

2012 BILD AWARDS CATEGORIES

A. HIGH-RISE AWARDS

- A01. Best Direct Mail
- A02. Best E-mail Marketing Piece
- A03. Best Newspaper Ad
- A04. Best Magazine Ad
- A05. Best Brochure
- A06. Best Project Logo
- A07. Best Project Signage
- A08. Best Project Rendering
- A09. Best Salesperson or Team
- A10. Best Sales Manager(s)
- A11. Best High-Rise Sales Office
- A12. Best Social Media Campaign
- A13. Best Website
- A14. Best Suite Design – under 750 sq. ft.
- A15. Best Suite Design – 750 to 1,500 sq. ft.
- A16. Best Suite Design – over 1,500 sq. ft.
- A17. Best Model Suite

B. LOW-RISE AWARDS

- B01. Best Direct Mail
- B02. Best E-mail Marketing Piece
- B03. Best Newspaper Ad
- B04. Best Magazine Ad
- B05. Best Brochure
- B06. Best Project Logo
- B07. Best Project Signage
- B08. Best Project Rendering
- B09. Best Salesperson or Team
- B10. Best Sales Manager(s)
- B11. Best Low-rise Sales Office
- B12. Best Social Media Campaign
- B13. Best Website
- B14. Best New Home Design – single under 2,500 sq. ft.
- B15. Best New Home Design – single 2,500 to 4,000 sq. ft.
- B16. Best New Home Design – single over 4,000 sq. ft.
- B17. Best New Home Design – semi or townhome under 1,500 sq. ft.
- B18. Best New Home Design – semi or townhome over 1,500 sq. ft.
- B19. Best Model Home

C. PINNACLE AWARDS

- C01. Stephen Dupuis Community Building Award
- C02. Riley Brethour Award
- C03. Best Public Relations Campaign
- C04. Best High-Rise Building Design
- C05. Project of the Year – High-Rise
- C06. Project of the Year – Low-rise
- C07. Best P2G Community of the Year – High-Rise
- C08. Best P2G Community of the Year – Low-Rise
- C09. Green Home Builder of the Year – High-Rise
- C10. Green Home Builder of the Year – Low-Rise
- C11. Home Builder of the Year

Entries must be submitted by 4 p.m. on Friday, February 10, 2012

Awards to be presented Friday, April 27th, 2012
Paramount Event Venue, 222 Rowntree Dairy Road, Woodbridge

SUBMISSION RULES AND INFORMATION

**Please read the following submission guidelines carefully
Improper submission may result in automatic disqualification**

The 2012 Annual BILD Awards pertain to projects on the market as of January 1, 2011 and no later than the time of the submission deadline (February 10, 2012).

For categories A1- A8, A10 - A12; B1-B8, B10 - B12 only:

- The submitting advertising agency must be a member of BILD
- Award finalists and winners must be BILD members in good standing at time of awards to be eligible

Definitions

“Low-Rise” refers to all singles, semis and townhomes, whether they are freehold or condominium.

“High-Rise” refers to mid- and high-rise apartments and conversions of any type over 5 stories.

Judging

BILD will appoint an independent panel(s) of judges who will determine up to 5 finalists and a single winner in each category. Names of finalists may be released in advance.

The winners will not be revealed until each presentation is made on the awards night.

Submission Format

Each entry must fulfill the Submission Requirements as defined.

Each submission must have one CD with each of the required electronic files attached.

When submitting CD, backup, or actual copies (e.g. print ads), please attach a copy of the submission confirmation form for that entry.

Each category has specific requirements so be sure to read the entry criteria carefully and ensure that all required materials are uploaded with the submission.

BILD reserves the right to disqualify incomplete submissions without notice or refund.

Only electronic submissions will be accepted.

ELECTRONIC SUBMISSION SPECIFICATIONS

All electronic files MUST be submitted in both of the following two formats:

One low-resolution PowerPoint file per submission (Max 4MB):

- 1-6 slides depending on category criteria
- Must be on provided templates - entries not submitted on BILD template will be disqualified
- Submitted electronically through online submission form

One high-res file for each image from the PowerPoint file

(up to 6 depending on category criteria)

- Files can be EPS or high-res JPEG (with low compression; 10 to 12 in Photoshop)
- Each image should be at least 72 dpi at a width of 2000 pixels or more
- Project/builder logos should be sent as 200 dpi EPS files
- Each file must be named with the category and submission number generated through the online submission process - Example ID#102
- Submitted to BILD head office on CD with award submission payment form and confirmation forms

Recognition Policy

BILD wants to ensure credit where credit is due. PLEASE be certain to acknowledge all key contributors in a specific entry. For example, whether an ad agency or an architectural member submits a sales office, each should acknowledge the others contribution where applicable. Accuracy of spelling and information submitted is the responsibility of the submitter. Please note that any content submitted as part of the nomination may be used in promotional materials by BILD.

