

Categories

Deadline: Wednesday 22nd September 2010

cma
construction marketing
AWARDS 2010

Categories

1. Best use of Strategic Marketing

2. Internal Communications

3. Best use of Advertising

4. Best use of PR

5. Best use of Direct Marketing

6. Best use of Technical Information

7. Best use of Events & Exhibitions

8. Best use of Web site

9. Best use of Digital communications / media

10. Best Product Launch

11. Best Development Launch / inc Marketing Suite

12. Best Campaign under £25k

13. Best Campaign over £25k

14. Best In house Marketing Team

15. Agency of the Year.

16. Marketer of the Year

17. Young Marketer of the Year / Emerging Talent

1. Best use of Strategic Marketing

Successful marketing plans are built on clear, high quality strategic thinking. A clear understanding of the market environment in which a business operates, coupled with well developed planning processes, underpins commercial success. This award recognises excellence in strategic planning. The winners will need to clearly demonstrate that they have gathered the market knowledge required using internal and / or external resources and used it in preparing a structured marketing strategy.

Entrants should seek to include some or all of the following elements in their submissions:

- An identification of a market knowledge gap or a requirement to improve market understanding
- The production of a structured marketing plan with measurable actions
- A process of regular reviewing and updating of the information if required
- And most importantly, an indication that the process has delivered tangible results

Note: It is recognised that the information contained in an entry for this category could be commercially sensitive. It will therefore only be judged by persons having no conflict of interests and information contained within the entry will remain confidential and not be shared with a third party without prior permission.

2. Internal Communications

A clear understanding of how Internal Communications can help achieve business objectives is critical to delivering commercial success in any organisation. This award recognises the need to engage with an internal audience in order to achieve the company's goals. Winners of this award will need to demonstrate:

- That they have identified their audience
- That they have developed key messages
- The selection of suitable communication channels has been made
- The response has been effectively monitored

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Communications Categories

A key part of business and customer development is marketing communications. As there are many communication categories, the winners can choose either one or a range of communication activities to demonstrate effectiveness in the following criteria:

- There are clear objectives for the communication and these are linked to the company's overall marketing objectives
- The audience is well defined and researched
- The communication is innovative and creatively designed for that target audience
- That the communication was cost effective in relation to the level of success
- And most importantly that the objectives were measurably achieved (or exceeded) and that the campaign tangibly succeeded.

3. Best use of Advertising

A single advertisement, or a campaign, and could involve print, online or broadcast media.

4. Best use of PR

This should be a campaign or activity which depended predominantly on PR activity in print, online or broadcast media.

5. Best use of Direct Marketing

A campaign using either printed DM or e-mail.

6. Best use of Technical Information

Primarily for product manufacturers, this category is about using technical information as a key part of marketing communications.

7. Best use of Events & Exhibitions

Stands at industry shows, seminars, roadshows, CPD seminars and any other live event activity would fall in this category.

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8. Best use of Website

Specifically, this is about using a website, either your company's main site, or a campaign specific microsite, to communicate with your customers and prospects.

9. Best use of Digital Communications/Media

In this category you can enter campaigns centred on other electronic or digital media – podcasts, digital TV, structured SEO/SEM, e-mail driven CRM – all would fit here.

10. Best Product Launch

Any campaign to launch a product or service since June 2009 can be entered here.

11. Best Development Launch/inc Marketing Suite

This is intended for the launch of a new development – an office scheme, housing, shopping centre or any kind of new or refurbished property development. Marketing suites specifically attached to single developments can also be entered here.

In addition to the criteria as defined for the communications categories, winners of the best campaign either Under £25k or Over £25k will need to have demonstrated within their entries that the use of a combination of (i.e. more than one) communication media has been effectively integrated and co-ordinated. The £25k should be applied to the total budget of the campaign, including internal costs where appropriate.

12. Best Campaign under £25k

13. Best Campaign over £25k

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14. Best In house Marketing Team

This category is open to all in-house marketing teams in the Construction and Built Environment sector. The winning team of this award will need to demonstrate excellence in the following criteria:

- Consistent high performance delivering tangible results across one or more campaigns
- Achieving demonstrable success in meeting specific business objectives

15. Agency of the Year

This category is open to all marketing agencies and consultancies serving the Construction and Built Environment sector. The winners of this award will need to demonstrate excellence in the following criteria:

- Consistent high performance delivering tangible results for one or more clients in the construction sector
- Achieving demonstrable marketing/business success to meet specific client objectives
- A high degree of client loyalty

The individual categories are open to all marketers. In both judges will be looking for consistent high quality application of the principles of marketing, and tangible, excellent results. Entries for 'Young Marketer' should be under the age of 35.

