



ACTIVE HOUSE CENTENNIAL PARK TORONTO, CANADA



NELS MOXNESS
RUSSELL IBBOTSON

March 7, 2017



40 YEARS OF DEMONSTRATION HOUSES IN CANADA... ...FOCUSED ONLY ON ENERGY.



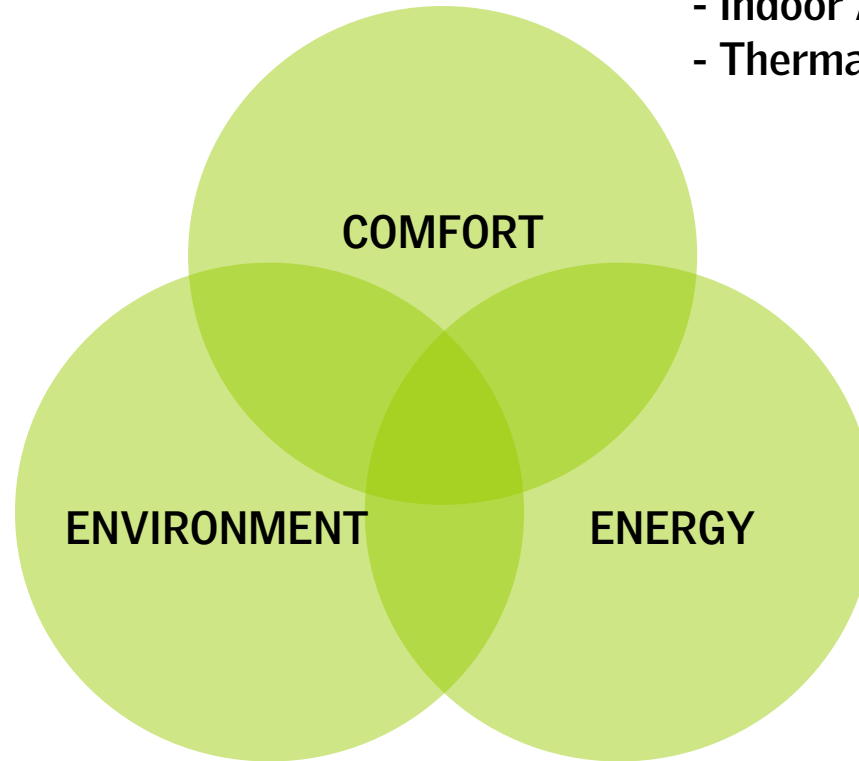
SASKATCHEWAN CONSERVATION HOUSE, 1977



REID'S HERITAGE NET ZERO, 2016



activehouse



- Daylight
- Indoor Air Quality
- Thermal Environment





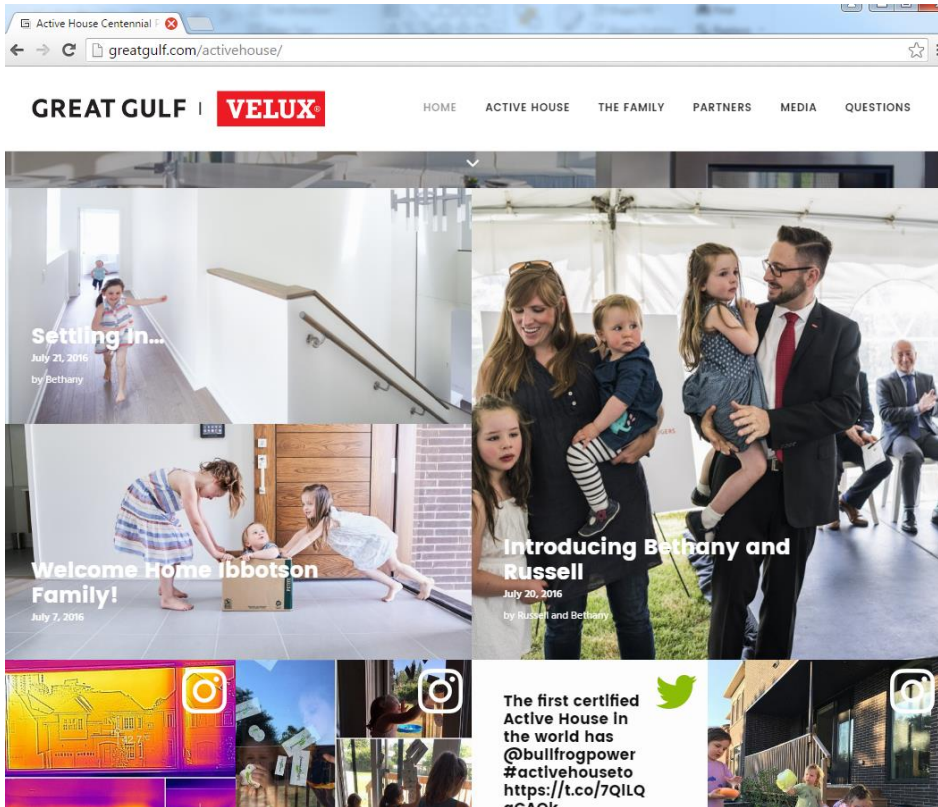
Welcome to
**Great Gulf's
Active House
Centennial Park**



