

**Revo** Purple Apple  
Marketing Awards

**Award entry  
guide 2020**

Main sponsor



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# What's it all about?

The Revo Purple Apple Marketing Awards are the only UK award scheme to recognise and reward effective retail destination marketing within the retail property and placemaking sector. Applications are encouraged across all sizes and locations whether in town, edge of town, or out of town and all formats including transport hubs, shopping centres, retail parks, outlet malls, markets, placemaking initiatives and developments reflecting successful transition from traditional retail to alternative and mixed-use formats.

Our categories reflect the diversity within retail property marketing and reward the marketers who constantly respond to changing trends; ensuring their budgets work harder in driving sales, enhancing the customer experience and harnessing the latest technology.

## Hoping to submit an entry that's sure to impress but not sure where to start?

Well, you've come to the right place. We've put together the guide of all guides, packed full of pointers and all the advice you could possibly need to set you on your way to becoming a winner. Think of it as your exam cheat sheet, the perfect accompaniment to help you on your way to success!

**Promoting**  
effective retail  
property marketing  
strategies.

**Educating,**  
training and  
developing marketers in  
the property sector.

**Recognising**  
and rewarding best  
practice in marketing.

**Encouraging**  
new ideas and  
innovative marketing  
initiatives.

It's as easy as (apple) pie. To submit your entry, just visit the **Purple Apple Marketing Awards website** and use this guide as a helping hand to ensure your entry is picture perfect.

## What's in it for you?

- Win a prestigious award.
- Gain recognition within the industry.
- Highlight the return on investment your marketing initiatives have driven.
- Be part of a network of dedicated marketing professionals.
- Enhance your CV.

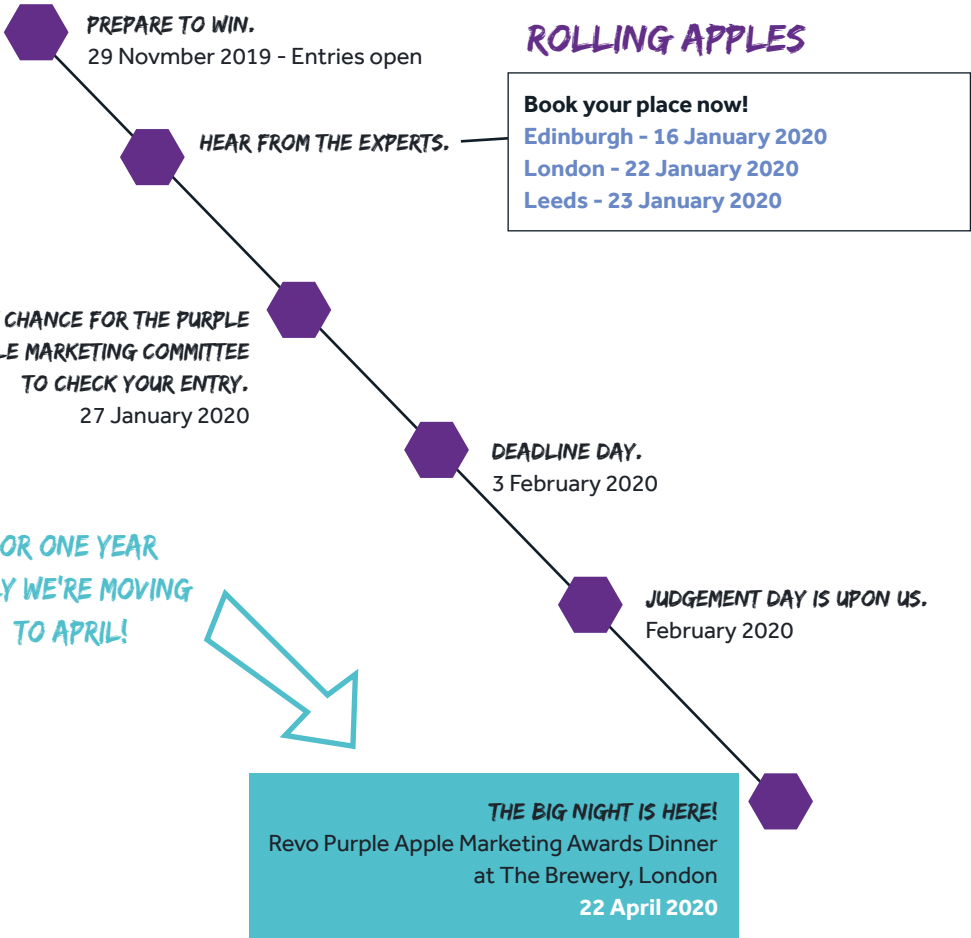
The Revo Purple Apple Marketing Committee wish you the very best of luck!

