

SDHDA Affordable for All Campaign

South Dakota Housing Development Authority

Communications: Integrated Campaign

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When public misperception often dictates that affordable housing is an unachievable luxury and thusly demeans the phrase itself in the context of everyday life, what can an HFA do to combat and re-inform the general public? SDHDA sought to develop a campaign that did just that—reframed the narrative around what it means to have “affordable housing” and why everyone’s point of reference for what “affordable” means is different. But the one through-line is clear—*everyone* deserves housing that’s affordable in its own way.

Why It’s Innovative.

Thanks to a sleek design and captivating centerpiece video, the campaign utilized a destination page with relatable color palette and imagery, as well as a unifying and attractive logo to brand the campaign for the duration. Taking the word “affordable” and helping to put it in the context of positive connotations in other parts of our lives strove to redefine what “affordable housing” *can* mean. Through digital ad placement and statewide broad-awareness plays via the video and landing page, the campaign got the conversation started on social media.

This effort included offering direct links to programs from project-based housing to development opportunities to financing opportunities. The landing page by its very nature helped to showcase the diverse range of options when it comes to finding an affordable home or rental property in our state.

Why It Resonated.

Forcing consumers to look at their own misperceptions about what “affordable housing” means got people talking—endless commentary on social channels proved that the topic was worth the discussion. And, as a result, consumers’ interests were piqued enough to visit the destination page and learn more about what options are available to them and reducing the perceived shame around someone taking advantage of an affordable-housing program.

How It Affected Change.

“Affordability” doesn’t need to be a bad word. This seasonal campaign helped to start discussions that needed to be had about the state of housing in South Dakota. From shining a light on communities in need of more affordable property development, to directing those who assume there’s nothing for their income bracket toward an option that makes sense.

Affordable Housing centerpiece video - <https://www.youtube.com/watch?v=QUwodGAh710>

Static Ads



Email Campaign



Affordable Housing Landing Page

