



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 2019 and 30 June 2021. Shopping centres in New Zealand owned by Australian companies are also eligible to enter.

DEADLINE AND DELIVERY

Entries will be accepted from 1 July 2021 to 6 August 2021. Entries must be submitted via the nomination portal **by close of business, 6 August 2021**.

No extensions will be granted.

NOMINATION FEE

The nomination fee is \$400 plus GST for each nominated entry and is required at submission.

ENTRY FORMAT *(excluding Outstanding Response to Extraordinary Circumstances)*

Please use the template which can be found on the Entry Guidelines page of the Awards website. Entries which do not conform will not be accepted and the entry fee will be refunded. All entries are to be in a PDF format and **uploaded online**. Guidelines for Outstanding Response to Extraordinary Circumstances nominations can be found under the category outline.

- Page 1** **Title Page and Campaign Summary** (maximum 100 words). If selected as a category winner, this will be published in the winner's booklet and used during the audio-visual presentation at the Awards Gala Dinner. *Content provided in this section will not be judged as part of the judging criteria.*
- Page 2** **Executive Summary** (maximum 1 page). The purpose of this section is to provide judges with a high-level understanding of the campaign. Outline the key highlights of the campaign and why it should be considered for an award. *Content provided in this section will not be judged as part of the judging criteria. Images may be used on this page.*
- Page 3** **Objectives & Strategy** (maximum 1 page). Clearly specify what you were trying to achieve and how you did it. This should include a detailed budget, key customer insights and business opportunities. *No images are to be included on this page.*
- Page 4** **Execution** (maximum 1 page). Detail how the campaign was implemented. Include details on customer touch points, presentation in-centre and repeatability. *No images are to be included on this page.*
- Page 5** **Results & Outcomes** (maximum 1 page). Clearly specify whether 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 total reach). This should also include any key learnings (positive and negative). *No images are to be included on this page.*
- Pages 6-10** **Supporting material** (maximum 5 pages). Supporting material should include images of the campaign as well as any public relations clippings, examples of creative, webpages, links to videos etc.
- Additional** Please upload (separately) **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. If you wish to include a video as part of your nomination, please include a link to this as part of this section. Videos will no longer be accepted by any other means.

ENTRIES MUST BE SUBMITTED AND WILL BE JUDGED UNDER THE FOLLOWING CATEGORIES

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)

Outstanding Response to Extraordinary Circumstances

This category will be awarded as a single award and can be entered by any shopping centre (small/medium/large) or group of centres (multi).

PRIZES AND AWARDS CEREMONY

The Awards will be presented at the Awards Gala Dinner at Hyatt Regency, Sydney, on Wednesday 20 October 2021 from 5:30pm.

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:

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.

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.

Objectives & Strategy (budget, key customer insights & the business opportunity)	20%
Execution (creativity, customer touch points, presentation in-centre, experience)	45%
Results & Outcomes (ROI, retailer feedback data, customer feedback data, key learnings)	35%
	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 (budget, key customer insights & the business opportunity)	20%
Execution (creativity, customer touch points, presentation in-centre, experience)	40%
Results & Outcomes (ROI, retailer feedback data, customer feedback data, key learnings)	40%
	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 use the brand to position or reposition the centre(s).

Objectives & Strategy (budget, key customer insights & the business opportunity)	20%
Execution (creativity, customer touch points, presentation in-centre, experience)	40%
Results & Outcomes (ROI, retailer feedback Data, customer feedback data, key learnings)	40%
	100%

INNOVATION

A single or ongoing piece of strategic marketing work that is truly innovative and demonstrates new thinking. 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.

Objectives & Strategy (budget, key customer insights & the business opportunity)	20%
Execution (creativity, customer touch points, presentation in-centre, experience)	40%
Results & Outcomes (ROI, retailer feedback data, customer feedback data, key learnings)	40%
	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.

Objectives & Strategy (budget, key customer insights & the business opportunity)	20%
Execution (creativity, customer touch points, presentation in-centre, experience)	40%
Results & Outcomes (ROI, retailer feedback data, customer feedback data, key learnings)	40%
	100%

OUTSTANDING RESPONSE TO EXTRAORDINARY CIRCUMSTANCES

This award is a special one-off award that recognises and celebrates marketing campaigns executed as a response to extraordinary circumstances such as COVID-19 and the Bushfires. It will be awarded as a single award and can be entered by any shopping centre (small/medium/large) or group of centres (multi).

Please explain in no more than 1 page (plus supporting material):

How the campaign was developed and what the campaign was in response to, what were the objectives (what were you trying to achieve), how it was executed, and the results it achieved. Supporting material should include images of the campaign as well as any public relations clippings, examples of creative, webpages, etc. (maximum 5 pages)

Judging for this category will be based on judge's discretion.

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

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