

# NCSHA 2016 Annual Awards Entry Form

(Complete one form for each entry)

**Deadline: Wednesday, June 15, 2016**

Visit [ncsha.org/awards](http://ncsha.org/awards) to view the Annual Awards Call for Entries.

**Instructions:** Type entry information into the form and save it as a PDF. Do not write on or scan the form. If you have any questions contact [awards@ncsha.org](mailto:awards@ncsha.org) or 202-624-7710.

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

**Entry Name:**

\_\_\_\_\_

**HFA:**

\_\_\_\_\_

**Submission Contact:** (Must be HFA Staff Member) \_\_\_\_\_

**Email:**

\_\_\_\_\_

Please provide a 15-word (maximum) description of your nomination to appear on the NCSHA website.

\_\_\_\_\_

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

**HFA:**

\_\_\_\_\_

**Entry Name:**

\_\_\_\_\_

**Select the appropriate subcategory of your entry and indicate if you are providing visual aids.**

Communications	Homeownership	Legislative Advocacy	Management Innovation
Annual Report	Empowering New Buyers	Federal Advocacy	Financial
Creative Media	Encouraging New Production	State Advocacy	Human Resources
Promotional Materials and Newsletters	Home Improvement and Rehabilitation		Operations
			Technology
Rental Housing	Special Needs Housing	Special Achievement	Are you providing visual aids?
Encouraging New Production	Combating Homelessness	Special Achievement	Yes
Multifamily Management	Housing for Persons with Special Needs		No
Preservation and Rehabilitation			

Ohio Housing Finance Agency  
“Great Home. Great Life.” Marketing Campaign  
Communications: Creative Media

**Great Home. Great Life.**

How do you catch the always on the move, seemingly elusive, highly sought after advertising target that is The Millennial? You show them what they want to see...themselves. Once you have captured their attention, it's imperative the message of the ad speak to their core values. Consumer buying trends indicate that Millennials are quickly shunning materialism and the acquisition of “things” simply for status sake. Instead, they are choosing to make purchases which focus on experience as opposed to acquisition. So, how do you sell “the affordable home buying experience” to arguably the most difficult to penetrate advertising demographic? You must make your ad relatable, your product attainable and cause your consumer to act upon their fear of missing out (FOMO).

Our Great Home. Great Life. campaign ran from March 1 through June 30, 2016. The marketing plan was formatted after meeting with senior staff to discuss the Agency's previous advertising efforts, targeted demographics and desired market reach. The media mix featured a strong digital presence using the latest innovations in Web tracking analytics to pinpoint customers most likely to take advantage of services provided by the Agency. In addition to various digital components, the spring 2016 campaign combined the use traditional marketing and media outlets such as print, radio and community events to help establish brand identity and continue to familiarize first time homebuyers with OHFA. Careful analysis of the results and effectiveness of previous ad buys was conducted to help determine which media outlets to consider when planning the FY 16 campaign strategy. This year's campaign sought to use a hyper targeted approach to capture quality impressions over quantity.

**Campaign Scope/Media Mix**

Our goal was to reach first-time homebuyers between the ages of 25-39 across the entire state. We concentrated some of our efforts in the major metropolitan pockets of Cincinnati, Cleveland and Columbus as well as put an increased focus on areas where we have previously struggled to reach consumers such as Akron, Dayton and Toledo. With website conversion as primary measure of success, all advertisements drove traffic to our [MyOhioHome.org](http://MyOhioHome.org) website which is a microsite separate from our Agency website, designed specifically for homebuyers.

We combined the use of progressive and traditional media marketing techniques to increase OHFA brand awareness directly with consumers while generating resources that strengthen our relationships with our current partners. The Great Home. Great Life. campaign used a micro-targeted approach to secure quality impressions which ultimately helped to produce an increase in loan reservations.

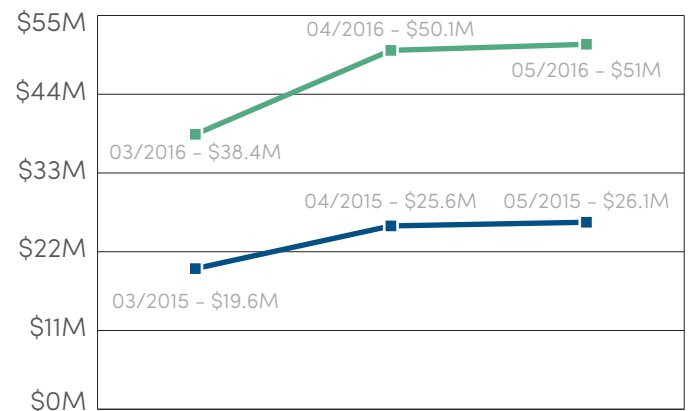
- **Digital:** Desktop and mobile ads targeted toward first-time homebuyers in our target demographic across the state of Ohio were placed on Zillow.com and Realtor.com, providing more than 3,100,000 impressions.