## Donna Callander

Head of Shopping Centre Marketing  
NewRiver

# You don't want to forget these dates!

To submit a qualifying entry, all work entered for the Revo Purple Apple Marketing Awards 2020 must have taken place during the period from 1 July 2018 – 31 January 2020. Any work entered outside of this time period will not be judged.



# We're here to help.



**DOWNLOAD NOW!**

**Judges top tips  
Guide for small retail destinations**



## **Rolling Apples**

Our nationwide Rolling Apple seminars provide you with the unique opportunity to hear from our expert judges and previous award winners. Plus, you'll have the chance to share your entry ideas face to face with members of the Purple Apple Marketing Committee and gain exclusive insider knowledge before you hit submit.

## **Purple Apple Marketing Committee:**

### **Check your entry is fully complete!**

Need a fresh pair of eyes to check your entry is complete? Then be sure to send your entry to the Award Committee who will ensure all of the required information and supporting material is accounted for. Please be aware that the Committee will not provide comments on the content itself. Simply email your completed application and supporting documents to [Stacey Marney](#) for review. The deadline date for submitting your entry to the Committee is Monday 20 January.

## **Updates from Revo**

To get the most up to date information from Revo, subscribe or make sure your details with us are up to date by emailing [Stacey](#). Be sure to also follow us on [@RevoLatest](#).

## **And for everything else...**

If you have any questions or require technical support while applying online, please contact [Stacey](#).

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# What awards are up for grabs?

<b>Purple apple merit</b>	Awarded to entries between 37 and 40 points.	This award provides recognition of excellent marketing performance that clearly exceeds expectations.
<b>Purple apple award</b>	Awarded to entries with 41+ points or more.	This award is for the crème de la crème, for those scoring exceptionally well against all judging criteria and demonstrating new industry standards of creativity, delivery and performance within retail property marketing.
<b>The creative partnership award</b>	Awarded to the entry demonstrating the most effective and valuable partnership.	<p>This award provides recognition to those individuals or companies that have developed partnerships between two or more parties – for example BIDs, PR agencies or multiple agencies. The judges will consider the value of the relationship, effective collaboration and return on investment, evidenced through the entry.</p> <p>To enter this award, you will need to provide details of the partnership in under 250 words, and select the tick box on the entry platform to confirm it was a creative partnership between a retail destination and at least one other party.</p>
<b>The golden apple</b>	Awarded to the top scoring entry across all categories.	Awarded to the entry which scores the highest number of points across all categories. The winner of all winners and the ultimate achievement.

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 **PRICE FREEZE FOR ONE MORE YEAR!**

## Entry Fees.

Great news, multiple entries can be submitted (up to three per retail destination)! However, there is a fee per entry. Your first entry will cost £295 with all further entries costing £195 each. Prices exclude VAT.

# Tell us about your retail destination.

In order for our judges to quickly and easily understand the scale of your activity and resource available to you, we'll ask for more information on the type of retail destination you're submitting an entry for and overall marketing budget (excluding Christmas decorations and grottos). Remember, the marketing budget is your total budget and not just the budget for your activity.

Let the judges know more about your retail destination, the people who visit and the experience they'll have based on our classification system below.

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## Community

- Convenience/needs based
- A lower customer spend
- Frequent customers/visits
- 2 hours or less dwell time
- Retail mix tailored to the local community/catchment
- Likely to be under 500,000 sq. ft.

## Destination

- Stand alone
- A quality restaurant and leisure offering
- At least 2 anchor stores
- Monthly or quarterly customer visits
- 4 hours+ dwell time
- Wide catchment
- Likely to be 1 million sq. ft+

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## Regional

- The focus of retail in a town or city
- The dominant asset in a top 50 town
- At least 1 anchor store
- Weekly or monthly customer visits
- 2-4 hours dwell time
- Some food, beverage and leisure offering
- Likely to be 500,000 – 1 million sq. ft

## Retail and Leisure place

- Uncovered
- Out of town
- Stand alone
- Big box units
- May be specialised such as Outlet Mall or Transport Hub
- Almost exclusively a leisure/entertainment destination
- Often complemented with a F&B offer

**Your retail place may have the majority or all of the attributes - please choose what fits best!**

# Without further ado, your 2020 award categories...

We have provided a detailed outline of what is expected for each category. The examples of activity and objectives are guidelines and not all suggestions need to be included in your entry.

Be sure to read the criteria thoroughly before compiling your entry. Entries will need to be able to demonstrate strong results such as driving footfall, sales and ROI.

