



PROPERTY MARKETING
AWARDS **2016**

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Marketing Awards Shortlist

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PROPERTY MARKETING
AWARDS 2016



The 24th annual Property Marketing Awards organised by The Worshipful Company of Chartered Surveyors in partnership with Estates Gazette.

**Thursday 23rd June 2016
30 Euston Square
Hosted by Matt Dawson MBE**

The Property Marketing Awards celebrate some of the most talked about marketing campaigns in UK real estate. Founded in 1992, this year marks their 24th anniversary.

All categories are open to campaigns produced by UK-based teams and active during the qualifying period of 2015. These prestigious awards are designed to recognise excellence in marketing – the jury carefully consider all entries with four key areas in mind:

- a coherent strategy and rationale for choices
- a strong connection between business objectives and marketing plans
- evidence of creativity, original thinking and smart ideas
- robust analysis and demonstrable impact on business success

2016 Awards Shortlist

Best Marketing Campaign: London Offices

Sponsored by Stanhope

One Queen Caroline Street, Hammersmith
SIREN DESIGN *for Landid*

Verde SW1

KIMPTON CREATIVE *for Tishman Speyer*

The Leadenhall Building

NEXTBIGTHING CREATIVE *for
British Land & Oxford Properties*

Best Marketing Campaign: Retail, Industrial and Logistics

Sponsored by Hobs Studio

Westway, Park Royal

J2 *for SEGRO*

LEDP

J2 *for Blackrock & Graftongate*

Best Research or Annual Report

Sponsored by The Instant Group

Global Cities 2016

THE DESIGN SURGERY *for Knight Frank*

The Big Book of Realm Research and Insight

REALM

Midsummer Retail

COLLIERS INTERNATIONAL

Best Marketing Campaign: Residential – New Build

Sponsored by Park Communications

One Nine Elms

POLLITT & PARTNERS *for
Dalian Wanda Group Co Ltd*

Wardian London Launch

ECOWORLD BALLYMORE

Best Marketing Campaign: Residential – Regeneration

Sponsored by Social Stock Exchange

Hunt's Paper Factory

RUN FOR THE HILLS
for Verve Properties

Royal Albert Wharf

KEY *for Notting Hill Sales*

Television Centre

dn&co. *for Stanhope*

The Colyer

SILK ROAD *for Aviva Investors*

**Best Marketing Campaign:
Mixed Use, including Regeneration**
Sponsored by Octink

London City Island
ECOWORLD BALLYMORE

The Lexicon Bracknell
PORTLAND DESIGN *for BRP*

Rathbone Square
GREAT PORTLAND ESTATES

Best Website: Corporate or Project
Sponsored by Luminous

Here East
POKE *for iCity*

Peabody Sales Website
PEABODY

Douglas & Gordon Website
ATHLON *for Douglas & Gordon*

**Best Place-Based
Marketing Campaign**
Sponsored by ATCM

Harley Street Medical Area
HOWARD DE WALDEN ESTATE

Elmsbrook
IDENTITY DESIGN *for Fabrica*

Rathbone Square
GREAT PORTLAND ESTATES