- **Run of Site:** OHFA ads were placed with the digital print publications of Cincinnati Magazine, Columbus Underground and Scene Magazine in Cleveland in featured banner and side panel positions with high millennial readership.
- **Geo-Fencing:** Mobile ads were delivered within very specific geographical areas of our choice such as local gyms, apartment complexes and popular dining/entertainment venues that millennials frequent through mobile apps they already use on their phones such as Amazon, ESPN, CNN, Huffington Post and Accuweather. The average impressions each month of the campaign ranged between 1,100,000 and 1,200,000, experiencing around 3,800 clicks to our website.
- **Print:** Ads were displayed in two publications with primarily millennial readership, 614 Magazine in Columbus and Scene Magazine in Cleveland. Ads also ran in weekly editions of the Minority Communicator targeting African-Americans and La Prensa targeting Hispanics. Additional ads were featured in Columbus Business First publications with rotating content targeting Ohio Heroes, recent graduates and real estate professionals and lenders. Great Home. Great Life. ads were also placed in The Ohio State University Alumni Magazine and Momentum the publication for the Ohio Board of Nursing.
- **Google Ads:** Search and display ads ran for the duration of the campaign averaging 880,000 impressions for display and 28,000 impressions for search ads. Search terms, words and phrases such as “down payment assistance”, “first time homebuyer grant”, “home loan grants for first time homebuyers”, “home buyer programs” and many more, were strategically chosen to ensure high quality impressions, reaching consumers in Ohio looking to purchase a home. Our calculated approaches lead us to average a 6.6% click through rate for the Google search portion of the campaign, greatly exceeding the national average of around 1%.
- **Facebook:** Various Facebook ads were created targeting consumers, realtors and lenders. Using Facebook’s latest innovations in ad display and demographic targeting, we were able to average reaching 89,500 users, 155,000 impressions and 2,300 clicks each month. In addition, we also grew our OHFA page likes by 40%, adding 1,675 new followers during the campaign.

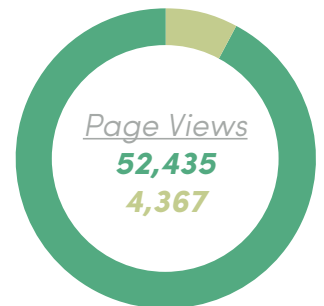
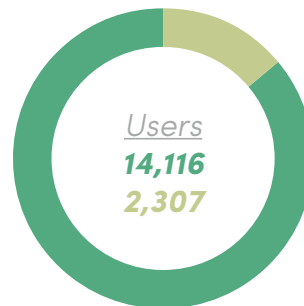
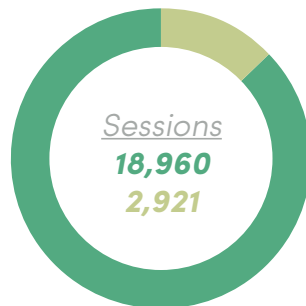
# Great Home. Great Life. Campaign Results

## Loan Reservations

A **96%** increase from the same period last year!



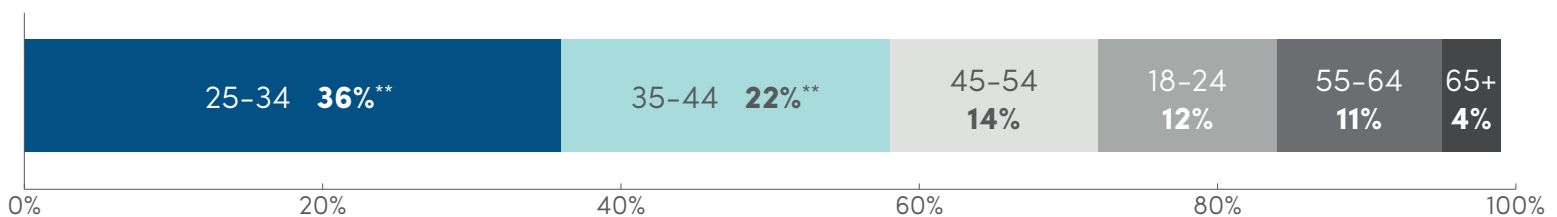
## MyOhioHome Website Traffic



● Campaign Monthly Average

● Monthly Average with no advertising

## Demographics - Age brackets of Customers Who Visited MyOhioHome Website



\*\*Indicates targeted demographic.

## Google Ad Click Through Rate

**OHFA 6.6%** compared to national average of 1.1- 2.0%



# FY2016 FIRST-TIME HOMEBUYER ADVERTISING CAMPAIGN - CREATIVE

## Print - Partners



### Great Home. Great Life.

A great life starts with a great foundation and we at the Ohio Housing Finance Agency believe that includes achieving the dream of homeownership.

