

Purple Apple Update for 2020 Shortlist

We want to thank you all for your patience during these difficult and unprecedented times. We really appreciate the support of our community throughout this crisis.

Since we last communicated with you, we have been exploring how we can present our Purple Apple Award winners for 2020. We believe it is important to come together and to celebrate and reward our fantastic award winners, in the way that our wonderful schemes and people deserve.

In the absence of being able to come together physically, the Committee have been working hard on alternative solutions, and felt passionate that the presentation should be in keeping with nature with of the Purple Apples. More than an award, the Purple Apples are a symbol of the creative and dynamic spirit that drives forward the goals of our ever changing retail property and placemaking industry.

With that in mind, we are delighted to announce that each of our wonderful winners will receive a "winner's box". In this box will be a number of items to allow you to celebrate your win, and of course the prestigious award! Instructions will be included, and we'd love each winner to create a very short video with you and your colleagues to, safely, showcase and celebrate your award! We look forward to seeing your creativity!

We will then create a montage of all our winners and release online, which will announce our full winning line up!

This does mean we will need to notify our fabulous shortlist in advance, whether they have been successful this year in achieving an award. And the standard was high this year, very high! And this also means we are **hugely dependent on your discretion**. We really hope you'll all enter the spirit and work with us on this, as disappointing as it will be should you not have been a winner this year, or as exciting as it will be if you are. There will be plenty of time to celebrate your news after the release of the winners' montage.

We are of course incredibly sad that we cannot hand over the awards in person, and while this can't quite match the buzz that any of you will have experienced at previous Award ceremonies, we are keen to not delay any longer and to notify our fantastic shortlist the outcome of their entry.

We are delighted to announce that the proposed timetable for proceedings:

- 14 September: Notification to shortlist via email, whether they have been successful this year
- From 14 September: Winners boxes distributed and creation of video content
- 25 September: Submission deadline for video content
- Early October: Online release of the winners' montage and wider announcement of the Revo 2020 Purple Apple Marketing Award winners!

When the judging for this year's awards took place earlier this year, none of us could have foreseen the arrival of the Covid-19 pandemic which has had a massive impact on our industry. These awards acknowledge high standards and reassure occupiers and other interested parties that retail destination marketing is effective and provides excellent value for money. The awards also reflect how marketers have to constantly adjust to changing times, from ensuring their budget goes further and works harder, driving retailer sales and harnessing new initiatives including digital marketing. Never more relevant than now. We're delighted to reward this hard work.

Looking to the future, the Purple Apples Committee will be discussing the 2021 Awards to recognise your Covid-19 campaigns and heroes who have gone above and beyond to create a special experience for shoppers and retailers in these extraordinary times.

Revo wants to thank our industry for the support that has been shown to us and we are here to support our industry as we all work through these difficult times – quite simply without your support we would not exist. And if we did not exist we would not be able to promote and celebrate our industry in the way we do.

With best wishes

Donna Callander
Director, Know Your Niche, and Chair of the Revo Purple Apple Marketing Awards Committee

With thanks to our 2020 sponsors:

The logo for Mercury Retail, featuring the word "mercury" in a bold, lowercase, pink font, followed by "retail" in a smaller, lowercase, grey font.The logo for Toolbox Marketing, featuring the word "toolbox" in a bold, lowercase, grey font, with a pink hexagon replacing the letter "o". Below it, the word "MARKETING" is written in a smaller, uppercase, pink font.

And supporters:

The logo for AL Marketing, featuring a square frame containing the letters "AL" in a bold, black font. Below the frame, the word "MARKETING" is written in a smaller, uppercase, black font.The logo for Bewonder*, featuring the word "Bewonder" in a bold, black font, followed by an asterisk in a purple color.The logo for Shopertainment Management, featuring the word "shoppertainment" in a lowercase, pink font, with "MANAGEMENT" in a smaller, uppercase, black font below it.