

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

Encouraging affordable homeownership is at the core of Idaho Housing’s mission. Everything we do is about helping fellow Idahoans make sound financial decisions, get an affordable home loan, and overcome barriers to homeownership. We’re in the enviable position of being able to offer homeownership benefits that others can’t match — the lowest financing rates in the state, down payment and closing cost assistance, homebuyer tax credits, homebuyer education, and in-state loan servicing. As a result, we help thousands of Idahoans reach sustainable homeownership each year.

One of our challenges is to ensure that potential homebuyers — especially first-timers — know that homeownership is within their reach and that Idaho Housing has resources to help them. With that in mind, we undertook a unique marketing campaign that blended highly targeted digital ads, a one-of-a-kind social media contest, and traditional advertising. The initiative, which took place over 43 days during the spring 2014 homebuying season, was designed to appeal to younger buyers in targeted areas of the state. The results exceeded all expectations. Almost twice as many potential homebuyers visited our website to learn about the homebuying process compared to the previous year and our engagement with new and existing customers on social media more than doubled. Our marketing efforts paid off in other ways: Within weeks of the campaign’s wrap-up, at least five other HFAs contacted us about ways to replicate it in their states.

A RENTER-WHAT? INTRODUCING A CREATIVE THEME

Like other parts of the country, apartment occupancy levels in Idaho have been climbing rapidly — and so have rents. The result: Many have been questioning the wisdom of pouring money into a home they don’t own. Our goal was to make people aware that it was the perfect time to buy a home. In fact, in a lot of cases a monthly mortgage payment could be less than what they pay in rent.

Sometimes all they need is a “**Rentervention.**”

We used a humorous television ad to introduce Idahoans to a “**Rentervention,**” the centerpiece of the campaign. In it, we meet Carl, a renter who was supposed to meet his landlord about a drippy faucet. Instead, he’s confronted by friends and family who are “tired of him throwing his money away on rent.” They’ve staged a “**Rentervention**” to introduce him to someone from Idaho Housing who can help him get into a new home.

UNIQUE STRATEGY

The “**Rentervention**” theme carried over into a digital-focused marketing strategy that was targeted at the 25- to 34-year-old demographic and the online platforms where they spend most of their time. All of the advertising directed people to Idaho Housing’s website, where potential buyers could check their eligibility, learn about our loan products, and connect with one of the 234 top lending partners in our referral system. More than 760 customers filled out the eligibility form on our website, 724 of whom indicated they were interested in buying a new home. Thirty-nine indicated they were interested in refinancing their current loan.

- **Social media:** We encouraged potential and current homeowners to participate in our Facebook contest that played off the recent “selfie” fad. We called them “housies.” People who liked our Facebook page and submitted a “housie” (a picture of themselves in front of the house of their dreams) were eligible for a \$2,000 gift card to spruce up their home. The “housie” contest received 137 entries. Fifteen Facebook posts about the contest reached more than 3,000 people and were liked or shared about 80 times. Best of all, our Facebook page, which is only two years old, almost

tripled the number of fans (from 237 to 687). The “**Rentervention**” messaging was broadcast twice a week to Idaho Housing’s 250 Twitter followers, resulting in a dozen retweets or mentions.

