



PROPERTY MARKETING
AWARDS **2018**



WINNERS' SHOWCASE 2018

PMA 2018 JURY

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PMA Jury Chair, Founder, ThinkStuff

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Partner, Globant

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Development Executive, Helical plc

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Group Brand Director, Legal & General

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Global Head of Marketing, ERM

RICHARD JENDEN
Director of Property and Space Strategy, LSE

MARKUS KRAMER
Partner, Brand Affairs AG

MADLEN NICOLAUS
Senior Director, EMEA Marketing, Sap Concur

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Head of Growth through Engagement
and Consumer Experience, Danone Early Life
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WAKEFIELD**

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grain


HELICAL

THE
HOWARD
de WALDEN
ESTATE

Instant

leo

luminous

**malcolm
hollis**

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Realm



SE7EN DIALS
FUND MANAGEMENT

 Shulmans




Property Management

WONDER HATCH

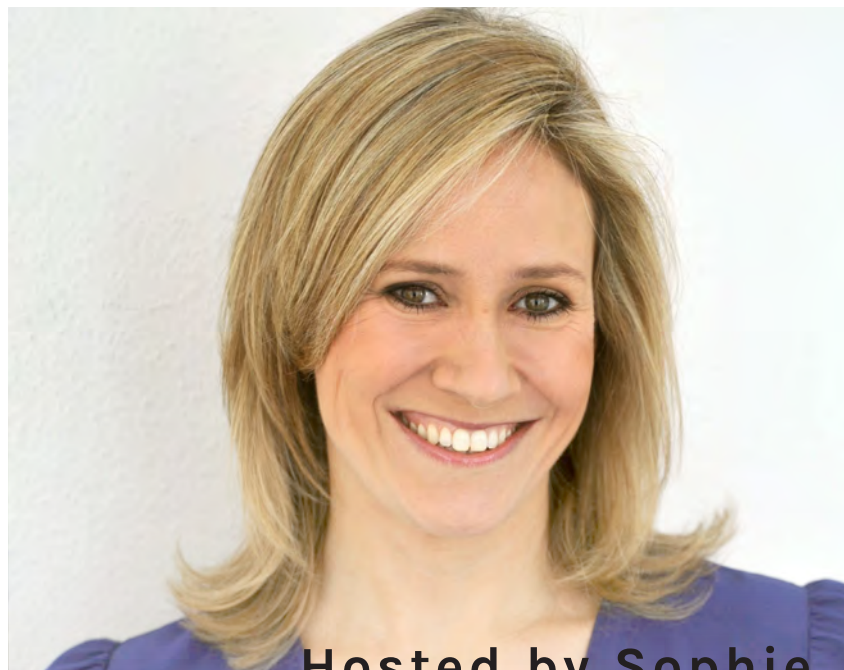
CONTENTS

04	2018 AWARDS SHORTLIST	24	BEST THOUGHT LEADERSHIP
06	BEST MARKETING CAMPAIGN: LONDON OFFICES	26	BEST ANNUAL REPORT
08	BEST MARKETING CAMPAIGN: REGIONAL OFFICES, RETAIL, INDUSTRIAL AND LOGISTICS	28	BEST CREATIVE ELEMENT
10	BEST MARKETING CAMPAIGN: ALTERNATIVE ASSET CLASS	30	PROPERTY MARKETING TEAM OF THE YEAR
12	BEST PLACE-MAKING MARKETING CAMPAIGN	32	GRAND PRIX
14	BEST MARKETING CAMPAIGN: RESIDENTIAL – NEW BUILD	34	PMA ORGANISING COMMITTEE
16	BEST MARKETING CAMPAIGN: RESIDENTIAL – REGENERATION	35	PMA 2018 JURY
18	BEST WEBSITE	35	2018 SPONSORS
20	BEST DIGITAL MARKETING		
22	BEST BRAND CAMPAIGN		





PROPERTY MARKETING
AWARDS 2018



Hosted by Sophie Raworth

PMA is this year proud to be supporting RICS Pledge 150, an initiative with property industry charity LandAid to deliver 150 new bed spaces for young homeless people in the UK. Thanks to your support PMA will be able to provide one of those beds – which will transform a young person's life.

MEDIA PARTNER



**Organised by The Chartered
Surveyors' Company**

Wednesday 20th June 2018

30 Euston Square, London

This year PMA has a record number of sponsors, to whom we express our sincere thanks. Our generous industry sponsors make it possible for us to deliver these annual awards and popular networking events, and at the same time contribute funds to the Charitable Trust of the livery company for projects which train, educate and improve the life chances of young people.

Master of the Company of Chartered Surveyors, Tony Joyce says, "The Property Marketing Awards is one of the key events organised by the livery company each year. The livery movement is about education and training, fun and fellowship with a real focus on charitable giving. Thank you for your participation and support".

02

2018 AWARDS SHORTLIST



03

PMA 2018 AWARDS SHORTLIST



Best Marketing Campaign: London Offices

Sponsored by Sprague Gibbons

**dn&co in collaboration with Fathom Architects,
and Stanhope**

Project: White City Place

Kimpton Creative and Tishman Speyer

Project: The Point Paddington

J2

Project: Post-completion campaign for The Cursor
Building, Chancery Lane.

