



Homebuilders
Association
Vancouver

HAVAN REBRAND UPDATE

February 10th, where are we at?

The overarching goal of the association's rebrand is to add value to membership by:

1. Building consumer awareness of the association with a memorable name, to ensure we are thought of first, when looking to build, buy or renovate homes.
2. Updating the logo to successfully work within the digital environment (to be seen)

10 DAYS IN: Let's look at wins, challenges, and some supporting data.

LAUNCH Deliverables:

- ✓ The HAVAN brand pre-launched to 270 members and industry partners on January 31, 2019 at the annual Legends dinner - to resounding approval. Guests took home a HAVAN branded journal, plus other sponsor gifts.
- ✓ Homebuilders Association Vancouver (HAVAN) is launched Thursday, February 1, 2019
- ✓ All association collateral is rebranded for January 31, 2019
- ✓ [HAVAN.ca](https://havan.ca) website launches without issue, redirecting all GVHBA pages to [HAVAN.ca](https://havan.ca).
- ✓ CEO's [announcement](#) sent to members February 1.
- ✓ [Media release](#) sent out to industry and government officials February 1.
- ✓ [Video](#) released and shared with members and social followers
- ✓ **Decals and name tags** mailed to members, along with the one page 2019 [government relations summary](#)

What's next?

The marketing department's primary rebrand mandate is to:

- Regain organic online ranking with search engines for Homebuilders Association Vancouver (HAVAN)
- Engage members to embrace the new name and branding, emphasizing use of HAVAN, and reassure 'we remain committed to our core values: advocacy, education, and connections.'
- Continue to grow consumer awareness of the Homebuilders Association Vancouver (HAVAN) brand.

Projects in development:

1. #LinkBackHAVAN and Google Review member campaign (raise HAVAN's SEO ranking and voice, to advocate on behalf of members, industry and consumers.)
2. SEM #FindHAVAN campaign to ensure Homebuilders Association Vancouver ranks during transition, while re-establishing new name with Google and other search engines
3. Industry influencer campaign to help grow our following (ie Tony Gioventu, CEO of the Condominium Homeowner's Association of BC (300,000+ followers) has agreed to feature HAVAN, noting great enthusiasm with the HAVAN brand.)
4. Online Consumer Brand Awareness Campaign featuring HAVAN Ovation Award builders (B2C)
5. Member social media campaign to engage members online, and encourage use of HAVAN
6. Incorporate HAVAN Ovation Awards into HAVAN.ca website (drive website traffic)
7. 1/4ly report re National and Provincial connections/member benefits – first report @ AGM to ensure our members and HBA's across Canada we remain committed and behind our collective efforts to advocate, educate and connect.

As always, please reach out any time. We look forward to connecting with you!