Best Digital Marketing Campaign
Sponsored by Investis

**PricedIn: Learning, Living,
Belonging and Future**
L&Q

Here East Social Media Marketing
POKE *for iCity*

**In-House Marketing
Team of the Year**
Sponsored by FTI Consulting

L&Q

POCKET LIVING

FUSION RESIDENTIAL

CLUTTONS

PEABODY

**Estates Gazette
Front Cover Award**

The people's choice for
the year's best cover

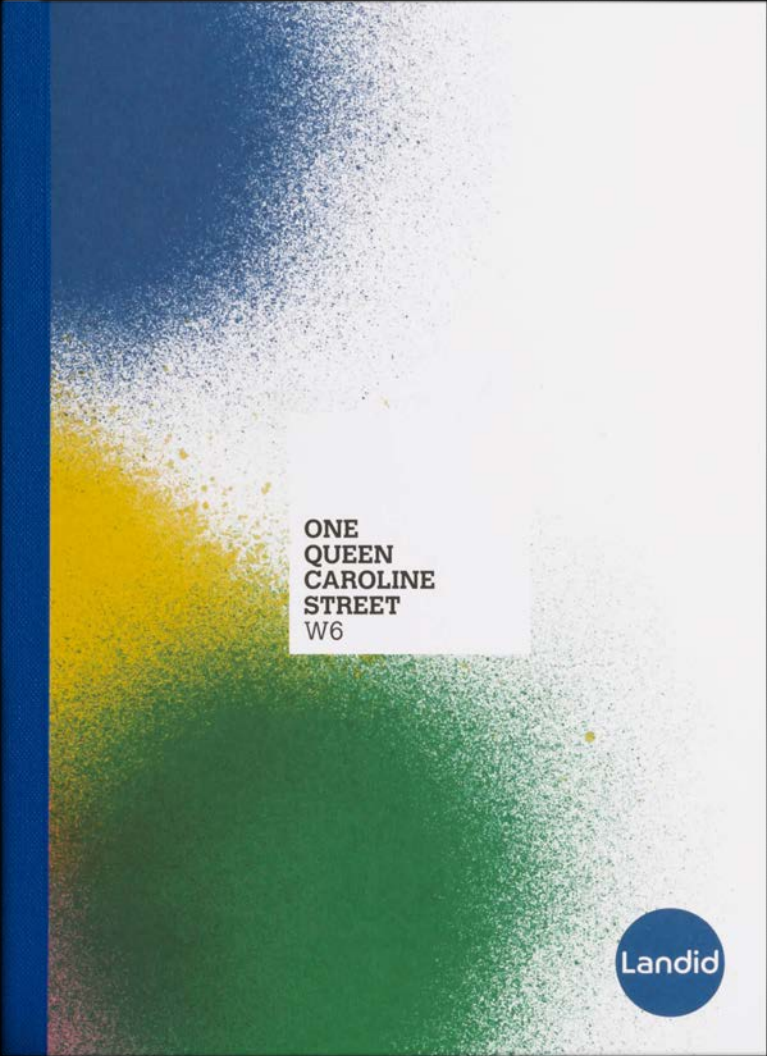
CBRE GLOBAL INVESTORS

CLUTTONS

EURO CAR PARKS

KNIGHT FRANK

MALCOLM HOLLIS



ONE
QUEEN
CAROLINE
STREET
W6



Best Marketing Campaign: London Offices

STANHOPE



Siren Design
One Queen Caroline Street,
Hammersmith
Landid

One Queen Caroline Street was the first major delivery of Landid's new concept of 'super-urban' offices in town centre locations with access to public transport on the doorstep, great local amenities and a stripped-back, exposed-service interior vibe. The campaign made smart use of technology and communicated effectively the idea that creative East London comes to corporate West London.



SPONSOR

WINNER





LEICESTER DISTRIBUTION PARK



**LEICESTER'S
MOST SIZEABLE
DISTRIBUTION
DEVELOPMENT
OPPORTUNITY**

Best Marketing Campaign: Retail, Industrial and Logistics

**hobs
studio**

J2*



J2
LEDP (Leicester
Distribution Park)
Blackrock & Graftongate

From donuts and 3D buildings to the smart use of a postcode, this crisp and direct innovative marketing campaign for warehousing aimed to enhance the visibility of the developer through brand recognition. Refreshingly, the campaign drew on past marketing successes and recycled great creative ideas, rather than starting anew for the sake of it.



SPONSOR

WINNER



NIBBLETM
NO. 6

NIBBLETM
NO. 5

NIBBLETM
NO. 4

NIBBLETM
NO. 3

Realm

**The Big
Book of
Realm
Research
and Insight**

Q4 / 2015



**Best Research
or Annual Report**

Instant

Realm



Realm

The Big Book of Realm
Research and Insight

Presenting findings and delivering genuine insight in an innovative way, the aim was to enable research to be applied to improve business performance. The Big Book not only unpicks the complex, but also has a dual impact: firstly, it is leveraged internally for operational efficiency and to enhance decision making; secondly, it also serves as a positioning tool, creating tangible value for external audiences.



SPONSOR

WINNER





Best Marketing Campaign: Residential – New Build

Park

ECOWORLD
CREATING TOMORROW & BEYOND

ballymore.

A JOINT DEVELOPMENT



EcoWorld Ballymore
Wardian London Launch

The Wardian London scheme marks Ballymore's return to its Canary Wharf heartland. The company devised a robust strategy using a mix of marketing techniques, including high profile brand partnerships, to celebrate the creation of a botanical oasis in this urban part of the city.