Client: Endurance Land and Aberdeen Asset
Management.

Best Marketing Campaign: Regional Offices, Retail, Industrial and Logistics

Sponsored by Shulmans LLP

Siren Design

Project: Thames Tower, Reading

CEG

Project: Kirkstall Forge

SEGRO with Siren Design

Project: SEGRO Logistics Park East Midlands Gateway

Best Marketing Campaign: Alternative Asset Class

Sponsored by Curlew

dn&co and Hines

Project: Aparto – student housing to be a part of

Prime Student Living

Project: Brass Founders, Sheffield

Identity Ltd

Project: The Slate Yard

Client: Legal & General

Best Place-Making Marketing Campaign

Sponsored by Realm

Ballymore

Project: Goodluck Hope

Key Property Marketing with Peabody & Hill

Project: Fish Island Village

**dn&co in collaboration with Fathom Architects,
and Stanhope**

Project: White City Place

Best Marketing Campaign: Residential – New Build

Sponsored by Park Communications

Key Property Marketing with Peabody & Hill

Project: Fish Island Village

Aylesworth Fleming

Project: Leon House, Croydon

Client: FI Real Estate Management

Surgery & Redcow

Project: One Seymour Street, London

Client: The Portman Estate

Best Marketing Campaign: Residential – Regeneration

Sponsored by Octink

L&Q and Anderson Group

Project: The Quarry

Key Property Marketing with Peabody & Hill

Project: Fish Island Village



Silk Road Marketing

Project: Drumsheugh Gardens

Best Website

Sponsored by Howard De Walden Estate

NetConstruct Ltd with The Family Mosaic Group

Core with Bell Court

Best Digital Marketing

Sponsored by Cushman & Wakefield

SEGRO

Project: Future of the Thames Valley

BeeMyHome

Project: Social property marketing

Four Communications working with Northacre

Project: Launching The Broadway

MediaVision & Instant Offices

Project: Outstanding Growth through Search Marketing

Best Brand Campaign

Sponsored by Helical plc

The Completely Group with Associated British Ports

Agenda Design and Thames Valley Housing

Project: So Resi – Making home ownership possible.

Luminous

Project: U+I plc

Best Thought Leadership

Sponsored by Seven Dials

J2

Project: Zero Harm – We're Safer Together

Client: Wates.

SEGRO

Project: Keep London Working

The Completely Group

Project: [Different] the magazine of The Completely Group

Best Annual Report

Sponsored by Wonderhatch

Luminous

Project: Grainger plc Annual Report & Accounts 2017

Luminous

Project: U+I Annual Report 2017

Luminous

Project: PPHE Hotel Group Annual Report & Accounts 2017

Best Creative Element

Sponsored by Vine Management

ICG

Project: The art of honest and engaging visual communication at Princes Quay Shopping Centre in Hull

dn&co in collaboration with Fathom Architects, and Stanhope

Project: The Pod at White City Place

Property Marketing Team of the Year

Sponsored by Malcom Hollis

SEGRO

Churchill Retirement Living – Group Marketing Team

Carter Jonas

BEST MARKETING CAMPAIGN: LONDON OFFICES



06

← Winner inside.

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Advertising | Marketing | Design

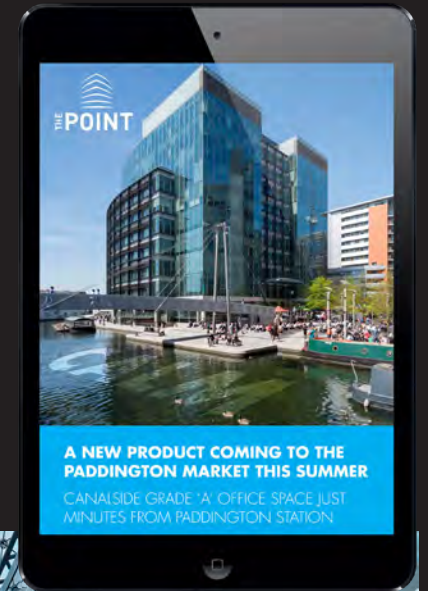


07

PROJECT: The Point Paddington

kimpton





**BEST
MARKETING
CAMPAIGN:
REGIONAL
OFFICES, RETAIL,
INDUSTRIAL
AND LOGISTICS**

08



← Winner inside.

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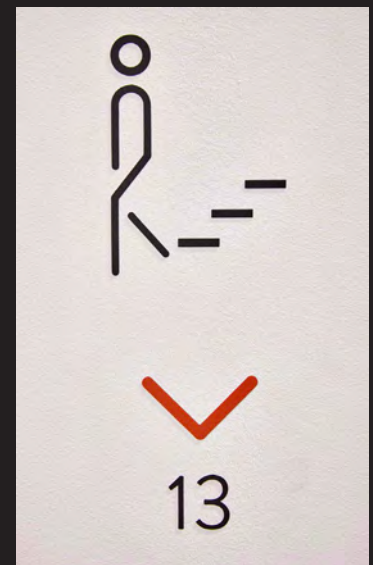
09

WINNER: Siren Design

PROJECT: Thames Tower, Reading

A 360 degree marketing campaign that used innovation and engagement to great effect. The Thames Tower project was a unique concept that needed a powerful marketing presence to ensure that it was highly visible and clearly explained to an initially cynical audience. The marketing campaign demonstrated how an unloved eyesore that blighted the entry to the town was being turned into one of the most desirable office spaces outside London. It had to be hard-hitting and credible and it had to win over both property professionals and the local community to succeed.

