

The Brand Factory Group wins Four Marketing Awards from The National Association of Home Builders (NAHB)

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The Brand Factory Group (TBFG), North America’s most award-winning real estate lifestyle agency, has received four honours at NAHB’s The Nationals for its work on Nānā Kai, an 867-acre luxury master-planned community on the Island of Hawaii by Somers West and BlackPine Communities.

Celebrating the most compelling innovation in new home sales and marketing across North America, The Nationals spotlight the industry’s leading creative, strategic, and experiential work. This year, a judging panel of industry professionals selected winners from more than 1,100 entries, with Nānā Kai distinguished across multiple categories for integrated, insight-driven storytelling and digital excellence.

“We’re honoured that NAHB has recognized our work in such a competitive North America-wide field,” said Ashley Shearer, President, The Brand Factory Group. “Nānā Kai is a powerful example of what happens when vision, place, and story are perfectly aligned. We’re deeply grateful to Somers West and BlackPine Communities for trusting us to push the boundaries of creative thinking and build a campaign that honours both the land and the lifestyle it promises.”

Nānā Kai is a master-planned community born of extraordinary land: a hillside in the golden peninsula of Kohala. When complete, approximately 1,750 single-family homes, ranging from 2,032 to 3,155 square feet, will be individually sited to frame mountain or ocean views. The first neighborhood introduces 78 homes, marking the beginning of a village guided by aloha ‘āina, the Hawaiian philosophy of “love of the land”. Beyond the authentic architecture, deep lanais and flowing interiors is an upland oasis of koa fences, lava rock walls and indigenous landscaping that connects residents to the natural wonders of the Island. A walkable Trail Park, a clubhouse with pool and spa, and comprehensive homeowner services support a way of living that feels both effortless and deeply rooted.

The creative platform is anchored in the name Nānā Kai, which translates to “look toward the sea” in the Hawaiian language and draws inspiration from the phrase nānā i ke kumu (“look to the source”), a cultural concept rooted in connection to land, ancestry and nature. The community is an invitation to look toward that deep blue, toward something greater, and reflect on just how far you’ve come. The vision is regenerative, not simply sustainable. Ambitious, yet quiet. Present, by being almost invisible. TBFG translated this philosophy into an integrated campaign that mirrors the land itself—serene, expansive and reverent—balancing modern luxury with authentic Hawaiian storytelling. The result is more than a marketing platform; it is a feeling of arrival. A sense that one has found a future as vast as the ocean and mountain they face; one has found paradise itself.

“For many future residents, Nānā Kai feels like the moment the search is finally over, a lifelong dream of living in one of the most beautiful places on earth made real,” said Vance Carmel, Managing Partner, Joey Ai. “With our digital campaign, we set out to translate that feeling into an experience, instilling a sense of serenity and arrival from the very first touchpoint. Winning Gold for Best Digital Marketing Campaign affirms that we struck the right balance.”

The Brand Factory Group’s work on Nānā Kai was recognized with the following awards at The Nationals:

- Best Digital Marketing Campaign – Gold**
- Best Website for a Community – Silver**
- Best Graphic Continuity – Silver**
- Best Video – Long Format – Over 1 Minute – Silver**

About The Brand Factory Group

The Brand Factory Group is North America’s most award-winning real estate lifestyle agency and a vertically integrated collective of seven companies specializing in branding, technology, design, and immersive experiences. With over two decades of expertise, the Group serves as a strategic partner with deep knowledge of how real estate transacts, leveraging reseller channels, omnichannel strategy, and data-driven creativity to build brands, drive sales, and shape places where people live, work, and connect.

The Brand Factory Group: Inventing desire. United we brand.

Media Contact:
Ashley Shearer
President, The Brand Factory Group
ashearer@thebrandfactory.com
thebrandfactory.com