



The Brand Factory – The Nationals 2019 – Press Release

THE BRAND FACTORY IS RECOGNIZED FOR 13 ADVERTISING AWARDS BY THE NORTH AMERICAN HOME BUILDER ASSOCIATION

TORONTO, NOVEMBER 30, 2018

Toronto-based advertising and digital agency The Brand Factory is honoured to be the recipient of 13 Advertising Awards from the National Association of Home Builders (NAHB).

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.

Awards will be presented at The Nationals Gala on February 19th in Las Vegas, as NAHB's premier awards event at Caesars Palace.

"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, led by President and Chief Creative Officer Joseph Sulpizi, was recognized with 11 NAHB Awards last year, and are thrilled to have surpassed that this year, making an impact with 13 new honours.

LIST OF NAHB AWARDS

Best Logo Design	Kingly
Best Brochure - High Rise Community	Kingly
Best Brochure - Community	Touchstone Resort
Best Social Media Campaign	WEST
Best Print Ad	WEST
Best Print Campaign - Series of Ads	Friday Harbour Resort
Best Radio Commercial/Campaign	Muskoka Bay Resort
Best Radio Commercial/Campaign	Touchstone Resort
Best 30-60 Second Commercial	Khayeri Flooring
Best 30-60 Second Commercial	WEST
Best Overall Advertising Campaign	Kingly
Best Website for a Builder	Skale
Best Website for a Builder	Tridel

"We are very grateful to be recognized by the NAHB for the work we do for our clients," says Joseph Sulpizi, The Brand Factory's President and Chief Creative Officer. "Creative awards are won because of our clients' courage to approve breakthrough creative, so we thank all of our clients for allowing us the opportunity."

ABOUT THE BRAND FACTORY:

Headquartered in Toronto, The Brand Factory is a full-service advertising and digital agency with clients throughout North America. 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 thebrandfactory.com

FOR FURTHER INFORMATION:

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