## Don't forget!

Your entry, no matter the category, will need to cover the following:

- ✔ Your objectives must be SMART (specific, measurable, achievable, realistic, time-bound).
- ✔ Add your results vs. the original SMART objectives/target you set. Demonstrate these variances to the judges in the results section.
- ✔ Calculations for every £1 you spent vs. how many £'s you have got in return (ROI).
- ✔ Background and situation, and SWOT analysis – where are you now?
- ✔ What are your internal capabilities and resources? Include basic facts about your in-house and external marketing staff. Assume that the judges know nothing about your retail destination.

**Please remember:** Every entry is judged on its own merit. In this respect, there could be many winners or none depending on the standard of excellence.

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# Cause Related Marketing.

## What's it all about?

This award recognises an innovative marketing activity/campaign created from a partnership between your retail destination and a not for profit organisation. It should have mutually agreed objectives and benefit both parties. The activity should be clearly linked to your wider marketing objectives and also your business' CSR strategies and/or policies.



This year we are also recognising innovative stand-alone fundraising events or campaigns that aim to do more than raise money for a great cause as part of our One Great Day sub-category. Entries are welcome from retail destinations that have hosted a successful One Great Day campaign, resulting in the establishment of the retail place as a leader in community engagement and charitable action. Entrants will have envisaged a strategy that seeks to enhance the customers' experience whilst also effectively engaging retailers and other appropriate stakeholders in the campaign. Ultimately, we are looking for innovation and community leadership that raises funds and awareness for a great cause.



Find out more about One Great Day

## Examples of activity.

- Retail destination with a limited RMU use/product mix providing free space for local school-children to trade from, offering schools advice on how to run a business in retail.
- Retail destination needing to improve relationships with local schools, working with a national charity like 'Create' to team up children from different schools to create a musical performance in the retail place.
- Retail destination celebrating their 21st birthday, creating and promoting 21 number of good deeds to deliver with staff out in the local community over the year.
- Retail destination customers have limited awareness of its chosen charity, one with large year-on-year requirements to increase donations so the team devise a PR stunt to get wide coverage in the catchment area with a call to action to donate.
- A town centre wide charity campaign led by a Local Authority or BID.

## A One Great Day event or campaign

### over the last year that:

- Was led by staff and fuelled community closeness within the retail destination and further afield.
- Was a truly innovative event or collection of events under an original theme executed to increase both the local profile of a charity and raise funds.
- Delivered a host of benefits to the selected charity (beyond money raised), the retail destination (such as increased footfall, staff engagement) and the customers (a fun experience).
- Utilised under-accessed areas of the retail destination in an innovative and exciting way.

## WHAT'S THE KEY CRITERIA?

- ✓ An innovative activity/campaign differentiated from 'traditional' charitable events/activities with added benefits beyond just fundraising.
- ✓ Demonstration of an effective partnership with a not for profit organisation and how this is supporting the retail destination's brand.
- ✓ Return on investment vs. objectives set initially. Benefits achieved by both parties – the retail destination and chosen partner.
- ✓ How activity tied into wider marketing strategies and objectives.
- ✓ How activity tied into wider business CSR strategies/policies.

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### Here's a reminder of examples that would not be suitable for this category.

- Job fairs – unless they are bigger than standard job fairs they should not be included. Again, if they are innovative and different for our industry they can be entered in the **Events category**. Any entries relating to asset or leasing, i.e. giving away empty units, creating/utilising space unless the activity demonstrates there is an active partnership rather than just allowing a charity to use the space for free.
- Standard charity schemes run at Christmas, e.g. The Giving Tree.

### Example objectives.

- Measurable outcomes such as customer donations, staff hours contributed to cause, staff engagement levels.
- Increase in positive testimonials from partners/customers.
- Increased awareness in CSR objectives.
- Improved awareness about the cause.
- Improved staff engagement levels: % of hours contributed, time saved.
- Improved engagement levels from customers: social media comments, entries, votes etc.
- Improved engagement levels with stakeholders: number of additional partners on board.
- Improved engagement levels with media: PR coverage, editorials, amount of 'free' press.
- Increase in retail destination objectives on site activity: footfall, sales, dwell time.
- Improved awareness levels of retail destination via surveys.



### What are the judges looking for?

- Include references to the appropriate use of research, for example to identify a particular target audience.
- Essentially, a clear cause-related need, identified and supported because it links with your CSR strategies/policies and the need of the retail place, i.e. fill void unit, poor perception.
- Clear reasons why the not for profit organisation was chosen and it's suitability for the partnership.
- SMART objectives that have a clear link to marketing objectives and your CSR strategies/policies.
- Evidence of strong working relationship between both parties.
- Examples of why your activity/campaign was chosen, including selection criteria for the activity with sound rationale of the activities context and how the need was identified.
- Examples of how marketing strategy and tactics were used to achieve the objectives.
- Evidence that the entry is tailored to your not for profit organisation as well as your catchment/retail destination customers.
- Entry must be new and innovative. Demonstration of creativity and idea execution is essential.
- Entry must highlight the people and resources used from both the retail destination, the not for profit organisation and (if relevant) customers/people in the catchment area.
- Evidence of a communications strategy to support this activity.
- Clear evidence of the value the partnership has made to the not for profit organisation and evidence (where relevant) of how the activity benefited your retail destination and/or retailers.
- Evidence that the activity is sustainable and not just "a flash in the pan".
- Also refer to **appendix A** for more information on this award category.

