

NCSHA 2016 Annual Awards Entry Form

(Complete one form for each entry)

Deadline: Wednesday, June 15, 2016

Visit 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 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			

MassHousing
Communications – Promotional Materials and Newsletters
MassHousing’s Spring 2016 Homebuyer Ad Campaign

Overview:

In the spring of 2016, MassHousing executed an advertising campaign to build awareness of its home mortgage loan programs and drive traffic to our website and increase our number of Facebook followers. The campaign delivered compelling creative and yielded strong positive results that exceeded expectations. The campaign made extensive use of English and Spanish digital platforms in order to reach the coveted “millennial” customers that are entering the home buying market in record numbers. However, our market research showed that traditional media was still an important part of the mix and so we included print, TV, radio and outdoor as well. The campaign was conceived and carried out by MassHousing’s Corporate Communications team, which meant that 100% of the budget went to advertising and scarce resources were not spent on an ad agency, media buyer or consultant.

Target Demographic: Hispanic, African American, and Spanish and Portuguese-speaking low- and moderate-income first time homebuyers aged 23-39, that live in Gateway Cities (a defined list of 26 mid-sized Massachusetts cities and towns where median household income is below the state average and the rate of educational attainment is below the state average).

Duration: March-May 2016

Creative: The creative was designed to appeal to millennials and their desire for experiences, as opposed to older audiences who react more to the notion of homeownership as an opportunity to build wealth. We appealed directly to the millennial desire to stay in Massachusetts (a popular, high-cost state with a strong brand identity of its own) using the tag line “Be a part of it. Buy a home!” The imagery and ad copy is bright and youthful and encouraging: “You can do it, MassHousing can help!” We used hashtags instead of ad copy to convey what we offer (#safemortgages, #homebuyerresources) and what buyers might aspire to do (#settingdownroots) and where (#Massachusetts).

Budget:\$132,500

Digital:	32%
Comcast Cable TV:	24.5%
Outdoor:	16.5%
Little League Fields:	8%
Radio:	7.5%
“Linea de Ayuda” (The Help Line):	6.5%
Print:	4%

Overall Results: Average daily page visits to www.masshousing.com increased by approximately 500 per day, or 8% for the period of March-May, when compared to the same period one year earlier (increased from 6,090 to 6,582).

Digital Advertising: A key element of the campaign was digital advertising. We used [Batanga](#), a Spanish Language ad serving company to reach dozens of Spanish-language publications which published our ads. With [Taboola](#), the same technology was used to reach their network of English-language news

sites. Consumers were served an image and headline to click for a MassHousing "listicle" or "advertorial" on our website. We also advertised on the millennial-friendly streaming music service Pandora (using tile ads and audio ads), as well as Facebook and Google (display and text ads on through their Google Ad Words program).

Results:

Facebook: MassHousing Facebook page likes increased **205%**, from 1,124 to 3,432.



- **A Facebook ad for our Operation Welcome Home loan for veterans:** reached 67,000; received 1909 "likes"; was shared 233 times; 2,954 total post engagements (including page likes, likes, shares and comments)
- **Linea de Ayuda promo:** reached 31,160 viewers; video viewed 11,660 times; a total of 11,763 actions (including likes, shares, comments, views)
- **'Be a Part of it' tile ad:** 16,1017 people reached; 6,594 actions, including garnering 1,570 page likes
- **'Be a Part of it' video ad:** 147,285 reached; 46,355 actions total including 45,931 video views

Google Display Ads:

- Ran display ads on Google network 3/24/16 – 4/23/16
- 1.9 million impressions delivered
- 6,200 clicks (a 0.34% Click-through Rate)
- On average, about 206 visits per day to www.masshousing.com were a result of our Google ads.



Batanga: Batanga Media has two of its own websites that provide news and information. It also serves ad content to other Spanish sites (its "network"). We advertised on both.



- MassHousing ads on Batanga Sites had a 0.21 Click-through rate (CTR) that is higher than the average CTR for Bantanga's own two sites (between 0.16-0.18)
- MassHousing ads on Batanga's network of sites had a 0.09 CTR, higher than the network average of 0.08

Taboola: Taboola serves digital ads ("suggested content") to a network of online publications.



