

Creative Brief – Annual Report (Print Version)

Report Title: TRREB Members In Action: Giving and Leading

Sub-heading: Annual Report 2020-2021

Theme:

Members at TRREB are professional in every sense of the word. This theme will deliver 360-degree account of how they demonstrated all of the dimensions and behaviours of a true professional; it is a commitment, a passion and a lifestyle.

Sub headings (may change) for report sections, include:

- Members First
- Making a Difference
- Strides & Action
- A New Era of Technology
- Past, Present and Future
- The Value of One, the Power of Many

Creative Approach:

The creative approach should feature real TRREB Members to connect with our Members, who support us.

Using storytelling design elements, the creative approach will speak to the Claire and Christopher personas. In doing so, the design must elevate the profile of TRREB as caring about what our Members care about – giving back to the communities they live and work in, and guiding clients through buying and selling.

The design should also consider an easy-to-follow and seamless format to allow TRREB's impact to shine through versus competing with multiple elements.

Cover and Section Creative Deadline:

To align with the look and feel of the microsite, the following are required:

- Two cover designs for review **by Friday, August 6, 2021.**
- Two section designs for review **by Friday, August 6, 2021.**

Design Style:

- TRREB branding guidelines
- TRREB branding colours (primary and supplementary palettes)
- **Font Choices:** Using "Effra" for body copy, and "Corbel" for sub headers
- **Font Size:** 12pt
- **Margins:** Brought in from .5" to .75" along edges, and added 1/8" between columns.
- **Colour Scheme for Sections:** Alternate between Vermillion, Steel, Cayman Blue

Outline:

Introduction:

- Cover: photo, logo, title, sub heading
- Inside Cover: **Leadership** Pull quotes from Lisa and John
- Table of Contents: 1 page (page 1)
- CEO and President's Message: 2 pages, 250 words per message (TBD) (page 2 and 3)

Sections:

Note: sub-headers to follow with copy.

- **Members First:** 4 pages, 1,000 words (page 4– 7)

This is a story of the resilience and diversity of the Members. They are adaptable, creative and work for the benefit of each other and the community.

- **Making a Difference:** 3 pages, 750 words (page 8 – 10)

This is the story of Members in the community they live and grow and work in and they have a vested interest in watching it thrive.

- **The Value of One, the Power of Many Infographic:** 2 pages (page 11-12)

This section should reveal how vital TRREB is to a REALTORS® success, not how many social media likes. How many logins, how many real estate transactions did your members do, how many volunteers did you have, how many hours of continuing education were delivered. This section should visually represent the impact.

- **Transforming the Industry:** BOD headshots and titles
Supporting: Committee, Task Force, Roster Volunteers headshots and titles
10 pages –yearbook style (page 13 – 23)
- **Strides & Action:** 1 page, 250 words (page 24)

Members are at the heart of what we do. Advocating for Members is our commitment to ensuring everyone has an environment to work in that contributes to their professional success.

- **A New Era of Technology:** 1 page, 250 words (page 25)

Technology moves fast and to meet the needs of Clients it's vital that the tools a Member needs are available and at the ready to help grow their business and grow their expertise.

- **Past, Present and Future:** 2 pages, 500 words (page 26-27)

Including a mention of the 100 Year Anniversary and the ideas of TRREB next-based concepts, if not "old news". Certainly, a look ahead is worthwhile, even as a short call-out box.

- *Summary of Financials 3 pages (Member version only) (page 28-30)*

- Inside Back Cover: Pull quote from Kevin Crigger and Paul Baron
- Back Cover: logo, tagline, TRREB.ca, address and phone number

Printing:

- Stock glossy cover and matte interior
- 250 copies
- Ship date to printer TBC

Report Collateral:

Full report in the following formats:

- Print required **by October 26, 2021**
- Digital required **by November 1, 2021**
 - PDF
 - Adobe Flip Version

Report Promo: (by early November)

- E-blast Header Image (text to follow)
- TRREB Member Home Page Banner (text to follow)
- Public Website Banner (text to follow)
- SM images

Meetings:

Touchpoint meetings will also be scheduled **on August 12 and 26, September 16 and 30, October 7 and 21** to address any questions and gather the stages of execution.

Additional meetings with Halmyre or internally may also be required.