

Eagle Awards

The 2010 Lyn Flannery Marketing School "Eagle" Awards are now open. Entries are now being accepted based on the criteria listed below. Entries close 1 December 2010.

- Criteria A:
- Criteria A - Entry Layout:
- Criteria B:
- Criteria B - Entry Layout:
- Entry Presentation for both levels of entry:

The Eagle Awards were first introduced by Lyn Flannery & Associates in 2004 and have been set up to recognise and reward shopping centre marketers for excellence in marketing.

Lyn Flannery's history with 'Excellence in Marketing Awards' spans some 25 years, having co-ordinated and judged shopping centre marketing awards for the Property Council of Australia throughout Australia and New Zealand.

The Lyn Flannery team have all had numerous years experience in shopping centre marketing and appreciate the effort that Marketing Managers put in to bring an event or marketing program to fruition.

We invite you to be recognised for all your efforts by entering into one of the criteria below:

Criteria A:

Entry into this category requires you to be a previous or current member of the Lyn Flannery Marketing School program. Entries must be for marketing undertaken in the period July 2009 - September 2010

Entries into this category are required to show how something that has been learnt at the school has been effectively used to add value to the centre marketing.

Entries can relate to any of the modules and do not necessarily have to be creative. For example an entry could be submitted on a change to a strategic direction.

Multiple entries may be submitted however these are limited to 3 per centre with each written and presented separately.

The criterion for entry is not meant to be cumbersome and all entries will be judged on overall merit and not in specific

categories.

Criteria A - Entry Layout:

The layout for each entry is to take the following internal format:

- Page 1 - header page.
- Page 2 - table of contents.
- Page 3 - overview of your centre, its target market etc.
- Page 4 - centre positioning statement and a perceptual map comparing your centre to your major competition.
- Page 5 – summary statement. Concisely explain what you learnt from the Marketing School that led you to implement this change, activity, event, plan etc.
- Page 6 – objectives, strategies and rationale.
- Page 7 – the implementation. How did you go about the implementation? A concise description of the strategies/tactics/methods/trends/actions etc used to implement this marketing action/direction etc.
- Page 8 – the outcomes and measurement. (Note: not all activity can be instantly measured and this will be taken into consideration in the judging e.g. a strategy may not yet be fully implemented - it is however necessary for you show how you will measure it in the future).
- Page 9 - expenses (effectively invested and value for money).
- Pages 10 to 15 – descriptive pages (use these for artwork, photographs, press releases etc to support your entry).

Note:

The page numbers detailed above are a guide for your submission. Additional pages for each section can be included if required.

Criteria B:

Entry into this category requires you to be a Marketing Manager currently employed in the shopping centre industry. Entries must be for marketing undertaken in the period July 2009 - September 2010.

Criteria B - Entry Layout:

The layout for your entry is to take the following internal format:

- Page 1 - header page.
- Page 2 - table of contents.
- Page 3 - overview of your centre, its target market etc.
- Page 4 - centre positioning statement and a perceptual map comparing your centre to your major competition.
- Page 5 – summary statement. Concisely explain the promotional campaign / advertising campaign / branding campaign / development campaign /retailer development initiative / or other marketing initiative introduced at your centre.
- Page 6 – objectives, strategies and rationale.
- Page 7 – the implementation. How did you go about the implementation? A concise description of the strategies/tactics/methods/trends/actions etc used to implement this marketing action/direction etc.
- Page 8 – the outcomes and measurement. (Note: not all activity can be instantly measured and this will be taken into consideration in the judging e.g. a strategy may not yet be fully implemented - it is however necessary for you show how you will measure it in the future).
- Page 9 - expenses (effectively invested and value for money).
- Pages 10 to 15 – descriptive pages (use these for artwork, photographs, press releases etc to support your entry).

Note:

The page numbers detailed above are a guide for your submission. Additional pages for each section can be included if required.

Entry Presentation for both levels of entry:

- Entry is to be completed in a black A4 plastic sleeve binder with the centre name and the entry title clearly marked on the front and spine of the binder.
- All pages must be solid white, without colour or decorative elements.
- The type style should be "Arial" or "Helvetica" 12 point in black.
- Text to be double spaced and justified.
- If artwork etc. is larger than A4 it should be photocopied and included in the entry descriptive pages (see entry layout). Original copies should be included and if these do not fit within the plastic sleeve contained within your folder, they

should be attached in an envelope and clearly marked with the centre name. The envelope should then be attached or placed at the back of your entry.

Entry Forms are available below.

Further enquiries can be made via telephone 07 3846 7001 or email tracey@lynflannery.com.au