



PROPERTY MARKETING
AWARDS **2017**

WINNERS' SHOWCASE 2017

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PROPERTY MARKETING
AWARDS 2017

WEDNESDAY 28TH JUNE 2017

AT 30 EUSTON SQUARE, LONDON

CELEBRATING 25 YEARS! HOSTED BY NAGA MUNCHETTY



The Worshipful Company of Chartered Surveyors, one of London's famous livery companies, had the vision in 1992 to create an annual awards event which recognised excellence in property marketing. Organised each year in partnership with leading industry magazine EG, these not for profit awards are open to all UK based property marketing teams.

The PMA reward creativity and innovation and also champion the contribution marketers make to the image, brands and success of the property industry as well as to individual projects and places.

William Hill, Master of the Livery says, "Unlike many awards which are run for commercial benefit, PMA raises funds for the Charitable Trust of the Livery. Making a difference in individual young lives is the core objective of the trust. PMA directly helps to improve life chances and provide life skills for young people experiencing significant obstacles to their progress in the world."

2017 AWARDS SHORTLIST

2017 AWARDS SHORTLIST

BEST MARKETING CAMPAIGN: LONDON OFFICES

Sponsored by Stanhope

NEXTBIGTHING

Project: Paddington Central. Client: British Land

SIREN DESIGN

Project: Thirty Broadwick. Client: Great Portland Estates

SECTORLIGHT

Project: St. Katharine Docks. Client: Blackstone

WINNER: NEXTBIGTHING

Project: Paddington Central. Client: British Land

BEST MARKETING CAMPAIGN: REGIONAL OFFICES

Sponsored by AshbyCapital

DS.EMOTION

Project: Concordia Works Leeds. Client: Boulton Bee Brooks Real Estate

SIREN DESIGN

Project: The Charter Building. Client: Landid

90DEGREES

Project: No. 1 Spinningfields, Manchester. Client: Allied London

DS.EMOTION

Project: The Albert Estate, Manchester. Client: LJ Partnership

WINNER: DS.EMOTION

Project: The Albert Estate, Manchester. Client: LJ Partnership

BEST DIGITAL CONTENT MARKETING

Sponsored by EG

L&Q

Project: PricedIn

dn&co

Project: St. James's. Client: The Crown Estate

MEDIAVISION

Project: Exceptional SEO Growth through Content Marketing
Client: Instant Offices

WINNER: MEDIAVISION

Project: Exceptional SEO Growth through Content Marketing
Client: Instant Offices

BEST MARKETING CAMPAIGN: ALTERNATIVE ASSET CLASS

Sponsored by Curlew Capital

FOUR COMMUNICATIONS/ GREYSTAR

Project: Chapter: Redefining Excellence in Student Living
Client: Greystar

FUSION STUDENTS

Project: Live First Class

SURGERY & REDCOW

Project: Canto Court Student Accommodation Re-Booking
Campaign 2017. Client: Realstar Group

THE STUDENT HOUSING COMPANY

Project: Come Live With Us!

WINNER: SURGERY & REDCOW

Project: Canto Court Student Accommodation Re-Booking
Campaign 2017. Client: Realstar Group

BEST CREATIVE ELEMENT

Sponsored by Hobs Studio

OCTINK

Project: Westvale Park Marketing Suite

Client: Fabrica by A2 Dominion

OCTINK

Project: Dollar Bay Moving Hoarding Campaign

Client: Mount Anvil & Citystyle Homes

NEXTBIGTHING

Project: The Brunel Barge Marketing Suite: Paddington
Central. Client: British Land

WINNER: NEXTBIGTHING

Project: The Brunel Barge Marketing Suite: Paddington Central
Client: British Land

