



**2021 BILD CALGARY REGION AWARDS  
\* ADVERTISING & MARKETING AWARDS \***

**AWARDS BEST BROADCAST/VIDEO (AD4)**

***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**

- Moving Media must have been initially broadcast during the period between **November 1, 2020 and October 31, 2021** and not previously entered.
- National Campaigns are not permitted for submission.
- Moving Media types: TV Commercials, Web Videos, Movie Theaters, Show Home Presentations, Animated/Moving Web-Based Advertising, etc.
- Proof of performance – invoice from vendor, photographic evidence, web, must be provided with submission
- **Moving Media spots must be two (2) minutes or less. If submission is longer, edit to two (2) minutes or less. Submissions longer than two (2) minutes will be disqualified.**

**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
- **Moving Media** – preferable in AVI format, QuickTime Movies
- **Proof of Performance** – invoices from vendor or alternate proof verifying dates of broadcast

**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 (What is your first impression? Initial impact.)



**BILD**<sup>®</sup>  
CALGARY REGION

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- Content & Continuity (Does the content flow through the various media types?)
- Effectiveness (What were the objectives and how did the campaign perform on these? Use of metrics/stats is encouraged)
- Delivery (Do the methods, locations and schedules selected represent a cohesive plan?)
- Theme & Concept (Is the campaign well targeted towards its intended market segment?)
- Creative Design and Production (Innovation. Creativity. Quality of Production.)

**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. **Must be 300 DPI; size 8" x 10", NOT to exceed file size of 4 MB per image.**

**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 Association Member in good standing.
- Entries submitted must apply to projects, products or services available/viewable within the BILD Calgary Region Association 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 Association 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.