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# Events.

## What's it all about?

Awarded to the best event(s) that creatively engages shoppers through on-site activities. This category assesses two markers; creativity of concept and proven results. Events are now commonplace in retail destinations across the UK and producing something ground-breaking is exceptionally challenging. This category aims to reward the best of the best in the events arena; events which break the mould and produce significant results with maximum impact, at the same time as delivering return on investment. The event may be a stand-alone project or part of an overall campaign.

## Examples of activity.

- This category is suitable for any type of events however please also refer to the **Cause Related Marketing category** for further guidance on CSR based events which have different criteria.
- If the activity centres on a sales promotion, it may be better suited to the Tactical Communications category.
- A festival organised by a Local Authority or BID driving retailer spend.

## WHAT'S THE KEY CRITERIA?

- ✓ On-site event/series of events.
- ✓ Clear evidence of occupier involvement and support.
- ✓ Evidence of exceptional results: particularly increases in footfall and occupier sales. Positive customer feedback is also a useful marker and will be taken in to account.
- ✓ Synergy between event and target market; demonstrating strategic rationale is vital.
- ✓ Creative idea: How did your event stand out from the crowd and differ from a 'standard' retail destination event? If this is the first year you have implemented student lock in/fashion show/grotto, be clear as to what made it unique.
- ✓ Include cost per head.

## What are the judges looking for?

- Include references to the appropriate use of research, for example to identify a particular target audience or to develop a new event that has not been carried out previously.
- What was the event? Make sure the judges can understand what the event was and how it was delivered.
- Judges have no prior knowledge of the event, so be clear on why the event was chosen and what the relevance was to the target audience.
- How did it differ from a standard retail destination event? What makes it stand out from the crowd?
- How was the event communicated to customers? Include details of the media strategy and reasons behind it, where relevant.
- How were the occupiers involved and in what ways did they benefit?
- Did the event represent good value for money? Were any particular cost savings made through partnerships/contra deals etc...?

## Example objectives.

- Level of occupier involvement and benefit to them.
- Occupier results: increases in sales (by £ or percentage), redemption rates.
- Positive PR generated across a range of mediums and measured by AVE.
- Digital results: i.e. Facebook and website statistics, open rates - if digital was included in your objectives and is relevant.
- Footfall figures for event days and ongoing results following event activity.
- Additional objectives may also be relevant such as increases to web visits, PR coverage, social media interactions etc. however the core objectives of the event should be to impact on footfall and sales.

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# Strategic Marketing Campaign.

## What's it all about?

This category recognises the results of a multi-layered, innovative campaign, which embraces all disciplines (digital/ outdoor advertising, social media, events, PR) of the marketing mix providing there is tangible evidence of SMART objectives and the subsequent results. The campaign can cover any area of your marketing strategy, however it must show creativity, ROI and raise the bar of ingenuity when utilising the full marketing mix.

## Examples of activity.

- New brand/logo launch.
- New retail destination opening.
- Refurbishment or extension.
- New through-the-line creative campaign
- Engaging new customer groups.
- A town centre regeneration marketing campaign to change perceptions led by a Local Authority or BID.

## What are the judges looking for?

- What was the strategic thinking behind the campaign? There must be a clear background story as to the necessity of the campaign.
- What was the rationale for identifying and targeting your chosen audience? e.g. consumer research findings, competitor, shrinking catchment, changes in shopping habits, any major launches or changes to the retail destination.
- Rationale for choosing particular mediums as part of your integrated campaign. This should link to your objectives, audience and overall plan.
- Did you have any challenges with this campaign or any medium chosen as part of the strategy? If so, how did you overcome these problems and what have you learned along the way?
- Results linked to your objectives must be clear, tangible and must have a reason for being there. For example, if sales were not your primary objective, make that clear to the judges.
- Post-campaign research is also helpful for the judges to understand the impact the campaign has had on the retail destination. Again this should, where applicable, be linked to the objectives.

## WHAT'S THE KEY CRITERIA?

- ✓ Strategic objectives i.e. brand building, increasing sales, attracting specific customer groups.
- ✓ Use of integrated multiple channels.
- ✓ Consistently themed campaign running for a longer period of time.
- ✓ Effective allocation of budget.
- ✓ Original creative design.
- ✓ Strong results against clear targets.
- ✓ How does this change during the year - how does the brand look at Easter/ in the summer/at Christmas?

