

Integrated Campaign: Brand Awareness



In 2020, VHDA rebranded and became **Virginia Housing**.



New name.
New look.
and new Messaging.

There was a need to more clearly identify who we are as an organization and what we do to support affordable housing across Virginia—and how it benefits everyone.

The result of this was to reintroduce ourselves to Virginians with our first statewide **Brand Awareness Campaign.**

Our goal was twofold:

- ▶ Build awareness among stakeholders and the general public about Virginia Housing, **our mission and the importance of affordable housing.**
- ▶ To make Virginians aware of our **educational and financing programs.**

Campaign Strategy.

The Umbrella Campaign.

Home Helps Everyone.

Designed to inspire the general public, constituents and business partners in a way that makes things personal and addresses their concerns.

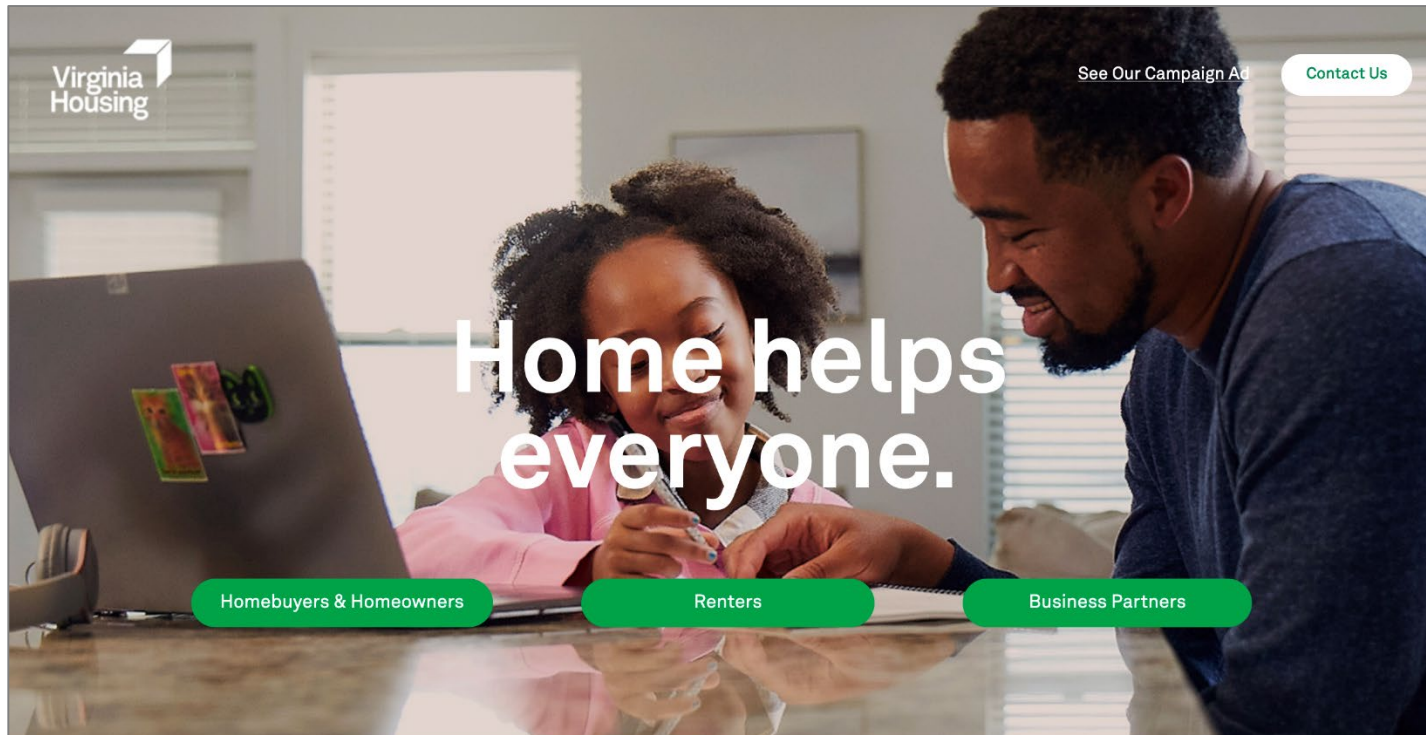
The Capsule Campaign.