BEST RESEARCH OR ANNUAL REPORT

Sponsored by Social Stock Exchange

LUMINOUS

Annual Report & Accounts 2016. Client: Grainger plc

LUMINOUS

Annual Report & Accounts 2016. Client: pphe Hotel Group

U+I GROUP PLC

Annual Report & Accounts 2016

WINNER: LUMINOUS

Project: Annual Report & Accounts 2016. Client: pphe Hotel Group

BEST MARKETING CAMPAIGN: RETAIL, INDUSTRIAL AND LOGISTICS

Sponsored by Seven Dials

SIREN DESIGN

Project: Central Cross – Make Your Mark. Client: Shaftesbury PLC

SEGRO PLC

Project: TAKE 2, 602 & 604 Central Way, North Feltham
Trading Estate

SEGRO PLC

Project: Slough Trading Estate

WINNER: SEGRO PLC

Project: Slough Trading Estate

BEST MARKETING CAMPAIGN: RESIDENTIAL NEW BUILD

Sponsored by Park

JACK RENWICK STUDIO

Project: Carpenters Wharf. Client: Anderson

PEABODY/FOCUS INTEGRATED/NAVIGATION SUITES

Project: St John's Way SW11, Live Life Your Way

Client: Peabody

KEY PROPERTY MARKETING

Project: Paintworks Bristol. Client: Verve Properties

WINNER: KEY PROPERTY MARKETING

Project: Paintworks Bristol. Client: Verve Properties

BEST MARKETING CAMPAIGN: RESIDENTIAL REGENERATION

Sponsored by Octink

RUN FOR THE HILLS

Project: The Market Building. Client: Verve Properties

PEABODY/FOCUS INTEGRATED/NAVIGATION SUITES

Project: St John's Way SW11

PEABODY

Project: Upton Village - Plaistow & Proud

COMMENDED: RUN FOR THE HILLS

Project: The Market Building. Client: Verve Properties

WINNER: PEABODY/FOCUS INTEGRATED/ NAVIGATION SUITES

Project: St John's Way SW11. Client: Peabody

BEST CORPORATE BRAND CAMPAIGN

Sponsored by Luminous

GALLEY PROPERTIES

Project: Property Game Leads to Success

ROLAND DRANSFIELD

Project: Venturous Builds. Client: CRL

SIREN DESIGN

Project: Brand Activation Campaign. Client: Landid

WINNER: ROLAND DRANSFIELD

Project: Venturous Builds. Client: CRL

BEST DIGITAL MARKETING CAMPAIGN

Sponsored by IPSX

ORACLE GROUP/ THE MEDIA PEOPLE

Project: Shared Ownership Week 2016

KEY PROPERTY MARKETING

Project: Paintworks Bristol. Client: Verve Properties

MEDIAVISION

Project: Exceptional SEO Growth through Content Marketing

Client: Instant Offices

L&Q/ THE MEDIA PEOPLE

Project: PricedIn. Client: L&Q

WINNER: KEY PROPERTY MARKETING

Project: Paintworks Bristol. Client: Verve Properties

BEST WEBSITE: CORPORATE OR PROJECT

Sponsored by The Howard de Walden Estate

CENTRAL BEDFORDSHIRE COUNCIL

(REGENERATION AND BUSINESS DIRECTORATE)

Project: Putting Central Bedfordshire on the Map

REDLEAF PR

Project: The Colmore building. Client: AshbyCapital

TOWEREIGHT

Project: TowerEight

WINNER: CENTRAL BEDFORDSHIRE COUNCIL

(REGENERATION AND BUSINESS DIRECTORATE)

Project: Putting Central Bedfordshire on the Map

BEST PLACE-MAKING MARKETING CAMPAIGN

Sponsored by ATCM

PORTLAND DESIGN

Project: Old Market Hereford. Client: British Land

BALLYMORE

Project: London City Island

SECTORLIGHT

Project: St. Katharine Docks. Client: Blackstone

WINNER: BALLYMORE

Project: London City Island

PROPERTY MARKETING TEAM OF THE YEAR

Sponsored by Mayfair Capital

MOUNT ANVIL

TOWEREIGHT

SEGRO PLC

COMMENDED: TOWEREIGHT

WINNER: SEGRO PLC

GRAND PRIX

Sponsored by The Worshipful Company
of Chartered Surveyors

WINNER: NEXTBIGTHING

BEST MARKETING CAMPAIGN: LONDON OFFICES

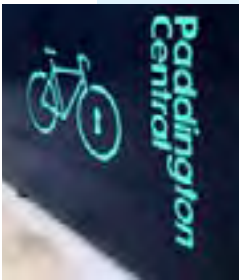
Sponsored by **STANHOPE**

Winner: **NEXTBIGTHING**
Project: **Paddington Central**
Client: **British Land**