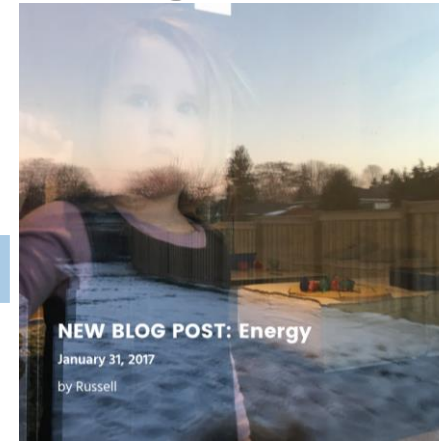


MARKETING PLAN - ACTIVEHOUSE.CA

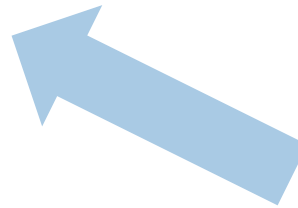
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blogs



videos



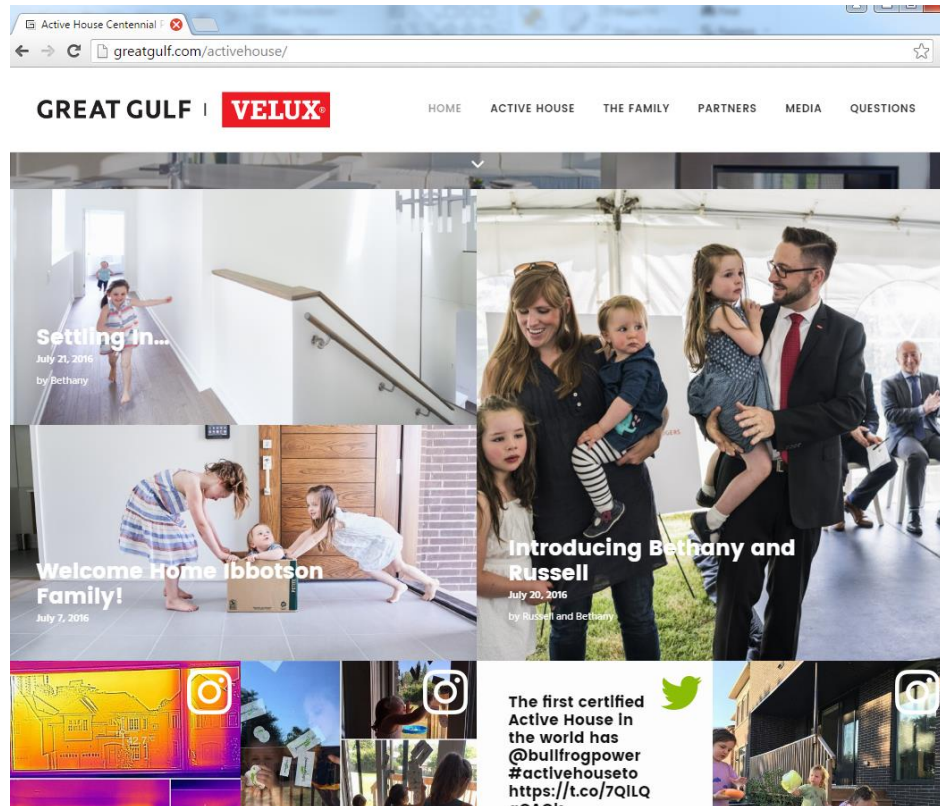
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MARKETING PLAN - ACTIVEHOUSE.CA

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- 1) 13,770 page views
- 2) 1.87 pages per session
- 3) 7,440 total sessions
- 4) 71% new users
- 5) Engagement from: Canada, USA, GB, Denmark, France...