Information

For further information email: azaretski@bildgta.ca

Call: Andrei Zaretski at 416-391-3450 or Theodora Vasilev at 416-391-3451

Entry Forms and Payment

All submissions must be done online at www.bildawards.com

Entries can be added until 4:00 pm on Friday, February 10, 2012.

The payment form with credit card information to secure submission MUST be received by BILD by 4:00 pm on Friday, February 10, 2012.

Entry Fee and Deadlines

Categories **A** or **B** – \$50 plus HST per submission

Categories **C3, C4, C5, C6** – \$200 plus HST per submission

Categories **C7, C8, C9, C10, C11*** – \$300 plus HST per submission

**Home Builder of the Year applicants will receive all purchaser comments (not attributed of course) subsequent to the awards ceremony. We know this information will prove to be very valuable for your internal purposes.*

When making multiple submissions, you may pay all entry fees with one cheque. Please attach a master listing if doing so.

Please make cheque payable to: BILD

Mail to: **BILD Awards Submissions**
20 Upjohn Road, Suite 100
North York, ON, M3B 2V9

ENTRIES MUST BE SUBMITTED BY FRIDAY, FEBRUARY 10, 2012

SUBMISSION REQUIREMENTS

With Category Descriptions and Judging Criteria

A01 Best Direct Mail – High-Rise

A03 Best Newspaper Ad – High-Rise

A04 Best Magazine Ad – High-Rise

B01 Best Direct Mail – Low-Rise

B03 Best Newspaper Ad – Low-Rise

B04 Best Magazine Ad – Low-Rise

Criteria:

Entries will be judged on concept, creativity, layout, copy, overall execution as it relates to the specified target market and qualified traffic which the direct mail, print or magazine ad generated.

Submission Requirements:

- Online electronic form.
- One electronic image of direct mail or advertisement in provided PowerPoint template. (See submission specifications)
- One un-mounted original hard copy of direct mail or ad with submission confirmation form attached (paperclips only). **Print-outs will NOT be judged!**
- One Microsoft Word document with a written description (maximum 50 words) explaining the target, results and response rate of the ad in bullet point format.
- Advertising agency to be credited as appropriate.

A02 Best E-mail Marketing Piece – High-Rise

B02 Best E-mail Marketing Piece – Low-Rise

Criteria:

Entries will be judged on strategy, concept, layout, content and effectiveness as it relates to the specified target market and qualified traffic, as well as target response.

Submission Requirements:

- Online Electronic form.
- A copy of the email sent to awards@bildgta.ca with the submission number clearly indicated at the end of the subject line.
- One printed copy of ONLY the e-mail with submission confirmation form attached (paperclips only).
- One Microsoft Word document with a written description (maximum 50 words) explaining the target, results and response rate of the piece in bullet point format.
- Advertising agency to be credited as appropriate.

A05 Best Brochure – High-Rise

B05 Best Brochure – Low-Rise

Criteria:

Entries will be judged on creativity, effectiveness in conveying a theme and relaying information, copy and overall graphic design.

Submission Requirements:

- Online Electronic form.

- Electronic images showing brochure and/or contents in provided PowerPoint template. One image per slide. Maximum 4 slides. (See submission specifications)
- One sample brochure and inserts with submission confirmation form attached (paperclips only).
- One Microsoft Word document with a written description (maximum 50 words) explaining the target, results and response rate of the ad in bullet point format.
- Advertising agency to be credited as appropriate.

A06 Best Project Logo – High-Rise

B06 Best Project Logo – Low-Rise

Criteria:

Entries will be judged on creativity and design, impact and execution and aptness of the logo relative to the target market and the community in which the project is located.

Submission Requirements:

- Online electronic form.
- One 8.5" x 11" full colour sheet with logo in black and white.
- One 8.5" x 11" full colour sheet with logo in colour (if applicable).
- One electronic image of logo in provided PowerPoint template. (See submission specifications)
- Advertising agency to be credited as appropriate.

A07 Best Project Signage – High-Rise

B07 Best Project Signage – Low-Rise

Criteria:

Refers to a combination of all signage used to direct purchasers to the sales office. Entries will be judged on creativity, design, readability, continuity with the marketing program, impact and execution.