At Paddington Central the team at boutique design agency NextBigThing harnessed The Happiness Principle. Their insight that health and wellbeing contribute to productivity and business success changed everything. Transforming grey into technicolour and tired into vibrant, the brand positioning was lived by everyone on site creating promotional materials and an environment that cut through the usual gloss and frivolity of traditional office campaigns and challenged occupiers to consider Paddington as a real alternative. The business results speak for themselves – 100% let, further investment in the campus unlocked, record rents achieved.

6

NextBigThing





BEST MARKETING CAMPAIGN: REGIONAL OFFICES

Sponsored by AshbyCapital

Winner: DS.EMOTION

Project: The Albert Estate, Manchester

Client: LJ Partnership

A truly integrated and thought provoking campaign that was designed and created to cut through the market. Working with a forward thinking and savvy client enabled the campaign to reach full traction within a conscientious budget.



DS.EMOTION



BEST DIGITAL CONTENT MARKETING

Sponsored by **EC**

Winner: MEDIAVISION
Project: Exceptional SEO Growth through
Content Marketing
Client: Instant Offices

Having already delivered exceptional growth after working with Instant Offices for over four years, MediaVision set out to boost global SEO growth further by delivering outstanding link acquisition through content marketing. They delivered over 61% growth in traffic and a 44% increase in revenue directly attributed to the campaign.





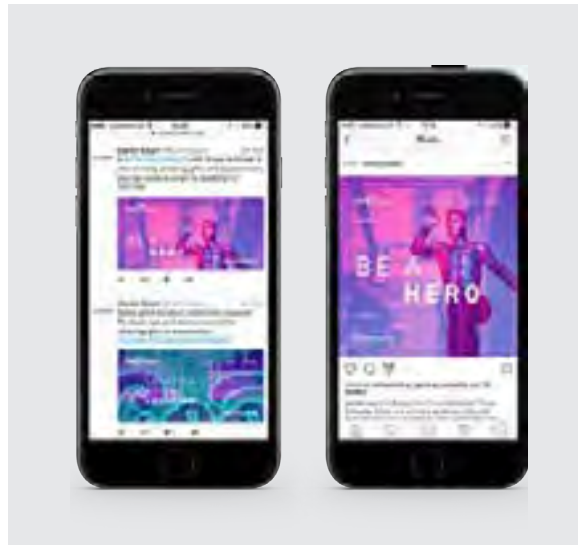
BEST MARKETING CAMPAIGN: ALTERNATIVE ASSET CLASS

Sponsored by **CURLEW**
CAPITAL

Winner: **SURGERY & REDCOW**
Project: **Canto Court Student Accommodation Re-Booking Campaign 2017**
Client: **Realstar Group**

Surgery & Redcow's re-booking campaign for Canto Court – a prime student accommodation building in Central London – was targeted at existing residents and was pivotal in securing substantial revenue in just five weeks, representing 0.6% of revenue to spend ratio. A collaborative approach with both the client and student base ensured a campaign of substance, style and great success.

Surgery & Redcow



LIVE • LOVE • STAY

RE-BOOK WITH US NOW FOR 2017/18 AND CHOOSE FROM 10 AMAZING LOYALTY GIFTS OR LONDON EXPERIENCES!