SPONSOR

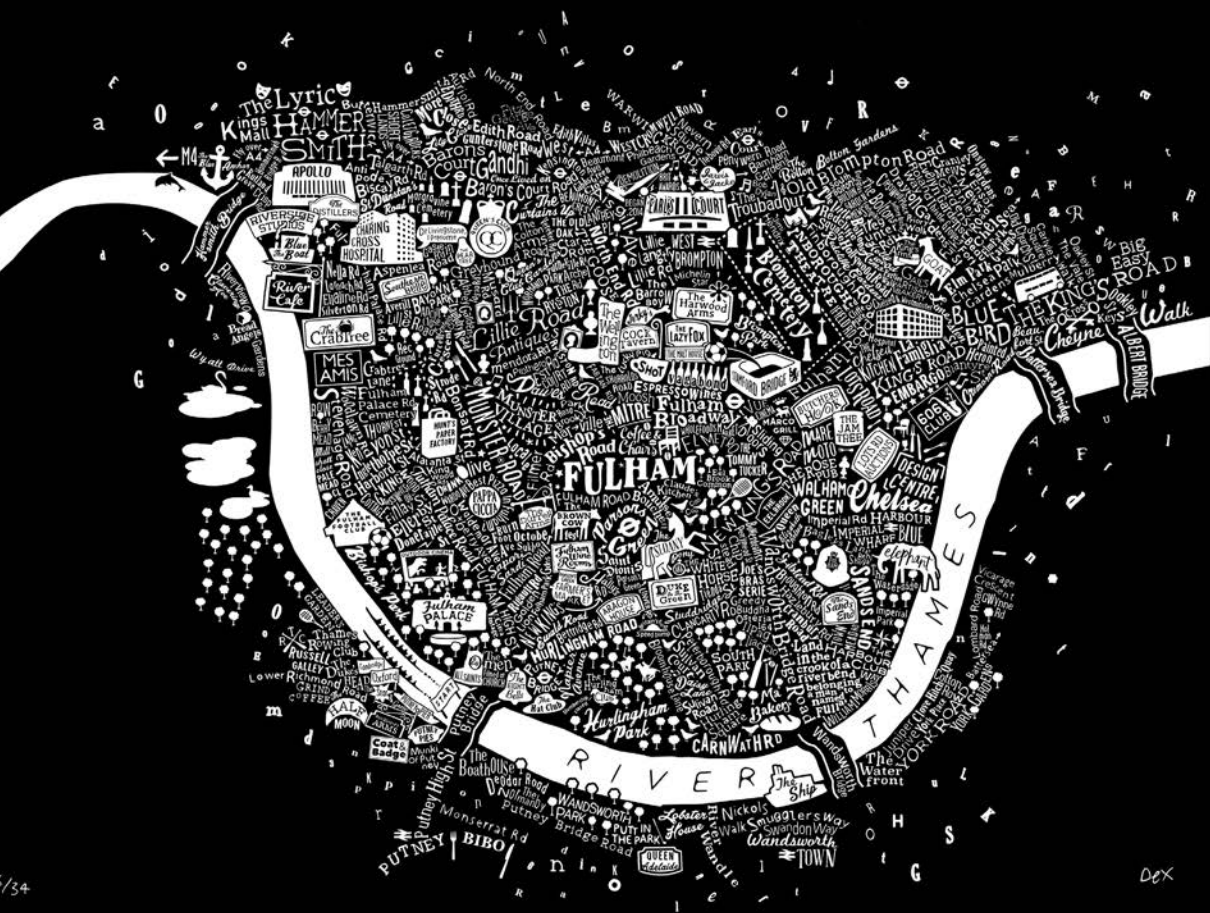
WINNER



WARDIAN LONDON
COMBINES THE EXPLORERS'
SPIRIT OF ADVENTURE
WITH THE MODERNISTS'
VIEW ON FORM AND
PRECISION, TO CREATE
THE MOST EXCITING NEW
LUXURY DEVELOPMENT



A
BUILDING
THAT
SLOWLY
TRANSFORMS
WITH
THE
SEASONS



Best Marketing Campaign: Residential – Regeneration



RUN FOR
THE HILLS



Run for the Hills
Hunt's Paper Factory
Verve Properties

49 Atalanta Street is a testament to the humble paper bag, a husband and wife's entrepreneurial spirit and a family business at the heart of the community. Verve's concept was to turn this historic old paper factory in Fulham into luxury warehouse apartments. The campaign featured an impressive and respectful use of heritage throughout, from branding to design and messaging, including commission of a hand-crafted map of Fulham.