Submission Requirements:

- Online electronic form.
- Up to three electronic images in provided PowerPoint template (one image per slide) illustrating signage (site signage, off-site directional signage, sales office signage, billboards, etc.). (See submission specifications)
- Advertising agency to be credited as appropriate.

A08 Best Project Rendering - High-Rise

B08 Best Project Rendering – Low-Rise

Criteria:

Entries will be judged on the overall aesthetic appeal of the rendering and the way in which the rendering showcases the building design through image composition, emotional quality, believability and portrayal of lighting and materiality.

Submission Requirements:

- Online electronic form.
- One electronic image in provided PowerPoint template showing exterior rendering of project. (See submission specifications)
- Design agency to be credited as appropriate.

A09 Best Salesperson or Team - High-Rise

B09 Best Salesperson or Team - Low-Rise

These categories apply to on-site sales representatives employed by a BILD builder or broker member. Rookies and previous winners are eligible to submit.

Criteria:

Entries will be judged on salesmanship including enthusiasm, initiative, dedication, professional development and creativity in meeting challenges. Sales volume will be considered relative to the project, product and overall promotional budget. Finalists may be shopped anonymously.

Submission Requirements:

- Online electronic form
- One Microsoft Word document describing how the candidate meets the category criteria. (150 words or less)
- Please include information on projects/sites worked on in the past year, current projects, total units sold, dollar volume, etc.
- One PowerPoint file (use provided template) including any scans of customer and/or builder testimonials or any other supporting documents. One document per slide, maximum of 10 slides.
- One high-resolution image of candidate(s) for this category. If submitting as a group, one image of entire group required. (See submission specifications)
- Broker firm to be credited as appropriate.

A10 Best Sales Manager(s) – High-Rise

B10 Best Sales Manager(s) – Low-Rise

This category applies to any person (or team) in the industry involved in managing (on-site or remotely) a new home sales and/or marketing team, whether with a builder, broker or agency.

Criteria:

Nominees will be judged on their overall success in introducing new, creative, unique or innovative ideas or approaches to residential sales and marketing, and the results.

Submission Requirements:

- Online electronic form
- One Microsoft Word document describing how the individual or team meets the category criteria (150 words or less).
- One high-resolution image of candidate for this category. If submitting as a group, one image of entire group required. See submission specifications.
- Builder, broker, or employer to be credited as appropriate.

A11 Best High-Rise Sales Office

B11 Best Low-Rise Sales Office

Criteria:

Entries will be judged on the success in conveying information on the product and features, communicating a project theme and/or builder image, interior and exterior design and functionality, and use of innovative technology and/or alternative media.

Submission Requirements:

- Online electronic form.
- Up to four images illustrating exterior and interior features of sales office and minimum one image illustrating floor plan of sales office (maximum 5 images in total, one image per slide) on provided PowerPoint template. (See submission specifications)

- Advertising agency, architectural member and other (e.g. interior designer) to be credited as appropriate.

A12 Best Social Media Campaign - High-Rise

B12 Best Social Media Campaign - Low-Rise

With the recent emergence of social media as a dominant component of online marketing, the importance of staying up to date with the latest social media tools has become a vital part of a campaign's success.

Criteria:

Entries will be judged on both the technical and creative approaches of using social media (Twitter, Facebook, blog, etc.) to generate coverage while analyzing not only the quantity, but also the quality of the campaign's results based on its goals, e.g., raising awareness, driving traffic, highlighting a unique advantage or even offsetting or re-positioning a perceived disadvantage.

Submission Requirements:

- Online electronic form
- A Microsoft Word document containing a written description of the campaign, including what tools and strategies were used and the reasoning behind their selection, how it ties in with the rest of the ad campaign, the creative approach, the challenges faced and, finally, the campaign's goals and results. Include links if applicable. (Maximum 500 words)
- Maximum four images on provided PowerPoint template (one image per slide, maximum 4 slides) showing campaign examples (i.e. screenshots) and/or results. (See submission specifications)
- List credits as appropriate.

A13 Best Website - High-Rise

B13 Best Website - Low-Rise

Applies to corporate and/or project specific websites. Category is open to all BILD builder/developer/renovator members.

Criteria:

Entries will be judged based on creativity, design, Search Engine Optimization, content, use of graphics or videos, integration of social media, ease of navigation and overall utilization of medium.

