



## The Construction Marketing Awards 2019 Thursday 28th November 2019

The prestigious Construction Marketing Awards (CMAs) are highly regarded as a measure of excellence in construction marketing and business development. Supported by The Chartered Institute of Marketing Construction Industry Group (CIMCIG) the awards are an invaluable opportunity for recognition, a way to show-case creativity, innovation and effectiveness in your company's marketing and / or business development strategy.

The CMAs raise the profile of marketing professionals and their achievements. Being shortlisted is a statement of your organisations achievement. Winner or Highly Commended is evidence of your achievement via the display of an award logo and the award.

Enter the Construction Marketing Awards 2019 and benchmark your organisation's performance against the best in the industry.

**Deadline for entries is Friday 20th September 2019.**

Entries are invited from any organisation within the built environment. Entries are £50 + VAT each and you may enter any number of categories. All entrants are responsible for any and all costs incurred in preparing their entry and submitting it for consideration.

*Winners will be announced at the Awards Dinner on Thursday 28th November 2019, being held at the Hilton London Bankside.*

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**CIM** Construction Industry Group

# Categories

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## 1. Strategic Planning & Management

Successful marketing is built on clear, high quality strategic thinking. A clear understanding of the market environment in which a business operates, coupled with well developed strategy underpins commercial success. This award recognises excellence in strategic planning and management. 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 strategic plan with measurable actions.
- A process of regular reviewing and updating of the information if required.
- Creativity, novelty and originality.
- That the strategy proved cost effective in relation to the level of success, demonstrating good ROI.
- And most importantly, an indication that the process has been well managed and delivered tangible results.

Note: It is recognised that the information contained in an entry 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.

## All communications categories:

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

- There are clear objectives for the communication and these are linked to the company's overall marketing objectives/ business 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, with a clear demonstration of ROI.
- And most importantly, that the objectives were measurably achieved (or exceeded) and that the campaign can be shown to have succeeded.

## 2. Best Product Launch

This category is for a campaign used to launch a product or a service in the period since June 2018. Previous winners have shown how high quality market research informs both product/service development, and the formation of an effective marketing strategy and execution. They have also placed the product/service concerned on a strong platform, with rapid and robust growth, and demonstrable ROI for their company.

## 3. Best use of Press & Public Relations

This should be a campaign or activity which depended predominantly on PR activity in print, online, social or broadcast media. Previous winners have demonstrated clear objective setting, coherence or integration with other marketing activity, and robust measurement against performance indicators strongly linked to company success. This has not always been expressed in profit terms, but has also included various measure of perception or awareness.

## 4. 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. Here, the quality of creative and tech matters, with importance placed by judges on look and feel, how they relate to their market, on navigation, optimisation, and other design and technical aspects. A winner in this category is likely to be able to show sophisticated success measurement, and strong customer engagement and usage.

Note: In this category measurement of traffic and engagement from Google Analytics, or some other measurement systems is required. You will lose judging points if you do not provide some such measures.

## 5. Best Digital Campaign

In this category you can enter campaigns centred on electronic or digital media – podcasts, digital TV, structured SEO/SEM, email driven CRM – all would fit here. While a website based campaign can be entered, for it to win it would need to be an integrated campaign with at least one other digital channel. Previous winners have shown both exceptionally sophisticated use of multiple channels – video, social media, database driven e-mail – and a laser-like focus on making one channel deliver exceptional results.

## 6. Best Social Media Campaign

In this category you are invited to enter campaigns primarily making use of any or all of the social networks to hand – LinkedIn, Twitter, Pinterest and more. Judges will be looking for creativity here, coherence with brand, and also a relentless focus on the business benefits, with measurement that rates the activity against business objectives.

## 7. Best use of Events & Live Marketing

Face-to-face marketing can provide you with an extra dimension to your communications. Stands at industry shows, seminars, roadshows, CPD seminars and any other live event activity fall into this category. Previous winners have shown creativity, exceptional execution and focus, and quality results. Measurement is important here, the winner is likely to be able to show very clearly the difference their campaign has made.

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## **8. Best use of Direct Marketing**

Entries in this category can involve traditional printed direct mail, email, or of course direct person to person marketing on the phone or face to face. The winner will certainly display a high quality approach to data, targeting and segmentation, and will be able to provide a range of measures of success.

## **9. Best use of Advertising**

This category can be entered by a campaign which involves a single execution, or a range of different ones, and could involve print, online or broadcast media. Creative will be important, especially in how it addresses the audience's needs and wants. The response generated will be important too – and should be measured against a key success criterion for the company.

