



2009 SAM AWARDS
*** ADVERTISING & MARKETING AWARDS ***
JANINE COUGHLIN MARKETING CAMPAIGN OF THE YEAR (AD8)
Submission Guidelines

Entry Deadline: FRIDAY, NOVEMBER 13, 2009 by 4:00 PM – NO EXCEPTIONS
FEE: \$180.00/entry (+GST)

PURPOSE

To examine a marketing campaign and its strategy as a whole.

CRITERIA

- **Marketing Campaign must have been introduced during the period between November 1, 2008 and November 1, 2009 and not previously entered. National Campaigns are not permitted for submission.**
- Marketing Campaign must include a minimum of three (3) of the following media types: Billboard (Indoor/Outdoor); Brochure; Direct Mail Piece; Moving Media; Radio Commercial; Print Ad; and Website.

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.

SUBMISSION REQUIREMENTS

1. Company Logo – on CD
- black & white or colour (both if available) in JPG and EPS format (must be true vector file, not converted)
NOTE: Entrants submitting for multiple awards are only required to submit their company logo once.
2. Full Payment - acceptable payment methods: MasterCard, Visa and Cheque – made payable to the Canadian Home Builders' Association - Calgary Region.
3. Master Submission Form – one (1) hard copy
NOTE: Only one copy of the Master Submission Form is required to be submitted per entry deadline.

Please collate the following materials into seven individual judging packages
All electronic components can be included on one cd

4. Award Entry Form – seven (7) hard copy and on CD
5. Media Type Submissions (at least 3):
 - Billboard (Indoor/Outdoor) in Application – seven (7) printed photos
 - Brochure – seven (7) printed copies (unmounted)
 - Direct Mail Piece – seven (7) printed copies (unmounted)
 - Moving Media – two (2) DVD copies (preferably in AVI format - QuickTime Movies)
 - Print Ad – seven (7) printed copies (unmounted)
 - Radio Commercial – two (2) CD copies (preferably in AIFF format)
 - Website – seven (7) hard copy of Homepage showing URL address (unmounted)

NOTE: You may include multiple submissions in any of the above seven (7) Media Types, as long as you have submitted in a minimum of three (3).



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JUDGING PROCEDURES / DETAILS

- Judging will take place as an **in-house presentation to judges** on Tuesday, December 1, 2009 at the CHBA – Calgary Region office.
- When the submission is received, your presentation time will be assigned.
- The presentation may not exceed five minutes in length. A “Question and Answer” period for five minutes will follow the presentation.
- A practice session for presenters (opportunity to see Board room, organize technical resources necessary) will be made by appointment only for Tuesday, November 24, 2009.
- Incomplete entries are judged accordingly and may, at the discretion of the judges, be disqualified due to insufficient information and materials.
- Gifting to judges will not be accepted.
- Entries will be judged according to the following criteria:
 - › Impact (*What is your first impression? Initial impact.*)
 - › Content and Continuity (*Does the content flow through the various media types?*)
 - › Delivery (*Do the methods, locations and schedules selected represent a cohesive plan?*)
 - › Theme and Concept (*Is the campaign well targeted toward its intended market segment?*)
 - › Creative Design and Production (*Innovation. Creativity. Quality of Production.*)

ACCEPTABLE IMAGE / PHOTO FORMATS

Please ensure that all photo requirements are provided in individual sheet protectors.

The image quality requested below is required to produce the video presentation and all marketing materials.

Images on CD (ie. pictures, photos, advertisements, etc.) can be submitted in the following formats:

- JPG or TIFF

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

Printed photos can be submitted in the following formats:

- Size of 8” x 10”, protect photos by using plastic sleeve protectors
- Do not glue or mount photos on board or any other product

NOTE: Place label on the back of photo.

NAMING / LABELING FILE DOCUMENTS, IMAGES AND PHOTOS

When naming / labeling, please provide the following information:

Award Reference ID_Company Name_Document / Image Detail

EXAMPLES using **ABC Homes** as the company:

- ⇒ AD8_ABC Homes_Entry Form
- ⇒ AD8_ABC Homes_Direct Mail Piece

GRAND SAM QUALIFIER

For *builder members* to qualify for the Grand SAM 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*, depending on if the campaign is single family or multi-family.



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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 Canadian Home Builders' Association - Calgary Region (CHBA – Calgary Region) Member in good standing.
- Full payment must be accompanied with submission(s). Acceptable payment methods: MasterCard, Visa and Cheque – made payable to the Canadian Home Builders' Association - Calgary Region. Please include all entry fees in one payment.
- All materials submitted become the property of the CHBA – Calgary Region and will not be returned. Refer to our privacy policy online at www.chbacalgary.com or contact the CHBA – 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 CHBA – Calgary Region.
- All entries and judging forms are audited for irregularities and inconsistencies by the accounting firm of Rahal, Warren & Chugh.
- You will not be notified of missing components.

HOW TO SUBMIT ENTRIES

Follow the SUBMISSION REQUIREMENTS.

* Remember to save a copy of your submission for reference. *

Mail or Courier completed submission(s) to:

2009 SAM Awards
c/o Canadian Home Builders' Association - Calgary Region
#100 7326 10th Street NE
Calgary, AB T2E 8W1

Tel: 403.235.1911 ▪ Fax: 403.248.1272 ▪ Email: info@chbacalgary.com ▪ Web: www.samawards.com