



Homebuilders  
Association  
Vancouver

# HAVAN REBRAND UPDATE

## 45 days in, where are we at?

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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)

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

### Website:

- ✓ **Website Traction:** Homebuilders Association Vancouver (HAVAN) traffic dropped off with the name change (approx. 18%). This was to be expected. During the transition, we are actively running a search campaign #FindHAVAN including **SEM** and **SEO** efforts to ensure people looking for HAVAN.ca and Homebuilders Association Vancouver will find us. **Note:** anyone searching for GVHBA is redirected to HAVAN.ca
- ✓ **Google Ranking. We started February 1 at zero. March 4 Homebuilders Association Vancouver is back on page one in organic Google searches** - albeit, not yet at the top - but we continue to work on SEO efforts, and will get there asap.  
(Industry experts advised this could take months, so we are thrilled to be on page one in just 30 days! Shout out to [Jelly Marketing](#) and members for linking back to havan.ca and all the google reviews!)
- ✓ Google Ranking is yet to recognize HAVAN.ca – still down the list.
- ✓ **SEO** stats indicate average visit time has increased by 52% year over year, with number of pages viewed per visit increasing by 15%. In other words, even though we have dropped off in users, engagement is up.

### Government Relations:

- ✓ Feedback from Mark Sakai, Director of Government Relations, indicates government officials are referring to HAVAN, embracing our name change, noting business is as usual, with no interruption.

### Consumer Outreach:

- ✓ The HAVAN 'Ask the Experts' Stage at the Spring Home and Garden Show Feb 20 - 24 provided direct exposure to **54,764 consumers**, with 1,200 HAVAN directories and 300 HAVAN Construction booklets handed out.
- ✓ **HAVAN Homebuyer Forum:** Connected with **280 pre-registered** consumers (including 80 in person, 88 online,) with **757 people reached via Facebook Live**

- ✓ HAVAN video is running on social, along with being posted on the website, and consumer YouTube Channel

### Industry Connections:

- ✓ HAVAN **Buildex Booth** (Feb 13/14) saw direct exposure to **14,000 industry members**, with 1,400 HAVAN directories and 700 HAVAN member look-books handed out.
- ✓ HAVAN **Ovation Awards O'iree** February 28<sup>th</sup> celebrating with **250 members** and industry supporters, plus **1350 viewers** reached via Facebook live with three live videos, inc 35 post engagements, and 584 minutes viewed.
- ✓ **HAVAN Breakfast networking Event (100 members)**, Thursday, March 7<sup>th</sup> Rebrand stats shared to a round of applause.
- ✓ **General member feedback** has been overwhelmingly positive, with less an .02% calling in, wondering what is going on, or why the change, what is HAVAN etc. In response to questions, a [Q&A tool kit](#) is prepared to help answer common questions, and located on the Members Only page of the website, under Association Correspondence.

### 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. Continue #LinkBackHAVAN and Google Review member campaign (raise HAVAN's SEO ranking and voice, to advocate on behalf of members, industry and consumers.)
2. Continue 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!