



**Property  
Marketing  
Awards**

**2010**

**Recognition for thinking differently**

**ENTRY FORM**

Tuesday 22 June 2010

S J Berwin  
Thames Exchange  
10 Queen Street Place  
London EC4

Organised by



THE CHARTERED SURVEYORS' COMPANY

In partnership with



estatesgazette.com  
making property move

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*Profile*

## Reward for creativity and success

Organised by the Chartered Surveyors' Company, in partnership with [estatesgazette.com](http://estatesgazette.com), the Property Marketing Awards, now in their 18th year, recognise innovation, creativity and the success of marketing campaigns in the commercial property industry.

### Awards Categories

#### Best Overall Marketing Campaign

- **Industrial & Distribution**
- **Offices** (inc serviced offices)
- **Retail** (high street/out of town and shopping centre) **and Leisure** (UK and International)
- **Residential** (UK and International)
- **Investment/Fund Manager** (inc auctions)

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#### Online

- **Best corporate website**
- **Best digital campaign** (email marketing/use of social networking, etc) in any sector

#### Other

- **Corporate - Property Adviser OR Property Company**
- **Research** (reports or initiatives)
- **Public Sector and Regeneration** (public sector, local authorities and regional development agencies)

- **In-house Marketing Team**

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(evidence of successful teamwork and highest standards and quality of material)

- **Independent Design, Marketing, Advertising or PR Agency** (evidence of successful teamwork and highest standards and quality of material)

#### Victor Ludorum

This is the 'best of the best' and will be selected by the judges from the winners of all other categories. It will be awarded to the winner who the judges feel gives outstanding contribution to property marketing. Entries are not accepted for this category alone.

#### Judging Criteria

The judging panel, experts in property and marketing, will be looking for evidence of the following in your campaign:

- Clarity and effectiveness of communication
- Creative concept and execution
- Value for money
- Design and production quality
- Innovation: best use of media
- Understanding of current issues eg sustainability
- Proof of success

Entries may include one or all of the following: printed materials, advertising, use of PR, film as well as websites.

For mixed-use developments, entrants may choose whichever category makes up the largest element of the scheme and is most relevant.

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## How to Enter

1. Choose the category/categories you wish to enter.
2. Complete the attached entry form. Please complete a new entry form for each category you wish to enter.
3. Keep your entry short (1,000 words or less). Please give details about your project, clearly divided under each of the separate headings below:
  - A. **Who were the target audience?**
  - B. **What were you trying to achieve?**
  - C. **How did you measure the success of your campaign? Please include evidence.**

For all categories please include examples of the completed work mounted on A4 display board. For websites, please include full colour A4 mounted screen grabs. Original copies of other work should be supplied: brochures, booklets, promotional gifts, etc.

For *in-house marketing team* and *Independent Design, Marketing, Advertising or PR Agency* only, please give details about your team clearly divided under each of the separate headings below:

- A. **Describe your team and why you work so well together**
- B. **Give examples of projects that you have worked on**
- C. **Explain why these projects were successful**

**Send your entry/entries (each with a separate entry form), artwork and cheque to arrive by 5.30pm on Friday 4 June 2010 to:**

Jane Preston  
Awards Administrator  
c/o Aston Rose  
35c North Row  
London W1K 6DH

Pack your entry carefully to avoid damage in transit.

Please note: if your entry is shortlisted you may be asked for further material.

Proceeds from the Awards are donated to the Chartered Surveyors' Company's charitable funds, which are used to support the Chartered Surveyors Training Trust, four inner London schools and the Christchurch Garden Youth Centre in Spitalfields. Each of these initiatives is allowing young people the real opportunity for advancement, which would not exist without this support. We are always in need of new sponsors and further funds.

[www.surveyorslivery.org.uk](http://www.surveyorslivery.org.uk)

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**malcolm  
hollis**

**sjberwin**





## The Rules

1. Entries will be accepted from individuals or companies involved with all aspects of property marketing, including chartered surveyors, estate agencies, property investors/owners/developers, public and local authorities, legal firms, design studios, architects, advertising agencies, PR consultancies, photographers and printers.
2. Entries must be received by 5.30pm on Friday 4 June 2010.
3. The winners will be announced at the Awards ceremony at SJ Berwin, Thames Exchange, 10 Queen Street Place, London EC4 on Tuesday 22 June 2010.
4. A campaign may be entered in more than one category, but each entry must be accompanied by an entry form and the entry fee. There is no limit to the number of entries one company can make.
5. Entries will be accepted from any project that was active in 2009.
6. Judges reserve the right, without prior consent of the entrant, to move entries to different categories if they feel it is more appropriate.
7. The judges decision is final, no correspondence will be entered into and no reasons given for decisions.
8. By entering the Property Marketing Awards all parties involved with your submission grant permission to Estates Gazette to publish and reproduce the entries as they see fit.
9. Entries will not be returned.
10. The entry fee is non-refundable.
11. Winners may state in advertising and promotional material that they have won, but they must state the year the Award was won. A winners logo will be available after the Awards ceremony.
12. The entry fee must be sent with the entry. Entries received without the entry fee will not be judged.
13. Entries will be accepted for international projects.
14. The organisers take no responsibility for entries that are not received by the deadline or are damaged or lost.
15. The organisers will acknowledge receipt of all entries. If you do not receive acknowledgement within four working days of sending your entry, please contact Jane Preston on 020 7079 1951 or email [janepreston@astonrose.co.uk](mailto:janepreston@astonrose.co.uk).

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# Entry form

You must complete a separate entry form for each entry, photocopies are acceptable.

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- Checklist:
- ✓ Entry form
  - ✓ Mounted Artwork (no bigger than A4)
  - ✓ Cheque
  - ✓ Example of brochures, etc

Category \_\_\_\_\_

Entered by \_\_\_\_\_

Job title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

Telephone \_\_\_\_\_

Email \_\_\_\_\_

Campaign name (your entry will be referred to by this throughout the Awards process)

\_\_\_\_\_

Website \_\_\_\_\_

Client name (if applicable) \_\_\_\_\_

Designer (if applicable) \_\_\_\_\_

PAYMENT	Cost (all costs include VAT at 17.5%)	Number of entries	Total £	Total Enclosed
Entries 1-5 (£225 each)	£258.75 (this includes 2 tickets per entry to the awards for short-listed entrants only)			
Entries 6+ (£100 each)	£117.50 (no tickets included)			
Awards Tickets (£50 each) (a very limited number available)	£58.75 (no tickets included)			
<b>TOTAL</b>				

All cheques should be made payable to 'The Chartered Surveyors' Company'.

**Entries should be sent to: Jane Preston, Awards Administrator, c/o Aston Rose, 35c North Row, London W1K 6DH.**

Entries must be received by 5.30pm on Friday 4 June 2010.

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