

2014 Entry Form
(Complete one for each entry.)

Fill out the entry name *exactly* as you want it listed in the program.

Entry Name _____

HFA _____

Submission Contact _____

Phone _____ **Email** _____

Qualified Entries must be received by **Tuesday, July 1, 2014**.

For more information about Qualified Entries, [click here to access the 2014 Entry Rules](#).

Use this header on the upper right corner of each page.

HFA _____

Entry Name _____

Communications	Homeownership	Rental Housing	Special Needs Housing
<input type="checkbox"/> Annual Report <input type="checkbox"/> Promotional Materials and Newsletters <input type="checkbox"/> Creative Media	<input type="checkbox"/> Empowering New Buyers <input type="checkbox"/> Home Improvement and Rehabilitation <input type="checkbox"/> Encouraging New Production	<input type="checkbox"/> Multifamily Management <input type="checkbox"/> Preservation and Rehabilitation <input type="checkbox"/> Encouraging New Production	<input type="checkbox"/> Combating Homelessness <input type="checkbox"/> Housing for Persons with Special Needs
Legislative Advocacy	Management Innovation	Special Achievement	Are you providing visual aids?
<input type="checkbox"/> State Advocacy <input type="checkbox"/> Federal Advocacy	<input type="checkbox"/> Financial <input type="checkbox"/> Human Resources <input type="checkbox"/> Operations <input type="checkbox"/> Technology	<input type="checkbox"/> Special Achievement	<input type="checkbox"/> YES <input type="checkbox"/> NO



Innovative

Who can forget those lips?

With the highly competitive mortgage market, DSHA needed a way to make our products stand out. We wanted them so see that we were the better choice among the myriad of mortgage lenders competing for their business.

We had run billboard advertising before with limited success. We needed something to catch the attention of homebuyers and get them reach out us to see what we had to offer.

Because we are a small agency and have a limited advertising budget, we went to our employees for ideas. We wanted something catchy, that would turn heads and grab attention. Wow, did they come through! Out of the many suggestions, “Kiss Your Landlord Goodbye” was the hands-down winner. It’s bright, memorable, and stops short at just this side of racy.

It’s an idea matched with an image that people remember.

Reach Targeted Audience and Achieve Measurable Results

The billboards went up the first week of June 2013; the calls started pouring in and website hits skyrocketed. Later that year, we added bus wraps to Delaware’s public transit – DART First State – which has bus routes throughout the state.

For the period June 1, 2013 to May 31, 2014 DSHA received nearly **1,600 contacts** for homeownership from the billboards and busses. At the height of the campaign, we were receiving **more than 50 contacts a day** as a direct result of Kiss Your Landlord Goodbye. We were able to track the sources of contacts through two measures: a survey on our Homeownership webpage and by simply asking people who called us how they heard about DSHA.

After the implementation of the Kiss Your Landlord Goodbye, overall homeownership contacts increased nearly two hundred percent (200%).

COMPARISON OF HOMEOWNERSHIP CONTACTS YEAR-TO-YEAR

Timeline	6/1/12 – 5/31/13	6/1/13-5/31/14
Total Homeownership Contacts	2,775	8,011

Provide Benefits That Outweigh Costs

The response was unlike anything we had received before. We began to think of other things besides the billboards and busses to put the slogan on. We started out with the usual, pens, notepads and key chains. As an extra giveaway, we printed up luggage tags. We also printed rack cards to hand out at events and include

in homeownership packets. To increase visibility further, we put t-shirts on our event staff and made a stand-up banner for our vendor table at housing events.

We took advantage of the free use of social media, and ran a contest on our Facebook and Twitter accounts. To enter, anyone could take a picture of a bus with our Kiss Your Landlord Goodbye ad and either Tweet it with the **#ISawTheKiss**, or share it on our Facebook wall. Two entries each month are picked at random and win a free Kiss Your Landlord Goodbye t-shirt.

We filmed a TV commercial and were able to save money by using the model home of one of our builder partners at no cost. To further contain costs, DSHA staff and a business partner/friend played roles alongside two professional actors, which were hired at a nominal cost, and provided our own props. All of these expenditures were already included in the budget for homeownership marketing, so no additional costs were incurred.

Demonstrate Effective Use of Resources

One of the best aspects of this campaign was that it was almost entirely done in-house and without the use and cost of a marketing and communications firm. The artwork for the billboards was included in the production cost of the billboards, and we retained rights to the graphics for use in other advertising means. The funds for the billboards, banner, t-shirts, rack cards and give-away items were already budgeted as part of our homeownership marketing plan.