We work together with our partners to help make that dream a reality by providing programs designed to help with the financial burden of purchasing a home, including down payment assistance and a mortgage tax credit.

For more information please visit [www.ohiohome.org](http://www.ohiohome.org)



NHS of Greater Cleveland

## Print - Consumers

A great life starts with a great foundation. The Ohio Housing Finance Agency believes that includes owning the home of your dreams.

With programs like Your Choice! Down Payment Assistance designed to help with the financial burden of purchasing a home, that dream can become a reality.

For more information and eligibility requirements visit [www.myohiohome.org](http://www.myohiohome.org) or speak with your lender or real estate agent today.

### Great Home. Great Life.



57 E Main Street Columbus OH 43215 toll free 888.362.6432 fax 614.644.5393

The Ohio Housing Finance Agency is an Equal Opportunity Housing entity. Loans are available on a fair and equal basis regardless of race, color, religion, sex, marital status, national origin, military status, disability or ancestry. Please visit [www.ohiohome.org](http://www.ohiohome.org) for more information.



614 Magazine & Cleveland Scene



**OHIO HOUSING FINANCE AGENCY**

*We Open the Doors to an Affordable Place to Call Home*

The Ohio Housing Finance Agency is a proud sponsor of the Housing Ohio 2016 conference.

Since 1983, OHFA has empowered more than **150,400** households throughout Ohio to achieve the dream of homeownership. As the allocating Agency for the federal Housing Tax Credit program, OHFA has supported financing for more than **109,200** affordable rental housing units.



Visit [www.ohiohome.org](http://www.ohiohome.org) for more information about our programs.

COHHIO - Housing Ohio 2016

### Buen Hogar. Buena Vida.



La buena vida comienza con poner buenos cimientos, y Ohio Housing Finance Agency cree que eso incluye ser dueño de ese hogar con que usted siempre ha soñado.

Ese sueño se puede hacer realidad gracias a programas de ayuda con el pago inicial como Your Choice! Down Payment Assistance, que están diseñados para ayudar con la carga económica de comprar una casa.

Para obtener más información y los requisitos de elegibilidad visita [myohiohome.org/qualify](http://myohiohome.org/qualify) o habla con su prestamista o agente de bienes raíces hoy mismo.

La OHFA es una entidad que proporciona igualdad de oportunidades. Los préstamos están disponibles de manera justa y equitativa sin importar raza, color, religión, sexo, estado civil, nacionalidad de origen, condición militar, discapacidad o ascendencia.




La Prensa




OSU Alumni Magazine



 **Ohio Housing Finance Agency (OHFA)**  
Sponsored (demo) · 🌐


Help your clients secure down payment assistance and interest rate discounts with the use of our programs. Visit our redesigned website and learn more today!




**Make Your Clients Dream of Homeownership a Reality**  
The Ohio Housing Finance Agency offers down payment assistance, career-related interest rate discounts and other loan products to make buying a home or condo easier.

[MYOHIOHOME.ORG](http://MYOHIOHOME.ORG) [Learn More](#)

👍 Like    💬 Comment    ➦ Share    📶 Buffer    📺 Hootlet

 **Ohio Housing Finance Agency (OHFA)**  
Sponsored (demo) · 🌐

Help your clients secure down payment assistance and interest rate discounts with the use of our programs. Visit our redesigned website and learn more today!




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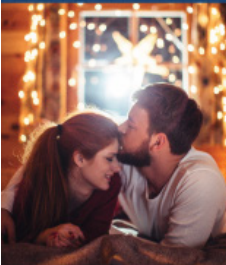
👍 Like    💬 Comment    ➦ Share    📶 Buffer    📺 Hootlet

Facebook ads for Lenders and Realtors

**Great Home.  
Great Life.**

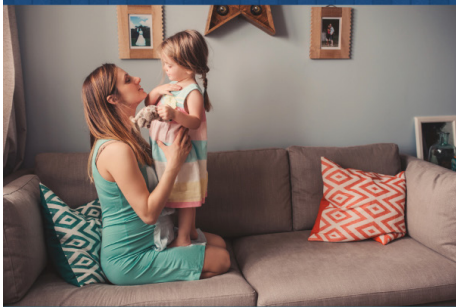


Get the home you've been dreaming about with help from the Ohio Housing Finance Agency.



**LEARN HOW  
WE CAN HELP**


**Great Home.  
Great Life.**



Get the home you've been dreaming about with help from the Ohio Housing Finance Agency.

**MYOHIOHOME.ORG/QUALIFY**

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**WWW.MYOHIOHOME.ORG**