LINK THE BOOKS FOR THE BEST

- 100% Free London Travel & 100% Free Food & Drink
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- 100% Free London Travel & 100% Free Food & Drink

THEN BOOK NOW

REASONS TO STAY (AND IF YOU NEED ANY)

- Stay in your own home (and in a great location)
- Stay in the heart of London
- Stay in the heart of London
- Stay in the heart of London
- Stay in the heart of London
- Stay in the heart of London
- Stay in the heart of London
- Stay in the heart of London
- Stay in the heart of London
- Stay in the heart of London

CLICK HERE TO LET US KNOW YOU ARE STAYING

#Imstaying

cantoCOURT

LIVE - LOVE - STAY

LOCATION LOCATION LOCATION

RE-BOOK NOW FOR
2017/18 AND RECEIVE AN
AMAZING LOYALTY GIFT
OR LONDON EXPERIENCE

Canto Court is so convenient!

- Old Street Station - 3 minute walk
- Cass Business School - 5 minutes walk
- University of Law - 5 minutes walk
- City University - 9 minutes walk
- Nando's (priorities) - 7 minutes walk

Twitter: @CantoCourt

Facebook: Canto Court Student Accommodation

Instagram: canto_court

#Imstaying

Speak to the Canto Court team about the full loyalty gift list and terms & conditions of the offer. Offer ends 28th February 2017.

BEST CREATIVE ELEMENT

Sponsored by **hobs studio**

Winner: NEXTBIGTHING
Project: The Brunel Barge Marketing Suite:
Paddington Central
Client: British Land

With the canal boat marketing suite in Paddington Central the team at NextBigThing brought to life The Happiness Principle. The insight that health and wellbeing contribute to productivity and business success ran through every element of the campaign. But the marketing suite had to work harder; the team had to find something that could cut through the usual gloss and frivolity of traditional office campaigns and challenge occupiers to reappraise Paddington.

NextBigThing





BEST RESEARCH OR ANNUAL REPORT

Sponsored by  social stock
exchange

Winner: LUMINOUS
Project: Annual Report & Accounts 2016
Client: pphe Hotel Group

PPHE's annual report epitomises the company's compelling brand experience and unique and distinctive approach. With the style of a European magazine, the sophisticated design treatment mixes editorial and graphic assets to present an innovative, growing business that offers tremendous opportunities for developers, partners and shareholders.

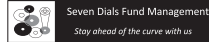


luminous



BEST MARKETING CAMPAIGN: RETAIL, INDUSTRIAL AND LOGISTICS

Sponsored by

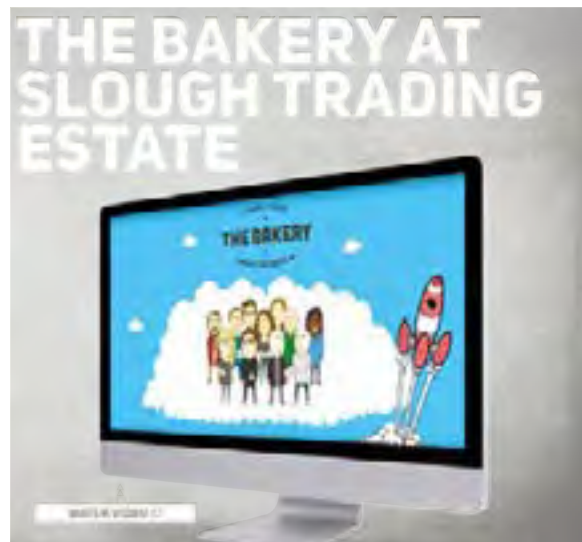


Winner: SEGRO PLC

Project: Slough Trading Estate

2016 was the year that saw Slough Trading Estate reposition itself from being known as the home of the mythical Wernham Hogg Paper Company to being the location for all that's good about British Trade and Industry. The creative work was delivered by Siren Design.

SEGRO







**BEST MARKETING
CAMPAIGN:
RESIDENTIAL
NEW BUILD**

Sponsored by **Park**

Winner: KEY PROPERTY MARKETING
Project: Paintworks Bristol
Client: Verve Properties

Key Property Marketing developed an integrated campaign to promote the new residential and lifestyle offering at Paintworks in Bristol. The campaign was designed to engage and excite the local creative community and aspiring homeowners, and highlight Paintworks as the ultimate live, work and play destination. The project was brought to life using a variety of techniques, including experiential marketing, digital and outdoor advertising, social media marketing and print media.

key.