- Served promotions linking to [our content](#) through their network of publishers between 4/1/16 – 6/12/16
- Sites such as MSN news, Boston.com, Business Insider, My Fox Boston, New England Cable News, The Atlantic, NBC today, NBC Sports, AOL/Huffington Post, MentalFloss and Western Mass News
- Results ranged from between 30 – 180 clicks per day

Pandora:

- 448,403 total impressions delivered
- 1,877 total clicks, showing that the Pandora audience really engaged with the ads



The campaign had an overall CTR that outpaced Pandora's benchmarks for both of their products

Pandora Audio Everywhere:

Pandora Benchmark: 0.46%
 MassHousing average CTR: 0.54%

Pandora Display Everywhere:

Pandora Benchmark: 0.71%
 MassHousing average CTR: 0.73%

Comcast cable TV ads:

- Watch the [TV ad in English here](#) and in [Spanish here](#)
- Ads ran March 11 - May 1
- Channels: BET, OWN, TBS, TRUtv, Comedy Central, Comcast Sportsnet, ESPN Deportes, Galavisión, CSV—Comcast Spotlight Video

La Línea de Ayuda, or Help Line: A two-hour call-in event on Spanish-language station Telemundo that allows Spanish-speaking homebuyers to speak one-on-one with a mortgage expert. The event was held during evening programming on April 14, 2016, and was promoted with numerous cut-ins during popular programming. [This promo](#) ran numerous times on Telemundo.



- Received 150 calls from viewers seeking information about affordable home mortgage loans
- Over 511,000 delivered impressions to promote the call-in across TV and digital platforms, including a Telemundo home page and app “takeover” and Facebook ads

Print: Print and online banner ads in the *Bay State Banner* (African American demographic), *El Planeta* (Spanish) and *O-Jornal* (Portuguese) newspapers. The *Bay State Banner* package included sponsored advertorial as well.

Radio: We ran [this ad](#) on the following Massachusetts radio stations: 104 spots on WFHN-FM; 120 spots and 60 live-mentions on Spanish station WAMG; 80 spots on WEIB; four spots and two live reads on El Tapon in Lawrence.

Outdoor: We produced billboard ads that ran in 20 prominent locations in Gateway cities.

Little League: We purchased banners to hang on outfield fences and other Little League facilities:

1. New Bedford Bay Sox
2. Springfield – John L. Sullivan Sandlot Leagues
3. Worcester – District 4 little league
4. West Lynn Little League
5. Fitchburg – Youth Baseball Association
6. Fall River – National Little League
7. Peabody Little League
8. Brockton West Youth Baseball
9. Lawrence – Mercedes Baseball Academy
10. Revere – list name on web page

Outdoor Advertising



Facebook Posts

MH MassHousing
Published by Deepak Karamcheli [?], March 18 · 🌐

#safemortgages #communitypride #settingdownroots
#homebuyerresources #Massachusetts
www.masshousing.com/homeownership



162,166 people reached [View Results](#)

Like Comment Share

La Classy, Alma Arias and 1.2K others Chronological

308 shares

[View previous comments](#) 52 of 73

Kyle Bressette Sarah Potter
Like Reply Message April 4 at 5:43pm

Raymonde Charles Mallebranche What is the process like? And what is the credit score limit to be qualified for a reasonable interest rate?
Like Reply Message April 4 at 7:24pm

MH MassHousing Hello, Raymonds. Thanks for your interest in MassHousing. If you have specific questions about the homebuying process and our programs, you can call us at 888-843-5432 or send an email to homeownership@masshousing.com.
Like Reply 1 · Commented on by Deepak Karamcheli [?] April 5

MH MassHousing
Published by Deepak Karamcheli [?], March 28 · 🌐

#safemortgages #communitypride #settingdownroots
#homebuyerresources #Massachusetts
www.masshousing.com/homeownership



152,979 people reached [View Results](#)

40K Views

Like Comment Share

Nancy Mendez, Samantha Rogers and 155 others Chronological

79 shares

Suzeth Dunn Daniels Mejia-Rosano
Like Reply Message March 28 at 3:51pm

Suzeth Dunn Vaimy Massiel Mejia
Like Reply Message March 28 at 3:51pm

Amey Maldonado Roberto Maldonado
Like Reply Message March 30 at 1:08am

MH MassHousing
Sponsored · 🌐 [Like Page](#)

MassHousing staff and homeownership partners will be available to answer your homebuying questions as part of Linea de Ayuda on Telemundo Boston, WNEU, on Thursday, April 14 from 6:30 to 8:30 p.m. Video en español.