Siren





BEST MARKETING CAMPAIGN: ALTERNATIVE ASSET CLASS

10

← Winner inside.

Sponsored by

CURLEW
CAPITAL



WINNER:
Identity Ltd

PROJECT:
The Slate Yard for
Legal & General

Legal & General asked Identity to brand and market their first build-to-rent scheme, located in New Bailey, a regeneration area in Salford. The Slate Yard comprises 225 apartments for rent, designed to appeal to young professionals working in the immediate area. To be followed by further BTR schemes across the UK, it required an idea that had its roots in a unified proposition.



Homes for rent by 

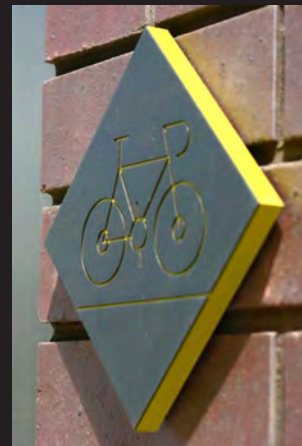


 THE SLATE YARD
New Bailey

RENT
DIFFERENT


NEAR SPINNINGFIELDS
MANCHESTER

#THE NEW RULES OF RENTING

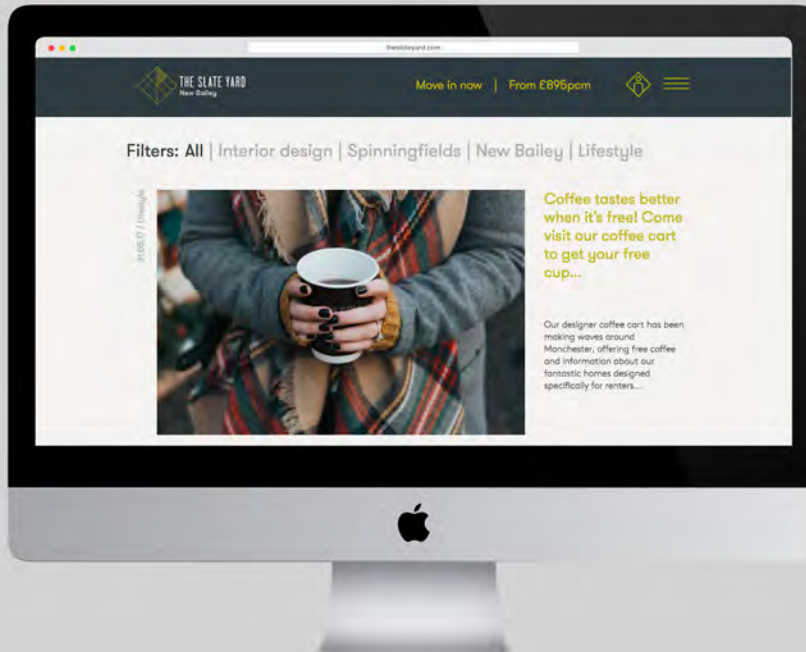




THE SLATE YARD
New Bailey



THE SLATE YARD
New Bailey



BEST PLACE-MAKING MARKETING CAMPAIGN



12



← Winner inside.

