



Entry Form 2018 Annual Awards for Program Excellence

Entry Deadline: Friday, June 15, 2018, Midnight ET

Each entry must include a completed entry form. Please complete a form for each entry your HFA is submitting. The completed entry form will become the first page of your entry.

This form is a fillable PDF. Type your information into the entry form and save it as a PDF. Please do not write on or scan the entry form. **Questions: Call 202-624-7710 or email awards@ncsha.org.**

Entry Title: Enter your entry's title exactly as you wish it to be published on the NCSHA website and in the awards program.

Category:

Subcategory:

Entry Summary: A 15-word (max) summary of the program, project, or practice you are entering.

HFA:

HFA Staff Contact:

Phone:

Email:

Visual Aids:

Are you mailing to NCSHA 10 copies of any visual aids that cannot be included in your entry PDF? Yes No

Payment:

My HFA is mailing a check to NCSHA.
My HFA is emailing the credit card authorization form to awards@ncsha.org.

INTRODUCING... #HouseWiseIowa – A campaign that aimed to make Iowans **WISER** about the home buying process...but wait, that’s not all – it also offered them a chance to make their home **WISER** by winning a complete **WISE Home package!**

CHALLENGE: Iowa was offering more resources for future home buyers than ever before, including a brand new First-Time Home Buyer Savings Account, new closing cost assistance program and a revamped Mortgage Credit Certificate Program.

We wanted to leverage these new resources as an opportunity to increase our single-family loan production. Education has always been important for Iowans when making one of the largest financial decisions they’ll make in their lifetime. We knew that all of the newly-announced resources could have added to the information overload new home buyers often experienced.

PRIMARY GOAL: The House Wise Iowa promotion’s goal was to educate Iowans and increase loan production by **60 loans** and **\$7.17 million** over the previous year.

RETURN ON INVESTMENT

*At the onset of the campaign, we knew that in order to see a return on investment for the \$165,000 marketing campaign, we would need to **increase the number of home buyers who use our programs by 60 over the last previous year and the total mortgages by \$7.17 million.** This is based on the amount we make on the loans and an average loan size of \$119,890.*

GOAL!	
Total additional home buyers	60

STRATEGY FOR ACHIEVING GOAL

We knew that in order to educate home buyers about our programs, we first must gain their attention with an approachable call to action... enter...an on-trend **Grand Prize Wise Home Package!**

The House Wise Iowa promotion was a fun way to position IFA’s programs as approachable tools for home buyers in the lead-up to the spring home buying season.

We strategized a concept that directed Iowans to our web site for a chance to win a highly-sought after **grand prize of a wise home package** including the latest in trending in-home tech gadgets including an Amazon Echo, Instant Pot Smart, Phillips Hue Starter Kit, iRobot Roomba and a \$1,000 grocery gift card.

This prize package fit well with our goal to make Iowans wiser about the process. Before entering, each entrant was required to learn fun facts about our programs through the online experience.

The promotion offered Iowans a chance to win one of **two Grand Prize Wise Home packages** as well as **eight bonus prizes of \$100 grocery gift cards.** Any Iowan, 18 or older was eligible to participate by visiting IowaFinanceAuthority.gov and entering the sweepstakes through June of 2018.

Iowa Finance Authority
#HouseWiseIowa
Communications | Creative Media

Entrants did not need to currently be in the market to purchase a home. While our goal was to increase loan volume we knew we couldn't accomplish that without first raising awareness. We realized that while the sweepstakes entrant may not have been ready to buy a home in the next couple of months, they may have had a friend or neighbor who was.

PRIMARY AUDIENCE: We first zeroed-in our primary audience, first-time Iowa home buyers.

- Age: 25-39
 - Average buyer age: 32
- Single, but may be coupled and not married
- Average household income: \$59,309
- Average home price: \$111,737

SECONDARY AUDIENCE: Lenders and Realtors are the gateway to homeownership for home buyers and an important part of the success of this campaign.

We offered the entrants an extra entry into the sweepstakes if they complete the lender and Realtor fields on the entry form. In turn, the lender and Realtor with the most referrals won billboard glory with a free co-branded billboard in their market. This tactic proved to be effective in getting lenders and Realtors to promote the campaign to their contacts and spurred a significant amount of social media activity.

