

2011 REALTOR® Promotion & Advertising Contest...

Call for entries: Deadline August 21

This year's Promotion and Advertising Contest seeks to encourage individual REALTOR members to submit materials, as well as firms. REALTOR® members may enter any one or more of the contest's 21 award categories.

Please note that again this year, judges will not accept re-submittals of materials entered in previous contests. In other words, only new contest materials are permitted. This rule change was incorporated in order to return the contest to its basic function – encouraging creativity and innovation in promotion and advertising by Ohio's REALTORS®. Contest entries should reflect ads and promotions created since July 31, 2010.

Enter your best marketing materials, those you feel are most effective, in the Ohio Association of REALTORS® Promotion & Advertising Contest. Firms and individual members are invited to submit entries in one of two size categories: large firm 100+ agents; or small/medium firm – 0-99 agents. Judges, from the marketing, public relations and graphic arts fields, will select First Place and Award of Excellence winners from each size group in the 21 award categories. Entries will be judged on the basis of excellence of design, effectiveness of approach and successful presentation of the firm's image. Additionally, they will be judged on how effectively they promote the real estate firm. All entries will be on display during OAR's annual Convention, this year in Columbus, September 11-14. Winning entries will be announced during the Opening General Session.

Award Categories

Auction Marketing – Any printed promotional materials designed specifically to market properties using the auction method of transacting real estate.

Business Cards & Stationery – Corporate letterhead, business cards and other stationery items that establish the firm's identity and image.

Classified Advertising – An ad for one or more pieces of property using only word descriptions – no graphic elements.

Commercial & Investment Brochures – A brochure/booklet marketing business, investment or industrial property for sale or lease.

Community Service Projects – Promotional brochures, flyers, specialty items, news releases, photos, etc., that comprises a project to show a firm's voluntary contribution to a community need.

Display Advertising/Newspaper – A newspaper ad selling a piece or several pieces of property, or real estate services through the use of both words and graphic elements (drawings, photos, maps, etc.).

Firm Web Site – A REALTOR firm's Web site.

Individual Web Site – An individual REALTOR’S Web site.

Institutional Advertising – Marketing materials used by a firm to market its services and establish an identity in the public’s mind. Institutional videos designed for in-house or prospecting purposes qualify under this category.

Institutional Communications – Includes newsletters and other related materials developed primarily for internal distribution to the firm’s agents and employees.

Novelty Advertising – Specialty or promotional items (coffee mugs, pens, t-shirts, etc.) used to market a firm’s services and/or identity.

Personal Marketing – Any printed promotional materials promoting a specific individual or team of agents.

Photos of Billboards – Outdoor advertising boards used to market either the real estate company or a specific property listed by the company.

Photos of “For Sale”/ “Sold” Signs – A firm’s sign placed on or near a property indicating its status as “for sale” or “sold.”

Photos of Office Exteriors – One or more photographs of a firm’s brokerage office exterior that gives a sense of its construction design and effectiveness in promoting the firm.

Photos of Office Interiors – One or more photographs of a firm’s brokerage office interior that captures its décor/ambiance.

Photos of Office Signs – Signs used to identify a firm’s office.

Print Advertising of Residential Properties in Brochures and Other Printed Materials – An advertising, in a medium other than newspapers, selling a piece or several pieces of residential property through the use of both words and graphic elements. Home guides produced in-house qualify under this category. Firm ads in Board-sponsored or independent home guides qualify under this category.

Radio Advertising – Ads broadcast on the radio designed to market a real estate firm’s services and/or identity. Interview/talk shows do not qualify.

Television Advertising – Ads broadcast on television designed to market a firm’s services and/or identity. Interview/talk shows do not qualify.

Television Home Shows – A televised program designed to market specific properties listed by a real estate firm. Portions of the program may promote the services and/or identity of the firm. Interview talk shows do not qualify.