Sponsored by

Realm

13

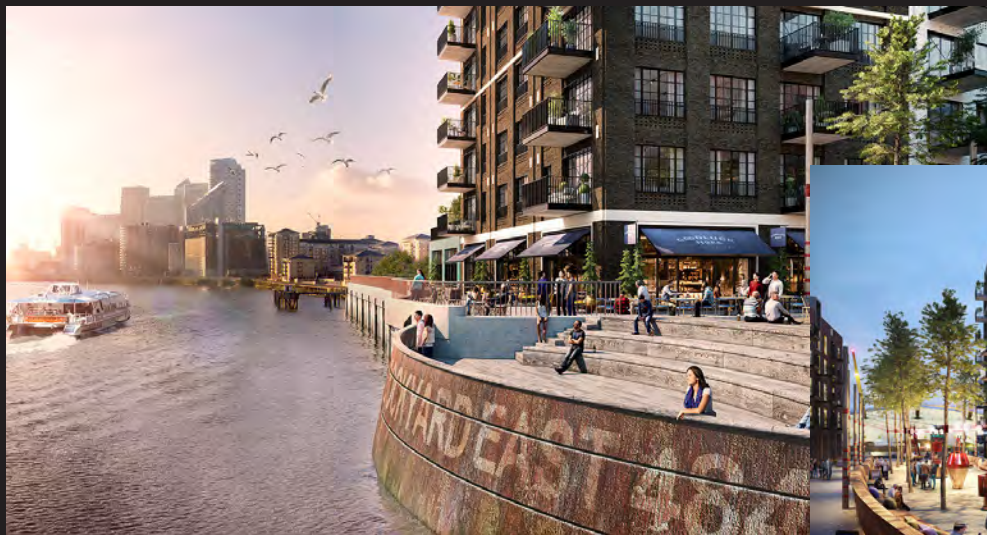
WINNER:
Ballymore

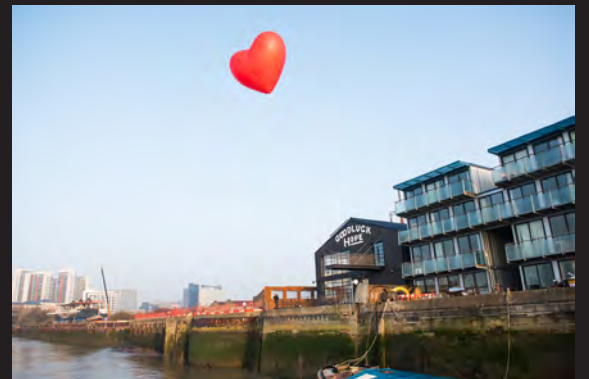
PROJECT:
Goodluck Hope



Goodluck Hope by Ballymore is a new 804 home riverside neighbourhood, located on the River Thames at the historic Leamouth Peninsula. The area has a strong maritime heritage which has inspired Ballymore to forge a new neighbourhood, transforming the area into a centre of culture and creativity. The site's heritage has been incorporated into all elements from architecture and interior design to communal areas for residents and the wider community.

ballymore.





BEST MARKETING CAMPAIGN: RESIDENTIAL – NEW BUILD





← Winner inside.

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Park | Excellence
in Print

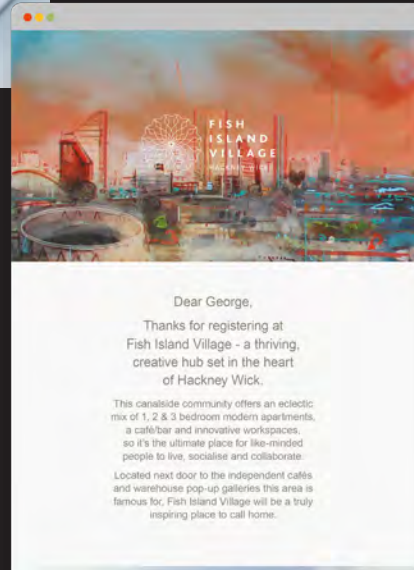
WINNER: Key Property Marketing with Peabody & Hill

PROJECT: Fish Island Village

It was crucial that the campaign stood out from the crowd and delivered Fish Island Village as the 'go-to' place for new residents. The team challenged local perceptions of new-build and the idea of 'change' by developing an omni-channel campaign. The marketing brought the new live/work/play neighbourhood to life and attracted homebuyers to a pocket of East London that they may not have previously considered.

key.  **Peabody**  **Hill**





BEST MARKETING CAMPAIGN: RESIDENTIAL – REGENERATION

16



← Winner inside.

Sponsored by

octink



WINNER: Key Property Marketing with PEABODY & HILL

PROJECT: Fish Island Village

An omni-channel marketing campaign to promote the new community being delivered at Fish Island Village. This project involved bringing a new live/work/play neighbourhood to life and demonstrating how the new facilities and open space would contribute to the wider regeneration of the area. The campaign remained sensitive to the area and stayed true to Fish Island's character and industrial heritage.

key.  Peabody  Hill





1/2/3
BEDROOM APARTMENTS
COMING SOON TO HACKNEY WICK

Fish Island Village is a thriving canal-side community, consisting of modern apartments and unique workspaces. This eclectic neighbourhood captures the creative vibe of Hackney Wick and has the true spirit of Fish Island at its core.

fishislandvillage.co.uk | 020 3906 1990
email@fishislandvillage.co.uk

VIBRANT. AUTHENTIC. ECLECTIC.



FISH ISLAND VILLAGE
HACKNEY WICK

PROPERTY MARKETING AWARDS 2018
BEST MARKETING CAMPAIGN
ALBION SQUARE REGENERATION



BEST WEBSITE



18

← Winner inside.