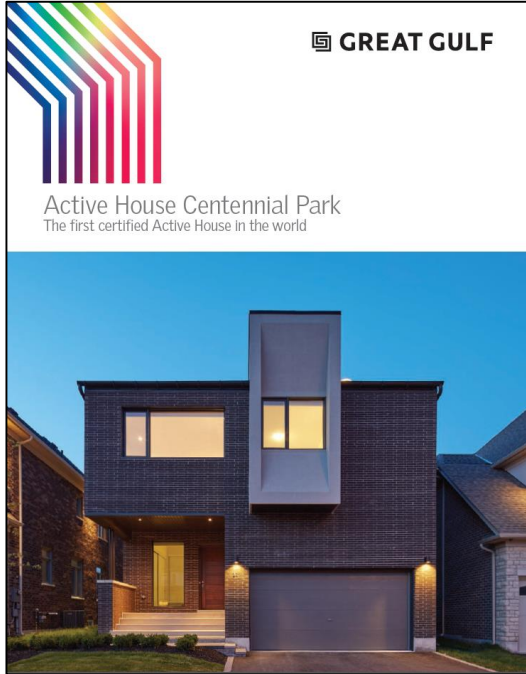


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MARKETING PLAN - MATERIALS

Print



Paid social amplification

98,615 people reached

15,000 video views

11,588 people talking

2,551 link clicks

BuzzBuzzNews CANADA

The world's hottest real estate stories



DEVELOPMENTS MARKET TECH DESIGN BUZZTALK WATER COOLER ABOUT US ADVERTISE WITH US



Developments

An incredible experiment in sustainable living is happening in Toronto with Great Gulf's Active House Centennial Park

SPONSORED Aug 30, 2016

144 Shares    



"I always thought living in a fishbowl would be weird," says Bethany Foster of her new home in the Toronto suburbs. It's modern and boxy with a large, projected window that floods the interior with natural light. "You see those houses and think, 'How do people live like that? Everybody can see in!' But now that I've lived in one, I've surprised myself."

Paid BuzzBuzz article



MARKETING PLAN - EARNED MEDIA

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The Toronto Sun



4 t



(This is the... a two-part... House, a Sci... home design... vide industry... energy efficie... mental conse... published Jan

Russell I... three I... ets on t... at the Cente... House.

The engin... cellphone w... measurement... aims its came... ily room wall.

Even on a... day in west E... Celsius. Ibb... measuring t



New trad



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Great Gulf Celebrates World's First Certified Active House

June 13, 2016 3:11 pm | by Marcus Mitanis | 2 Comments

FIRST P

A concept that originated in Denmark—the Active House—has been unveiled in Etobicoke by Great Gulf, in this case the world's first to be certified as such. Active Houses focus on sustainability, energy efficiency, and the overall health and well-being of their residents by incorporating a number of innovative design elements into the building's exterior and interior.



With i... other

T'S RENOVATE



IDESHOWS

SEARCH

5:59 PM EDT

Which would you rather... house or one that is

...s all on is a recent visit I... being heralded as the... tive house in the world. It... eat Gulf Homes and is... a tiny enclave of homes in

...had no idea what an... as before I went to see it... xplore its benefits... arned. At its most basic... home promotes energy... more comfortable... ll kinds of new technology... ws, skylights, heating and... systems and materials... g of natural light is its





CANADIAN AWARDS AND RECOGNITION



2016 CaGBC Toronto Award
Innovation in Residential LEED



2016 EnerQuality Award
Best Green Marketing Campaign



SHARING THE EXPERIENCE

ACTIVE HOUSE CENTENNIAL PARK

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RUSSELL IBBOTSON
VELUX CANADA INC
MARCH 7, 2017