Submission Requirements:

- Online electronic form - The website address must be included in the online electronic form.
- One image screen shot of homepage on provided PowerPoint template with the URL clearly indicated. (See submission specifications)
- A Microsoft Word document describing the website, SEO capabilities, hits, leads generated, etc. (Maximum 300 words)
- Advertising agency to be credited as appropriate.

A14 Best Suite Design – under 750 sq. ft.

A15 Best Suite Design – 750 to 1,500 sq. ft.

A16 Best Suite Design – over 1,500 sq. ft.

B14 Best New Home Design – single under 2,500 sq. ft.*

B15 Best New Home Design – single 2,500 to 4,000 sq. ft.*

B16 Best New Home Design – single over 4,000 sq. ft.*

B17 Best New Home Design – Semi-detached or townhome under 1,500 sq. ft. *

B18 Best New Home Design – Semi-detached or townhome over 1,500 sq. ft. *

*** excludes infill/custom homes**

Criteria:

Entries will be judged on overall interior and exterior appeal, unique design, creative use of space and functionality of floor plan.

Submission Requirements:

- Online electronic form.
- Up to 3 images showing exterior and interior features as appropriate and 1 floor plan on provided PowerPoint template (maximum 4 images in total, one image per slide). **All slides must use Architectural template provided with model name, entry number, etc.** (See submission specifications)
- One hard copy of floor plan. **Automatic disqualification if floor plan omitted**
- Architect and design firm to be credited as appropriate.

A17 Best Model Suite

B19 Best Model Home

Criteria:

Entries will be judged on overall interior design including use of interior space, furnishings and accessories, window and wall treatments and use of colour, texture and materials, all in relation to the market being targeted. **Note: If the model home or suite is the sales office, submit in the best sales office category (see A11 or B11).**

Submission Requirements:

- Online electronic form.
- Up to 4 images on provided PowerPoint template showing exterior and interior features as appropriate (one image per slide, maximum of 4 slides). (See submission specifications)
- Design firm(s) to be credited as appropriate.

C01 Stephen Dupuis Community Building Award

The Stephen Dupuis Community Building Award is presented to a member company or individual committed to community building through exceptional charitable/community involvement.

The Award is dedicated and named after Stephen Dupuis, who championed a charitable community partnership with Habitat for Humanity Toronto, as well as educational partnerships with Ryerson University, the University of Waterloo and George Brown College, all in the spirit of BILD's commitment to supporting the communities that we all live and work in.

Criteria:

The winning member company or individual will have exhibited exceptional dedication through active charity or community work, being involved in donating, participating and influencing others to do more for their community. This member company or individual demonstrates industry leadership, much like the late Stephen Dupuis, who motivated the industry to get involved in charitable and community work. All nominees must be members of BILD in good standing at the time of submission.

Submission Requirements:

- Online electronic form - Please describe how the individual meets the criteria of this category (500 words or less).

- One full-frame head and shoulders portrait of candidate in high-resolution image format only.
- Additional materials (news clippings, website links, photos, etc.)

C02 Riley Brethour Award

This award is presented to an individual providing outstanding and consistent professional achievement in residential sales and marketing.

Criteria:

The winner will have exhibited leadership on a consistent annual basis, and will have demonstrated concern and involvement in the improvement of his or her profession and the association. All nominees must be members of BILD in good standing at the time of submission.

Submission Requirements:

- Online electronic form - Please describe how the individual meets the criteria of this category (250 words or less).
- One full-frame head and shoulders portrait of candidate(s) in high-resolution image format only.

C03 Best Public Relations Campaign

This award reflects the importance of effective public relations as a key component of a successful sales and marketing and/or corporate branding campaign. The PR campaign can be one-dimensional, i.e., traditional print-focused approach, or multi-dimensional in terms of special events or celebrity appearances that garner print and/or electronic media attention – it's whatever gets the client good publicity. **Note: This award welcomes high- and low-rise entries.**

Criteria:

Entries will be judged on the quantity and quality of coverage generated and the results relative to the goals, e.g., raising awareness, driving traffic, highlighting a unique advantage or even offsetting or re-positioning a perceived disadvantage.

Submission Requirements:

- Online electronic form - Please describe the overall campaign thrust and how it tied into the ad campaign, the creative approach, the media hook, and, of course, the results achieved (maximum 500 words please).
- Maximum four images or photos illustrating campaign elements, event photos, etc. on provided PowerPoint template (one image per slide, see submission specifications).
- Original news releases, advisories or other collateral material.
- Examples of coverage garnered.
- List credits as appropriate.

