

## **NRHA Awarded League of American Communications Professionals “Most Creative Campaign” of 2008**

NRHA was awarded the 2008 League of American Communications Professionals (LACP) Magellan Award for “Most Creative Campaign” for marketing the revitalization of its Grandy Village property.



The campaign was also named one of the “Top 50 Communications Campaigns” of 2008, placing 19th overall out of 457 entries. The campaign was crafted and executed in-house by NRHA’s Communications and Marketing Department. Competition proved especially challenging this year from a broad range of prominent U.S. and international corporations, government entities, educational institutions and non-profits. Competitors included Coca-Cola, Chevron, Kodak, ESPN as well as NASA and DOD.

The primary campaign goal was to raise awareness of NRHA’s new Vision: “Quality Housing Opportunities for All,” and new Mission: “Provide Quality Housing Opportunities that Foster Sustainable Mixed-Income Communities.”

Grandy Village is a model transformation of traditional public housing to a sustainable mixed-income community, with quality amenities.

The campaign goals included raising awareness of the model transformation, positioning the community to appeal to a broader range of incomes and positioning NRHA as a regional/national leader in the transformation model and green building all within the timeframe of Fall 2007 to Fall 2008.

The campaign consisted of media briefings and tours, news releases, American Wetlands Month Celebration, partnerships with schools and environmental groups, Virginia Municipal League Annual Meeting tour/ exhibit as well as display at the Governor’s Housing Conference.

Marketing materials ranged from media kits to exhibit materials such as desk accessories made of recycled products, BPA-free water bottles as well as eco-friendly tote bags and bookmarks with seeded papers for planting.

“This year’s entry, The Grandy Village Revitalization Campaign, proves to be remarkable in light of tremendous competition,” said Christine Kennedy, LACP

Managing Director. “Overall, we find this work to be superb. The message clarity and audience focus are excellent. Our belief is that the measurable results of this campaign to be excellent, demonstrating the success of this project in connecting with the right people and delivering a highly applicable and persuasive message.”

Several judges commented as follows:

“Outstanding planning – we’re impressed by the thought and care invested into The Grandy Village Revitalization Campaign.”

“The goals of this campaign are ambitious, and we’re impressed with how much Norfolk Redevelopment and Housing Authority achieved. Great work.”

“We’re impressed by how the needs of the target audience have been anticipated. Excellent planning.”

“We are very proud to be recognized with this prestigious award as well as successfully competing among the world’s best known organizations,” said NRHA Executive Director Shurl Montgomery.