## Example objectives.

- Footfall, dwell and spend increases during or post-campaign.
- Overall campaign impact: brand awareness levels, catchment changes, demographic impacts, positive occupier changes.
- Customer behaviour impacts demonstrated by consumer research.
- Occupier results: increases in sales (by £ or percentage) or ATV, during or post-campaign.
- Repeat purchase.
- Increased data capture/entry and ongoing customer engagement.
- Increase social media fans/followers or engagement levels.
- Creative use of budget.



# Tactical Marketing Communications

## What's it all about?

Entrants into this category will need to demonstrate an effective, creative tactical campaign with short-term objectives and can focus on one or more communications channels. These should be optimal for your chosen tactical message/s and target audience, with judges looking for particular emphasis on the creative look and feel of the campaign.

## Examples of activity.

- Advertising/communication.
- Sales promotions.
- Digital media (i.e. SEO, PPC, Google campaigns, social media, E-newsletters, retail destination and/or targeted third party websites).
- Tactical PR.
- Retail destination sales/retailer focussed promotion (including internal and external).
- Sponsorship.
- A PR stunt organised by Local Authority or BID.

## Example objectives.

- Footfall: % increases at the end of the campaign period, peaks during the campaign.
- Dwell time: car park data showing increases in time spent or positive changes in customer patterns.
- Spend: occupier data demonstrating increases in customer spend; consumer research if relevant to the campaign period.
- Increase to retailer sales and/or ATV.
- Repeat purchase.
- Brand service message awareness levels.
- Data capture/entry.
- Increase in social media followers or engagement levels.
- Redemption rates: retail destination or occupier data on direct mail or customer incentives.

## WHAT'S THE KEY CRITERIA?

- ✓ Tactical.
- ✓ Creative.
- ✓ Short-term.
- ✓ Channel optimisation for audience.
- ✓ Strong results vs. targets set.

## What are the judges looking for?

- Include references to the appropriate use of research, for example to identify a particular target audience.
- Why was the particular communication channel chosen? What were you looking to achieve through this medium above others? Include details of the relevance of the channel chosen to the target audience.
- How creative and innovative was the idea and execution of the campaign? How was this campaign different from other retail destinations? Could your idea set a new benchmark for the retail property community?
- Was the budget invested well and value for money achieved? Quantify any cost savings or efficiencies gained (i.e. town centre collaboration).
- Evaluation and control. What were the results, are they credible and can they be directly attributed to the campaign? What was the impact of the communication when considered alone without other influencing factors?



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# That's not all.



**We'll still be celebrating best in class digital marketing through exclusive and effective use of a digital channel or integrated multi digital channels to support retail destination marketing, events or objectives. Throughout many of our categories, you may have implemented digital activities that we'd love for you to highlight in your entry.**

**Think about...**

## Digital elements within a strategic marketing campaign.

### Examples of digital activity.

- Innovative development of an app including the launch and wider campaign.
- A long term social media campaign used to drive wider business objectives.
- A digital advertising campaign.

### Example objectives.

- App user registrations vs forecast.
- Increase in social media followers and engagement levels as part of a wider digital campaign.
- Occupier results: increase in sales £or% or redemption rates.

### What are the judges looking for?

- Creative and innovative campaign with digital at its heart yet other marketing elements can be included.
- Explanation on how you have creatively enhanced content across one or more digital channels and how content was adapted across integrated digital campaigns to target specific audience.
- How occupiers benefited from your campaign?

## Digital elements within tactical marketing communications.

### Examples of digital activity.

- Innovative and effective use of social media to launch a new occupier.
- Viral video campaign for a one off event

### Example objectives.

- Performance of web stats vs your target i.e. increase in website traffic and SEO.
- Retailer sales vs target and social media followers/engagements over the time period.
- Innovation of technologies employed.

### What are the judges looking for?

- How you employed a new technology to drive sales?
- How occupiers benefited from your campaign?
- Effective use of marketing spend on a one off digital element and rationale as to why that channel was chosen and how it engages with your chosen audience.

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# Entering couldn't be easier.

Firstly, you will need to login or register through the Revo dashboard. If you are a member, please enter your details. If you are a non-member, please choose the 'Register' option and then 'Non-member (free website user)'. You can then continue with your application.

Don't forget, you can save your entry as you go along.



## Here's what you'll need.

Treat the submission form as though you're writing a factual story from the very beginning, to the final chapter – it should paint the perfect picture for our judges. Remember to refer back to the judging criteria for your chosen category.

## Stick to your word(s).

That right there is your word limit. You have 1,500 words to complete your entry within the four application sections, unless you are entering our Strategic Marketing Campaign category which allows 2,000 words.



