Home Builders Association of St. Louis & Eastern Missouri Awards Program

Marketing & Advertising – *Best Overall Marketing Campaign*

Deadline
All entries must be submitted online no later than 5 p.m. on Feb. 2, 2024. After this time, entries are subject to a $25 late fee per entry.

Cost
The entry fee for a Marketing & Advertising submission is $90. Companies will be invoiced by the HBA for submitted entries. No refunds will be given.

Eligibility

- Your employer must be a member of the Home Builders Association of St. Louis and Eastern Missouri.
- Entries must have been introduced to the market between January 2023 and December 2023.

Judging

Marketing & Advertising submissions are judged on a 100-point system. Should the situation occur where there is only one entry in a Marketing & Advertising category, 70 points would qualify as a winning entry without competition. The HBA reserves the right to eliminate any category due to insufficient entries or where the quality of work does not warrant a winner. The HBA also reserves the right to combine or expand categories based on number of entries received. There are no ties in a category. A definitive winner will be picked by the judges.

Best Overall Marketing Campaign entries must include at least three components of the following: website, email, social media, print, radio, television. Entries are judged on the campaign strategy (20 points), effective use of content and messaging (20 points), campaign continuity (20 points), creativity (20 points) and engagement metrics (20 points).

Entries are categorized by associates, builders and remodelers.

Click here to apply.
Please note: You may click through the online application to preview the questions prior to submitting your entry form. You cannot save your entry form and return to complete it later. You may choose to type your answers in a Word document first and then copy and paste them into the online application once you are prepared to submit. *Please be prepared to submit the following: 250 words or less marketing statement (see online application for details and review above judging criteria) and supporting documents.*