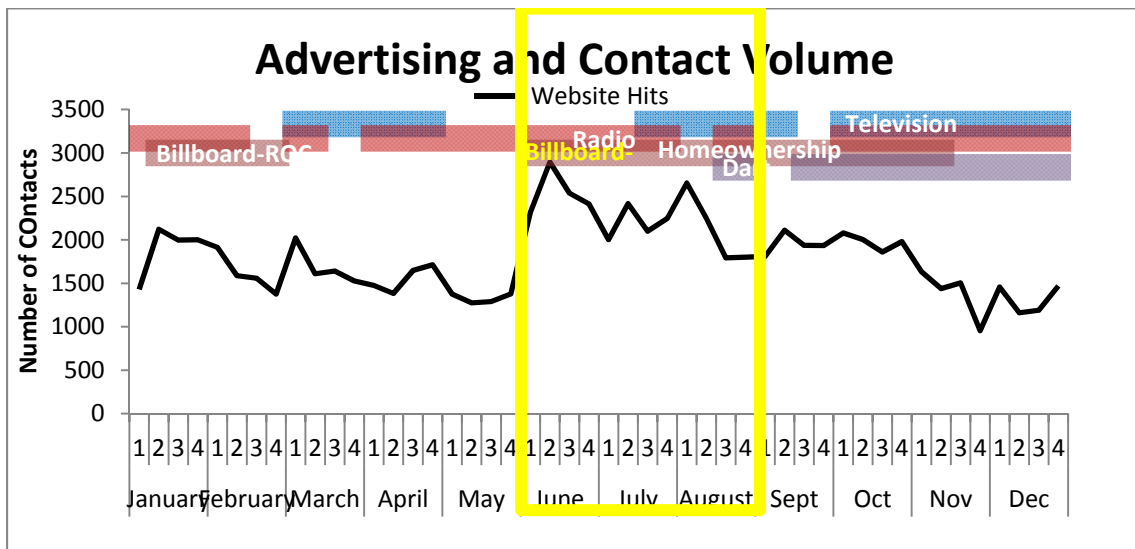
Achieve Strategic Objectives

The bottom line is that this campaign worked. It got peoples' attention – and it intrigued them enough to take that next step and contact us. Not only has the Kiss Your Landlord Goodbye campaign increased the visibility of DSHA's homeownership programs; it has also allowed realtors and lenders to capitalize on the concept to give their advertising a unique and recognizable logo to promote their services.

Mike Sanchez, with 1st Class Properties, is one such Realtor® who has taken advantage of the Kiss Your Landlord Goodbye campaign. He has incorporated it into his own advertising and says it has totally changed the way he markets his business. Mike has revamped his mailings, emails and internet advertising by building on DSHA's foundation. His opening tagline is now, *"Let Me Help You Say Goodbye to Your Landlord!"*

Mike says, "I am thrilled that DSHA makes their information available and has material we can use to connect with affordable homeownership programs and attract new buyers."

Contacts Chart



Billboards



Internet Ad

The screenshot shows the Delaware 105.9 News website. The main navigation bar includes 'LISTEN NOW!', 'Home', 'News', 'Programming', 'Features', 'Calendars', and 'Services'. The 'Listen Now!' section features a woman and the text 'Streaming live online and on your phone'. The 'Delaware 105.9 News' section lists various news items, including 'Sussex County Councilman Cole Files for Re-Election' and 'Dover PD Investigating Town Point Apt Burglary'. The 'Delaware 105.9 Weather' section shows a current temperature of 70° and a forecast for 79° today and 68° tonight. The 'TrafficWatch' section displays 'DelDOT Traffic Cams' with links to various locations. The 'Stocks' section shows DOW at 16,880.50, NASDAQ at 4,333.22, and S&P500 at 1,945.90. The 'World News from CBS News' section lists international news items. The 'Keywords' section has a search bar. The 'On Now' section features 'Dan Gaffney' and 'Susan Monday'. The 'Recommended Businesses' section prominently displays the 'KISS YOUR LANDLORD GOODBYE!' advertisement for DSHHA and DESTATEHOUSING.COM, with the phone number 888-363-8808. The 'Recent Updates' section lists recent news items, including 'G.O.P. political earthquake - the ouster of Eric Cantor' and 'Seafood teacher busted for pot at school'. The bottom of the page shows social media links for Facebook and Twitter.