LEVERAGE PARTNERSHIPS: The campaign was co-sponsored by the Iowa Association of REALTORS®. They provided the Wise Home grand prize packages and the grocery gift card prizes and heavily promoted the campaign to their membership. This is the sixth summer that we've partnered on a campaign to engage Iowa home buyers and our largest campaign to date.

CAMPAIGN TACTICS:

Due to our budget, we chose to concentrate our media buy in two key, populated markets: Des Moines and Cedar Rapids/Iowa City. All other tactics were statewide and deployed March-June 2018.

- Digital
- We used a variety of highly-targeted digital techniques in order to cost-effectively reach potential new owners and use the highlight the campaign visuals.
- Retargeting and geographical and behavioral targeting and custom-site targeted
- Social Media
 - Heavy social media use including facebook (boosted posts) Instagram, twitter and youtube for tracking our video views.
- Cable Television
 - 30-second spot on HGTV-TV in targeted metropolitan areas
- Broadcast Television
 - 30-second spot during targeted Sunday morning home show programs
- iHeart Radio
 - 30 second ads ran to Iowans within our demographic.
- Landing Page

- Our existing home buyer landing page was repurposed to serve as the landing page for the campaign at IowaHouseHunt.com
 - This site was developed to be able to live-on as a resource for home buyers after the campaign ended
 - The web site served as the consistent call to action across all mediums.
- Direct mail
 - A targeted direct mail piece was sent to renters within our demographic.
- Brochures
 - We developed postcards for lenders and Realtors, detailing the campaign and how they can win a billboard in their area if they referred the most entries.
- Media Relations
 - Governor Reynolds and Lt. Governor Gregg hosted a news conference to announce the campaign.
 - We held a media tour in each media market in Iowa with significant television, radio and print coverage, totaling \$40,000 in earned media relations.

RESULTS

The House Wise Iowa campaign collected the names and locations of entrants, which will allow us to definitely correlate the number of loans specifically generated from the campaign. We wait a full year for full results, but can say that at extremely early count already total 5 conversions of entrants to IFA home buyers.

This campaign allowed us to directly correlate Iowans who were engaged with the campaign to home buyers who used our programs. To ensure accurate results, we wait one year before calculating final results, as we know it’s not realistic to make such a large purchase rapidly after hearing about a program.

2018 RESULTS	GOAL	ACTUAL
Total additional home buyers	60	43 – with final month remaining

LOAN GROWTH IN CAMPAIGN PERIOD *NOT INCLUDING FINAL KEY MONTH OF CAMPAIGN (JUNE) PROJECTED TO FAR EXCEED GOAL	
	# Loans
2018	516
2017	473
Growth	43 (9%)

HOUSE WISE IOWA: 2018 HOMEOWNERSHIP CAMPAIGN

Multi Frame Gifts for Digital Ads

GET HOUSE WISE  **YOU CAN SAVE \$2,000 ON TAXES EACH YEAR**

GET HOUSE WISE  **USING A HAIR DRYER ON WOOD MAKES WATER RINGS GO POOF!**

GET HOUSE WISE  **WE'RE LIKE A BODYGUARD FOR TITLE PROTECTION**

GET A WISER HOME  

GET HOUSE WISE  **NEEDING 20% FOR A DOWN PAYMENT IS A MYTH**

GET HOUSE WISE  **DRYER SHEETS CAN REMOVE CRAYON OFF WALLS**

GET HOUSE WISE  **\$2,500 IN DOWN PAYMENT ASSISTANCE COULD BE YOURS**

GET HOUSE WISE  **MORTGAGE & DOWN PAYMENT ASSISTANCE PROGRAMS CAN ACTUALLY BE EASY**

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iHeart Radio Commercial (Click image to listen)