THE FAMILY



Follow the Family at
activehouse.ca



@ActiveRuss

@ActiveBethanyFoster

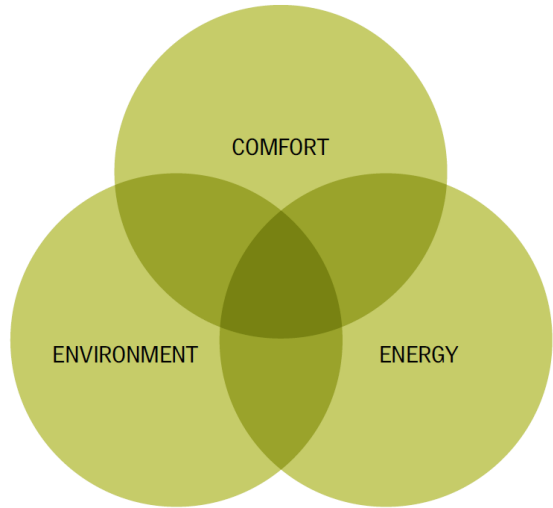


@Russlbbotson



THE STORY

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@ActiveRuss
@ActiveBethanyFoster



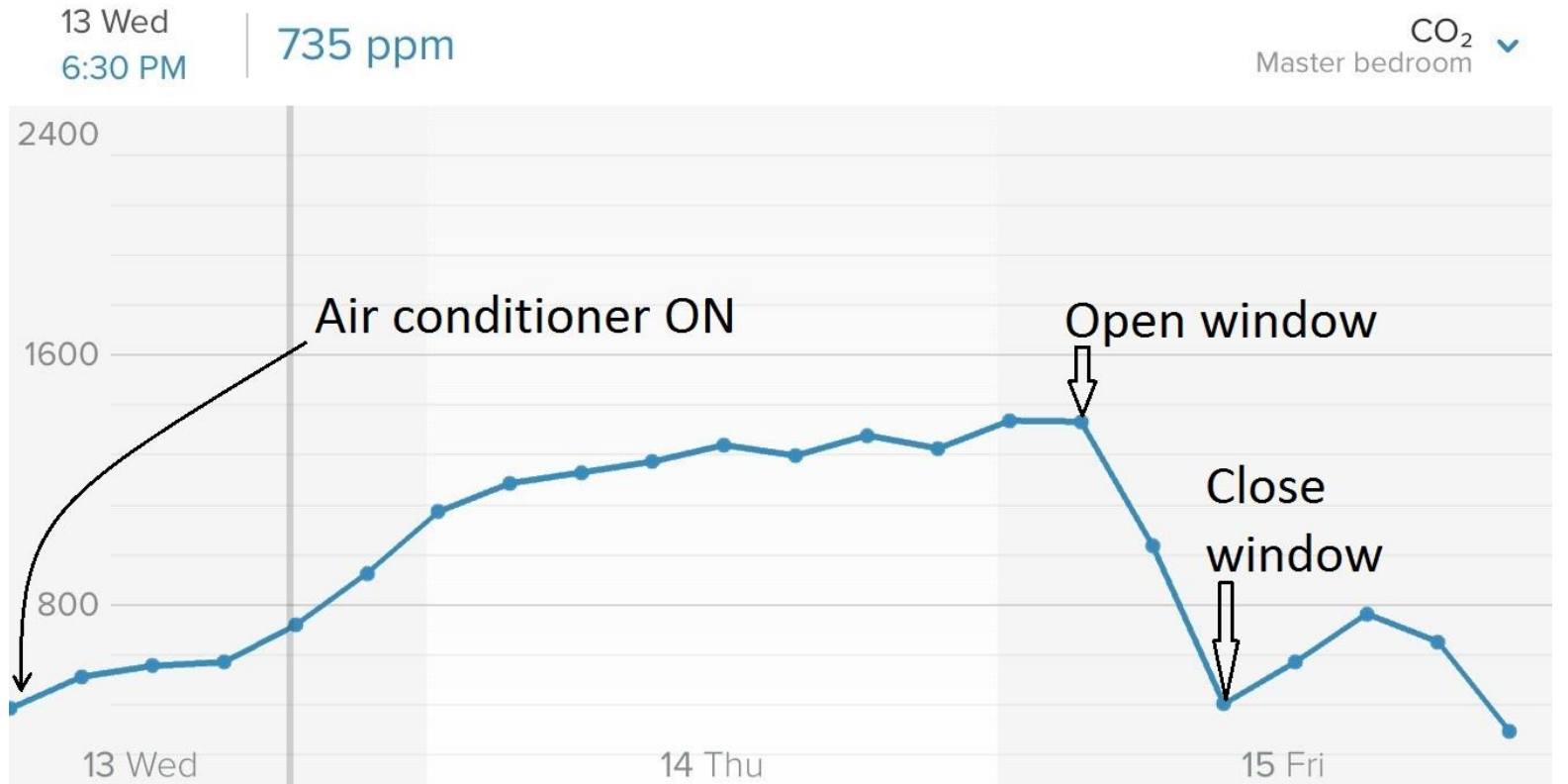
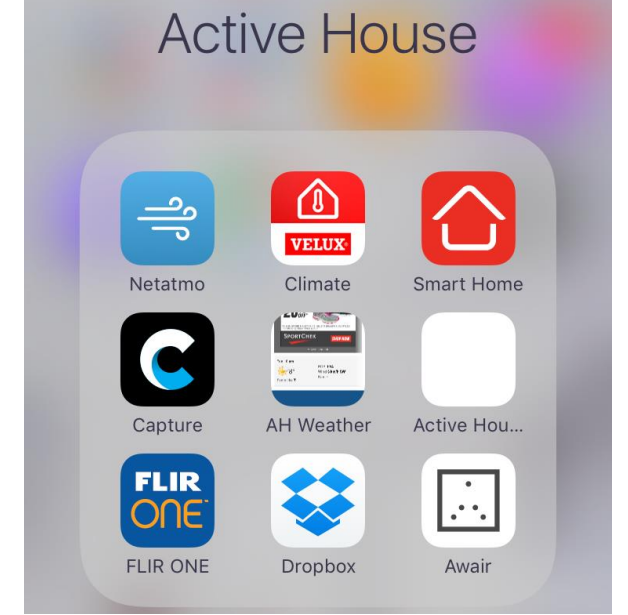
@Russlbbotson