Let's Solve This.

Developed to specifically target existing and potential partners and government officials with the rallying cry “**Let's Solve This**”– inviting collaboration and innovative solutions for our communities' housing challenges.

The Work.

Landing Page:
VirginiaHousing.com/HomeHelps



Affordable housing helps everyone.

At Virginia Housing, our loans, grants and resources transform where and how millions of Virginians live and thrive. By boosting local economies, creating a stable workforce and improving education, affordable homes are the foundation of thriving communities.

TV/Video Spots:

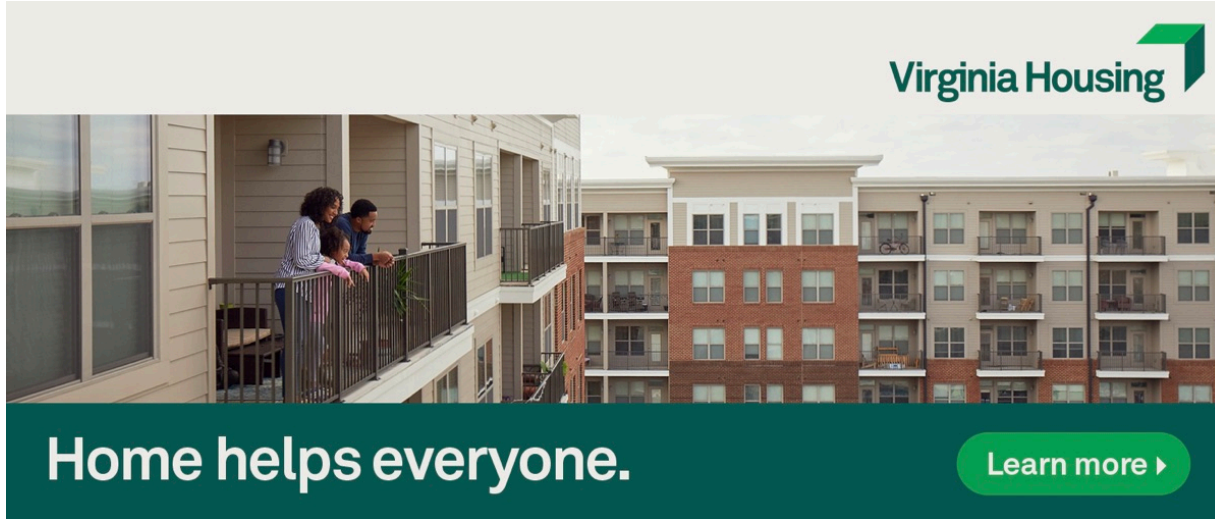
This Is Affordable Housing



Affordable Housing Helps Everyone



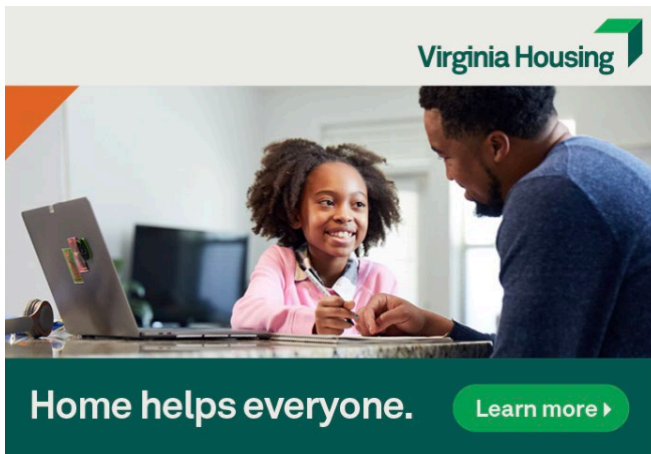
Sample Digital Ads:



Virginia Housing

Home helps everyone.