## **10. Best Branding & Positioning**

The winner of this category could be re-branding or repositioning an existing brand, or launching a new brand. It is likely to display good use of market research to inform the creative and strategy, and a managed and coherent execution probably across multiple platforms.

## **11. Best Distributor Marketing Campaign**

This category is open to campaigns of any size conducted on behalf of distributors, merchants, specialist merchants, wholesalers and other intermediaries in the materials supply chain. In common with the other campaign categories, this is suitable for campaigns employing one or more communication channels. The winner is likely to show a high degree of sophistication, and integration both with other marketing elements and with the company's other activity (sales, logistics, operations etc). While the creative matters and must be coherent with the brand and the audience, the effectiveness of the campaign, the ROI, and the value for money will be paramount.

## **12. Best Professional Services Marketing Campaign**

This category is open to campaigns of any size conducted on behalf of construction consultants (such as architects, civil engineers, surveyors, and more) or other consulting services (accounting, legal, and so on) delivered in the construction sector. In common with the other campaign categories, this is suitable for campaigns employing one or more communication channels. The winner is likely to show a high degree of sophistication, and integration both with other marketing elements and with the organisation's other activity (sales, operations etc).

While the creative matters, and must be coherent with the brand and the audience, the effectiveness of the campaign, the ROI, and the value for money will be paramount.

## **13. Best Built Environment Member Organisation Marketing Campaign**

This category is open to campaigns of any size conducted on behalf of construction trade associations and professional bodies, delivered in the construction sector. In common with the other campaign categories, this is suitable for campaigns employing one or more communication channels. The winner is likely to show a high degree of sophistication, and integration both with other marketing elements and with the organisation's other activity (member services, technical advice). While the creative matters, and must be coherent with the brand and the audience, the effectiveness of the campaign, the ROI, and the value for money will be paramount.

## **14. Best Contractor Marketing Campaign**

This category is open to campaigns of any size conducted on behalf of a construction contractor. In common with the other campaign categories, this is suitable for campaigns employing one or more communication channels. The winner is likely to show a high degree of sophistication, and integration both with other marketing elements and with the company's other activity (sales, manufacturing, operations etc). While the creative matters and must be coherent with the brand and the audience, the effectiveness of the campaign, the ROI, and the value for money will be paramount.

## **15. Best use of Research & Insight**

The use of research and insight to help form, guide, and monitor marketing strategy and campaigns is a key element of marketing success. Here we are looking for excellence in the execution or commissioning of such research, and its application to an issue or opportunity which has driven corporate benefit—either in terms of enhanced bottom line, or through changing perceptions and attitudes, or through researching some corporate goal.

- An identification of a market knowledge gap or a requirement to improve understanding – proper formulation of an insight strategy
- The production of a research plan which seeks to fill the knowledge gap and enable decision making and action
- The application of market research, of any kind, in a structured way to deliver the insight. We expect high quality application of research technique, together with innovation and creativity
- Thoughtful analysis and interpretation, leading to clear recommendations that become part of the marketing strategy.
- An indication that the process has made a difference – decisions made, actions taken and results delivered
- An indication of cost versus benefit with a clear demonstration of ROI and how the research has impacted on the business and/or marketing strategy.

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## 16. Best use of Content Marketing

Content marketing is increasingly important in construction marketing. To succeed, it should be a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to a clearly-defined audience driving customer action or attitude. It can attract and retain customers by consistently creating and curating relevant and valuable content with the intention of changing or enhancing consumer behavior. You might have blogs, YouTube channels, social media strategies, or just plain old technical content presented in an interesting way. Whatever your entry, we expect a great deal of variety in this category. The judges will be looking to see:

- There are clear objectives for the communication and these are linked to the company's overall marketing objectives. Is the audience well defined and researched?
- Content – how regular/frequent are the updates? Does there appear to be a content strategy, and a strong identity linked to subject matter? How does it relate to wider strategy? Is the content interesting to the target market?
- The communication is innovative and creatively designed for that target audience. Does the entry display novelty, originality, creativity and innovation?
- Engagement – is the content shared? Is there interaction with readers? How popular is it, and how much is that popularity growing? What evidence is there that the strategy is paying off and affecting the bottom line?
- Were objectives set and measured? Were objectives measurably achieved (or exceeded)? Can it be said that the campaign tangibly succeeded?
- Was it cost effective in relation to the level of success? What are the ROI figures? How has the campaign contributed to business growth?

