

PRESS RELEASE

The Brand Factory Wins 3 Gold and 8 Silver NAHB Awards

TORONTO, January 12, 2018 - Toronto-based advertising and digital agency [The Brand Factory](#) is honoured to be the recipient of 3 Gold and 8 Silver 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.

"The Nationals are the most prestigious awards of their kind, setting the benchmark for innovations in new home design, marketing and sales," says 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."

Silver Award Winners are the top vote recipients in each category and are the finalists for the Gold Award. Gold Awards were presented as part of the [International Builders' Show](#), with an awards ceremony held on January 9th, 2018 at Hyatt Regency Orlando, drawing more than 1,000 attendees.

"We are very grateful to the National Association of Home Builders for recognizing The Brand Factory, and to our clients for their courage to approve breakthrough creative. And lastly, to our talented team of incredible people who create each day," says Joseph Sulpizi, The Brand Factory's President and Chief Creative Officer. "It's truly an honour."

List of NAHB Gold Awards

<u>Category</u>	<u>Entry</u>
Best Logo Design	Friday Harbour Resort
Best Commercial	Bloor Promenade, Tridel
Best Microsite/Website for a Builder	Tridel

List of NAHB Silver Awards

<u>Category</u>	<u>Entry</u>
Best Graphic Continuity	Aquabella, Tridel
Best Graphic Continuity	Friday Harbour Resort
Best Direct Mail Program	Aquabella - Magazine

Best Social Media Campaign	West, Aspen Ridge Homes
Best Radio Commercial/Campaign	Menkes TO
Best Commercial	Touchstone Resort
Best Overall Advertising Campaign	Friday Harbour Resort
Best Microsite/Website for a Community	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.

SOURCE: The Brand Factory

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