The Colyer
Silk Road / Client: Aviva Investors



SPONSOR

WINNER

James Hunt Ltd
**HUNT'S
PAPER
FACTORY**



**THE LITTLE BOOK OF
INNERMOST LONDON**

With contributions from
those who live and love it

RATHBONE SQUARE
LONDON W1

Best Marketing Campaign: Mixed Use, including Regeneration

octink



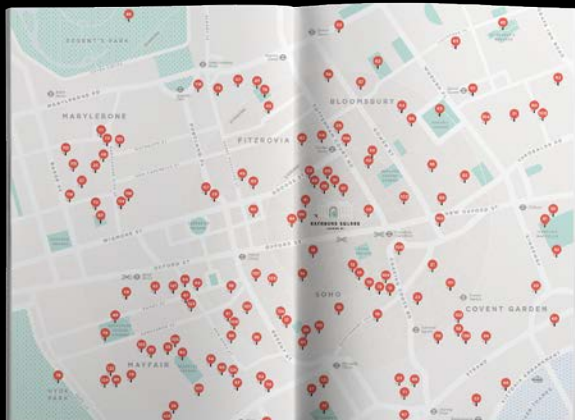
Great Portland Estates (GPE)
Rathbone Square

The classy marketing of this flagship 2.3 acre central London scheme involved reaching out to a totally new audience for GPE. The consumer market was new territory for the listed property company and the team pivoted well to this new audience context. Refreshingly, GPE conducted significant market research in partnership with Savills and JLL, to profile and truly understand their target audience.



SPONSOR

WINNER



THE TASTE OF THE TOWN

Current Gardens

DELAUNAY

The Delaware in Chris Corbin and Jeremy King's 2012 follow-up to the *Wobley*. Like the *Wobley*, the grass-roots European jazz-style interior and menu turns breakfast, lunch or tea, into smart fun.

36. Allegory WCD 400
 37. Chamberlain WCD 400
 38. 17 WCD 400

 MONMOUTH COFFEE

The pioneers of artisan coffee in London, Monmouth have been importing, roasting and blending their own since 1875. Any London coffee lover will instantly know their name, and you can taste where it all begins here at their original shop near Covent Garden.

27 Winthrop Street WCH2 0HQ
winthrop@compuserve.com

GORDON'S WINE BAR

Established in 1890, Gordon's is the oldest wine bar in London and a firm after-work spot for the Firm's outside in the summer. Buzy red wine in the middle of winter is the winter.

67 Villiers Street, WIMBORNE
girdleofnether.com
01929 431111

THE IVY

The door to the Club at The Ivy might be hidden within a flower shop, but the restaurant needs little introductions. It retains the quality that's made it one of the world's best for decades. And it's not just the food here that's made to order. You'll also find yourself in the presence of specially commissioned works by some of contemporary art's biggest names.

Pulpo is a bistro – a traditional Venetian restaurant serving simple food and good, young wines. They take bookings during the day, but not in the evening. If there isn't a table straight away, the *Spezial Bar* downstairs is a very pleasant spot to bide your time.

6 Haines Lane WOOD THE
pulpit.co.uk
it was held

Murray Friedman

ARTESIAN

It takes something to be named 'The Best Bar in the World, 2015,' but that's the case for Artesian. Installed in the historic five-star Langham Hotel, a very

special cocktail experience indeed.
In Portland Place, 418 11th
avenue, four rooms

 THE GINGER PIG

THE GINGER PIG
The Ginger Pig has a large following in London and rightly so. Along with high-quality meat from their own farm, they also offer hot roast-meat sandwiches at lunchtime and buck-herry cheese in the evening.