The following budget campaign categories are suitable for campaigns employing one or more communication channels. The winner in these categories are likely to show a high degree of sophistication, and integration both with other marketing elements with the company's other activity (sales, manufacturing, operations etc.). While the creative matters and must be coherent with the brand and the audience, the effectiveness of the campaign, the ROI, and the value for money will be paramount.

## 17. Best Low Budget Campaign (under £25,000)

This award recognises the best marketing campaign costing less than £25,000 to deliver. The budget should include all direct costs of the campaign, but may exclude any permanent staff costs, premises, overheads, and other general trading costs.

## 18. Best Mid-range Budget Campaign (£25,000—£50,000)

This award recognises the best marketing campaign costing between £25,000 and £50,000 to deliver. The budget should include all direct costs of the campaign, but may exclude any permanent staff costs, premises, overheads, and other general trading costs.

## 19. Best Big Budget Campaign (over £50,000)

This award recognises the best marketing campaign costing over £50,000 to deliver. The budget should include all direct costs of the campaign, but may exclude any permanent staff costs, premises, overheads, and other general trading costs.

## 20. PR Agency of the Year

This category is open to all agencies wholly or focused on public relations, or for those parts of multi or full service agencies who are wholly focused on delivering such campaigns.

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

## 21. Small Agency of the Year

This category is open to all small marketing agencies and consultancies serving the construction and built environment sector. Agencies that have no more than 10 full time or full time equivalent staff. 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
- A commitment to delivering results to meet specific client objectives
- A high degree of client loyalty
- Innovative working practices that achieve demonstrable marketing/business success

## 22. 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 commitment to innovation and team development
- A high degree of client loyalty.

**Note: Entrants shortlisted in the Agency categories (19,20 and 21) will be invited to present their award submission. The presentation day will be in London towards the end of October. Further information will be supplied, following the initial judges' meeting and announcement of the shortlisted entries.**

# Categories

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The logo for the Construction Marketing Awards 2019. It features the letters 'CMA' in a large, bold, sans-serif font. A stylized silhouette of a person with arms raised is integrated into the letter 'A'. Below 'CMA', the words 'construction marketing' are written in a smaller, lowercase, sans-serif font. At the bottom, 'AWARDS 2019' is written in a bold, uppercase, sans-serif font. The entire logo is set against a purple rectangular background.

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## **23. Marketing Team of the Year**

This category is open to all in-house marketing teams in the construction and built environment sector whatever their size. Winners have been teams as large as 50, and as small as two. The winning team will need to demonstrate excellence in the following criteria:

- Consistent high performance delivering tangible results across one or more campaigns
- A commitment to innovation and team development
- A high degree of recognition of quality among the customer base and/or the rest of the company
- Achieving demonstrable success in meeting specific business objectives.

## **24. Emerging talent – Young Marketer of the Year**

Individual members of staff can be entered here. They can enter themselves, or be entered by their manager or company. They can be in any sort of position, from entry level to Director, but must be under the age of 35 on July 31, 2019. They will show:

- Consistent high performance delivering impressive results
- A personal commitment to innovation and development
- Achieving demonstrable success in exceeding objectives set
- Entries need to be countersigned by the individual's manager

Note: Please ensure the entry includes a photograph portrait.

# Rules of Entry

The prestigious Construction Marketing Awards are highly regarded as a measure of excellence in construction marketing and business development.

- Work entered should have been completed between June 2018 and August 2019
- Closing Date for entries is Friday 20th September 2019
- Winners will be announced at the Awards Dinner on Thursday 28th November 2019



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## Who should Enter

Entries are invited from any team or individual responsible for marketing and / or business development strategy within the construction and 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

- Entries will be accepted online.
  - Entries are £50 + VAT each and you may enter any number of categories. All entrants are responsible for any and all costs incurred in preparing their entry and submitting it for consideration.
  - Each category that you enter must be accompanied by a separate online entry form, clearly indicating the selected category.
  - Your entry text should be limited to no more than 1000 words and be typed as part of the online entry form.
  - Your entry should be accompanied by a summary, no more than 200 words and be typed as part of the online entry form
  - You may submit supporting material, however these should be saved in a file format that is compatible with the online submission process. (Word, PowerPoint, PDF, JPEG or TIFF)
  - Supporting material: photographs and/ or other graphic images that illustrate your entry in any way is encouraged
  - At least one photo or image provided should be in high resolution, 300 dpi, for potential reproduction in the awards brochure
  - As part of your entry you should upload a high resolution, 300 dpi, version of your company logo
  - As part of your entry you should provide a one pager that summarises/illustrates your entry. This one pager is to be A4 portrait, saved as a high resolution pdf. By submitting this you agree to it being published on the CMA website and in the awards brochure if shortlisted; so should not contain commercially sensitive material.
  - Entries must be received before the closing date of Friday 20th September 2019, unless otherwise agreed with the awards organiser.
- A high resolution, 300 dpi, version of your company logo
  - Your 1000 word entry
  - Your 200 word summary
  - A one pager 'poster' in A4 format that summarises your entry, saved as a high resolution pdf,
  - Cost details and ROI
  - Supporting material: photographs and/ or other graphic images should be included that illustrate your entry in any way
  - At least one photo or image provided should be in high resolution, 300 dpi, for potential reproduction in the awards brochure
  - For Young Marketer of the Year category a photograph portrait

