

CATEGORY DESCRIPTION

On-Site Sales Presentation

41. Low-Rise Project Sales Brochure (1-3 Storeys)

This award recognizes the best sales brochure for an OHBA builder member advertising a new residential low-rise project (1-3 storeys). Virtual sales brochures will be accepted in this category.

Please note:

- *All entries remain the property of OHBA*
- *OHBA reserves the right to split the category based on hard copy and digital submissions.*

Judging Criteria

- Concept
- Content (via upload)
- Creativity
- Target Market Relevance
- Written Content

Requirements – To Enter

- Number of Storeys
- Model Name
- Marketing Budget
- Written Content - Guided Questions (200 max words per question)
 - Describe the concept, key messaging.
 - What creative elements were strategically utilized?
 - How was the brochure was designed to reach the target market?
 - Describe how the brochure was developed and distributed within budget.

Requirements to Upload

- Project Logo (if applicable)
- Company Logo (Builder/Developer/Renovator)
- 3 - 5 photos of completed brochure (Minimum 1500 pixels in height or width.)

Hard Copy Requirements

- 5 copies of completed brochure

Please download the below form and follow the instructions to submit your hard copy requirements.

[Download Required Submission Form](#)