

Marketing Initiative

Important Information

Please ensure all parts of the application are complete. You must fill out a new entry form per submission. CHBA PEI reserves the right to not present this award in any given year.

All applicants must be a member in good standing with CHBA PEI.

ELIGIBILITY REQUIREMENTS

The marketing initiative application that you are submitting for must be completed within the award time frame. For all intents and purposes, that time frame is October 01, 2018 and September 30, 2019.

ASSESSMENT

As site inspections are not possible, judges will evaluate entries based only on the graphic and written materials provided by the entrant.

APPLICATION FEE

A non-refundable fee of \$25 must accompany each application. You cannot submit the same home or project in multiple categories.

AWARD OBJECTIVES

Best use of a specific marketing initiative (ex. specific social media campaign, subdivision signage, print ad, etc.) is presented to a member company for the development and execution of an effective marketing initiative. Entries of the award can vary to include any form of marketing.

JUDGING CRITERIA

The entire application will be judged out of a total score of 100 points.

Marketing Initiative

1. What group do you identify your company as?

Builder/Renovator

Non-Builder

2. Please fill out all the following information:

Company:

Project Address:

Contact Name:

Telephone:

Email:

Project Name:

3. Total annual marketing initiative cost:

4. In point form, describe the type of product or service being marketed. What was your rationale for your marketing initiative? **150 word maximum. (10 points)**

5. In point form please indicate the platform used. **150 word maximum. (5 points)**

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Application Process Requirements

Please ensure your photos and documents are labelled with your company name, project award category, and title of document.

For this submission please follow the following instructions:

1. Create a folder on the USB Drive and name is as YourCompany_CategoryofApplication
2. Save all documents and information being provided as outlined below in the folder specific for your application.

Examples:

AwesomeCompany_MarketingInitiative_Builder_Support_Nameofdocument

You will be required to submit your applications and all supporting documents on a labeled USB to CHBA PEI office no later than October 18, 2019 at 4pm.

All photos must be high resolution and labeled as indicated above.

Please remember to label each item. Items that are not labeled as indicated above can lead to missing information when transferring the information to the judges.