

# 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			

## Creative Brief

Michigan State Housing Development Authority  
735 Michigan Ave.  
P.O. Box 30044  
Lansing, MI 48909

Michigan State Housing Development Authority (MSHDA) provides financial and technical assistance through public and private partnership to create and preserve safe and decent affordable housing for the people of Michigan.

### **Objective:**

Increase public awareness of MSHDA and the good work accomplished.  
Create a new brand identity for MSHDA that draws attention to the many ways Michigan residents and neighborhoods benefit from Authority programs and services.

### **Audience:**

*Primary:* Influencers - Local business, local government (city and township), and community leaders  
*Secondary:* MSHDA employees and Adults 25+

### **Concept:**

In recognition of 50 years of helping Michigan households and communities, we wanted to demonstrate MSHDA's credibility and showcase our many successes. This golden anniversary offers a unique opportunity to draw some new attention to, and garner greater awareness of who we are, what we do and how our programs are creating opportunities for quality affordable housing, as well as enhancing communities across Michigan. To mark the occasion, we adopted a new brand position of "Opening Doors. Opening Possibilities." This brand exemplifies how our programs open doors for individuals and communities throughout our state. It helps us bring fresh attention to MSHDA, which is illustrated through a new look and feel across our many marketing channels. A new logo created a platform for us to connect with our audience and create something that is directly tied to our new slogan, and nods to the achievements of the last 50 years.

### **Slogan:**

"Opening Doors. Opening Possibilities"

Example of slogan in paid media:

Owning a home. It's a goal everyone has. But there are many things that can keep people in Michigan from making that goal a reality. Not having enough for a down payment. Finding a mortgage they can afford. Being able to keep up with the taxes. Fortunately, MSHDA has helped open doors for thousands of Michigan residents through housing and community development activities for 50 years. Opening the door to the dream of owning a home and all the possibilities found within.

### **Project Specifics:**

*Paid Media* – Leveraging media to drive brand awareness and trust. By focusing on key markets around the state (Detroit, Grand Rapids, Lansing and Flint) and running continuity messaging, we established a baseline of awareness to elevate the new MSHDA brand and bring attention to our 50<sup>th</sup> anniversary.

*Rebranding Launch Announcement* - MSHDA created a series of events to raise awareness of the new look and feel. Notably, we spearheaded an innovative and personal Grassroots Campaign with MSHDA's Executive Director, Kevin Eisenheimer. He visited cities throughout the state to champion the new brand identity and discuss the pillars of MSHDA in informal and intimate settings, creating a one-to-one experience where the people of Michigan could interact, meet and engage with MSHDA like never before.

Michigan State Housing Development Authority  
MSHDA's 50<sup>th</sup> Anniversary Rebranding Campaign

*Continued Storytelling* – We deliver unique storytelling opportunities focused on MSHDA loan products and community programs. Third-party stories are used to highlight the benefits of MSHDA products and services in a compelling way. This leverages trends and news that intersect with MSHDA into stories that resonate with our target audience. Continued storytelling positions MSHDA as a go-to resource to discuss and learn about trends in home buying, homeownership, ending homelessness and other community programs that are relevant to our target audience.

*Examples of Strategic MSHDA Messaging:*

- Finance quality affordable rental housing developments
- Homeless Housing Development Programs and Grants
- Helping low-to moderate-income individuals with their down payment to help purchase their first home
- Mortgage Credit Certificate Program
- Homeowner Counseling
- Redevelop and/or restore existing community structures, including historic buildings

*Methods of Media used:*

- Radio Advertisements
- Gas Station television
- Social Media
- MSHDA Website
- Online Advertisements
- Newspaper Advertisements
- Magazine Advertisements
- Cinema paid advertisements
- YouTube
- Partnerships and Sponsorships