You must complete all sections within the word count – no cheating! The application form will limit the word count you can include for each section however this does not total your overall submission word count and it is suggested that you copy your application into word to ensure you adhere to the final limit.

## Description of entry.

50-100 words – 0 points

This is an executive summary used to compose commentary about winning entries. Consider this your elevator pitch. Write the description as though you only have a very limited amount of time to tell us about it; summarise your entry and what was achieved. Keep it concise, specific and simple.

## Background, objectives and strategy.

350-500 words – 15 points

(SMC) 450-600 words – 15 points

This section needs to outline what you did and why; what was your strategy? You will also need to define the objectives and what led you to implement the programme or project.

## Background

- Include basic information and facts about the retail destination that are relevant to your entry (size, location, anchors, reduced marketing budget, existing competition, new competitor scheme opening, research findings etc.).
- Explain unique problems or opportunities that influenced your goals, strategies and tactics. Include clear and specific desired results of your programme.
- Include information on how big your marketing team is, whether there is a dedicated Marketing Manager or if the marketing task is undertaken in addition to your role within the retail destination.
- Situational analysis. Please assume that the judges know nothing about your retail destination.

## For example:

Smaller schemes might have a part-time Manager who undertakes marketing on an ad hoc basis and one onsite full-time Marketing Manager. Or larger schemes might have one full-time Marketing Manager and two part-time Marketing Assistants, plus a retained PR agency (providing a certain number of hours per month), retained events, website, creative agency etc.

## Objectives and strategy.

- Include references to the appropriate use of research, your target market and your overall marketing rationale.
- Your objectives and strategy need to be relevant and specific. The judges emphasise the need for SMART objectives.

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### Implementation.

150-300 words – 5 points

(SMC) 450-600 words – 10 points

How did you achieve your objectives and strategy?  
This should be a concise description of the tactics used to achieve your objectives.

### Creativity.

150-300 words – 15 points

(SMC) 250-400 words – 10 points

- A description of the idea and why it was innovative. What made the idea stand out from the rest; why was it different?
- Where relevant, describe the thinking behind the idea, imagery or tactics used to communicate with your target audience.

### Results and expenditure.

250-400 words – Worth 15 points

Results/ROI Document: You are expected to download the Results/ROI template and upload this as part of your entry. You can download the **Results/ROI Spreadsheet on the website**. This excel sheet must show expenses as a percentage of your total annual marketing budget excluding salaries, decorations, grottos and costs that have been outsourced to marketing functions. You must also show the percentage of retailers directly involved.

Remember to adapt the template to your campaign. For example, if it was not implemented to increase sales, this section does not need to be completed.

- Show that the allocated budget has been effectively invested and value for money achieved.
- Include all production costs, media costs, agency/consultancy fees (including agency retainer fees), services and incidentals.
- Exceptional cost savings or efficiencies (town/city promotion collaboration) should be explained.

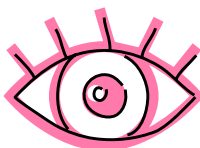
Do not submit entries with expenses shown as a total cost. Failure to comply with this requirement will unfortunately result in lost points.

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# Visual aid.



Supporting material must be provided in order for our judges to easily comprehend the activation/activity. Photos and logos may be used during the Purple Apple Awards Dinner so must be of the highest quality and be representative of the campaign. You are responsible for making sure that the files you upload are viewable after the upload is complete.

## Here's what you'll need.

### Logos

- Please provide at least one high resolution logo in either EPS, PNG or GIF format (min. 1MB size).

### Video and Audio

- Please provide up to five files (max. 3 minutes per file) which relate to:
  - Advertising/publicity of your campaign.
  - Edited and narrated footage of actual events.
- Files should be uploaded to an external server such as YouTube or your own server, and link/s provided within your submission form.
- Ensure all files are relevant and as well edited as possible.

### Photos to support your entry

- You will need to submit 2-4 images to support your entry.
- Ensure all images are high resolution and in JPEG format (max. 2MB size per image).
- Revo will feature images of every entry during the Awards Dinner. Should your entry win, these images will be shown to highlight your winning work.

### Supporting evidence file

- Please provide one PDF document (max. size 5MB) using the supporting evidence template
- You can [download the template via the Revo website](#). Please note that points will be deducted if this template is not used.
- Your supporting evidence file should incorporate all images, press coverage and cuttings relevant to your entry.
- It should contain a maximum of 20 (A4) landscape or portrait slides; however, slides can contain more than one image/item. Remember that no new information can be included. The template is there to support your written entry.

### Types of media that can be included are:

#### Branding.

- Brand identity/positioning.
- Advertising campaign.
- Retail destination/site branding.