BEST MARKETING CAMPAIGN: RESIDENTIAL REGENERATION

Sponsored by **octink**

Commended: RUN FOR THE HILLS
Project: The Market Building
Client: Verve Properties

Verve's concept was to turn a 1950s London block in Brentford, West London into stylish, affordable housing, stripping the imposing structure back and restoring a lot of the original features. The marketing created a standout visual identity for The Market Building, backed up by an integrated brand campaign to fuel interest in the building.

Winner: PEABODY/FOCUS INTEGRATED/ NAVIGATION SUITES
Project: St John's Way SW11
Client: Peabody

To support the flagship regeneration of the tired 1930s St John's Hill estate, Peabody partnered with Focus Integrated to devise the "Live Life Your Way" campaign, with the objective to overcome the estate's negative reputation. The campaign successfully engaged existing residents, who inspired the brand identity and campaign proposition. Peabody's campaign delivered tangible benefits beyond sales success, re-establishing a renewed feeling of belonging for all.



PEABODY





BEST CORPORATE BRAND CAMPAIGN

Sponsored by *luminous*

Winner: ROLAND DRANSFIELD
Project: Venturous Builds
Client: CRL

Roland Dransfield was tasked to position CRL as the “Virgin to the BA” in the Construction Insurance sector. Utilising the CRL brand messaging “Venturous of Spirit” RD created Venturous Builds – an integrated marcomms campaign that truly championed the human stories behind some of the most ambitious self-build projects in the UK. A brand partnership with Wayne Hemingway MBE, and an “out of this world” launch stunt, enabled RD to exceed all KPIs and give CRL a market position as the disruptors within an established industry.





GOING **BOLDLY** WHERE NO
CONSTRUCTION INSURANCE EXPERT
HAS GONE BEFORE



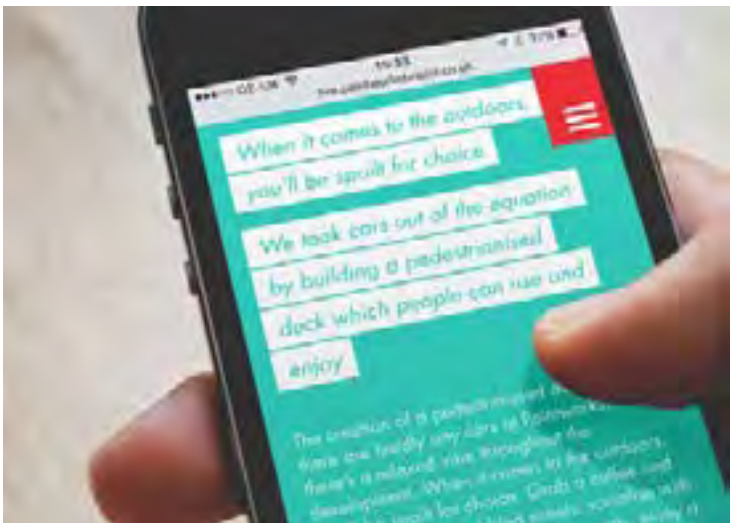
BEST DIGITAL MARKETING CAMPAIGN

Sponsored by  IPSO

Winner: KEY PROPERTY MARKETING
Project: Paintworks Bristol
Client: Verve Properties

Key Property Marketing developed an integrated digital campaign to promote the new residential and lifestyle offering at Paintworks in Bristol. The campaign was designed to engage and excite the local creative community and aspiring homeowners, and highlight Paintworks as the ultimate live, work and play destination. The campaign included the creation of an immersive online experience, digital advertising and effective social media marketing tactics.

key.