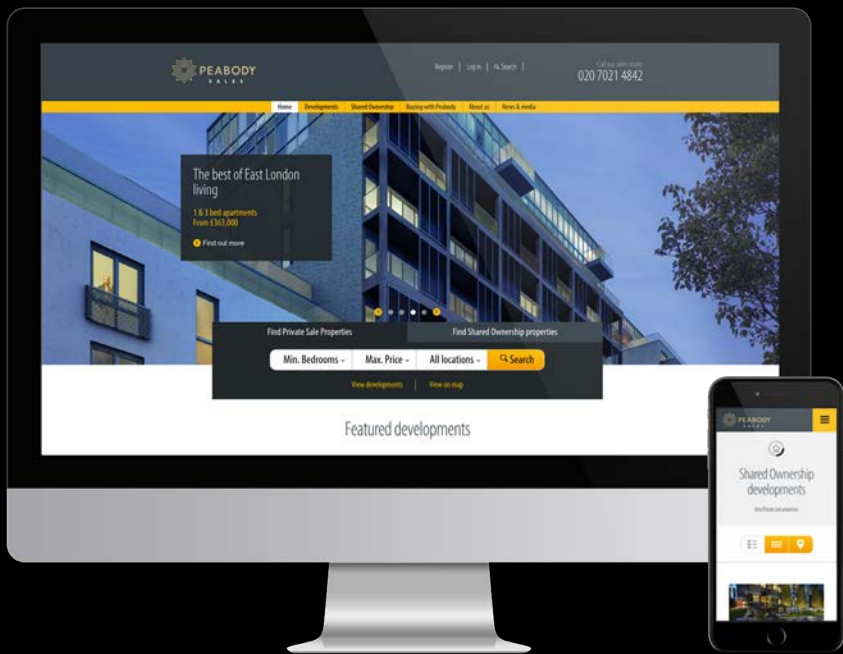
8-10 Mason Street WJ2 6JF
Killingworth, Co. UK
0191 261 1111

 PURL

Purl was an old English drink consisting of warm ale, gin, wormwood and spices. But this Purl drink is ingredients rather than class. Come here for cocktails compared with eggs, foam, food, ingredients and flowers and liquid art region.

02-24 Blomfield Street W12 7JZ
gw@london.com
15 mins walk





Best Website: Corporate or Project

luminous



PEABODY



Peabody
Peabody Sales Website

Peabody's ongoing mission is to provide quality, affordable housing to buy and rent in London. Like many housing associations Peabody became more commercial, building private homes to finance its affordable programme. Unlike most, the association has united its sales offering through a single website which has played a vital role in the organisation's goal to house more Londoners.



SPONSOR

WINNER



➤ Outside

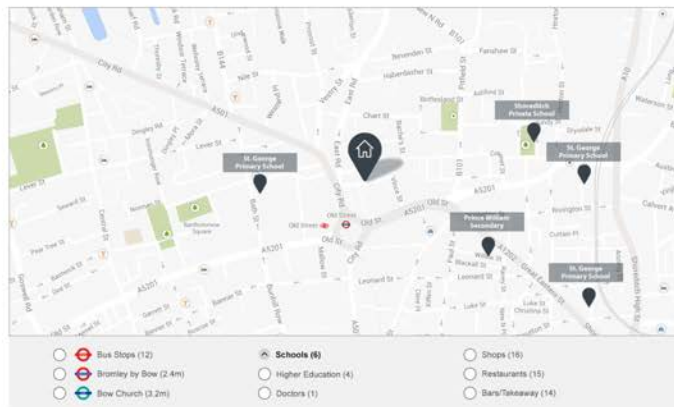


➤ Interiors



➤ Site plan

Around the location



Local area

You have arrived at Bethnal Green, home to the creative industries. Within the urban landscape of East London, momentum is gathering here and the past decade has seen an explosion of energy in this highly sought-after location



Boxpark stylish shopping



Bars and clubs around Shoreditch



Shoreditch House is in walking distance



The creative community in the east



Shoreditch Park



In easy reach of the City of London

What our customers say



Martin Smith
Resident since March 2015

"I have lived in Merchants Walk for 4 months and the location is beautiful and so close to the centre of London."

➤ Read full case study



Suzanne Walker
Resident since August 2015

"I like the fact that the building is brand new and I don't have to worry about big renovation costs for a long time. Love the location as well."

➤ Read full case study



Ed Owarida
Resident since July 2015

"Buying my shared ownership flat was a really easy experience. The team from Peabody were amazing!"

