



EXCELLENCE AWARDS SHOPPING & RETAIL

Competition Rules Marketing

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THE EXCELLENCE AWARD SHOPPING & RETAIL

Welcome to the Excellence Awards Shopping & Retail - Marketing!

These awards showcase the best of retail marketing across Belgium and Luxemburg, recognizing best practices, and rewarding the most effective campaigns.

We have a standard format making the entry process simple. The Jury' 'Top Ten Tips' will guide you through the process, offering plenty of information to use as a reference for your submission.

Please note, all entries need to have been conducted and completed between 1 July 2019 and 30 June 2021. The online application process starts 22 June 2021 and ends on 15 August 2021. Do not miss the deadline!

We look forward to seeing your best work showcased amongst the winners at the Excellence Awards Shopping & Retail, on 14 October 2021 in The Sky Hall in Zaventem.

Yours Sincerely,



Luc Plasman
General Manager

1. TOP TIPS

Here are the Jury' Ten Top Tips to ensure you have a strong entry.

1: Be selective

This year it is an **overall competition**. There aren't different categories. This leans a lot of competition. Be selective in the campaign you submit.

2: Tell a story

Your entry needs a clear storyline with a beginning, middle and an end. The Jury are unlikely to be familiar with your situation, be it a specific centre, a group of centres or your entire portfolio, so make sure your entry describes why and what you did, and outlines all resources employed, corresponding costs and detailed qualitative and quantitative results.

3: Be MECE

The structure of your entry should be clear, concise and relevant. Summarize. Short sentences and bullet points are usually a better way to convey detail. Make sure you are 'MECE': Mutually Exclusive (you don't repeat yourself) and Completely Exhaustive (you don't leave anything relevant out)

4: Be SMART

Everything you submit should be Specific, Measurable, Achievable and Realistic, and fits' a clear time frame.

5: Be honest

Show how the project achieved good value for money and Return On Investment (ROI), but don't exaggerate - the Jury will spot this. If some aspects of the project did not work well, or gave you an idea for improvement next year, then this shows a rounded and realistic approach.

6: Explain why

Explain why the business idea behind your entry is good and why the implementation was successful. Why did you choose this idea and not something else? Was it aligned with your overall strategy?

Did it answer your business brief? Were objectives and goals achieved? Is this entry a good benchmark for the industry?

7: Don't forget the power of the supporting material

Make sure you have solid supporting evidence to show how you achieved your objectives. Images, photographs and/or videos, testimonies and market research results are always great advantages.

8: Be your own best critic

Ask tough questions. Are you entering because you think you ought to apply, or because you have an excellent project? Is your entry innovative enough? If you were a jury member and this was an entry from a peer, would you give it a high score? Is it the right time to enter? Some projects are submitted too early and would benefit from a longer time frame encompassing an extended range of excellent results.

9: Allow enough time to create your entry

The best entries are planned well in advance and written with sufficient time for reviewing and editing.

10: Test the entry on someone else

Get someone not connected with your work to review your submission.

If it makes sense to someone unfamiliar with your centre and the details of your project, you likely have a robust project.

2. WHAT YOU SHOULD INCLUDE IN THE ENTRY

Background

Basic facts about the background to your situation, such as the type of centre or retail Park, competition, and catchment area characteristics.

What?

Business issue(s) you are addressing. If there are multiple issues, make sure you do not present a 'laundry list'. Structure and prioritize your business problems.

Why?

Your business rationale. Why did you implement this proposal and not another? Add any available research or business data which helps support the thinking behind the project. Also include a clear understanding of how the project is aligned with the overall marketing strategy.

How?

How did you do it? What were the resources employed (staff, skills, experts, technology, processes, time, money)? What was unique in the project development and implementation process? Add relevant supporting evidence such as photographs, videos, and testimonials.

So what?

Impact, qualitative and quantitative results measured against target goals. A clear link showing how you achieved impact against SMART objectives. A correlation between costs and results: for every euro spent, how many euros did you generate in return? A demonstration of how your idea has given you a competitive advantage.

Why is this a good entry for the Excellence Awards Shopping & Retail - Marketing competition? Include a clear description showing how your entry is innovative and original and doing something new or better within the industry.

3. ELIGIBILITY AND ENTRY REQUIREMENTS

Review this information thoroughly to ensure your entry is eligible and that you understand the entry requirements.