- **Web ads, mobile ads, and online video:** We placed a 30-second version of our “**Rentervention**” television commercial on YouTube as pre-roll video that was targeted at first-time homebuyers ages 25-34 who live in Idaho. Pre-roll video had almost a half-million impressions over the length of the campaign. The complete version of our TV ad was watched more than 1,000 times from our YouTube channel.
- **Digital advertising:** Desktop and mobile ads targeted at potential homebuyers ages 25-38 with household incomes of \$90,000 or less in Idaho’s largest metro area were placed on Zillow and Realtor.com. Combined, the ads had 838,000 impressions.
- **Streaming music:** We invested in digital banner ads as well as a 30-second audio spot on Pandora, the popular music streaming service. More than a half-million potential homebuyers ages 24-35 in Idaho’s largest metro area heard the ad.
- **Website:** By all measures, traffic to our website almost doubled from the previous year. There were 6,290 unique visits to our “check your eligibility” page, an increase of 49 percent from the previous year. Overall, the page was visited more than 8,000 times, an increase of 47 percent from the previous year.
- **Television / radio:** We had 90 percent reach with our “**Rentervention**” ad that aired more than 1,000 times on cable and broadcast stations on shows favored by the 25-34 demographic in Idaho’s largest metro area. The Spanish version of the “**Rentervention**” ad aired approximately seven times a day on the region’s largest Hispanic radio station.
- **Email blasts:** Two email blasts reached more than 3,600 of our lending and real estate partners. Another email reached 17,000 of our current borrowers, urging them to help Idaho Housing spread the word about the “housie” contest and the benefits of homeownership.
- **Newspaper ads / print collateral:** These were the only traditional media leveraged for the campaign and they were used to promote the “housie” contest. Print ads ran in six editions of a 32,000-circulation weekly newspaper that targets ages 25-34 in the state’s largest media market. Twenty-two weekly ads were placed seven real estate and trade publications and distributed by Realtor organizations in their email blasts. About 260 promotional posters, including Spanish versions, were placed in 137 of our partner lending institutions throughout the state. Several hundred smaller versions of the posters were distributed at several training events and trade shows during the campaign.

Appendix A: Television and online radio ads

Listen to the Pandora ad: <http://youtu.be/Axp-Jlffm3Q>

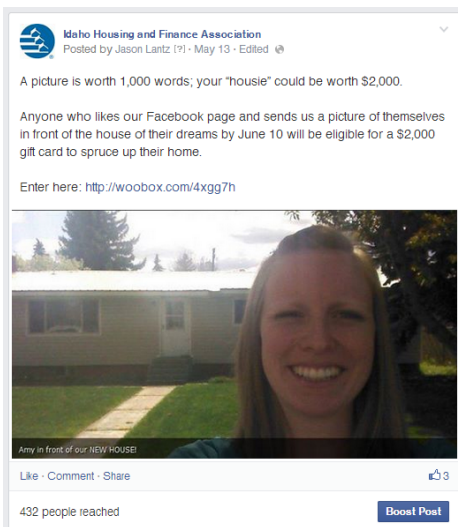
Watch the Rentervention video: <http://www.youtube.com/watch?v=gyDQJdGVO4A>