## Entry Deadline

Deadline for receipt of entries is Friday 20th September 2019

The judges will meet mid October with finalists being announced by the end of October.

**Remember to Include in Your Entry**

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- Entries must be received no later than Friday 20th September 2019.
- You may enter any number of categories but each one must be accompanied by a separate entry form.
- Text should be limited to no more than 1000 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 any media supporting the awards.
- Entrants should ensure that there are no copyright restrictions on any of the material submitted.
- Marketing entered must uphold best practice and not cause offense, be abusive, prejudice or misleading in nature.
- The decision of the judging panel is final and no discussion or correspondence relating to any of their decisions will be entered into.
- Entrants should make the organisers aware of any conflict of interest with their entry content and members of the judging panel.

## Terms and conditions:

1. Entries for the Construction Marketing Awards can only be accepted online.
2. Entry fee – Entries are £50 + VAT each and you may enter any number of categories. All entrants are responsible for any and all costs incurred in preparing their entry and submitting it for consideration.
3. Judging Criteria – Entrants should carefully note the judging criteria, they are the basis that will be used to determine the winners.
4. Instructions for entry – entries which do not comply with the instructions for entry may, at the judges' discretion, be rejected. Entrants will not be informed if their entry is rejected. No correspondence will be entered into.
5. Work entered should have been completed between June 2018 and August 2019
6. Judges may decide to reassign an entry from one category to another if they feel it better meets the entry criteria.
7. Anyone completing an entry will be deemed to have the authority to do so on behalf of any agency or client company involved in or mentioned in the entry. Neither CIMCIG nor Construction Marketing Events or any of their subcontractors can be held liable for any claim or loss arising from this or any other breach of these terms & conditions.
8. The judges' decisions shall be absolutely final and binding on all entrants. No correspondence will be entered into.
9. Any material submitted for entry may be reproduced freely and at no cost by CIMCIG or Construction Marketing Events or their agents in connection with the Construction Marketing Awards. All material shall be deemed free of copyright or other encumbrance, neither CIMCIG nor Construction Marketing Events shall be held liable for any claim or liability arising from such use.
10. Winners, those Highly Commended, and Finalists (those who are included on the published shortlists) are entitled to use the appropriate official logo graphics provided by the Organiser of the Awards to promote their success. These should be the only graphics used. Descriptions of the entrant's degree of success in prose shall clearly refer to only the success achieved. Use of the 'Winner', 'Highly Commended' and 'Finalist' designation is restricted to the client and one additional organisations per entry, both of whom must be named within the entry submission.
11. All information regarding the results will be embargoed for publication until after the Awards Presentation Dinner.

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# What the Judges will look for

The prestigious Construction Marketing Awards are highly regarded as a measure of excellence in construction marketing and business development.

- Work entered should have been completed between June 2017 and August 2018
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- Winners will be announced at the Awards Dinner on Thursday 29th November



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## The Judging Process

Judging will take place on mid-October 2019 and shortlisted entries will be notified and published on the web-site by the end of October. All winners will be announced at the Awards Dinner on Thursday 28th November 2019 at the Hilton London Bankside.

As part of the judging process for PR Agency, Small Agency of the Year and Agency of the Year categories shortlisted entrants will be invited to present their award submission. This presentation day will be in London towards the end October 2018. All shortlisted entrants for these categories will be notified. Further information will be supplied following the initial judges' meeting, after which the shortlist will be announced.

Please note we work hard to ensure the judging of the Construction Marketing Awards remains impartial. We take care when allocating judging responsibilities for award categories, ensuring there is no conflict of interest with the judges for those entries. Judges are only able to view entries for their allocated category. As part of your entry please indicate any potential conflicts of interest with your entry and members of our judging panel.

## What The Judges Will Look For

Your entry should contain 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.

### **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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