#### Communication materials/advertising.

- Images of printed samples of advertising elements.
- Adverts should be shown in situ wherever possible. Adverts that did not run during the eligibility period may not be included in your document.
- List all the publications where your material appeared.
- Include images of catalogues, booklets, and elements such as leasing brochures/packages, balloons, shopping bags or pencils.

### Images.

- Be sure to include clear, relevant images that tell a story.
- Add captions, but make sure they are clear, concise and credible.
- Web references.
- If you refer to a website in your entry, include a screen grab of the site.
- Be sure to include the date that the screen grab was taken.

### PR.

- Name of the publication/broadcast station/ website.
- Date of publication/airing.
- Amount of space/time coverage received (column inches for print and page views for website, minutes and seconds for broadcast).
- Intended audience and the number of persons/ pages reached within the target audience.
- Publication circulation and readership, frequency e.g. daily/weekly, glossy/newsprint, free/ paid.
- If numerous similar articles have been published, submit a representative sample.
- Use screen grabs for web pages of publicity coverage.
- Radio and television coverage may include public service announcements and news stories, which can be uploaded to the Audio and Video section only.
- Please include information on whether the publication is ABC audited, its circulation, readership or the publisher's statement and for Radio include RAJAR figures if possible.

Publicity outcome should relate directly to the initial needs and objectives of the programme.

**Please note your supporting evidence file must be submitted as a PDF presentation. It is recommended that you create the initial file using the template provided and then convert into a PDF. You can use free downloadable software to do this.**

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## Terms and conditions.

- The contents of the entry/entries are accurate to the best of your knowledge and you agree to abide by the decisions of the judges. Revo reserves the right to independently verify results submitted and may choose to audit you.
- If the entry has previously been submitted, the previous entry needs to be added and the basis of the entry needs to focus on what was new.
- Revo reserves the right to adapt any entries in published form for distribution to the retail property industry. This includes the showcasing of supplied imagery and photography across Revo's wider activity platforms and collateral, unless explicitly advised against at the time of entry.
- The judges reserve the right not to grant an award or change your chosen category as deemed appropriate.
- If there are any queries regarding eligibility of an entry, it is advised that the matter be checked at an early stage.
- Confirmation and a VAT invoice/receipt will be issued in respect of all bookings. VAT is charged at the current rate.
- After the closing date of Monday 3 February 2020, no entry cancellations can be accepted.
- To be eligible to win, payment for all entries must be received before the Awards Presentation Cheques/bank drafts drawn in pounds sterling on a UK bank must be made payable to Revo.
- Bank transfers should be made as follows: Revo; NatWest; Sort Code: 60-17-21; Account no: 67410006. Please quote your organisation name.

## Data protection.

- For more details on our privacy policy and data protection, please visit our website.

## Entry eligibility.

- Entries must relate to a recognised shopping centre, town/city centre, retail park, outlet centre, transport hub, placemaking initiative or development reflecting successful transition from traditional retail to alternative, mixed-use formats or other identifiable retail destination in the UK and Ireland.
- Submissions may be made by any of the above or on their behalf by owners, developers, management companies, town/city centre

managers or agencies/consultancies, or by the marketing team for a company/group.

## Entry requirements.

- All work entered for the Revo Purple Apple Marketing Awards 2020 must have taken place during the period from 1 July 2018 – 31 January 2020.
- All entries are to be submitted by 17:00 on Monday 3 February 2020.

## Multiple entries.

- Multiple entries can be submitted but these are limited to three per retail destination. Each entry must be written for just one category and only include components related to that category. Above all, please take time and care with your entry to give it the best possible chance of winning!
- An invoice will be generated and available for download in your Revo dashboard. To pay by credit card, please select this option when viewing your invoice. To add a purchase order number please email this, to accounts making note of your submission details and/or invoice number, to [accounts@revocommunity.org](mailto:accounts@revocommunity.org).

## We're here to help.

If you have any questions about your entry, or are interested in our fantastic sponsorship options to shine the light on your brand, speak to: Stacey Marney  
Senior Events Organiser  
[stacey@revocommunity.org](mailto:stacey@revocommunity.org)  
+44 (0)20 7227 3463

## Thanks to our fantastic main sponsor.

Main sponsor



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# Appendix A.

## Cause related category advise.

We have outlined areas you may wish to consider to help you formulate your entry for the Cause Related category.

### Examples of results for innovation/creativity

- Proof that it is a new idea/not been done before in the retail property community.
- Has the 'WOW' factor.
- Creative files.
- Verbatim from customers on the creative.
- Research findings on people's awareness of creative.

### Demonstration of an effective partnership

- Overview of brand values and partnership suitability/brand 'fit'.
- Testimonial/quote from key stakeholders from both parties.
- Demonstration of positive outputs from meetings, planning sessions etc.
- Staff buy-in: number of staff involved, % of working hours contributed to cause-related activity.
- Go the extra mile – did you go above and beyond to meet the objectives? If so how?