EXAMPLE SOCIAL CAMPAIGN

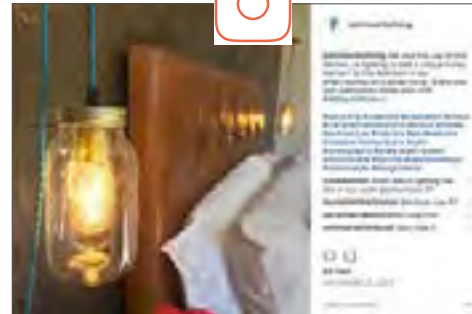
This campaign called 30 DAYS OF COLOUR was sent out in November 2016 and created the following social referrals to the Paintworks website:

DURING THE 30 DAY CAMPAIGN
22,378
PAGE VIEWS
WITH OVER 5,500
INDIVIDUAL USERS

3,586
LIKES ON
INSTAGRAM
& 75 COMMENTS

SOCIAL REFERRALS
TO WEBSITE
278
SESSIONS WITH
810 PAGE VIEWS

30.9K
IMPRESSIONS
ON TWITTER



#PAINTWORKSLIVING

HIGHLIGHTS

Highlights from our first social reporting period June - August 2016 saw large numbers of engagements, as well as tangible leads to the client's website.

↑ **127**
LEADS TO
CRESTNICHOLSON.
COM

↑ **551**
ENGAGEMENTS
ON
#PAINTWORKSLIVING
HASHTAG

↑ **1,135.7%**
TOTAL FOLLOWERS
INCREASE
ON INSTAGRAM.

↑ **1,162**
TOTAL
ENGAGEMENTS
ON TWITTER
(58,000.0%
INCREASE)

↑ **1,584**
TOTAL
ENGAGEMENTS
ON INSTAGRAM



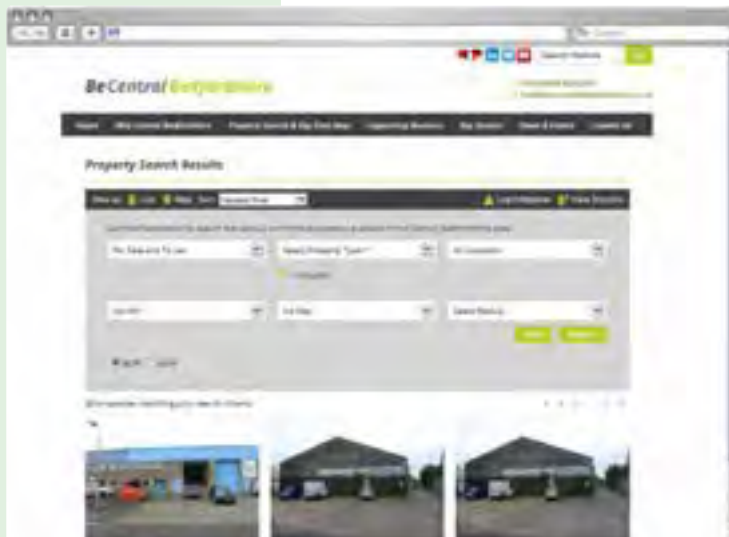
BEST WEBSITE: CORPORATE OR PROJECT

Sponsored by **THE
HOWARD
deWALDEN
ESTATE**

**Winner: CENTRAL BEDFORDSHIRE
COUNCIL (REGENERATION AND BUSINESS
DIRECTORATE)**

Project: Putting Central Bedfordshire on the Map

Central Bedfordshire needed an external identity, commercial 'brand', and a best-in-class online presence. The objective was to create a brand-driven investment programme capitalising on key assets, and delivering a step-change in customer service and place marketing. The new website was integral to this, as a portal for inward investment and business support services and hosting an online commercial property search.



BEST PLACE- MAKING MARKETING CAMPAIGN

Sponsored by **AECOM**
association of town & city management

Winner: **BALLYMORE**
Project: **London City Island**

Situated on Leamouth Peninsula, London City Island is the new cultural and artistic hub for London, and has been one of the fastest selling schemes in the capital. The development is characterised by its unique partnerships with The London Film School, English National Ballet and The Line, London's contemporary art walk, all relocating to the island. The project's creative stimulus was driven by Sean Mulryan's ambitious vision to create a mini-metropolis built on connectivity and integration.

ballymore.





