

# housebuilder AWARDS

— SPONSOR 2026 —

## Category 5)

### **BEST MARKETING INITIATIVE**

Entrants will be judged on the imagination, innovation and effectiveness of a marketing initiative or campaign, whether to promote a specific scheme or to attract and facilitate first time buyers and others to a particular project

*The category is open to initiatives/ideas/campaigns/processes which market new home developments or housebuilder brands*

Entries will be judged on some or all of the following:

- Imagination and innovation in the marketing initiative
- Evidence of engagement with relevant community
- Evidence of success of the initiative in the sales and marketing of new homes or company recognition

**THIRD PARTY TESTIMONIALS ARE WELCOMED AND ENCOURAGED IN ALL CATEGORIES**

*Please contact [events@house-builder.co.uk](mailto:events@house-builder.co.uk) or 020 7960 1630 with any questions*