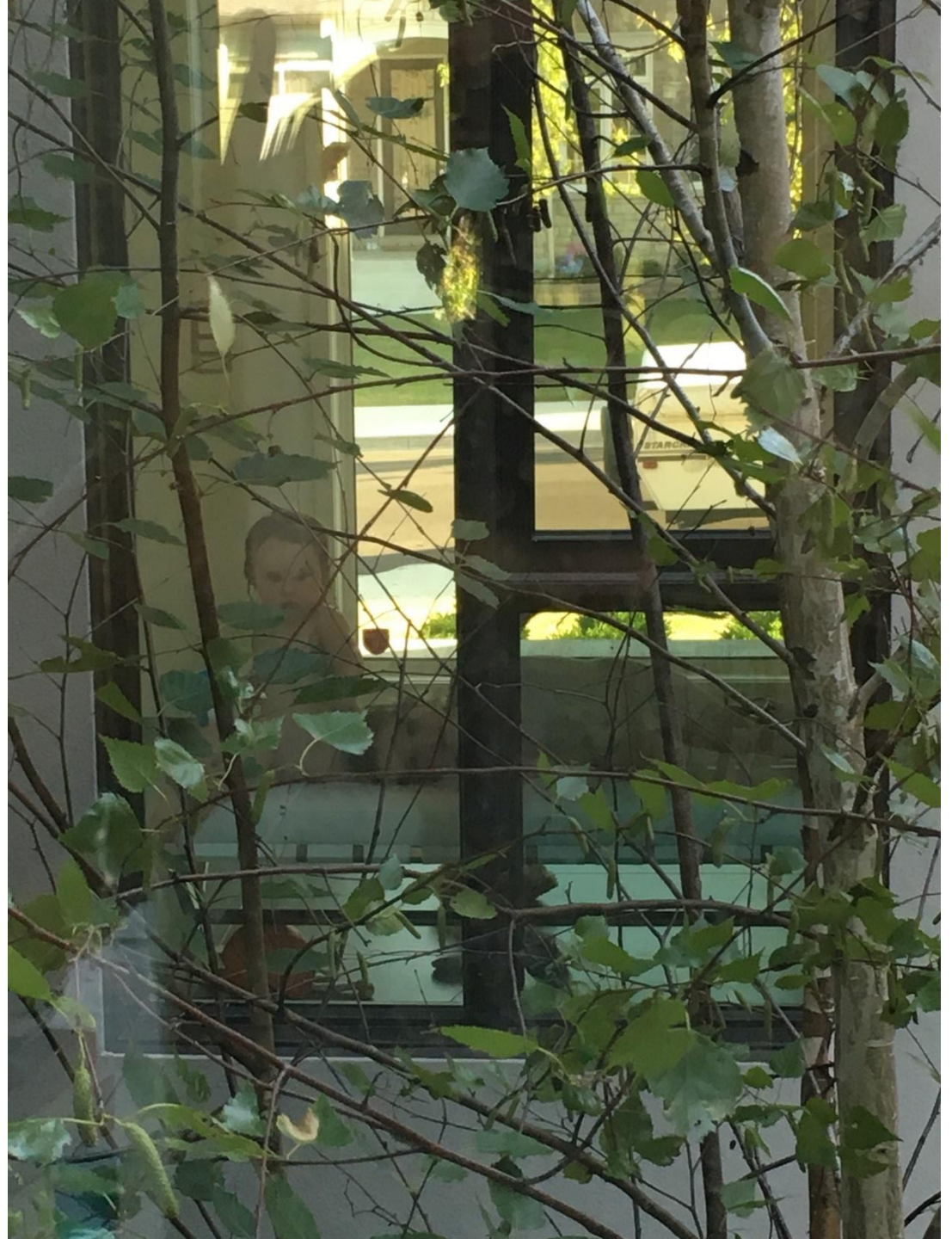


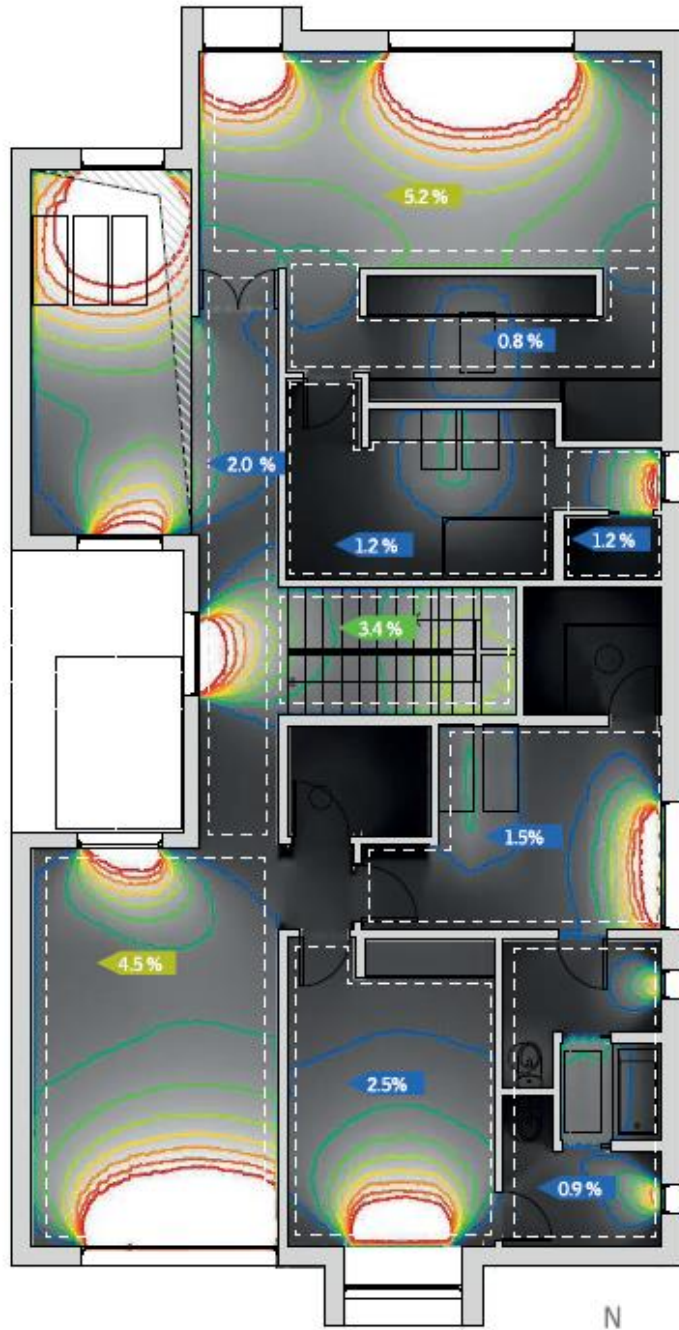


CONCLUSIONS & HIGHLIGHTS