 **WIN A WISER HOME!**

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Campaign Kickoff



Event Display

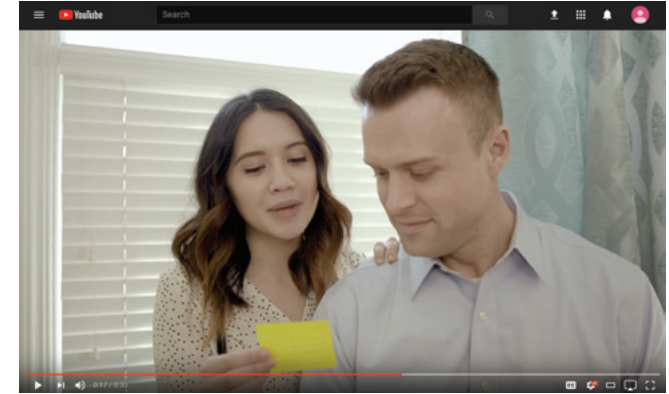
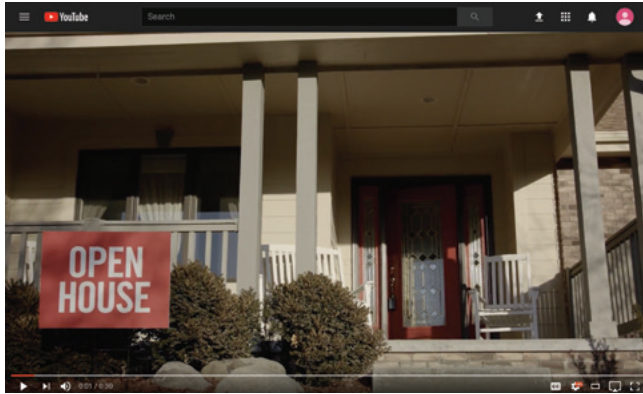


Campaign Event



HOUSE WISE IOWA: 2018 HOMEOWNERSHIP CAMPAIGN

Click an image to see the TV Commercial



Contest Website

Click the computer to visit the website



Web Banner



Social Media Graphics



HOUSE WISE IOWA: 2018 HOMEOWNERSHIP CAMPAIGN

Event Handout and Direct Mail



IF BUYING A NEW HOUSE FEELS COMPLETELY OVERWHELMING, **YOU'RE DOING IT WRONG.** LET US BESTOW UPON YOU THE WISEST TOP 5 LIST YOU EVER DID SEE.

- 1 A 3% DOWN PAYMENT CAN GET YOU A HOME SWEET HOME.**
The Iowa Finance Authority offers programs that only require a 3% down payment. You don't need to put 20% down to buy your dream home!
- 2 A '\$2,000-OFF' COUPON COULD BE YOURS IN FUTURE TAX SEASONS.**
You can save up to \$2,000 on your federal taxes each year. Just ask us about the Mortgage Credit Certificate Program.
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Now that you're wise, your home should be too! Enter our House Wise contest to make your home a whole lot smarter. Go to IowaHouseHunt.com and give our Wisdom Wizard a spin.

Don't forget the bonus round
Enter your Realtor® and/or lender's name for **two extra chances** to win. You'll also help them get a chance to win a free billboard!

2 GRAND PRIZES + 8 BONUS PRIZES

GRAND PRIZES: Amazon Echo, InstantPot Smart, Philips Hue Starter Kit, iRobot Roomba, \$1,000 grocery gift card

BONUS PRIZES: \$100 grocery gift card to your favorite neighborhood grocer

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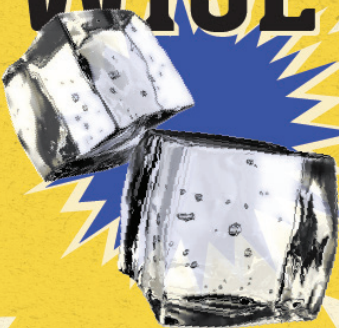
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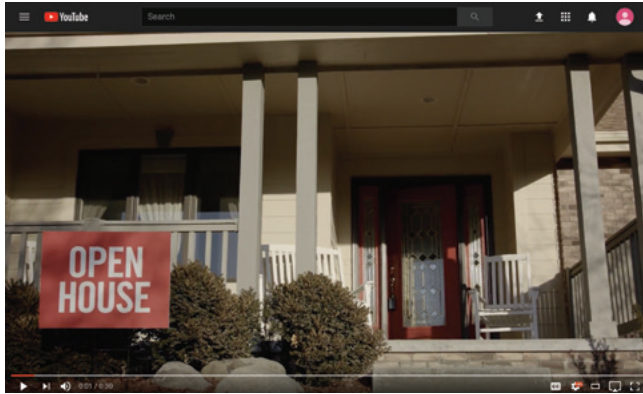


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