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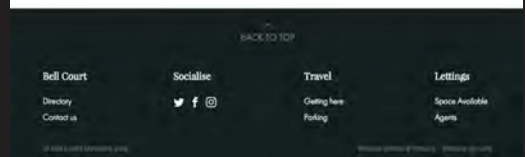
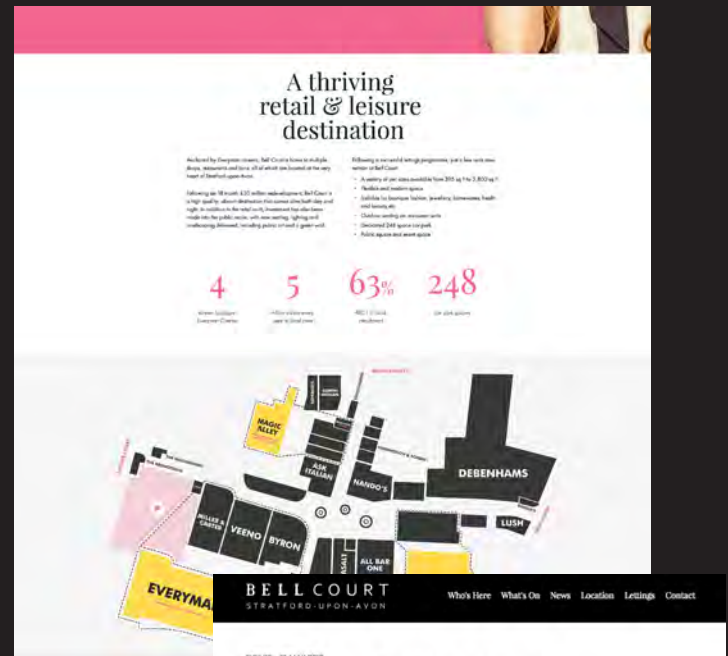
THE
HOWARD
deWALDEN
ESTATE



19

WINNER: Core with Bell Court

Bell Court is a new retail and leisure development in Stratford-upon-Avon that has experienced a huge transformation from a run down and unloved space to an exciting new destination. The website had to ensure that it positioned Bell Court as a key destination in Stratford-upon-Avon and it had to change local perceptions about the scheme. This was achieved through eye-catching design and clever functionality to help tell the story of Bell Court whilst increasing footfall to the development.



BEST DIGITAL MARKETING



20



← Winner inside.

Sponsored by



WINNER: MediaVision & Instant Offices

PROJECT: Outstanding Growth through Search Marketing

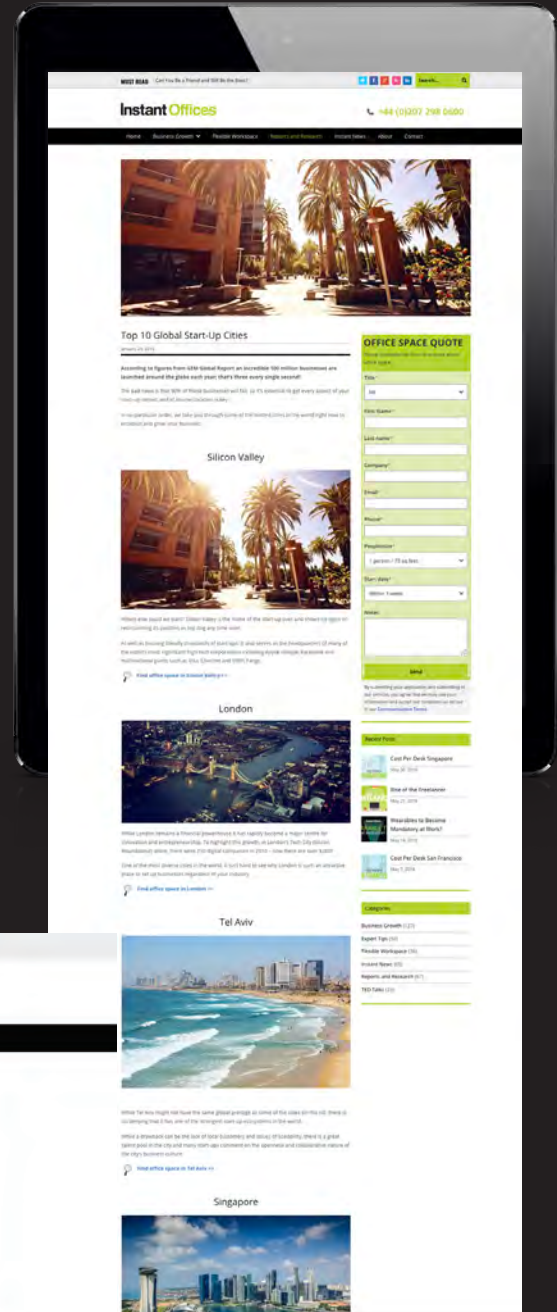
Instant challenged MediaVision to deliver a further 20% in revenue growth year-on-year in 2017.

