic)

The image quality requested is required to produce the video presentation and all marketing materials. Images must be submitted in JPEG format.

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

1st Place = 10 pts 2nd Place = 8 pts 3rd Place = 6 pts. 4th Place = 4 pts. 5th 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: MasterCard or 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.