[Learn more](#)



Virginia Housing

Home helps everyone.

[Learn more](#)

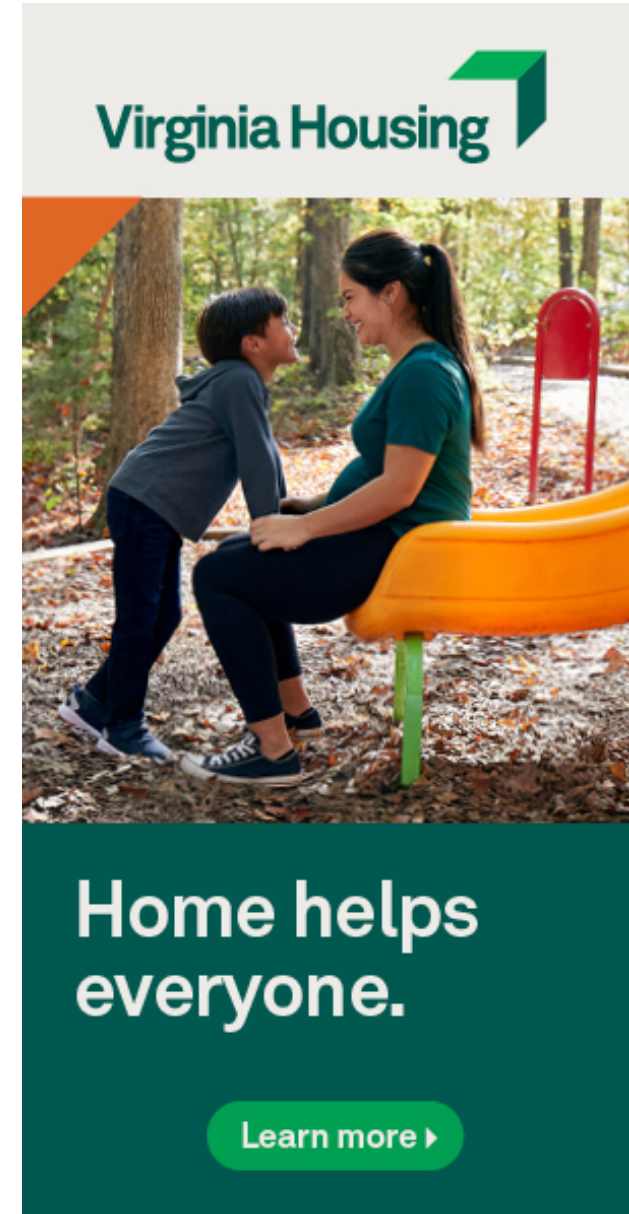


Virginia Housing

This is affordable housing.

Home Helps Everyone

[Learn more](#)



Virginia Housing

Home helps everyone.

[Learn more](#)

Capsule Campaign: *Let's Solve This:*

The lack of affordable housing is a crisis. Nearly 50 years strong, Virginia Housing has solutions.

By investing in the power of home, we transform where and how millions of Virginians live and thrive. Because affordable homes lead to success in unexpected forms — for not one individual but for many. Boosted economies. Stronger workforces. New businesses. Better education. Neighbors we can rely on.

Together with our partners and a mission of innovation and sustainability, let's mobilize our communities and lead by example.

In short, let's solve this.

As one, we can help all. One in every three Virginia households spends over a third of their income on home, meaning they can't afford it.* But by pooling our resources and energies with yours, we can change that statistic. Our collaboration with both social sectors and businesses ensures our mission is self-supporting and our benefits, far-reaching. *According to a 2016 report from Virginia Coalition of Housing and Economic Development

Susan Dewey
CEO, VIRGINIA HOUSING

"Affordable housing creates an incredible ripple effect throughout our communities, which makes it so critical. It proves Virginians can do amazing things together, even when the going gets tough."