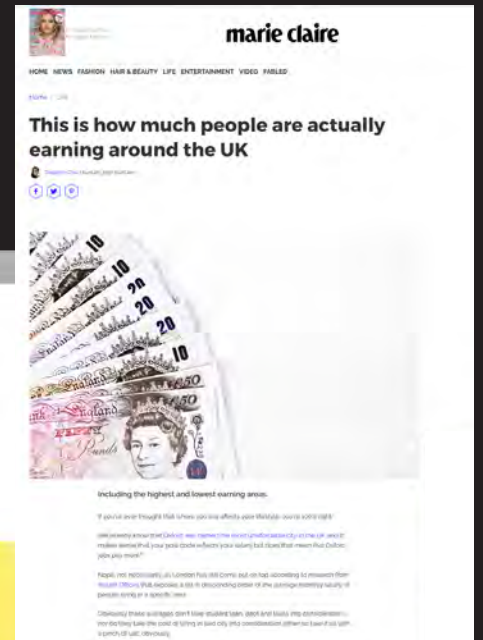
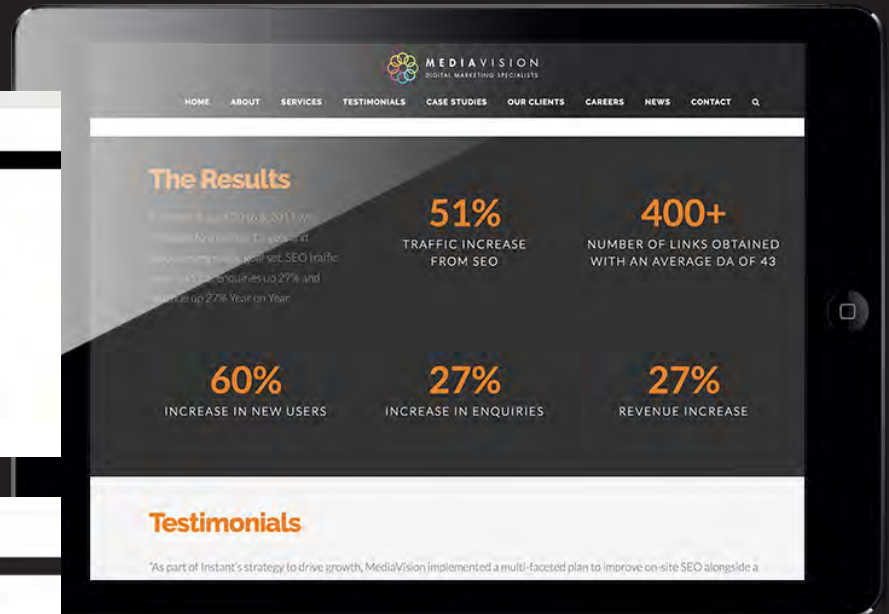
Having delivered exponential growth over the previous eight years, it was no small challenge, as Instant already ranked on the first page of Google for over 5000 cities worldwide. Through innovative use of data, storytelling and targeting new demographics, they exceeded all targets, delivering an additional 66% of revenue YOY and increasing traffic from SEO by over 75%.



MEDIAVISION
DIGITAL MARKETING SPECIALISTS

Instantoffices





BEST BRAND CAMPAIGN



22

← Winner inside.

Sponsored by



HELICAL



23

WINNER: Agenda Design with Thames Valley Housing

PROJECT: So Resi – Making home ownership possible

To create, build and promote a brand that helps people become homeowners through Shared Ownership, eliminating communication barriers to get more people on the property ladder for life. The team created a brand champion, So Resi, The campaign removed confusion, changed perceptions, raised awareness and significantly improved results – all targets and expectations were exceeded.

AGENDA
DESIGN



BRING IT ON



making home ownership possible



BEST THOUGHT LEADERSHIP



24



PROPERTY MARKETING
AWARDS 2018



← Winner inside.

Sponsored by

SE7EN DIALS
FUND MANAGEMENT

25

WINNER: SEGRO

PROJECT: Keep London Working

SEGRO created the Keep London Working (KLW) campaign to promote the importance of industrial land to London's economy. Over the last 20 years, 50% of industrial land in London has been released to other property uses, such as housing, and yet the demand for goods and services (food and beverage, retail, hospitality, etc.) continues to rise as the population grows. Underpinned by an evidence based research report, the campaign engaged policy makers and politicians by changing perception and promoted the key role the sector plays in supplying goods and services to London's businesses and residents.

SEGRO





Jessica King
@NewsDaily
Consumers expect certain deliveries within the hour. Enough industrial land in #London to support business? More on @LondonLive at 12.



logistics manager

to property bosses demand land logistics in London

By James Gannon, September 2017 for Logistics in London

Download (February 2017) Article

Smith, CEO of SEGRO, has led a comprehensive review of all land in London as a home while report shows that most land used for residential purposes Greater London is expected to be replaced by new developments in 10 years than anticipated.

at (Keep London Working) published by Supply in London with SEGRO is not today but its sustainability reading.

It notes that London is a thriving city and as the capital grows the demands placed on businesses to get their goods and services to their customers increases, with consumers expecting certain deliveries within the hour.

London's population is projected to increase from 8.7 million to over 10 million by 2031, the equivalent of the populations of Birmingham and Coventry moving to the capital. This, combined with technology, has led to an explosion of e-commerce, driving the demand for industrial land to ensure that goods get delivered on time.

