



2021 BILD CALGARY REGION AWARDS
*** ADVERTISING & MARKETING AWARDS ***
BEST MARKETING CAMPAIGN (AD7)
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

PURPOSE

To examine a marketing campaign with both online and offline components and its strategy as a whole.

CRITERIA

- Marketing Campaign must have been introduced during the period between ***November 1, 2020 and October 31, 2021*** and not previously entered.
- National Campaigns are not permitted for submission.
- Marketing Campaign must include a minimum of five (5) of the twelve following media types: Out of Home Advertising, Brochure, Direct Mail Piece, Video, Streaming Audio/Radio Commercial, Website, Content Marketing, Display Advertising, Social Media Advertising, Social Media Campaign, Web/Mobile Application etc.
- ***MUST BE A MULTI-MEDIA DRIVEN CAMPAIGN***

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
NOTE: Entrants submitting for multiple awards are only required to submit their company logo once
- **Full Payment** - acceptable payment methods: Mastercard, Visa
- **Media Type Submissions** (at least 5):
 - Out of Home Advertising
 - Brochure
 - Direct Mail Piece
 - Video
 - Print Ad
 - Streaming Audio/Radio Commercial
 - Website
 - Content Marketing
 - Display Advertising
 - Social Media Advertising



2021 BILD CALGARY REGION AWARDS
*** ADVERTISING & MARKETING AWARDS ***
BEST MARKETING CAMPAIGN (AD7)
Submission Guidelines

- Social Media Campaign
- Web/Mobile Application

Note: You may include multiple submissions in any of the above Media types, as long as you have submitted a minimum of five (5).

JUDGING PROCEDURES / DETAILS

- Judging of all submissions will take place as an online presentation to judges
- When the submission is received, your presentation time will be assigned.
- The presentation may not exceed five minutes in length including a “Question & Answer” period
- Gifting to judges will not be accepted.
- 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.)
 - 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.

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



2021 BILD CALGARY REGION AWARDS
*** ADVERTISING & MARKETING AWARDS ***
BEST MARKETING CAMPAIGN (AD7)
Submission Guidelines

- 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 Association 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 Association.
- 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.