

## CMHC EQuilibrium housing initiative relies on HBS Marketing

Nationwide demonstration of energy and resource efficient homes promoted in key markets



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OTTAWA, CANADA –**

HBS Marketing today announced that Canada Mortgage and Housing Corporation (CMHC) selected the firm to handle the national advertising program in support of its recently launched EQuilibrium housing initiative. HBS was brought in by CMHC to drive awareness among the general public and position CMHC as the federal leader in the development of affordable, healthy and energy-efficient housing.

EQuilibrium houses are being presented in a public demonstration over the spring and summer of 2007. EQuilibrium houses integrate high-performance, energy-efficient passive solar design and commercially available on-site renewable energy systems such as solar water heating, electricity and ground-source heat.

The key component of the awareness campaign for CMHC was print advertising, with a media buy in daily newspapers in 10 cities across Canada. The print ad consisted of a visual sketch of what an EQuilibrium home might look like; this glimpse into the future added intrigue to the ad.

The copy consisted of the strong headline “A Healthier Environment Begins At Home,” followed by an introduction to the innovative EQuilibrium initiative. The ad then showcased the strong public and private partnerships brought together by this program and congratulated the winning builders that participated in the bid to build demonstration homes across Canada.

“We are pleased to have the opportunity to work with CMHC on this innovative new program,” said Sandra Markus, Vice-President, Client Services, HBS Marketing. “This is an excellent opportunity for HBS to continue to build our green portfolio and this campaign demonstrates how seamlessly strategy, creative and media buying are brought together by our team.”

### **ABOUT HBS MARKETING**

HBS Marketing is an award-winning full-service marketing communications agency serving private and public sector organizations across North America. Since 1976, the company has offered a complete range of strategic services, including positioning and brand-building, corporate identity programs and powerful, compelling marketing communications across all media. HBS Marketing’s expertise is organized into such practice areas as Public Sector Marketing, Social Marketing, Technology Marketing and Consumer Marketing.

For more information, please visit [www.hbsmarketing.com](http://www.hbsmarketing.com).

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