

**PRESS RELEASE**

## **The Brand Factory Wins 11 Silver NAHB Awards, 5 OHBA Awards**

TORONTO, November 21, 2017 - Toronto-based advertising and digital agency [The Brand Factory](#) is honoured to be the recipient of 11 Silver Awards from the National Association of Home Builders (NAHB), following 5 OHBA wins this past summer.

The Nationals awards program, presented by the NAHB, recognizes superior new home marketing achievements. The awards honour excellence in product and community design, advertising, marketing and sales achievements by individuals and sales teams.

Silver Award Winners are the top vote recipients in each category and are the finalists for the Gold Award. Gold Awards will be presented as part of the [International Builders' Show](#), the awards ceremony on January 9<sup>th</sup>, 2018 at Hyatt Regency Orlando, expected to draw more than 1,000 attendees.

"The Nationals are the most prestigious awards of their kind, setting the benchmark for innovations in new home design, marketing and sales," said Meredith Oliver, chairperson of the Nationals. "NAHB's commitment to recognizing originality, imagination and success has been exemplified by its award winners since the competition's inception."

The Brand Factory was also the recipient of 5 awards from the Ontario Home Builders Association (OHBA) this past summer. The OHBA awards are presented each year recognizing outstanding achievement in design, construction, sales and marketing of new homes across the Province of Ontario.

### List of NAHB Silver Awards

<b><u>Category</u></b>	<b><u>Entry</u></b>
Best Logo Design	Friday Harbour
Best Graphic Continuity	Aquabella
Best Graphic Continuity	Friday Harbour
Best Direct Mail Program	Aquabella - Magazine
Best Social Media Campaign	West
Best Radio Commercial/Campaign	Menkes TO
Best Commercial	Bloor Promenade
Best Commercial	Touchstone Resort
Best Overall Advertising Campaign	Friday Harbour
Best Microsite/Website for a Builder	Tridel
Best Microsite/Website for a Community	Touchstone Resort

## List of OHBA Awards

### **Geranium Corporation**

**Category:** Best Low-Rise Ad Campaign (1-3 Storeys)

**Project:** Friday Harbour Resort

### **Tridel**

**Category:** Best High or Mid-Rise Ad Campaign (4+ Storeys)

**Project:** Aquabella

**Category:** Best High or Mid-Rise Ad Campaign (4+ Storeys)

**Project:** Via Bloor

### **Zinc Developments Inc.**

**Category:** Best Video High or Mid-Rise Project (4+ storeys)

**Project:** 35 Wabash

### **Freed Development Corporation**

**Category:** Best Low-Rise Ad Campaign (1-3 Storeys)

**Project:** Touchstone Resort

### **About The Brand Factory:**

Headquartered in Toronto, The Brand Factory is a full-service advertising and digital agency. The company combines the strategic approach of a consultancy with a world-class creative agency, while offering end-to-end digital capabilities all under one roof. The agency's award-winning approach is to disrupt the norm and find new ground for their clients' brands. More information can be found at [www.thebrandfactory.com](http://www.thebrandfactory.com).

SOURCE: The Brand Factory

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