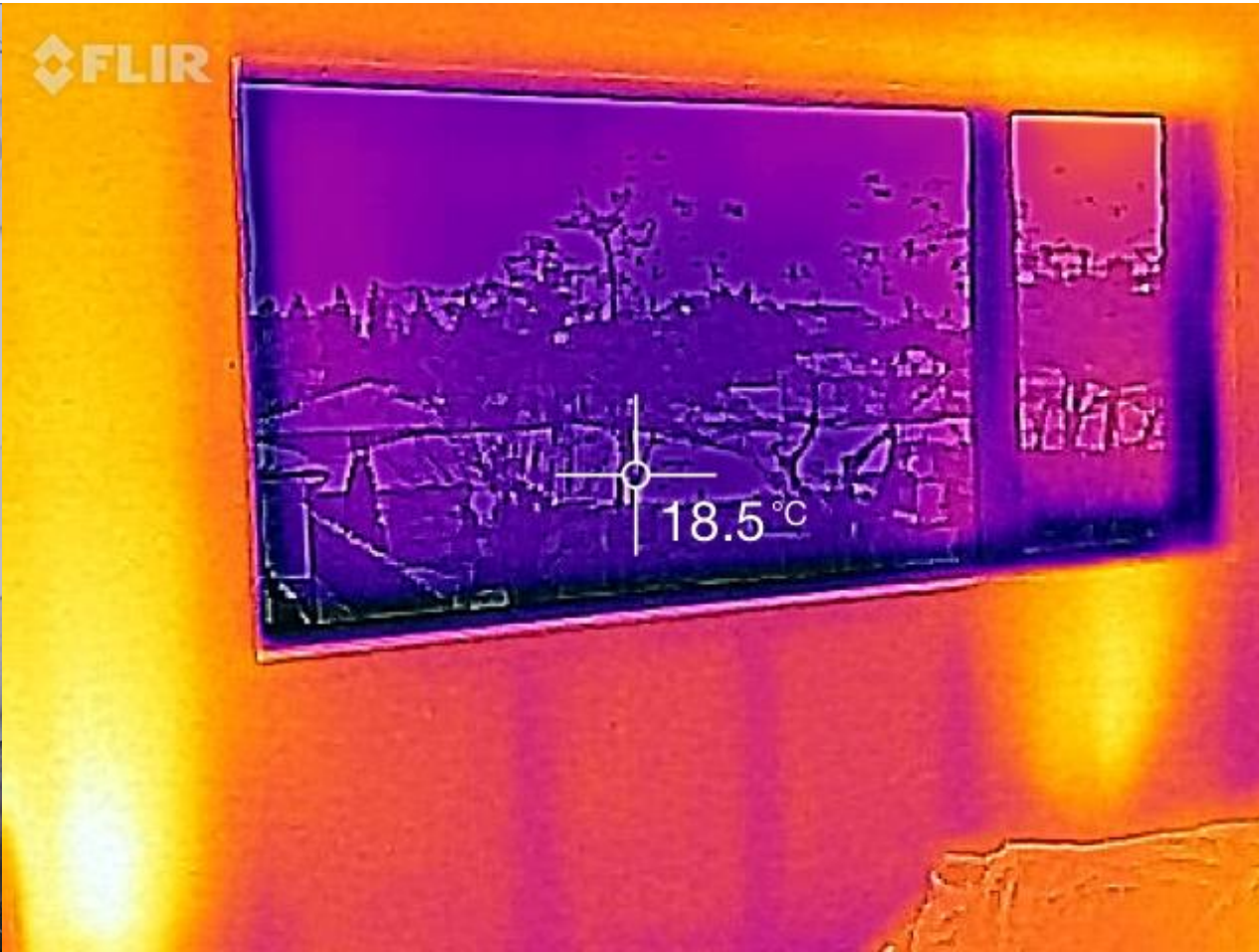






Second Floor





December 14, 7:00, -5C outside



SHARING THE EXPERIENCE

ACTIVE HOUSE CENTENNIAL PARK

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#thankyou

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