



2021 BILD CALGARY REGION AWARDS
*** ADVERTISING & MARKETING AWARDS ***
BEST PRINT MARKETING (AD3)
Submission Guidelines

ONLINE SUBMISSION

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

OPEN TO ALL MEMBERSHIP CATEGORIES

CRITERIA

- Accepted Direct Mail Piece types: Newsletters, Mail Outs, Electronic Mails, etc.
- Direct Mail Piece must have been initially distributed during the period between **November 1, 2020 and October 31, 2021** and not previously entered.
- National Campaigns are not permitted for submission.
- Distribution quantity must be a minimum of one hundred (100).

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
- **Proof of Distribution** – invoice from vendor, including dates and quantities of distribution, must be provided with submission. If submission is an electronic mail, provide the first 100 email addresses to whom it was distributed.
- **One (1) image of Direct Mail Piece**

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, 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.