

## PRESS RELEASE

# The Brand Factory Takes Home BILD Awards, including Best Website and Best Direct Mail

**TORONTO, May 9, 2018** - Toronto-based advertising and digital agency [The Brand Factory](#), headed by President and Chief Creative Officer Joseph Sulpizi, was recognized with a handful of coveted BILD Awards this year, including Best Website and Best Direct Mail.

The BILD Awards are presented by the Building Industry and Land Development Association, recognizing excellence and innovation in design, construction, sales, and marketing of new homes in the Greater Toronto Area. The myriad of awards celebrate all phases of bringing a new community to life, from land use to technical suite design to creative marketing techniques.

The Brand Factory's list of honours from the 2018 BILD Awards include:

### **Best Direct Mail**

RioCan, Kingly Condominiums

### **Best Print Ad**

Tridel, Via Bloor 2

### **Best Website (Mid/High-Rise)**

Freed, Freedstyle

### **Best Website (Low-Rise)**

Georgian Custom Renovations

### **Best New Community (Built)**

Menkes, Harbour Plaza and One York

### **Green Builder of the Year (Mid/High-Rise)**

Tridel

"We are very grateful to BILD, the OHBA, our clients and, of course, our incredible team," says Joseph Sulpizi, The Brand Factory's President and Chief Creative Officer. "Without a strong agency-client relationship, it is impossible to do great creative work."

The 38<sup>th</sup> annual BILD Awards were presented in Vaughan, Ontario on May 4th. A group of 30 expert judges from across North America determined the winners from more than 900 submitted entries across 51 categories.

### **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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