Rules and Regulations

Please read this rules and regulations carefully. Entries that do not conform will not be included in the judging:

- 1) You may enter one or more of the 21 categories in one of the two firm size groups (Large Firm – 100 or more agents; Medium/Small Firm – 99 or less agents). Each entry in a category must be mounted separately in cases of printed or photographic entries, or be submitted by separate audio or video cassette in the case of broadcast advertising. CD-ROM entries (mounted on poster board and accessible for judging) are acceptable in the Firm and Individual Website, Institutional Advertising, Institutional Communications, Personal Marketing, Television Advertising and Television Home Shows categories. Each entry must be identified as to firm size group and category in which the entry is submitted for judging. Except in the categories of “Office Interiors” and “Office Exteriors,” each entry must consist of not more than one item, unless it is a campaign series. (A campaign series is a collection of items with a cohesive, identifiable theme that promotes a specific campaign of the real estate firm.)
- 2) All print and photo entry materials must be mounted with rubber cement on matte poster board with no more than a one-inch poster board margin on each side (do not submit on foam poster board). Other than materials being submitted, no additional graphics (i.e., company name or logo) may appear on the poster board. Each board must be no larger than 22” x 25”. In the “Individual Web Site” and “Firm Web Site” categories, the web site address may be submitted on company stationery and mounted on poster board or on a CD.
- 3) All radio ads must be submitted on separate commercial audio tape cassettes or CD, unless part of a campaign series.
- 4) All television ads and home shows must be submitted on separate ½-inch VHS videotape cassettes or CD; unless part of a campaign series.
- 5) All entries, including broadcast entries, must include the REALTOR[®] emblem or the word REALTOR[®] (capitalized when appearing in print), as an integral part of the material submitted, except in the category of “Office Interiors.”
- 6) All entries, including broadcast entries but excluding “Photos of Office Interiors,” “Photos of Office Exteriors” and “Novelty Advertising” must include a reference to Equal Opportunity commitment through either the federally approved logotype, statement or slogan, whichever is appropriate to the medium and/or message. Use of the fair housing logotype, statement or slogan should follow guidelines included in the appendix to Section 109.30 of Title VIII of the Civil Rights Act of 1968 as amended by the Fair Housing Act of 1988.
- 7) All entries must be labeled with the entrant’s name, phone number, Board name, firm name, address, city and firm group size and category on the back of the board or cassette.
- 8) Entries must be received no later than August 21, 2011. Entries received after that date will not be included in the judging. All submissions will be reviewed by OAR staff and firms will be notified if their entry does not qualify. Entries that do not qualify will be returned C.O.D. for resubmission, pending deadline.

- 9) Entries may be picked up at the Convention site at noon on Tuesday, September 13. Winners will be posted during the Convention.
- 10) All entries are to be sent to the Publications and Media Relations Group, Ohio Association of REALTORS, 200 E. Town St., Columbus, OH 43215-4648. An \$85 entry fee per firm for up to six categories entered must accompany entries along with the entry form appearing in the July OHIO REALTOR. For every category entered beyond the first six, a \$30 per category fee must be included. Multiple entries can be submitted in each category, although it's highly recommended that companies submit only one version of each ad. Checks must be made payable to the Ohio Association of REALTORS®.

Equal Opportunity in Housing Message

All entries, including broadcast but excluding "Photos of Office Interiors," "Photos of Office Exteriors," and "Novelty Advertising," must include a reference to Equal Opportunity commitment through either the federally approved logotype, statement or slogan, whichever is appropriate to the medium and/or message. Use of one of the fair housing indicators should follow guidelines included in the appendix to section 109.30 of Title VIII of the Civil Rights Act of 1968 as amended. Broadcast entries need only to include the words "Equal Opportunity in Housing" or "Equal Housing Opportunity" within their advertising copy to comply. Entries not carrying one of the indicators will be disqualified, with notification made to entering firms soon thereafter and entry fees refunded, if appropriate. Contact OAR's Publications & Media Relations Group at 614/228-6675 for more information on contest rules.