



## 2011 Advertisement Excellence – Corporate Branding



Recognizing a residential rental organization that has demonstrated clarity, innovation and excellence in corporate branding to achieve a unique and competitive advantage. This can include various layers that demonstrate a coherent corporate branding strategy and produces a well established company name and higher credibility. It should be a clear reflection of the experience of interacting with your company and should be evident both externally to the public and internally. Examples may include communications, logo use, customer service & experience, slogans, packaging, training, corporate culture, marketing, social media, etc.

**NOMINATION DEADLINE: Monday, October 3<sup>rd</sup>, 12:00pm Noon**

**Please Note:** All nominations must be in PowerPoint this year. All criteria listed on this form must be included in your presentation. Please follow the guideline below. For more information, see the following page for submission requirements.

### Information to be included on your first PowerPoint Slide:

1. Award applying for
2. Company Name
3. Name of Contact Person
4. Address
5. Phone Number
6. E-Mail Address

**The following questions must be answered in the subsequent slides. Winners and nominees will be determined based on this information.**

1. Target Market:
2. Number of Units in Portfolio:
3. Please describe your corporate branding strategy:
3. How was your corporate branding delivered and list the different ways? Please include examples where possible.
4. What did you want to achieve and was there a benchmark for measuring the effectiveness and results?
5. Please describe the results of these efforts and positive impact on your business:
6. What forms of PR or social media did your branding encompass if any?
7. How does your company culture reinforce the brand?
8. What outside the box strategies were employed?
9. Please include examples of advertisements, direct mail pieces, brochures, etc with your submission.

### Submission Reminders – use as your final checklist

Have you included the PowerPoint presentation on CD/DVD for this award submission?

Have you included separate electronic high resolution photo files in either .jpg or .tiff format?

Have you included your company logo in both .jpeg and .eps format on the CD/DVD?

Have you clearly labeled your CD/DVD with award applying for, company and contact name?

### ALL NOMINATIONS MUST BE FRPO MEMBERS

The Federation of Rental-housing Providers of Ontario  
Contact: Lynzi Michal, Manager of Member Services  
20 Upjohn Road  
Suite 105  
Toronto, ON M3B 2V9  
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Please review Eligibility and Entry Requirements on following page prior to submitting your nomination. Thank you.

## 2011 Eligibility and Entry Requirements

Please review this information carefully to ensure that your entry is eligible and that you understand the entry requirements. Any entries that do not meet specifications, will be sent back once for adjustment but must be returned by entry deadline of Monday, October 3<sup>rd</sup>, 2011 at 12pm noon.

### Basic Entry Information

- All nominations must be FRPO Members in good standing.
- Deadline for entries is Monday, October 3<sup>rd</sup> 2011, 12:00pm, no exceptions.
- **We no longer accept hard copies of your award submission. All submissions must be produced in a PowerPoint presentation and on CD/DVD with supplemental files included**
- Your presentation must clearly state on the first slide:
  - Award applying for
  - Nominee name and/or company name
  - Contact Information including lead person, address, phone number and email address
  - Please note: The information you provide will appear on your award if you should win.
- All questions/criteria on the nomination form **MUST** be included in your presentation.
- Your CD/DVD **MUST** include the PowerPoint file as well as a separate file for each photos contained in your presentation (please see section below on photographs).
- Please be sure to review each nomination form for any additional requirements
- Each nomination entry must be submitted individually on separate CD/DVD's

### **PowerPoint Presentations and Supplemental Electronic Data**

All electronic files must be saved in an 'unlocked' format and on either CD or DVD. CD/DVD must be clearly marked with Nominee name and company as well as award applying for. All included files should be referenced and clearly marked.

### **Photographs**

Any photos you wish to be considered must be in high resolution of at least 4 mega-pixels and must be included in your PowerPoint presentation as well as saved separately on your CD/DVD. File names must be referenced appropriately. Judges will only be reviewing the PowerPoint presentations. Acceptable image formats are .jpg and .tiff. All files must be clearly named for identification purposes.

### **Company Logos**

Each submission must include your company logo on CD/ DVD in both .jpg **AND** .eps format. The logo you submit will be used for the awards presentation should you be a nominee.

**If you have any questions or require clarification, please do not hesitate to contact:**

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