

# TORONTO BUILDERS AND AGENCIES TAKE LAS VEGAS BY STORM

BY SUSAN LEGGE



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**01** Montana Steele (from left to right) Andy DeSantis, vice-president, Creative Director; Rene DeSantis, president; Joe Latobesi, vice-president, Director Client Services **02** For the second consecutive year, Debbie Cosic and Mira Tomljenovic of In2uition won Best Sales Team of the Year and were also recognized as Sales & Marketing Managers of the Year **03** (from left to right) David Klugsberg, Corinne Korytkowski and Lawrence Ayliffe of L.A. Inc., Nancy Mackinlay and Craig Taylor of Context Developments

Toronto condo builders and their agencies walked away with 25 per cent of the wins at an awards event in Las Vegas last month.

The Nationals, the name given to this prestigious US-based event, is an annual awards gala put on by the National Association of Home Builders.

The Association welcomes international entries and celebrates the pinnacle in sales, marketing, design and architecture in the building industry. The Gold awards are the highlight of the Nationals Gala evening.

Held at the Las Vegas Convention Center, more than 700 entries from around the continent were considered from participating agencies. The awards were presented during the 2010 International Builders' Show (IBS), the country's largest annual building-industry trade show and exhibition, which attracts an international attendance.

The sales team of Debbie Cosic

and Mira Tomljenovic of In2uition Marketing Insights won two Gold awards this year: one for Sales Team of the Year (for the second year in a row), the other for Sales Manager(s) of the Year.

L.A. Inc. also picked up two Gold awards. Both were for projects belonging to Context Developments. One was for Best Internet Marketing Campaign – Eblast for its Market Wharf project. The other was for Community of the Year – Urban for an up-and-coming project called The Library District.

Blackjet Inc./In2uition shared a Gold award for Best Brochure for SigNature Developments' Triumph North.

The big winner of the evening was Toronto-based ad agency Montana Steele, which took home more awards than any other nominee. The nine Golds they picked up represented the following categories:

- Attached Community of the Year for One Bloor, Bazis International
- Best Brochure Magazine for Liberty Market Lofts, Lifetime Developments & BLVD Developments
- Best Radio Commercial for London on the Esplanade, Cityzen Group
- Best Overall Ad Campaign for Liberty Market Lofts, Lifetime Developments & BLVD Developments
- Best Signage for Liberty Market Lofts, Lifetime Developments & BLVD Developments
- Best Print Campaign for Liberty Market Lofts, Lifetime Developments & BLVD Developments
- Best Colour Advertisement for Liberty Market Lofts, Lifetime Developments & BLVD Developments
- Best Product Design of an Attached Home Plan for One Bloor, Bazis International
- Best Brochure for One Bloor, Bazis International