

PRESS RELEASE

The Brand Factory Wins Multiple OHBA Awards, including Best On-Site Sales Presentation Centre and Project of the Year

TORONTO, September 26, 2019 - The Brand Factory, a Toronto-based advertising and digital agency led by President and Chief Creative Officer Joseph Sulpizi, was recognized with 6 coveted OHBA Awards this year, including Best On-Site Sales Presentation, Best Project Sales Brochure, and Project of the Year. As its agency of record, The Brand Factory is also honoured by Tridel's fourth consecutive win of the prestigious Home Builder of the Year Award.

The OHBA Awards are presented each year recognizing outstanding achievement in design, construction, sales and marketing of new homes across the Province of Ontario. Judges are selected from individuals representing the many disciplines contributing to new home construction, design and marketing. All voting is by secret ballot.

The Brand Factory's list of project winners from the 2019 OHBA Awards of Distinction include:

Hines and Tridel – Aqualuna
Project of the Year – High or Mid-Rise
Best Architectural Design – High-Rise Building

Kylemore Communities and Angus Glen Developments – The 6th Angus Glen
Best Architectural Design – Lobby Entrance

Alterra Group of Companies – Rush
Best On-Site Sales Presentation Centre – New Home

Plazacorp Investments Ltd. – Bijou on Bloor
Best High or Mid-Rise Project Sales Brochure

Tridel
Home Builder of the Year

“We are extremely grateful to be recognized by the OHBA for doing great work for our clients,” says Joseph Sulpizi, The Brand Factory's President and Chief Creative Officer. “It is our strong agency-client relationships built on trust that allow us to do great creative work.”

The 2019 OHBA Awards were presented at a glittering awards gala in Collingwood, Ontario on September 24th. A group of expert judges from across North America determined the winners from more than 500 submitted entries across over 40 categories.

About OHBA:

As #homebeliever champions, the Ontario Home Builders' Association (OHBA) believes in the great Canadian dream of home ownership by supporting more housing choice and supply across Ontario.

OHBA is the voice of the residential construction industry in Ontario, representing 4,000 member companies organized into 29 local associations across the province. www.ohba.ca

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.

SOURCE: The Brand Factory

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