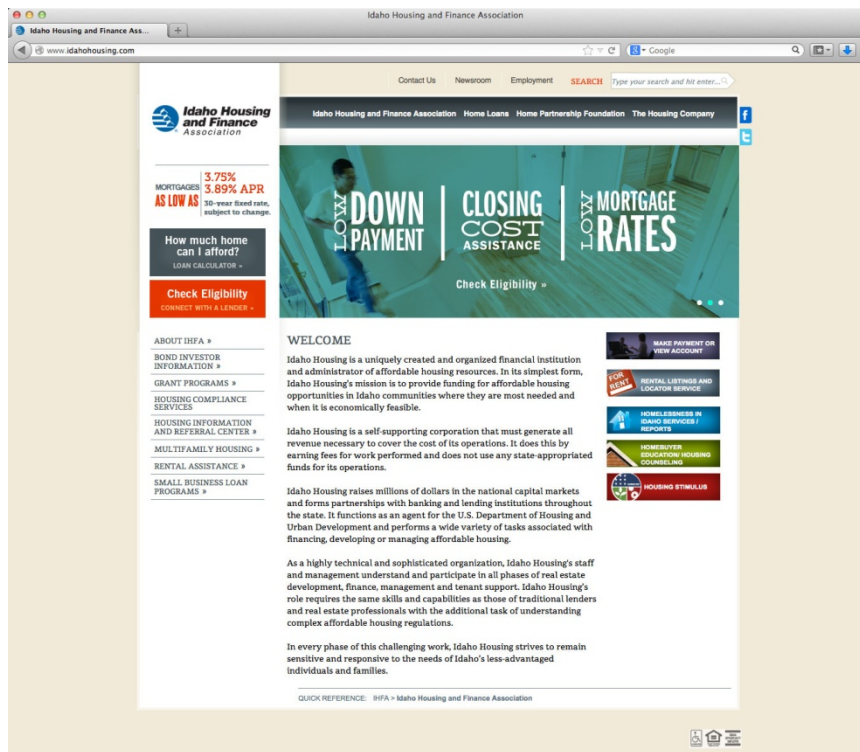
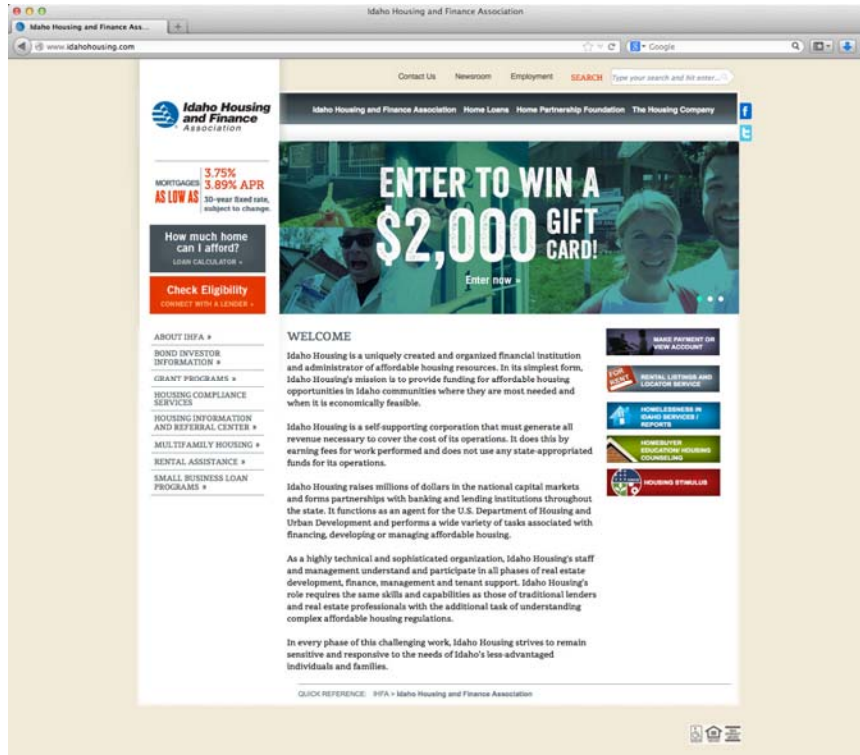
Appendix B: Online advertising



Appendix C: Facebook "Housie" contest



Appendix D: Idaho Housing website




Appendix E: Print advertising



You don't have to empty your savings to buy a house. Idaho Housing can help you buy a home with little or no money down. And your monthly payment could still be lower than what you pay in rent. See how much house you can afford at idahohousing.com.

WIN A \$2,000 GIFT CARD FOR YOUR HOME! Enter today at idahohousing.com   

Appendix F: Email blasts



The graphic features the Idaho Housing and Finance Association logo on the left. The main text reads "ENTER TO WIN A \$2,000 GIFT CARD!" in large, bold, white letters against a teal background with photos of people. A "Contact Us" link is visible in the bottom right corner of the graphic.

Help turn a renter into a homeowner and everybody wins

Get ready for more referrals when Idaho Housing kicks off its new spring consumer advertising campaign today. We're encouraging potential homebuyers to take advantage of loan products and top-notch service that only IHFA's Home Loan programs can offer.

Remind your clients that Idaho Housing can help them buy a new home with a low down payment that won't empty their savings account. They may find that a monthly mortgage payment may be less than what they're paying in rent.

Watch for our comprehensive advertising blitz, which includes TV commercials that will air in the Treasure Valley, print ads, digital ads on multiple online platforms, and a unique social media contest.

Encourage your clients to visit IdahoHousing.com and participate in our creative Facebook contest that plays off the recent "selfie" fad. We're calling them "housies." People who "like" IHFA's Facebook page and send us a picture of themselves in front of the house of their dreams will be eligible for a \$2,000 gift card to spruce up their new home. **Registration ends June 10.**

Learn more by visiting IdahoHousing.com or by calling 1.866.432.4066.



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Do you have a client like this who needs a "rentervention?"



"Rentervention"

Idaho Housing makes borrowing more affordable.

Find out how. [Idaho Housing Home Loans](#)

Learn about our loan programs. [Quick Reference Sheet](#)

CONNECT WITH US