Property Marketing Awards 2006

- Industrial and Distribution
- Offices
- Retail
- Residential
- Capital Markets/ Investments
- Rural
- Leisure
- Corporate – Property Advisor
- Corporate – Property Company
- Research
- Marketing Campaign under 10k
- Mixed Use and Regeneration
- Exhibition Presence
- Public Sector
- Recruitment
- Marketing Team
- Estates Gazette Front Cover
- Victor Ludorum

Entry Form

Organised by

Estates Gazette

In partnership with:



The Chartered Surveyors' Company

Property Marketing Awards 2006



Organised by Estates Gazette in partnership with the Chartered Surveyors' Company, the Property Marketing Awards were established to recognise and reward excellence in property marketing. The awards categories have been designed to encourage entries from all property market sectors. The awards ceremony will be held on Wednesday 28 March 2007 at The Marriott Hotel, Grosvenor Square, London.

Award Categories

Industrial and Distribution – Best marketing campaign utilising any media including print, online, DVD or e-marketing.

Offices – Best marketing campaign utilising any media including print, online, DVD or e-marketing.

Retail – Best marketing campaign utilising any media including print, online, DVD or e-marketing.

Residential – Best marketing campaign utilising any media including print, online, DVD or e-marketing.

Capital Markets / Investment – Best marketing campaign utilising any media including print, online, DVD or e-marketing.

Rural – Farm estate, sporting rights, equestrian or other rural properties. Best marketing campaign utilising any media including print, online, DVD or e-marketing.

Leisure – restaurants, bars, clubs, hotels, sports/leisure complexes, and casino – A2 & A3 use. Best marketing campaign utilising any media including print, online, DVD or e-marketing.

Corporate – Property Advisor
Best marketing campaign utilising any media including print, online, DVD or e-marketing.

Corporate – Property Company
Best marketing campaign utilising any media including print, online, DVD or e-marketing.

Research – Best research report or initiative utilising any media including print, online, DVD and email.

Marketing Campaign under 10k – Best marketing campaign, utilising any media including print, online, DVD or e-marketing utilising a budget spend of no more than 10k.

Mixed Use and Regeneration – Best marketing campaign utilising any media including print, online, DVD or e-marketing.

Exhibition Presence – Large and small exhibition stands – including printed materials (photographs, DVD.) Can include stands for key European events.

Public Sector – Best marketing campaign utilising any media including print, online, DVD or e-marketing on behalf of a public sector/local authority or regional development agency.

Recruitment – Best marketing campaign utilising any media including print, online, DVD or e-marketing.

Marketing Team – To recognise those marketing teams who employ and promote the highest standards and quality of material – both for external and internal use. See entry criteria*

Estates Gazette Front Cover
50 front covers from the year 2006 – a separate voting process will be announced for this category.

Victor Ludorum – will be awarded to the entry that in the judges opinion gives outstanding contribution to property marketing. Entries are not accepted for this award.

Entry Criteria

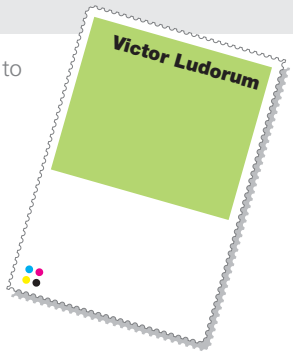
- The property marketing awards are for:
  - Printed advertisements, brochures and other marketing print work, company reports, exhibition stand graphics/design
  - E - marketing , online activity, website
- Entries will be accepted from individuals or companies involved with all aspects of property marketing for example – chartered surveyors, estate agencies, property investors/owners/developers, including public and local authorities/legal firms, design studios, architects, advertising agencies, PR consultancies, photographers and printers.
- Any campaign can be entered in more than one category provided the appropriate entry fees are paid and a separate entry form is completed. There is no limit to the number of entries any one company can make. Photocopies of the entry form are permitted or further copies can be downloaded via the *Estates Gazette* website www.egevents.co.uk/pma or by contacting Sarah Barnes via email: Sarah.Barnes@rbi.co.uk
- All entries must have first been published or distributed prior to 31 December 2006. Please submit all copies of artwork on a CD Rom in high resolution.
- Marketing Objectives and results – The judges will be looking for evidence of excellence, both measurable and memorable. Please include the following three questions using no less than 100 words and no more than 300 words per question.
  a) Who was the target audience?
  b) What were you trying to achieve
  c) How have you measured effectiveness and success?
- For the best marketing team category only please submit a written statement of no more than 300 words that best represents the quality of the team and how they have worked together to achieve success in 2006. The entry can be based on a specific project or a number of projects.



Judging Criteria

- The judging panel will be drawn from experts in property and marketing and their decision and are based on:-
  - Clarity and effectiveness of communication
  - Creative concept and execution
  - Design and production quality
  - Innovation – best use of media – web based and e-marketing
  - Understanding of current market conditions – i.e. sustainability

Victor Ludorum will be awarded to the entry that in the judges opinion gives outstanding contribution to property marketing. Entries are not accepted for this award.