➤ Read full case study

Other developments like this





ELMSBROOK

N.W. BICESTER



Best Place-Based Marketing Campaign



IDENTITY



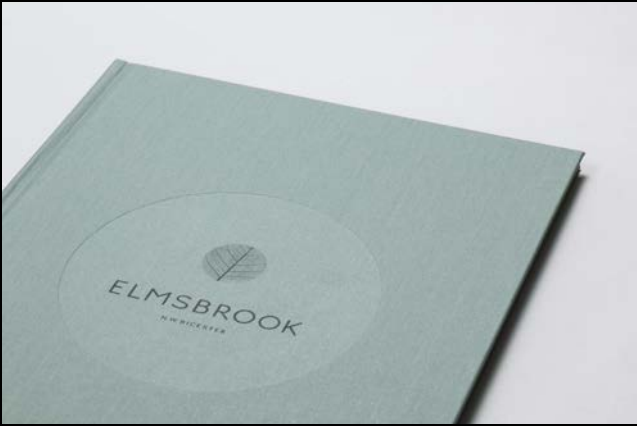
Identity Design
Elmsbrook
Fabrica

In the north Oxfordshire countryside lies a 25-year vision for a new sustainable townscape, where Fabrica is developing 6,000 cutting-edge, zero-carbon homes. The marketing brief was to create a sense of place by developing a name and identity that would resonate with the town of Bicester, have the durability to become an established community in its own right, and subtly draw attention to the 'eco' benefits of the scheme itself.



SPONSOR

WINNER





Best Digital Marketing Campaign

.INVESTIS



L&Q
PricedIn: Learning, Living,
Belonging and Future

Firmly positioning L&Q as the leading voice of shared ownership, PricedIn shows buyers how they can get onto the property ladder through shared ownership. Developed in 2015, the website offers extensive content, not simply designed to market L&Q's homes, but also to offer impartial information to help buyers qualify themselves for shared ownership, significantly improving the quality of leads obtained.



Here East Social Media Marketing
POKE / Client: iCity



SPONSOR

WINNER





In-House Marketing Team of the Year



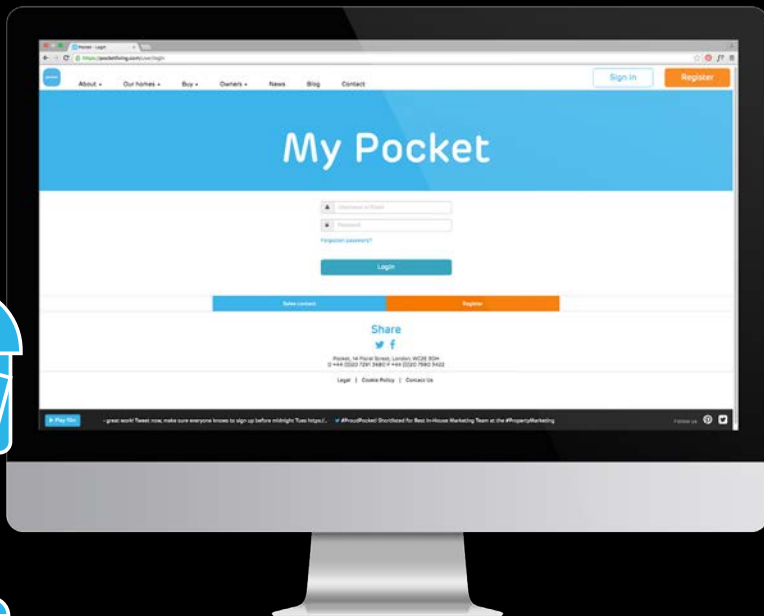
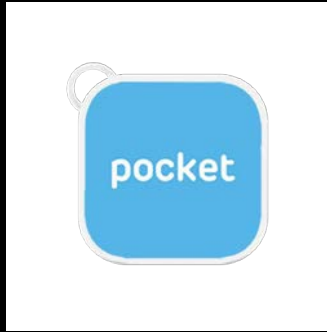
Pocket Living

The housing crisis has impacted London and Pocket has innovated to meet the needs of the Capital's critical audience of city makers. City makers are on average incomes and are cut out of the home ownership market but they earn too much to qualify for social housing. The city's industry thrives on them but they are looking elsewhere to settle down. In an industry that is preoccupied with scheme-specific marketing and short-term sales objectives here is a team that is truly integrated, authentic and brand led.



SPONSOR

WINNER





My Pocket

Your one stop Pocket portal

'My Pocket' is your go-to place for all you need to know about your flat. It is where your Homeowner Manual is hosted (also on your USB attached). Its other functions are for the Annual Verification Process and reporting valid defects through Clixifix.



www.pockethong.com/user/register

Power up your Pocket home

Here are your suppliers of water, gas and electricity. Go to the 'Utilities' section in of your Homeowner Manual for more information. You will need to register with your suppliers to set up your accounts.