PROPERTY MARKETING TEAM OF THE YEAR

Sponsored by  MAYFAIR
CAPITAL

Commended: TOWEREIGHT

Holly Black is a lone marketer who has established, and manages, an outsourced team of consultants and agencies. Holly developed a detailed marketing strategy and went on to lead a brand initiative for TowerEight, increasing market exposure, under budget and in a tight time frame. TowerEight is now recognised as a leading brand in a highly technical and relatively low profile area of property.

Winner: SEGRO PLC

The SEGRO Marcoms team, led by Nick Hughes, in 2016 delivered a new brand position for the business; created award-winning corporate tools; rebranded the famous old Slough Trading Estate; demonstrated its leading edge approach with the use of new technology and helped lease up nearly 3m sq ft during the year.

SEGRO



REBRANDING THE SLOUGH TRADING ESTATE



ESTATE BROCHURE



OUTDOOR ADVERTISING

USING NEW CHANNELS & TECHNOLOGY



MOBILE VR

360° FLY-THROUGH VIDEO

WATCH VIDEO



TOUCH SCREEN PRESENTATION TABLE



SEGRO PARK RAINHAM APPLICATION



GRAND PRIX



Sponsored by The Worshipful
Company of Chartered Surveyors

Winner: **NEXTBIGTHING**

Their canal boat marketing suite in Paddington Central brought to life The Happiness Principle. The insight that health and wellbeing contribute to productivity and business success ran through every element of the campaign. The team succeeded in creating something very different to the traditional office campaigns and challenged occupiers to reappraise Paddington. This boutique agency transformed grey into technicolour and tired into vibrant with effectiveness and great results.

NextBigThing



2017 PMA JUDGING PANEL

Thomas Brown – Jury Chair

Founder, ThinkStuff

Mark Bell

Chief Experience Officer, OLIVER Agency

Simon Daggett

Vice President, Global Head of Marketing, DHL Global Forwarding

Emma Hill

Group Head of Brand & Sponsorship, Royal London

Freddie Hospedales

Global Head of Marketing, ERM

Markus Kramer

Partner, Brand Affairs AG

Freddie Ossberg

Founder and CEO, Raconteur Media

Julian Robinson

Director of Estates, London School of Economics

Jane Rosier

Head of Marketing, V&A

PMA 2017 ORGANISING COMMITTEE

Colin Peacock FRICS (PMA Chairman)

Chairman, Stonemartin Properties

David Bianco

City of London, Cultural Hub Property Director,
City of London Corporation

Ralph Charlwood FRICS

Director, ICG-Longbow

Tom Foulkes

Head of Marketing and Communications, Carter Jonas

Robert Hannington BSc FRICS

Chairman, Phoenix Green Investment Consultants Ltd

Alexander Nicoll

Corporate Responsibility Director, intu

Rachel Puzey MRICS

Investment Manager, Futureform

John Williams

Head of Marketing, The Instant Group

Sarah Sherwin

PR advisor to PMA. Director, Broad Street Communications Ltd



PROPERTY MARKETING
AWARDS 2017

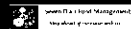
The Property Marketing Awards
are organised by: The Worshipful
Company of Chartered Surveyors.



The Property Marketing Awards raise funds for the Charitable Trust
of the Worshipful Company of Chartered Surveyors. The awards
would not exist without the support of all the generous sponsors.

Ashby & Ward

IPSX



BAR PRODUCTIONS

luminous



Carter Jonas



STANHOPE

CURLEW
CAPITAL



thebluecube
design • develop • optimise

hobs
studio

octink

THE
HOWARD
WALDEN
ESTATE

Instant

Park

In partnership with:



Media partner:



luminous

We create design that matters,
that makes a difference to
businesses and allows them to
stand out. We are pleased to be
the PMA's main communications
partner for this event.

www.luminous.co.uk

Park

Delivering unique and exclusive
print solutions. Architecture –
property marketing – interior
design. We are pleased to be the
print partner to the PMA.

www.parkcom.co.uk



PROPERTY MARKETING
AWARDS **2017**

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