C04 Best High-Rise Building Design

Criteria:

Entries will be judged on the overall architectural appeal of the building, as well as the way in which it optimizes the site, meets the street, compliments its surroundings and integrates environmental, heritage or other unique features of the site and/or neighbourhood.

Submission Requirements:

- Online electronic form.
- Up to 4 images on provided PowerPoint template (one image per slide, maximum of 4 slides) showing exterior elevations and/or details as appropriate. **All slides must use Architectural template provided with builder, project name, entry number, etc.** (See submission specifications)
- Design firm and others (e.g. landscape architect) to be credited as appropriate.

C05 Project of the Year – High-Rise

C06 Project of the Year – Low-Rise

The project of the year award is bestowed upon the builder whose project combines the best overall marketing campaign with excellence in community and product design.

Criteria:

Entries will be judged on the combination of excellent product with outstanding advertising and promotion. Judges will look to the way everything is brought together in an integrated way to capture the public's attention.

Submission Requirements:

- Online electronic form
- One Microsoft Word document outlining why you believe your project is deserving of the award (300 words or less).
- Up to 8 images on provided PowerPoint template, illustrating various project aspects including marketing, community and building design, corporate logo and/or community logo. (One image per slide, maximum of 8 slides). (See submission specifications)
- Design firm, ad agency, & other (e.g. publicist) to be credited as appropriate.

C07 Best Places to Grow Community of the Year – High-Rise

C08 Best Places to Grow Community of the Year – Low-Rise

This award highlights the community development that is most reflective of the goals of the provincial Places to Grow (P2G) legislation, i.e., intensification. Submissions are welcome from developers, builders, planning consultants, architects, agencies or any combination thereof.

Criteria:

The award will be presented to the developer/builder whose Low- or High-Rise community represents the best example of “smart growth” or intensification, be it urban or suburban, brownfields, mixed-use, etc. Additional criteria include environmental preservation, innovative site planning and architectural features, streetscape/street lighting, recreational amenities, open space, landscaping, etc.

Submission Requirements:

- Online electronic form
- One Microsoft Word document describing how the community meets the criteria for this category (500 words or less).
- On the provided PowerPoint template, provide one image with corporate/community logo; one image of site plan; and up to 8 images illustrating other community features as appropriate (maximum total of 10 images, one image per slide).
- Please attach examples illustrating Growth Plan conformity (i.e. density comparisons, transit linkages, Green features, etc.) with your mailed package
- Design firm(s) & others (e.g. planning consultant/landscape architect) to be credited as appropriate.

C09 Green Home Builder of the Year – High-Rise

C10 Green Home Builder of the Year – Low-Rise

This award recognizes the Low- or High-Rise builder who demonstrates outstanding leadership in the implementation of green building practices, be it resource conservation (energy, water, etc.) or any other sustainable building practice or program.

Criteria:

The green builder of the year award will go to the builder who has differentiated himself in the market through the adoption of green building practices from the site planning stage right through home design and construction.

Please address the following criteria in your submission (as appropriate): site planning; construction waste reduction; energy conservation (heating/cooling, lighting, appliances, etc.); water or other resource conservation; etc.

We would also like to hear about your green marketing techniques, campaigns, partnerships, etc.

Submission Requirements:

- Online electronic form
- One Microsoft Word document describing how the builder meets the criteria for this category (750 words or less).
- Please attach back-up wherever appropriate.
- In the provided PowerPoint template, provide up to 8 images (one image per slide) illustrating community and house/building features as appropriate; one image corporate logo/community logo; one image of site plan(s). (Maximum of 10 images total, see submission specifications)
- Agency, design firm(s) & other (e.g. planning consultant/landscape architect) to be credited as appropriate.

C11 Home Builder of the Year

This award highlights the builder who sets the standard for the rest of the industry by their leadership in improving the overall image of the industry.

Criteria:

The award will be presented to the builder who excels in quality, service, customer commitment (before, between and after the signing of the agreement and final closing), professional development of staff, charitable or other contributions to the community, etc.

Submission Requirements:

- Online electronic form.
- One Microsoft Word document describing how the builder meets the criteria for this category (500 words or less).
- Please submit back-up material wherever appropriate (e.g., customer testimonials, community recognition, etc.)
- One Microsoft Excel file containing the email (preferred) or first and last names with full addresses of 75 recent new home occupants from various projects/locales. [Template provided must be used.](#)
- Electronic image of corporate logo (high resolution format only) and/or high-res photo of builder(s) on a CD with your mailed package.