Download

Struggling with warehouse labor shortage? Learn four benefits of automation for improving material flow

THE LOADSTAR

MAKING SENSE OF THE SUPPLY CHAIN

Logistics needs are important too, as London tackles its housing crisis

der Whiteman 02/02/2017

government must remember the sector when tackling the housing at has enveloped the nation's

ig to a report commissioned by / and investment development ro, the city's population ed 10 million by 2031,



5 PLANNING POLICY AND IMPLICATIONS

KEY FINDINGS

- The planning system in London is not fit for purpose. It is too slow, too complex and too costly. It is also too fragmented, with too many different bodies involved in the process.
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THE ECONOMIC AND SOCIAL IMPACTS OF LOGISTICS IN LONDON

PREDICTED INCREASE OF 54,700 EMPLOYED IN THE TRANSPORTATION AND STORAGE SECTOR

AN INCREASE OF 19.8% BETWEEN 2016 AND 2036

Category	2016	2036	Change	% Change
Transport and storage	25,000	79,700	54,700	219%
Manufacturing	10,000	10,000	0	0%
Construction	10,000	10,000	0	0%
Information and communication	10,000	10,000	0	0%
Health and social work	10,000	10,000	0	0%
Education	10,000	10,000	0	0%
Other services	10,000	10,000	0	0%
Total	75,000	109,700	34,700	46%



BEST ANNUAL REPORT



26

← Winner inside.

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WONDERHATCH



WINNER:
Luminous

PROJECT: Grainger plc Annual Report & Accounts 2017

FTSE 250 Grainger is the UK's largest listed residential landlord with a £2.5bn+ portfolio of c.10,000 rental homes. Grainger's annual report tells a simple, compelling narrative and is a strong example of best practice in strategic reporting and governance. It sets out a clear story of value creation through its business model: "originate, invest and operate", demonstrating how Grainger is using its resources and relationships to optimise market drivers, and how it will achieve its 2020 goals.

luminous





BEST CREATIVE ELEMENT



28



← Winner inside.

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29

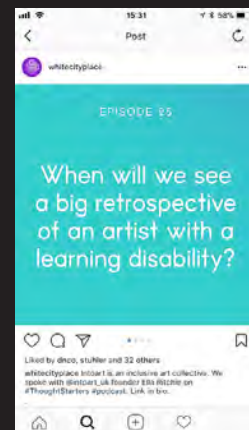
WINNER:
dn&co in
collaboration with
Fathom Architects,
and **Stanhope**

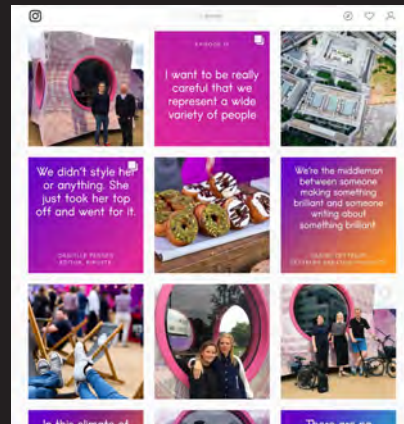
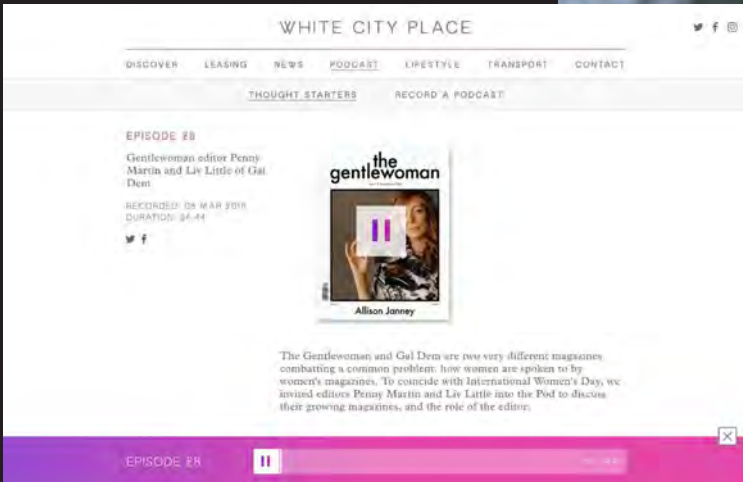
PROJECT:
The Pod at White
City Place

White City Place needed a beacon to prove that it champions the creative industries. Enter the Pod, a unique mobile recording studio. It gives startups and storytellers a leg up to get their podcasts on the airwaves for free, affirming this West London location as one of the city's most innovative places for creative companies to do business. This inventive initiative elevates the location's creative credibility to such an extent that by end 2017 all business and marketing results surpassed expectations.

dn&co. Fathom Architects

STANHOPE





**PROPERTY
MARKETING
TEAM OF
THE YEAR**



30

← Winner inside.

