



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 2017 and 30 June 2018. 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 6 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 Strategy** (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** **Execution** (maximum 1 page). Detail the process of the campaign and how it was implemented. Include details on creativity, customer touch points, presentation in-centre and repeatability.
- Page 5** **Outcomes/Solid Business Case** (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).
- Page 6** **Success factors/key learnings** (both positive & negative, scale ability etc) (maximum 1 page).
- Pages 7-12** **Supporting material** (maximum 5 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.

Please note that failure to adhere to this format can lead to an entry not being judged.

INFORMATION REQUIRED FOR AWARDS BOOKLET AND GALA DINNER PRESENTATION

1. Ensure page 1 of your entry includes a short synopsis of the campaign (max 150 words). Ensure you have included the correct centre owner/manager, failure to provide this information may result in a misrepresentation in Awards collateral.
2. At least one high resolution campaign image (JPEG 300dpi).
3. Campaign Manager/s photo/s (press quality); name and title (JPEG 300dpi).

DEADLINE AND DELIVERY

Entries will be accepted from 1 July 2018 to Monday 6 August 2018. Entries must be submitted online **by close of business, Monday 6 August 2018.**

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 – PLEASE REVIEW CAREFULLY AS CATEGORIES HAVE CHANGED

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

Compelling Experiences

- Small (75 or less stores)
- Medium (76 to 149 stores)
- Large (150 or more stores)
- Multi (2 or more centres)

Innovation

- Small (75 or less stores)
- Medium (76 to 149 stores)
- Large (150 or more stores)
- Multi (2 or more centres)

Retailer Marketing

- Small (75 or less stores)
- Medium (76 to 149 stores)
- Large (150 or more stores)
- Multi (2 or more centres)

Community

- Small (75 or less stores)
- Medium (76 to 149 stores)
- Large (150 or more stores)
- Multi (2 or more centres)

Brand and Partnerships

- Small (75 or less stores)
- Medium (76 to 149 stores)
- Large (150 or more stores)
- Multi (2 or more centres)

*Multi Centre campaigns must be across at **least 2 centres** and can include a combination of all centre categories

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 17 October 2018 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 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 runner up will receive a framed certificate of merit.

The Shopping Centre Council of Australia will donate \$5,000 to each of the four community charities or groups nominated by the community category winners.

CATEGORY DEFINITIONS AND 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:

(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.

COMPELLING EXPERIENCES

A campaign that has delivered a compelling experience for shoppers driving solid business / marketing returns. The campaign demonstrates that touch points have been considered right across the customer journey to create a memorable engaging experience. This may result in participation outcomes, engagement opportunities, data collection moments that add value to the centre(s) or performance. ROI modelling must be evident. Open to single centre entries or multi centres.

Objectives & strategy (including key customer insights & the business opportunity)	20%
Execution (creativity, customer touch points, presentation in-centre, repeatability)	40%
Outcomes (ROI, Retailer Feedback Data, Customer Feedback Data)	30%
Success factors/key learnings (both positive and negative, scale ability etc)	10%
	100%

RETAILER MARKETING

Marketing activity that has contributed to a successful retailer / product outcome supporting the centre's business performance. Ranging from the use of data insights to drive tenant acquisition / retention outcomes to leasing campaigns to retailer engagement activity to drive greater productivity and stronger tenant relations. ROI modelling must be evident.

Objectives & strategy (including key customer insights & the business opportunity)	20%
Execution (creativity, customer touch points, presentation in-centre, repeatability)	30%
Outcomes/Solid Business Case	30%
Success factors/key learnings (both positive and negative, scale ability etc)	20%
	100%

BRAND AND PARTNERSHIPS

A single or ongoing strategic campaign intended to position or reposition a centre or group of centres amongst its target market. Its primary purpose is to drive positive perceptions, engagement and attitudes towards the centre(s) at either a strategic level or a tactical level. The campaign may be connected to a number of strategic partnerships to leverage an opportunity to drive positive results. Campaigns may relate to branding, sponsorship partnerships, and or development / redevelopment campaigns that uses the brand to position or reposition the centre(s). Open to single centre entries or multi centres.

Objectives & strategy (including key customer insights & the business opportunity)	20%
Execution (creativity, customer touch points, presentation in-centre, repeatability)	30%
Outcomes/Solid Business Case	30%
Success factors/key learnings (both positive and negative, scale ability etc)	20%
	100%

INNOVATION

A single or ongoing piece of strategic marketing work that is truly innovative and demonstrates new thinking, such as a first to market initiative. Its main purpose is to respond to a key business / marketing issue or a key opportunity that presents itself. The innovation delivery might have delivered successful outcomes or created a number of key learnings / success factors as any innovation takes courage and commitment to implement and often requires ongoing refinement. Open to single centre entries or multi centres.

Objectives & strategy (including key customer insights & the business opportunity)	20%
Execution (creativity, customer touch points, presentation in-centre, repeatability)	30%
Outcomes/Solid Business Case	30%
Success factors/key learnings (both positive and negative, scale ability etc)	20%
	100%

COMMUNITY

A single or ongoing event, program or project that benefits a community need, interest or cause. The 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 centre to choose an appropriate partner(s) and must not highlight sponsorship as a principal means of achieving the objectives. Open to single centre entries or multi centres.

Objectives & strategy (including key customer insights & the business opportunity)	20%
Execution (creativity, customer touch points, presentation in-centre, repeatability)	30%
Outcomes/Solid Business Case	30%
Success factors/key learnings (both positive and negative, scale ability etc)	20%
	100%

MULTI CENTRE

Marketing campaigns which are developed and executed for at least two 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 two centres. The judging criteria remain the same but with consideration to the scale of the campaign.

CONTACT

For all enquiries please contact: Kirby Rogers, Business and Operations Manager, Shopping Centre Council of Australia. Email: krogers@scca.org.au or Phone: 0429 565 450