72 Reactions 2 Comments 29 Shares

Like Comment Share

MH MassHousing
Sponsored · 🌐 [Like Page](#)

Operation Welcome Home is a mortgage program created by MassHousing to help Veterans, active service members, reservists and Gold Star family members become first-time homeowners.
www.masshousing.com/owh

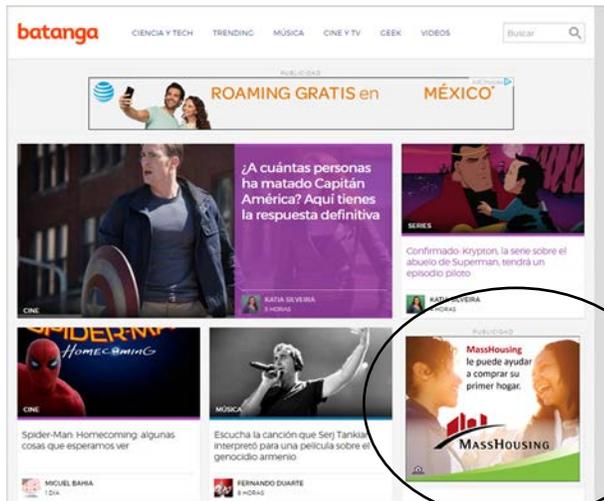


MASSHOUSING

Google (and other) display ads



Spanish digital ads served via Batanga



Pandora streaming radio tile



Linea de Ayuda (Help Line) promos and “click-to-call”

APP TAKEOVER



Units

- Click to call
- 320x50
- 300x250

Performance

- 15,542 impressions
- 35 total clicks
- 0.25% CTR

TELEMUNDO 5-1-0-9

DESKTOP TAKEOVER



Units

- Wallpaper
- 970x90 expandable
- 300x250
- 728x90

Performance

- 2,179 impressions
- 16 total clicks
- 0.75% CTR !!

TELEMUNDO 5-1-0-9

Little League banner



Print ads

www.OJornal.com



www.masshousing.com

Be a part of it. Compre Casa.
Pode conseguir, **MassHousing** pode ajudar!

#safemortgages #homebuyerresources #communitypride

Se você não acredita em Deus, por favor não me visite!!!
HERMÃO SANTA CRUZ E ÍNDIO CURANDEIRO

ESPECIALISTA NA UNIÃO DE CASAIS
Cative o regresso da pessoa amada, em três dias garantido e você paga o meu trabalho quando vir os resultados.
Sem enganar, sem promessas falsas

Domino todos os tipos de magia; incluindo a magia vermelha suprema, a mais forte, poderosa, rápida e efectiva para fazer regressar, unir, agarrar, ou afastar a pessoa que quiser, não importa a distância ou quanto difícil for. Também funciona em casais do mesmo sexo.....

Cuidado, não se deixe enganar!!!
Não envie dinheiro para nenhum tipo de trabalho espiritual. Os trabalhos espirituais não funcionam à distância. É necessário que o interessado assista pessoalmente ou por meio de um familiar ou uma pessoa chegada.

Ligue-nos para Marcar uma consulta

PAWTUCKET, RI (401) 419-1989 EAST BOSTON, MA (617) 970-5702**



MASSHOUSING

Be a part of it. Buy a home.
You can do it, **MassHousing** can help.

#safemortgages #communitypride #settingdownroots
#homebuyerresources #Massachusetts

www.masshousing.com/homeownership

MASSHOUSING OPPORTUNITY