

PRESS RELEASE

The Brand Factory Group in its 22nd Year is Nominated for 18 BILD Awards

For immediate release: TORONTO, May 5, 2020 - Toronto-based advertising agency The Brand Factory and digital agency Joey Ai are honoured to be nominated for 18 BILD Awards this year, including Project of the Year, Best New Community, and Best Project Branding & Identity, Mid/High-Rise.

Last year, the agency was recognized with 15 of the prestigious BILD Awards nominations and most recently, 12 CHBA Awards nominations.

The BILD Awards are presented by the Building Industry and Land Development Association to recognize the most remarkable achievements of developers, new home builders, architects and designers, as well as sales and marketing professionals across the Greater Toronto Area.

The Brand Factory's nominations for the 2020 BILD Awards are as follows:

Best New Community (Planned/Under Development)

ELAD Canada - *Galleria on the Park (01 & 02)*

Menkes Developments Ltd. - *Mobilio*

Tridel - *Tridel at The Well*

Project of the Year, Mid/High-Rise

Tridel - *Tridel at The Well*

ELAD Canada - *Galleria on the Park (01 & 02)*

People's Choice Award

Tridel - *Tridel at The Well*

Best Project Branding & Identity, Mid/High-Rise

ELAD Canada - *Galleria on the Park (01 & 02)*

Best Project Branding & Identity, Low-Rise

Freed Developments - *Keewatin*

Best Brochure, Low-Rise

Kylemore Communities / Angus Glen Developments

Best Site Signage

ELAD Canada - *Galleria on the Park (01 & 02)*

Best Home Interior Rendering, Mid/High-Rise

Tridel - *Tridel at The Well, Suite 3G+DT*

Best Short Video

Minto Communities - *The Saint*

Best Long Video

Tridel - *Tridel at The Well*

Best Overall Marketing Campaign (Pinnacle)

Aspen Ridge Homes - *Crosstown*

Best Suite Design, Large

Alterra Group of Companies - *321 Davenport, Suite 3AC1*

Best Mid-Rise Building Design (Pinnacle)

Alterra Group of Companies - *321 Davenport*

Best High-Rise Building Design (Pinnacle)

Tridel - *Tridel at The Well*

Best Single-Detached House Design

Primont Homes - *Blumont, Apres 'A'*

"Each year our teams never cease to amaze me. Their dedication and passion to create in multiple formats makes my job a pretty special one," says Joseph Sulpizi, The Brand Factory Group's Chief Creative Officer. "I wish to also thank our many clients who have the courage and the foresight to select creative that breaks through, because it's easier to sit on the proverbial marketing sidelines than it is to get out on the field and get noticed."

The BILD Awards will be presented in Vaughan, Ontario on September 10, 2020. The judging process involves a panel of expert judges narrowing down all submissions to determine the winners in 44 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 its clients' brands. More information can be found at www.thebrandfactory.com.

About Joey Ai: An integral part of The Brand Factory Group, Joey Ai is a team of strategists, innovators, and disruptors working to make digital transformation a reality. The digital agency develops smarter eCommerce technology that learns, adapts, and predicts shopping patterns and behaviours. Joey Ai integrates technologies to automate and streamline business processes with intelligent and informed decision-making. More information can be found at www.joeyai.com.

SOURCE: The Brand Factory

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