The Grand Prix

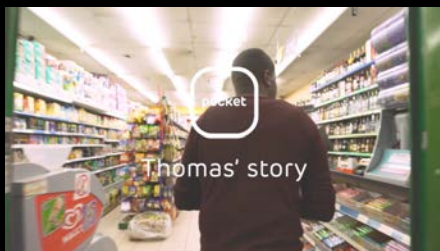


Pocket Living

The Grand Prix winner produced a great quality campaign for a good cause which won them this year's In-House Marketing Team Award. Clearly the issue, for which they found a voice, is high on the agenda, but they did it with style as well as substance, demonstrable effectiveness and an authentic passion and commitment. Marketing is as much about heart as it is about head, and this team embodies the best of both.



WINNER





Estates Gazette Front Cover Award



The people's choice – voted for by readers of Estates Gazette. Congratulations to all the finalists of the Front Cover Award.



WINNER

27 June 2015 £5.30

www.estatesgazette.com



ESTATES GAZETTE

FOCUSED
REAL ESTATE INVESTMENT



For over 40 years, our singular focus has been real estate investment. This focus gives us a deep insight into investment markets and asset management techniques that reduce risks and optimize returns for our clients.

CBRE GLOBAL INVESTORS - REAL ESTATE IS OUR NATURE

We are pleased to support
Estates Gazette's

LGBT
SPECIAL

CBRE
GLOBAL
INVESTORS

2016 Judging Panel

Thomas Brown – Jury Chair

Author, speaker and consultant,
former CIM Marketing Director

Mark Bell

Strategy Partner, Dare

Simon Daggett

Global Marketing Director,
DHL, Global Forwarding

Duncan Daines

Group Chief Marketing Officer,
Gama Aviation Plc

Markus Kramer

Partner, Brand Affairs
marketing consultant

Freddie Ossberg

Founder and Managing Director,
Raconteur Media

Julian Robinson

Director of Estates,
London School of Economics

Jane Rosier

Head of Marketing,
V&A

Anastasia Roumelioti

Head of Marketing, Hawes & Curtis
Signature blogger, Huffington Post

The PMA categories are judged by an independent panel of marketing professionals at the top of their respective fields led for the first time this year by Thomas Brown, author, speaker, consultant and former CIM Marketing Director.

Says Thomas, "In today's pressured, always-on world of marketing, we often struggle to take the time to pause and reflect on a campaign, project or initiative and take account of how things went. Not just what the data tells us, but what worked, what we'd do differently next time and what learnings we should try to codify into 'how we do things here'. Writing an awards entry is an important case study process which helps you to embed the learnings into your next campaign.

"Winning a PMA doesn't come down to how much budget you had, it's what you did with it that counts. Disciplined planning, creativity, smart thinking, collaboration and robust measurement aren't limited to those with big budgets – they are characteristics that can be found in businesses large and small. The PMAs celebrate those whose approach delivers great results, and that's about how you do something, not what you've got to spend.

"Some of the best and smartest entries we saw had one thing in common: they started with the customer. It's great to see businesses taking seriously the importance of insight, really getting under the skin of the motivations, challenges and aspirations of the audience they were trying to engage with.

"The PMA has an independent and objective judging process, and a far-reaching impact. The PMA winners and shortlisted entrants will be empowered to champion their work internally, and to continue to educate stakeholders on the value, purpose and impact of marketing for the company. Congratulations to everyone!"

PMA 2016 Committee

Colin Peacock FRICS

(PMA Chairman)

Chairman, Stonemartin Properties

Ralph Charlwood FRICS

Director, ICG-Longbow

Robert Hannington BSc, FRICS

Chairman, Phoenix Green

Investment Consultants

Nick Hughes MBA, FCIM

Director of Marketing and

Communications, SEGRO

Peter Kumposcht

Executive Director, Estates Gazette Group

Alexander Nicoll

Chairman, Association of

Town & City Management

Rachel Puzey MRICS

Partner, Graves Son & Pitcher LLP

John Williams

Head of Marketing, The Instant Group

Sarah Sherwin

PR advisor to PMA

Director, Broad Street Communications Ltd

PMA 2017 will open for entries in January 2017

Follow  @PropMarAwards for the latest news

www.propertymarketingawards.co.uk



Thank you

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In partnership with:

ESTATES GAZETTE

The Property Marketing Awards raise funds for the Charitable Trust
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studio**

Instant

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We create design that matters,
that makes a difference to
businesses and allows them to
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partner for this event.

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Park

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print solutions. Architecture –
property marketing – interior
design. We are pleased to be
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