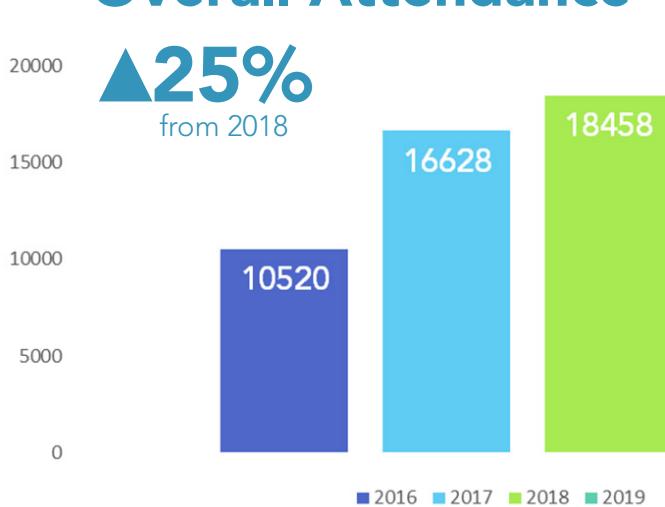


Prepared by the Saskatoon & Region Home Builders' Association

The Parade of Homes continues to grow in size. Numbers increased again this year for overall attendance and attendance per home. While we had more homes than ever before, we did have one less builder than last year. Here's a snapshot of the numbers for 2019:

Overall Attendance

▲25%
from 2018



Attendance per Home

▲18%
from 2018



Number of Homes

▲2 homes
from 2018

Number of Builders

▼1 builders
from 2018

Most popular day of the week: **Sunday**

Least popular day of the week: **Thursday**

Most popular day overall: **Family Day Sunday - over 2000 attendees!**



Demographics

We were able to get demographics from multiple sources throughout the Parade of Homes:

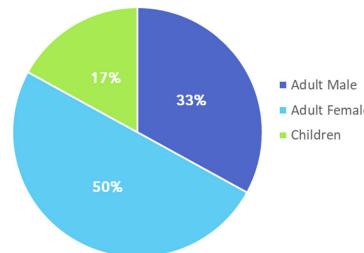
- Attendance tracker (gender)
- Google Analytics for website visitors (gender, age)
- Drop-in-to-win profiles (gender, age, household income, city of residence, primary reason for visiting)

Once again, data for gender and age was similar across all sources, which is good news as it suggests that the numbers were an accurate representation of Parade attendees.

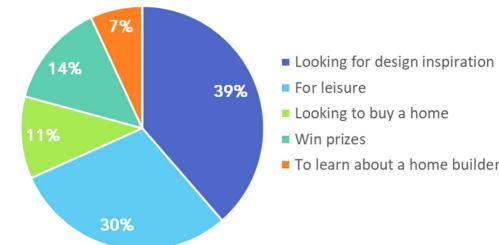
Gender data was **nearly identical** to last year's suggesting this to be the typical demographic of attendees.

The biggest difference from last year with respect to age was that **twice as many** respondents as last year selected "**55-64**" as their age range.

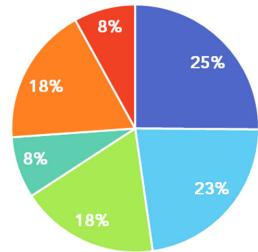
2019 Parade of Homes Attendees



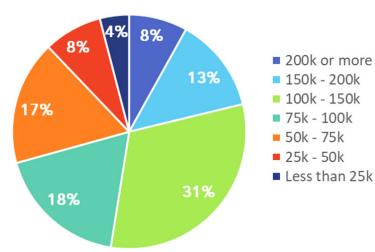
Primary Reason for Visiting



Adult Attendee Age Range



Household Income



Marketing

Marketing for 2019 included:

- Weekly ads in the StarPhoenix
- A coordinated social media campaign including but not limited to featured communities, contesting info, and original video content
- Print brochure delivered to 70,000+ households
- Weekly CTV Morning Live appearances featuring homes in Developer sponsored communities
- Radio ads across several Saskatoon stations
- Radio "on-locations" for Family weekend
- Digital ads on key relevant websites
- 6-week commercial and 5-second "billboard" campaign on CTV
- Weekly featured homes in the StarPhoenix Showhome Directory
- "Drop in to Win" and "BINGO" contesting

Some of the key changes and improvements for 2019 included:

Video footage and extra photos of each home. Videos are great for social media promotions, and we wanted to ensure that we could represent each home, so we contracted social media company T-Squared to collect footage of each home which used for videos that showed off the homes. While in the homes, they also snapped some photos of each home. This allowed for a more cohesive "look" to social media posts showing off the interiors of the homes, and for us to feature more photos of the homes overall. These photos were also distributed to each builder for their own use in the future, an added bonus that we were happy to be able to provide.

Drop in to Win Stations. Since the Parade's revival, the "Drop in to Win" contest has been offered as an opportunity for attendees to win a wonderful grand prize, while also providing us with valuable data that we can then pass onto builders and use ourselves to improve our marketing efforts. Previously, the contest was done using the attendees' own phones, but we struggled to get as many people to participate as we would have liked in order to be confident in our data.

Suspecting that this may be at least partially due to privacy concerns, we decided this year to try placing a tablet in each home so that participants' could answer the questions there instead of on their own device. There was a **580% increase** in number of total entries, and, more importantly, a **460% increase in number of unique people** participating.



Parade of Homes 2019 B I N G O				
Outside of Saskatoon	Main Floor Laundry	The Meadows /Rosewood	Next to a Park	Bonus Room
Over 2000 sq ft	Dual Sinks	Fireplace	Quartz Countertops	Second Floor Laundry
Stonebridge	Attached Garage	Snap a Selfie Tag Apposite	Evergreen/ Aspen Ridge	Bungalow
More than 2 Bathrooms	Kensington/ South Kensington	Back Deck	Two Storey	Under 1500 sq ft
Walk-in Pantry	Brighton	Walk-in Closet	Main Floor Bedroom	Condo/ Townhouse

Parade of Homes BINGO. While Drop in to Win does an excellent job of allowing us to collect data, we wanted to add another fun initiative to the Parade in order to help boost attendance. Having already tried multiple different social media and digital-based contests in previous years without much success, we decided to go analog this year and introduce Parade of Homes BINGO. This was at no additional cost to the marketing budget, as prizes were donated by restaurants in Parade of Homes neighbourhoods, and the card was distributed on the print brochure that was going out anyway. The cards were designed to ensure that each home was represented by multiple squares. The initiative proved quite successful, with roughly **500** BINGO cards turned in, all of whom visited at least 5 of the Parade homes. We even had one of the BINGO winners let us know he ended up buying a Parade home!

CTV Campaign. Last year, we tried out a new initiative called "Ask the Expert," where each Thursday night an expert presentation was given in one of the homes, with the expert having appeared on CTV Morning Live earlier that day. While the presentations were not as well-attended as we hoped, the CTV Morning Live segments were very well received. We set out to continue that success this year, linking the development sponsorships to a weekly CTV Morning Live segment featuring one of the homes in the sponsored development. One interesting change from last year's attendance is that Tuesday attendance increased so much that Tuesday is no longer the least popular day to attend. While we can't directly attribute that change in attendance to the segments with absolute certainty, it's a good sign that these segments boosted attendance.

Additionally, we used data collected from last year's attendees and found that TV advertising was getting us a much higher return for cost compared to outdoor transit advertising. We used that information to divert spending usually reserved for the bus ads to an extensive 6-week TV campaign on CTV, with favourable results. For the same spend, we had **10%** of attendees say they heard about the Parade on TV, compared to less than 1% last year hearing about it through the outdoor advertising.