Entry Fees

- £180 + VAT (£211.50) per entry submitted – which includes 2 tickets to the awards ceremony and cocktail party. Additional tickets can be purchased at a cost £30 + VAT (£35.25). The total fee must be submitted with entries.
  - All cheques should be made payable to REED BUSINESS INFORMATION
  - All fees are receipted.
  - The entry fee is non-refundable.

How To Enter

- All entries must be made on the official entry form or photocopy and will be acknowledged upon receipt.
- Each entry must be accompanied by **ONE EXAMPLE ONLY** of the finished artwork, plus a photocopy of the completed entry from.
- All examples of artwork must be accompanied by copies of artwork on CD Rom in high resolution.
- Where online and e-marketing is used, please supply name of website and a printed colour hard copy of e-shot.
- Adverts only must be mounted on A4 or A3 display boards. Print work must **NOT** be mounted – please supply original copies.
- All entries to be packed carefully to avoid damage in transit. For website, please state site clearly.
- All entries together with completed entry forms, a photocopy, cheque and CD Rom of all artwork to be sent to: Sarah Barnes, EG Events, 10th Floor Event Marketing, Quadrant House, The Quadrant, Sutton, Surrey SM2 5AS.
- It is regretted that no entries can be returned.

Important Dates

- All entries to be received by **4pm Tuesday 31st January 2007**.
- The awards ceremony will take place at **The Marriott Hotel, Grosvenor Square, London W1 – 6.15pm on Wednesday 28 March 2007**.
- Details of the event will be published in an exclusive supplement accompanying Estates Gazette in April 2007.



Entry Form

Category (please tick one box) - One completed entry form must be submitted with each entry. Photocopies are acceptable

- ☐ **Industrial and Distribution**
- ☐ **Offices**
- ☐ **Retail**
- ☐ **Residential**
- ☐ **Capital Markets / Investment**
- ☐ **Rural**
- ☐ **Leisure**
- ☐ **Corporate – Property Advisor**
- ☐ **Corporate – Property Company**
- ☐ **Research**
- ☐ **Marketing Campaign under 10k**
- ☐ **Mixed Use and Regeneration**
- ☐ **Exhibition Presence**
- ☐ **Public Sector**
- ☐ **Recruitment**
- ☐ **Marketing Team**

Entered by

Position

Company

Address

Postcode

Tel | Fax

Email

Project Name | Web:

Project Address

Client Name (if applicable)

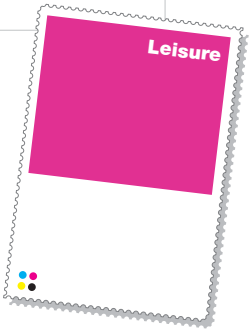
Payment

Cost of entry £180 + VAT = (£31.50) total cost now £211.50 includes two tickets to the awards ceremony (worth £60)

Number of entries _____ Total £ _____

Additional ticket(s) to the awards ceremony

I would like additional _____ tickets @ £30 each +VAT (£5.25) = £35.25 Total = £





All cheques should be made payable to:
REED BUSINESS INFORMATION

Please send your full entry submission, extra tickets and payment to:
Sarah Barnes, Event Co-ordinator, EG Events, Property Marketing Awards,
10th Floor, Quadrant House, The Quadrant, Sutton Surrey SM2 5AS.

Closing date for entries: 4pm on Tuesday 31 January 2007

Unique Ref No:

Entry Form

Corporate – Property Company

Please refer to guidelines listed under entry and judging criteria and use this sheet to outline marketing objectives and results or your entry for Marketing Team (please use a separate sheet if necessary).

Public Sector

CONDITIONS OF ENTRY

1. Entries will only be accepted for campaigns developed in the United Kingdom (Great Britain and Northern Ireland).
2. There is no limit to the number of entries that may be submitted.
3. Each entry must be accompanied by an entry fee of £180 +VAT (total cost £211.50) (this includes 2 places to the awards ceremony), with any additional ticket fee of £30 +VAT (£35.25 total cost) if required. All cheques made payable to Reed Business Information.
4. Judges reserve the right, without prior consent of the entrants, to move entries to different categories, if it is more appropriate.
5. The presentation of the awards will be made at an awards ceremony on Wednesday 28 March 2007 at The Marriott Hotel, London W1.
6. All submissions upon receipt will be acknowledged and entered into the awards.
7. The judges will nominate three finalists in each category. The category winners will be announced at the Awards Ceremony.
8. All entries must be received by Sarah Barnes, EG Events, 10th Floor Event Marketing, Quadrant House, The Quadrant, Sutton, Surrey SM2 5AS by **4pm on Tuesday 31 January 2007**.
9. It is regretted that no entries can be returned.
10. The organisers reserve the right to display all nominated entries for each category. Clients, their agents or creative contributors, by entering the Property Marketing Awards 2006, grant permission to the organisers to publish and reproduce the entries as they see fit.

Property Marketing Awards 2006

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The Worshipful Company of Chartered Surveyors