You've got vision. We've got resources. Let's solve this.

Virginia Housing offers a variety of grant and loan programs to help local governments, nonprofits and developers revitalize neighborhoods and solve workforce housing needs.

To learn more about partnering with us, contact us at Resources@VirginiaHousing.com.



**Elements that helped bring
the campaign to life.**

Elements that helped bring it all to life:

The obvious:

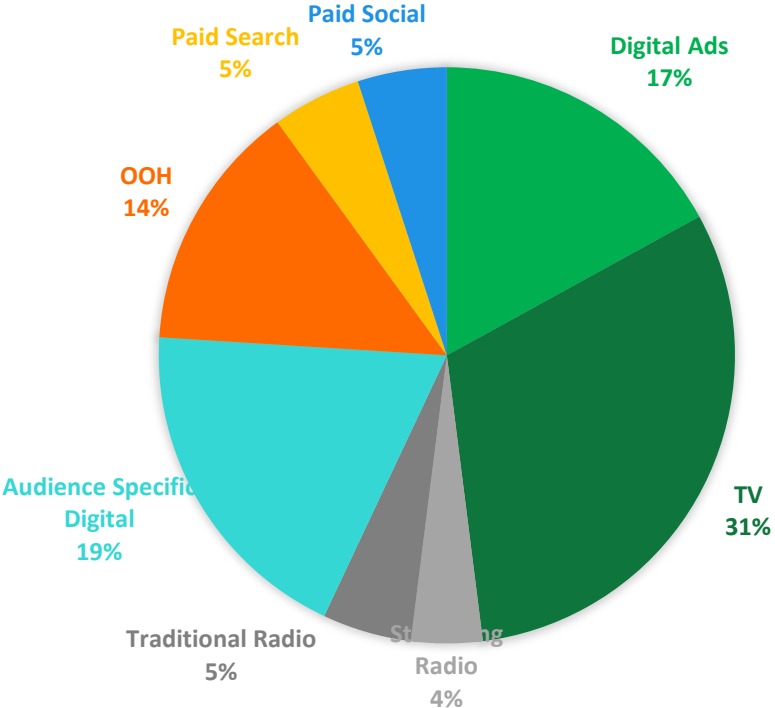
- ▶ Logo
- ▶ New Brand Guidelines (color palette, font, brand voice, etc)
- ▶ Casual, friendly messaging

The *not-so obvious*:

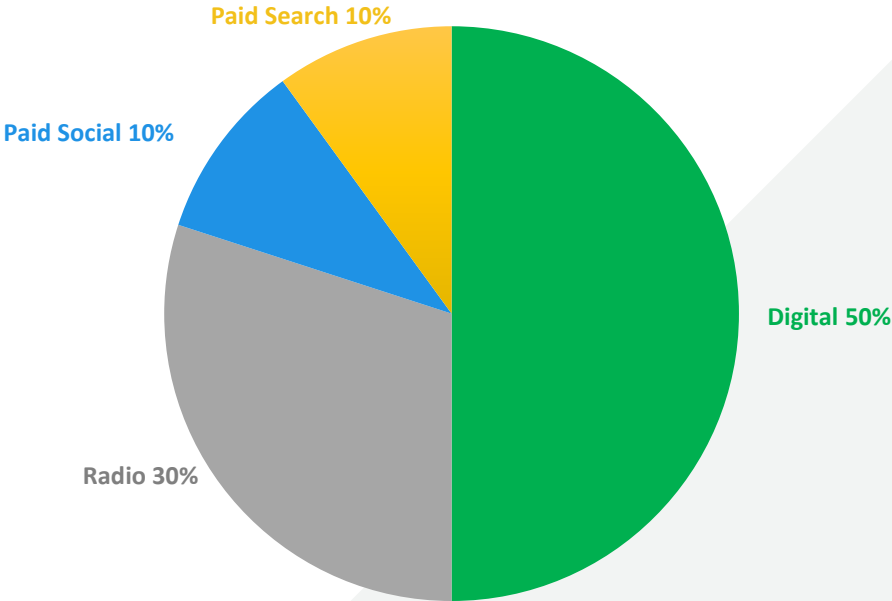
- ▶ Data
- ▶ Media mix
- ▶ Measurable results

