

## Award for Marketing Excellence

### Award Description

---

This Award recognises marketing excellence in a campaign promoting a retirement living community. Excellence in marketing can be demonstrated using printed and/or electronic channels to promote residences, products and/or services within the retirement living industry.

### Judging Criteria

---

Each entry is assessed against the judging criteria by a panel of independent judges.

**Campaign – 50% Weighting (800 words maximum)**

Outline the opening situation, measurable objectives, strategy and quantifiable results, explaining how the marketing campaign addressed your specific needs and demonstrated excellence. Include your budget and provide examples of any editorial content, social media, videos, advertising etc.

**Strategy – 25% Weighting (500 words maximum)**

Outline how your strategy was developed. This may include:

- Research
- Resident engagement and consultation
- Building of goals and measurements
- Overall marketing rationale
- Thoroughness of planning

**Outcomes – 25% Weighting (500 words maximum)**

Evidence of the campaign results and measurables against your objectives.

### Nomination Form Questions

---

NOMINATOR / CONTACT PERSON	
Name	
Position	
Company	
Mailing Address	
Contact Number (Day)	
Email	
Mobile	

## Award for Marketing Excellence

### PROJECT TEAM

Team	
------	--

### PROJECT DETAILS

Name of project	
Address of project	
Completion date of project	
Project cost	

### AWARD CEREMONY DETAILS

The national award winners will be presented at the National Retirement Living Awards Gala Dinner on Thursday 21 November 2019 on the Gold Coast. Should you be successful in winning this award, who will be receiving the award at the event?

Name	
Position	
Company	
Mobile	
Email	

### PROJECT SYNOPSIS

To assist judges in assessing your entry against the judging criteria, please provide a project synopsis of no more than 300 words.

### MARKETING SYNOPSIS

To assist the organiser in promoting your entry within marketing material, please provide a summary about your entry of no more than 80 words.

### ENTRY PHOTOS

Four to six photos are required and high-resolution photos relating specifically to your project, are highly recommended.

## Award for Marketing Excellence

### Conditions of Entry

---

- Nominated companies must be a Property Council of Australia member
- We welcome both self-nomination and third-party nominations
- Before you submit your nomination, ensure you have permission from the owner, your client or your contractor to do so
- All entries must be submitted via the online nomination form
- Entries must stick to the word limit on the online nomination form. Nominees are reminded that judges will not consider formatting or presentation of entries
- Nominees must include 4-6 images to support their submission. Other material relevant to support the application may also be uploaded as an Appendix in .pdf format only
- All nominees should be prepared to attend a site inspection with a judge, should it be deemed necessary
- All nominations and contents will remain the property of the Property Council of Australia
- Please note entries are exclusive to the Property Council of Australia National Retirement Living Awards and no details private or professional will be distributed to outside contacts
- The judge's decision is final and no communication will be entered into concerning the final decision
- The Property Council of Australia reserves the right to publish the results and winner details
- The finalists should be available to attend the National Retirement Living Awards Gala Dinner to be held on the Gold Coast on Thursday 21 November 2019
- All entries must be received and paid by 5:00 pm (AEST) on Friday 12 April 2019