

## CATEGORY DESCRIPTION

### Innovation

#### 43. Innovation Award

This award recognizes an innovative product/service by an OHBA member that improves the residential and professional home building industry.

##### Judging Criteria

- Concept
- Creativity
- Target Market Relevance
- Written Content

##### Requirements – To Enter

- Product Name
- Written Content - Guided Questions ( 200 max words per question )
  - Describe the concept and key messaging.
  - What innovative elements were strategically utilized?
  - How does the product / service impact and benefit the target market?

##### Requirements to Upload

- Project Logo (if applicable)
- Company Logo ( Builder/Developer/Renovator )
- 3 - 5 photos of product / service ( Minimum 1500 pixels in height or width. )

##### Who Helped You?

This is your opportunity to add companies that have helped you with this project. In order for these companies to be recognized, they must be a member of OHBA in good standing as of June 30, 2024. Please name the local HBA(s) of which the companies are current members.

Learn about how to become an OHBA member [ohba.ca/ohba-membership/](https://www.ohba.ca/ohba-membership/)

By completing this section, be advised that each company that you have given credit to in this submission will become public knowledge and may be publicized in various OHBA marketing materials. In accordance with privacy laws, please ensure that you have obtained permission from each respective company to allow OHBA to use their name and/or logo as a result of your Awards of Distinction submission. If they do not want OHBA to use their name / logo, please do not list them as a credit to company.