### Demonstration of investment vs. objectives set initially

- Demonstrate like-for-like comparisons, i.e.
  - Achieve £23,000 of AVE – Achieved £25,000 of AVE, +8.6% vs. target.
  - Achieve or exceed £5,000 of customer donations – Customers donated over £7,250, +45% vs. target.

### Benefits to both parties – retail destination

- Interaction/engagement.
  - Retail destination customer involvement and engagement entries, votes, donations, discussion, physical involvement etc.).
  - Staff engagement (how many, what kind of engagement, how long, % of working hours given up?).
  - Engagement with local media.
  - Engagement with other stakeholders.
- Impact on centre (more tangible, commercial results – if any).
  - Contribution to the 'halo' effect.
  - Positive (and free) PR.
  - Social media engagement.
  - Footfall (if activity in centre).
  - Sales/conversion (if retailers engaged with activity).
  - Positive feedback received (surveys, letters etc).
  - Retail destination awareness levels (surveys).
  - Likelihood to visit (surveys).

- Return on investment.
  - Expenditure + time invested vs. impact of centre.

### Benefits to both parties - partner

- Interaction/engagement.
  - Staff engagement.
  - Engagement with local media.
  - Engagement with other stakeholders.
- Impact on partner.
  - Income/donations achieved.
  - Action delivered vs. what was needed, i.e. New garden for community group in 3 days – Achieved in 2 days.
  - Support local schools group to embrace getting fit – Over 25 children took part in a triathlon.
- Added value as having centre as partner, i.e.
  - Increase workforce from 3 to 18.
  - Saved £10,000 from having access to free space in centre.
- Awareness levels of partner/cause (surveys).
- Demonstration of positive change to partner/cause, i.e. change in attitudes etc. (how is this measured?).
- Positive feedback received (surveys, letters etc).

### How activity tied into wider marketing strategies and objectives

- Overview of the retail destination's marketing strategies/objectives.
  - If one of your core objectives of the year is to engage with wider catchment, then your partner/ activity needs to have occurred in the wider catchment area.

### How activity tied into wider business CSR strategies/ policies

- Overview of the centre's/landlords' CSR strategies/ policies, e.g.
  - If your CSR strategy is to support people under 12 then your partners need to be involved with children that age.

## What is One Great Day?

One Great Day is a UK wide annual fundraising day, where shopping centres put on events to raise money and support for Great Ormond Street Hospital Children's Charity and another local children's charity close to the heart of each community.

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# Appendix B.

Below is a list of what you should be measuring for your entries. This list is not mandatory but should be cross referenced against the objectives set for your campaign/ event/etc.

Year on year comparison is the only data acceptable unless a specific objective was set for month on month/week on week comparison. You will need to explain to the judges why this metric has been used.

## Centre KPIs

Where relevant to your entry, please make sure you reference your specific centre business plan KPIs such as:

- Footfall.
- Retailer Sales & ATV.
- Spend.
- Dwell Time.

## Cause related marketing

- Money raised.
- Increased awareness of cause (PR and subscriptions).
- Positive testimonials from partners and customers.
- Staff engagement levels.
- Social media fans/followers/engagement.
- PR coverage and value.

## Events

- Participation numbers, including occupier participation (% of total retailers).
- Social media fans/followers increase.
- Web stats: Page dwell, CTR Occupier sales results.
- PR value generated measured AVE Competition entries.
- Redemption rate vouchers/offers.
- Positive testimonials partners and customers.

## Strategic marketing campaign

- Data capture and database increase.
- Social media fans/followers increase including sentiment and engagement.
- Web stats - page dwell, CTR Customer behaviour impacts.
- Catchment changes, population size, increase in travel size.
- Demographic changes.
- Brand awareness levels - opportunity to view/see/hear.
- (OTV, OTS, OTH), reach.
- PR value generated measured AVE.

## Tactical marketing and communications

- Data capture and database increase Social media fans/followers increase Competition entries.
- Redemption rates vouchers/offers.
- Web stats - page dwell and CTR Positive testimonials partners and customers.
- PR value generated measured AVE.

AVE	Advertising Value Equivalent
B2B	Business to Business
CR	Conversion Rate
CSR	Corporate Social Responsibility
CTR	Click through rates
KPI	Key Performance Indicator
OTH	Opportunity to hear
OTS	Opportunity to see
OTV	Opportunity to view
PPC	Pay per click
RMU	Retail Mall Units
ROI	Return on investment
SEO	Search Engine Optimisation
SMART	Specific, Measurable, Achievable, Realistic and Time-Bound
SMC	Strategic Marketing Campaign
SWOT	Strengths, Weaknesses, Opportunities and Threats