Media Allocations

Virginia Housing's media mix:




Modified media mix:





Thank You.


Housing Investments are Vital for North Carolina


2020 Housing Investments supported job creation, boosted small business, increased tax revenues and infused a billion dollars in wages and spending into the state's economy.


 \$2.4 billion in real estate value produced


 5,040 home buyers

 12,990 homes and apartments financed


 1,170 homeowners


 24,740 jobs supported


 35,870 renters


 \$72.9 million in tax revenue generated


OUR INVESTMENTS IN AFFORDABLE HOUSING SINCE 1973 HAVE BEEN VITAL


 **HOME OWNERSHIP**
126,510 HOMES
valued at \$13.3 billion

 **HOUSING PRESERVATION**
37,020 HOMES AND APARTMENTS
valued at \$408.2 million

 **RENTAL PRODUCTION**
109,700 APARTMENTS
valued at \$10.6 billion

 **SUPPORTIVE HOUSING**
5,360 UNITS
valued at \$533.8 million

 **RENT ASSISTANCE**
33,630 APARTMENTS
with \$2.8 billion in rent assistance


 **FORECLOSURE ASSISTANCE**
49,470 HOMES SAVED
\$5.4 billion in property value preserved


A self-supporting public agency, the NC Housing Finance Agency has financed 306,130 homes and apartments, totaling \$27.6 billion, since 1973.

Learn more at 2020.HousingBuildsNC.com


NC HOUSING TRUST FUND IS VITAL


2020 RESULTS


 1,070 units for low-income families, seniors, veterans and people with disabilities

 80% have incomes that are equal to or less than half of their area's median income

ALL-TIME RESULTS

 38,810 units financed

 26,830 jobs supported

 \$159.7 million in tax revenues generated



NORTH CAROLINA

**HOUSING
FINANCE
AGENCY**

3508 BUSH STREET
RALEIGH, NC 27609
919-877-5700



Housing Investments are Vital

2020 INVESTMENT AND IMPACT

In 2020, the North Carolina Housing Finance Agency passed the billion dollar mark in total annual investment for tax credit apartment development, expanded home ownership options in underserved counties and supported state efforts to assist renters hard hit by the economic impacts of COVID-19.

The Agency continued its strong track record of leveraging public-private partnerships to create affordable housing opportunities in 460 communities. We are grateful for our partners in those communities who worked tirelessly in a challenging year to meet the mission of creating affordable housing opportunities for North Carolinians who may have otherwise been left behind.

J. Adam Abram, Chair
Scott Farmer, Executive Director



Learn more about our Housing Investment and Impact through our interactive online report at 2020.HousingBuildsNC.com

No tax dollars were used for this publication.
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2020 INVESTMENT AND IMPACT

Housing Investments are Vital

The North Carolina Housing Finance Agency leverages public funds with private investments to finance affordable housing opportunities that move North Carolina, its economy, communities and citizens forward.



<https://2020.housingbuildsnc.com/#scene-1>

The background of the slide features three golden shovels with white blades, partially buried in a mound of rich, brown soil. The shovels are positioned in a row, with the central one slightly more prominent. The soil is textured and appears to be freshly turned. The background beyond the soil is a blurred, light-colored ground surface.

2020 Funding Selections & Advancements

Going Big So More Minnesotans Can Go Home!

<https://spark.adobe.com/page/xDji9SJgQiTC/>