T-shirt



Standup Banner



Contest Flyer



ENTER TO WIN!!!!

HAVE YOU SEEN THE KISS???

1. Snap a photo* of our Kiss Your Landlord Goodbye ad on a Dart Bus;
2. Tweet it with the hashtag **#ISawTheKiss** – OR –
3. Like DSHA's Facebook, then share your photo on our Wall; and
4. You're entered to win a free T-shirt!

It's easy!

*Reminder: In Delaware, drivers are not allowed to read, write or send text messages, email or use the Internet while operating a motor vehicle. See complete contest rules at www.DeStateHousing.com.

www.DeStateHousing.com



Social Media

facebook

Delaware State Housing Authority (DSHA) June 10

Help us celebrate Homeownership! Enter our new contest and win!

To enter the contest, take a photo of DSHA's Kiss Your Landlord Goodbye! Dart bus ad on your smartphone. Write a caption or if you choose to Tweet, compose a new Tweet that L... See More

Like · Comment · Share

This post was served to 109 people

Boost Post

DSHA @DEStateHousing

Have you seen me? Enter to win! Two winners each month! #ISawTheKiss for details: ow.ly/xAJhU pic.twitter.com/Uhm7MBJQuF

Reply · Delete · Favorite · More

7:33 AM - 4 Jun 2014

Flag media

Giveaways



Rack Card (front & back)

**KISS YOUR
LANDLORD
GOODBYE!**



**SAY HELLO TO
DESTATEHOUSING.COM**

When a buyer is ready to purchase a home, DSHA offers financing options that can make the process simple, easy, and affordable!

WELCOME HOME

Welcome Home offers qualified first-time homebuyers below-market interest rate mortgage products.

Ask about the First-Time Homebuyer Tax Credit that could save you up to \$2,000 on your taxes each year!

HOME AGAIN

Not a first-time homebuyer?
You may still qualify!

Whether you want to upsize, downsize, or are ready for a change, DSHA's Home Again is available to current and former homeowners.

We're not just for first-time buyers anymore!

Don't forget to ask about our downpayment and closing cost assistance!



(888) 363-8808 • www.DeStateHousing.com

Kiss Your Landlord Goodbye Commercial

30 Second Video

<https://www.youtube.com/watch?v=KXD5jjZ8vzc>



CURRENT SITUATION

- Delaware State Housing Authority (DSHA) is dedicated to providing quality, affordable housing opportunities and appropriate supportive services to low- and moderate-income Delawareans.
- DSHA is promoting “Kiss Your Landlord Goodbye” campaign to potential homebuyers throughout Delaware.
- The purpose of the “Kiss Your Landlord Goodbye” campaign is to provide potential buyers with assistance to purchase a home using DSHA’s homeownership products.
- The goal of this TV campaign for “Kiss Your Landlord Goodbye” is to increase visits to DSHA website and, ultimately, increase applications to DSHA’s homeownership programs by airing multiple :30 second advertisements on TV networks throughout the state.

COMCAST SPOTLIGHT STRATEGY

- Comcast Spotlight is providing a customized, demographically and geographically targeted television campaign designed to reach low- and moderate-income First-Time Homebuyers in Delaware.
- The “Kiss Your Landlord Goodbye” campaign is designed to increase visits to DSHA website and, ultimately, increase applications to DSHA’s homeownership programs by airing multiple :30 second advertisements on targeted networks statewide to reach Delawareans that are looking to buy a home.
- The campaign will air for 16 weeks – January 6th through April 27th, 2014. The schedule includes increased frequency for 4 weeks before the Homebuyer Fair on April 5th to help market that event and increase attendance.
- **Total of 6,572 of :30 commercials . Total investment of \$48,981. Rates discounted up to 20% in all zones. Average cost per spot = \$7.45. Reach is 90.8% and Frequency is 7.3 times. GRPs (Gross Rating Points the schedule will yield) = 654.9 Total number of impressions 1,683,526 (see attached summary of networks).**
- Networks were determined based on First-Time Homebuyers (Renters) with household income under \$100K. (See attached research for networks.)
- A new commercial promoting “Kiss Your Landlord Goodbye” will air in the schedule being proposed. The new commercial will be tagged to promote the Homebuyer Fair April 5th.
- Measurement of the TV campaign can be achieved by using an online survey when a homebuyer visits the DSHA websites. Also, traffic to the website can be tracked through Google Analytics before and after start of the campaign to determine increased traffic and awareness of program.