

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.)