Entries should be countersigned by the individual's line manager.

16. Marketer of the Year

17. Emerging Talent – Young Marketer of the Year

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The Construction Marketing Awards are FREE to enter and you may enter any number of categories. The entry must have been completed between 1 April 2009 – 1 July 2010. Entries are invited from any team or individual responsible for marketing and/or business development strategy within the Construction & Built Environment supply chain. This includes companies involved in materials supply or manufacture, building or infrastructure design, build, maintenance, engineering, consulting service or solutions provider in the Built Environment sector.

How To Enter

- Each category that you enter must be accompanied by a separate entry form, clearly indicating the selected category.
- Your entry should be submitted on a PC readable CD with text saved as a Word document and images saved at 300dpi.
- Four copies of the CD should be submitted for each entry (do not submit multiple entries on a single CD)
- Your entry text should be limited to no more than 1500 words
- Your entry should be accompanied by a 200 word summary
- You may submit supporting material, however images of such material included on the CD would be preferred.
- Your entry should include the following information:
- Outline the marketing objectives and how they fit with the overall business objectives
- Outline the strategy developed and the reasons for its formulation. If a choice of campaign type or style is made at this point, please explain the choices made.
- Detail the implementation process
- What were the results? Please provide any financial or audience response data you can, it will aid your entry and be kept confidential by the Judging Panel
- Address each of the bullet points defined in the category you are entering

Entry Forms

Each submission must have a separate entry form and four copies of the CD with four copies of any supporting material if being sent, to: Luke Wilcox, CMA 2010, The Dialogue Group, Margaret Street, London W1W 8RL.

Entry Deadline

Deadline for receipt of entries is Monday 15th September 2010. Judging will take place in October and shortlisted entries will be notified and published on the web-site by the end of October. Winners will be announced at the Awards Dinner on Thursday 25th November 2010 at The New Connaught Rooms London.

Include on Your CD

- Please include on your CD a high resolution, 300 dpi, version of your company logo
- Photographs and/ or other graphic images should be included that illustrate your entry in any way
- Your 1500 word entry
- Your 200 word summary

Rules of Entry

- Entries must have been completed between 1st April 2009 – 1st July 2010
- The Construction Marketing Awards are FREE to enter
- Entries must be received no later than Monday 15th September 2010
- You may enter any number of categories but each one must be accompanied by a separate entry form along with 4 CDs of your entry
- Text should be limited to no more than 1500 words for the entry and 200 words for the summary
- All or part of the entry may be displayed free of any reproduction fees by EMAP and in any media supporting the awards
- Entrants should ensure that there are no copyright restrictions on any of the material submitted
- The decision of the judging panel is final and no discussion or correspondence relating to any of their decisions will be entered into

What The Judges Will Look For

Objective Setting & Achievement

Entries are required to state clearly the marketing objectives arrived at prior to the development of the campaign, and show how these have been achieved. Winning entries are likely to be able to prove their impact with robust measurement tools such as financial results or audience research. Additionally winners will be able to show how the marketing objectives aid the achievement of the overall business objectives.

Strategy Development

Those who can demonstrate a clear, well-formed and communicated strategy which aids the achievement of marketing objectives will be at an advantage.

Tactical Implementation

Entries should demonstrate a methodical approach to implementation, with special emphasis on measurement and control / feedback tools.

Creativity

Winners are likely to show significant creativity at all stages and not just in the 'creative'.

Effectiveness

No prizes will be given for throwing money at problems. Winners will be able to demonstrate the value of the programme to their company, and benchmark against other marketing activity. Particular emphasis will be placed by Judges on looking for cost-effective marketing practice.

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1 Entrant's details

Please send this completed form along with four CDs containing your entry for each category entered, plus four copies of any supporting material that you are unable to copy to the CD.

Name:

Job title:

Company name:

Address:

Telephone:

Email:

Project/Campaign Name (if applicable)

If submitting on behalf of a client please state client name

2 Categories entered

Please tick relevant box(es)

- 1. Best use of Strategic Marketing
- 2. Internal Communications
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3 Checklist

Have you included:

- One copy of this entry form per category entered
- 4 CDs each containing:
 - Your 1500 word entry
 - Your 200 word summary
 - Your company logo
 - Supporting images
- 4 lots of any supporting material that cannot be included on the CD

4 Send entry

Please send your entry to:

Luke Wilcox, CMA 2010, The Dialogue Group, Margaret Street, London W1W 8RL
Tel: 0203 178 3671 Email: luke.wilcox@dialoguegroup.co.uk

The submission of an entry form constitutes the unconditional acceptance by the entrant of the rules of entry. It also constitutes a representation by the entrant that the necessary consent has been obtained from the company the entrant is representing.