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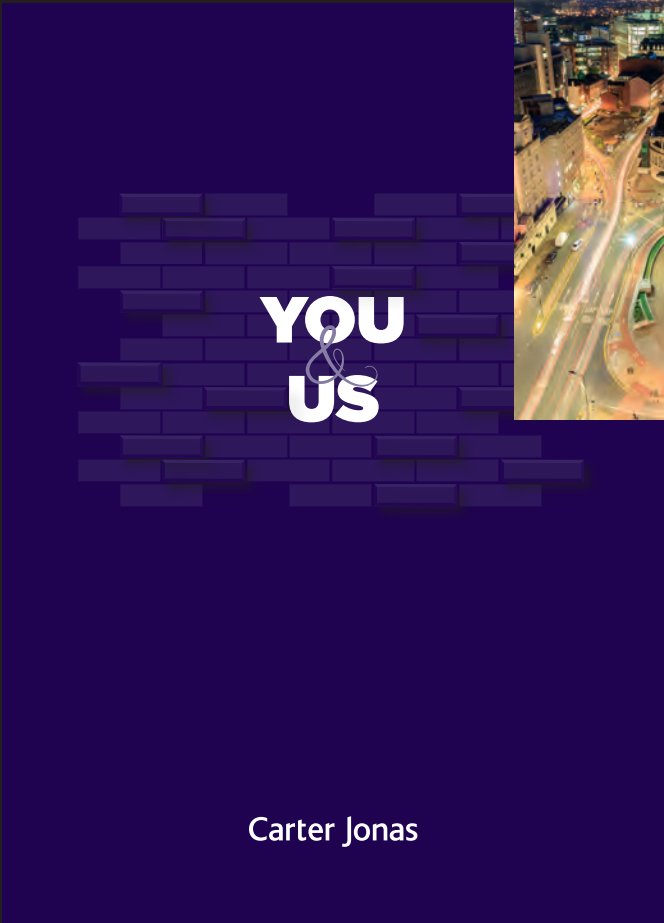
malcolm
hollis



WINNER: Carter Jonas

Creating space for growth. The five year business plan at Carter Jonas is fairly single minded – to double the size of the business. The marketing team have responded to this clear agenda, supporting a growing business by adopting flexible ways of working, strategies that can accommodate fresh areas of focus and campaigns that can stretch across multiple sectors and markets. But it's not just growth of scope and scale that defines the success of the CJ marketing team but also growth in terms of professional development and personal progress.

Carter Jonas





COMMERCIAL
EDGE

CAMBRIDGE
2018

Carter Jonas



COMMERCIAL
EDGE

LEEDS
2018

Carter Jonas



700+
employees

80%
of our business
is made up of
smaller clients

38
offices across
the country

88
years of
experience

1855
The first and only
independent
financial adviser

95%
of our staff
are qualified
advisers

260
million
in assets under
management

18
years of
experience

13.5%
average
growth
per annum

GRAND PRIX



32

← Winner inside.



WINNER: Key Property Marketing with Peabody & Hill

PROJECT: Fish Island Village

Innovative, authentic, professional - and with great results. Fish Island Village was this year's runaway winner scooping both residential categories and earning a commendation in the place-making category.

key.  **Peabody & Hill**





A UNIQUE COLLABORATION





Founded in 1985 by the banker and philanthropist George Peabody, the Peabody Group provides homes and services to more than 50,000 Londoners. This is a housing organisation, a developer with a focus on regeneration, and a provider of a range of community programmes.

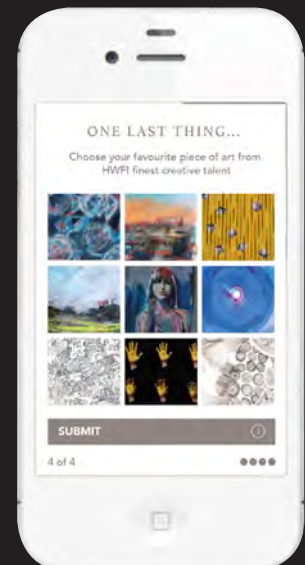
Our enduring mission is to make London a city of opportunity for all by ensuring as many people as possible have a good home, a real sense of progress and a strong feeling of belonging.

Hill operates in developing distinctive new homes across London and the South East. We bring together award winning contemporary design, sustainable materials and a sympathetic approach to regeneration, individual new properties and communities. The latest significant time and effort from the team is to ensure that all our properties achieve the perfect balance between innovation and practicality. In all construction work is carried out by contractors, we are also able to guarantee the highest quality of finish, style and finish.

Since 2004, The Trampery has utilised an innovative mix of remarkable spaces to provide working spaces for entrepreneurs, creatives and innovators.

We operate four sites across London with a range of workspaces, meeting rooms and facilities.

Each Island Village is not just a place to work but a vibrant hub and brings strong workplace and commercial facilities to all things and communities.



PMA 2018 ORGANISING COMMITTEE

COLIN PEACOCK FRICS (PMA CHAIRMAN)

Chairman, Stonemartin Properties

**ANTONIA BELCHER BSc (Hons) Dip Arb
FRICS FCI Arb**

Founding LLP Member/Partner, MHBC LLP

DAVID BIANCO BSc FRICS

Culture Mile Property Director, City of London Corporation

TOM FOULKES

Head of Marketing and Communications, Carter Jonas

ROBERT HANNINGTON BSc FRICS

Chairman, Phoenix Green Investment Consultants Ltd

RACHEL JACQUES MRICS

Estate Manager, Heineken

JOHN WILLIAMS

Head of Marketing, The Instant Group

MICKOLA WILSON

Director, Seven Dials Fund Management

SARAH SHERWIN

PR advisor to PMA

Director, Broad Street Communications Ltd





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AWARDS 2018



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**Chartered
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Company**

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