



SHOPPING CENTRE COUNCIL OF AUSTRALIA MARKETING AWARDS

ENTRY GUIDELINES

Entries can be received from any shopping centre or group of shopping centres in Australia. The campaign must have been established between 1 July 2016 and 30 June 2017. Shopping centres in New Zealand owned by Australian companies are eligible to enter.

ENTRY FORMAT

The entry should be arranged strictly as follows. **Entries which do not confirm will not be accepted and the entry fee will be refunded.** All entries are to be in a PDF format and **uploaded online**. Only photo and video/audio files may be separate. Photos, artwork and images are not to be included in the first 5 pages of the PDF entry.

- Page 1.** **Synopsis of Campaign and Key Details** (maximum 150 words). If a winner this will be published in the Awards booklet distributed on the night. This must also include the correct name of the management company and correct name of the owning entity or entities (where in joint ownership). No title pages are required.
- Page 2** **Executive Summary** (maximum 1 page). Outline the key elements of your submission and why it should be considered for an award.
- Page 3** **Objectives and Strategies** (maximum 1 page). Clearly specify what you were trying to achieve and how you did it (tactics and budget). It is important to include budgets. You must clearly address the judging criteria.
- Page 4** **Implementation** (maximum 1 page). Detail the process of the campaign and how it was implemented.
- Page 5** **Results** (maximum 1 page). What were the results of the campaign? You must clearly specify how you achieved your objectives. This should include the ROI clearly specifying the method of calculation (i.e. direct sales or comparative sales) and/or the PR value of the campaign (calculated as the equivalent advertising at casual rates).
- Pages 6-12** **Supporting material** (maximum 7 pages). Supporting material should include images of the campaign as well as any public relations clippings, examples of creative, webpages, etc.
- Additional** Please upload (separately) **at least one high resolution image of the campaign as well as a press quality photo of each of the Campaign Managers**. Additional material must be in .JPEG format. If you would like to send a video please send this electronically (or via DropBox) to ksuttor@scca.org.au quoting the campaign name.

Please note that this information used in Award collateral, failure to provide correct and complete information may result in a misrepresentation in this collateral. Failure to adhere to this format can lead to an entry not being judged.

DEADLINE AND DELIVERY

Entries will be accepted from 1 July 2017 to Monday 7 August 2017. Entries must be submitted online **by close of business, Monday 7 August 2017.**

NOMINATION FEE

The nomination fee is \$400 plus GST for each nominated entry and is required at submission.

JUDGING

ENTRIES MUST BE SUBMITTED AND WILL BE JUDGED UNDER THE FOLLOWING CATEGORIES

Entries can only be submitted in one category (single centre). Entries submitted in the Multi Centre category must be in the same marketing category

Branding/Repositioning

- Little/Mini (GLA below 50,000 m²)
- Big (GLA over 50,000 m²)
- Multi*

Development/Redevelopment

- Little/Mini (GLA below 50,000 m²)
- Big (GLA over 50,000 m²)

Digital Initiative

- Mini (GLA below 20,000m²)
- Little (GLA of 20,000m² - 50,000 m²)
- Big (GLA over 50,000 m²)
- Multi*

Sales Promotion

- Mini (GLA below 20,000m²)
- Little (GLA of 20,000m² - 50,000 m²)
- Big (GLA over 50,000 m²)
- Multi*

Community

- Mini (GLA below 20,000m²)
- Little (GLA of 20,000m² - 50,000 m²)
- Big (GLA over 50,000 m²)
- Multi*

*Multi Centre campaigns must be across **at least 3 centres** and can include a combination of Big and Little/Mini Guns.

JUDGING CRITERIA

Judges will review each entry and independently score each entry on a range of criteria (*listed below*). An average of these scores will be calculated to give each entry a score out of 100. Judges will award each entry a score for each of the following criteria:

- Objectives and Strategies...../20
- Implementation...../10
- Creativity/35
- Results – ROI/35

(NB: Awards may not be given in categories where judging criteria is not met or where, in the judges' opinion, the standard did not merit an award.)

Organisers reserve the right to amend conditions and program at any time without notice.

PRIZES AND AWARDS CEREMONY

The Awards will be presented at the Awards Gala Dinner at Doltone House, Jones Bay Wharf, 26-32 Pirrama Road, Pyrmont, on Wednesday 25 October 2017 from 6pm.

CAMPAIGN OF THE YEAR

The entry with the highest score, regardless of the category entered, will be awarded the **Sabina Rust Memorial Prize** for Campaign of the Year. The winner receives \$15,000 from the Shopping Centre Council of Australia as a contribution towards professional development in the marketing area. The Runner Up, which is the entry with the next highest overall score in a different marketing category, will receive \$5,000 from the Shopping Centre Council of Australia as a contribution towards professional development in the marketing area.

CATEGORY WINNERS

Category winners and runners up will receive a framed certificate of merit.

Winners in the Community category will also be awarded with a cash prize of \$5,000 each from the Shopping Centre Council of Australia, to donate to their chosen community charity or group.

CATEGORY DEFINITIONS

BRANDING / REPOSITIONING

A single or ongoing strategic campaign intended to position or reposition a centre or group of centres amongst its target audience. Its primary purpose is to drive positive perceptions and attitudes towards the centre(s) at a strategic rather than tactical level. This may include efforts in a single medium or those in a multi-media series or campaign. This excludes development/redevelopment campaigns which should be entered into the development/redevelopment category.

DIGITAL INITIATIVE

A single or ongoing digital initiative that has been developed specifically for a centre or group of centres. Whilst its primary purpose may be branding, tactical or sales promotion focused, the mechanics of the initiative must be predominantly digitally based. This may include any digital based medium including web, social media or App based initiatives.

COMMUNITY

A single or ongoing event, program or project that benefits a charitable or community need, interest or cause. The shopping centre or company's goals should reflect altruistic intent. The campaign may involve a single centre or group of centres that have presented the centre(s) as a solid corporate citizen. The campaign must demonstrate the ability of the shopping centre to choose an appropriate partner(s) and must not highlight sponsorship as a principal means of achieving the objectives.

DEVELOPMENT / REDEVELOPMENT

A campaign for the purpose of introducing or repositioning a new, expanded or renovated shopping centre. Entries should demonstrate how strategies and tactics were linked to the achievement of the centre's business objectives. Key activities may include (some/all): branding/rebranding; positioning/repositioning; advertising; promotions and events; public relations; community programs; retailer programs; revenue generation.

SALES PROMOTION

Campaigns must aim directly at stimulating a specific category, precinct or centre sales results and ultimately contribute to turnover and profitability. Entries should demonstrate a direct link between the objectives, strategy and call to action and should clearly document the specific and quantifiable results attributable to the promotion. The entry should consider background information, objectives, strategy, promotional rationale, tactics and implementation, creativity, advertising and communications, cost effectiveness, results and ROI.

MULTI CENTRE

Marketing campaigns which are developed and executed for at least three centres (of any type) are entered into the multi-centre campaign category. These campaigns would nominally fit into the other categories described above, with the only difference being that it applies to at least three centres. The judging criteria remain the same but with consideration to the scale of the campaign.

CONTACT

For all enquiries please contact: Kirby Suttor, Business and Operations Manager, Shopping Centre Council of Australia. Email: ksuttor@scca.org.au or Phone: 02 9033 1902.