WHO CAN ENTER

The BLSC program is, first and foremost, a recognition program for retail and shopping centres and shopping centre companies. Although we welcome the work of advertising agencies, consulting firms and other support companies, all entries must be implemented and entered by a recognized shopping centre/retail park and/or shopping centre/retail park owner, developer and/or management company.

HOW TO SUBMIT AN ENTRY

All entries in the 2021 Excellence Award Marketing Competition must be submitted by mailing (directly or via 'We Transfer') to lp@blsc.eu. Each entry must include a fully completed entry form along with a detailed entry summary, basically the Marketing Plan for the entry. Supporting materials in electronic format should be as indicated.

ACCEPTABLE LANGUAGE

All entry contents must be written in English or be accompanied by English translation.

DEADLINE

BLSC entries must be submitted for judging by Sunday, 15 August 2021.

ELIGIBLE DATES

The majority of your program must have been implemented between 1 June 2019 and 30 June 2021. If your program is ongoing, extending beyond the eligibility period, you may only include the elements actually used during the eligibility period. Elements from an entry that has previously been awarded a BLSC Marketing Award are not eligible. All ineligible materials will be deleted from the entry and not considered by the jury.

RULINGS

The Excellence Awards Shopping & Retail - Marketing Jury will make all eligibility rulings. They reserve the right to disqualify entries, as well as delete any ineligible materials.

All decisions are final.

EXCELLENCE AWARD SHOPPING & RETAIL PRESENTATION

Excellence Awards Shopping & Retail

14 October 2021

Zaventem

PUBLICATION

The Excellence Awards Shopping & Retail will be featured on the BLSC & RFB Websites.

Your entry constitutes permission for BLSC & RFB to reproduce, copy, publish, and display the entry materials in any format it deems appropriate. Please evaluate your entry for publication appropriateness, making sure you are comfortable with the contents relative to any confidential or proprietary information.

HELP

Do you need additional help? You may also contact us by: phone at 02/255.03.51 e-mail at lp@blsc.eu or sp@blsc.eu

4. JUDGING PROCESS

The jury, a group of leading industry experts, will review eligible submissions and score them confidentially. Jury will not review entries from their own companies or any entry that might constitute a conflict of interest. Jury review each entry according to specific criteria and award points accordingly.

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5. EXCELLENCE AWARDS

SCORING PROCEDURE

BLSC & RFB manage and monitor the entire judging process. Jury will score entries individually on. The process validates each judging score and averages the Jury scores to calculate the total entry's score. The 3 to 5 best entries will be nominated to participate at the final competition. BLSC announces the Finalists on September 10th at the latest.

The entries, nominated for the final competition, will be presented by the submittants in a 20 minutes session that will be organised during one day in the second half of September.

6. AUDITS

During the judging, any submission can be subjected to an audit and verification of the materials submitted.

7. JUDGING CRITERIA

All Jury use the same guidelines to assess the strength of the programme. Consider this information in your entry preparation. Entries are scored based on the following criteria:

Action (up to 10 points)

This area measures the degree to which the programme supported its original objectives and the level of competence and proficiency demonstrated in execution.

The Jury will ask questions like these when assigning a score:

- Were the actions appropriate to the stated objectives?
- Was a high level of competence and professionalism exhibited in the actions?
- Did the entry properly document all the claims made, i.e., was it believable?
- Were materials and documentation appropriate for achieving the desired results?
- What tangible evidence can be provided?

Innovation (up to 10 points)

Innovation relates to developing an original concept or devising a creative approach to a familiar programme or marketing effort.

Jury evaluate creativity by asking the following questions:

- Was there an innovative idea/concept that considerably improved the programme's delivery or message?
- Was it attention-getting or ground-breaking?
- Did the solution maximise the opportunity to succeed?
- Did the actions enhance the creative message and capitalise on the media selected?

- What obstacles or difficulties were overcome in terms of size, scope, budget limitations, etc.?

Results (up to 10 points)

The results reveal how competently the programme's actions were measured, documented and reported, and the degree to which they supported the programme's stated objectives.

Jury will ask questions like these when assigning a score:

- Was strong detail provided in the results documentation?
- Did the results relate to original objectives?
- Were the results credible?
- How was the centre/company impacted?
- Were the shopping centre owners' interests well served?
- Is this entry worthy of emulation by the rest of the industry?

Budget (up to 10 points)

Budget evaluation is essential for proper allocation of resources within the overall marketing plan. Cost effectiveness evaluates the appropriateness with which centre/company funds were spent in achieving stated objectives. Essentially, were the right resources invested in the right efforts to generate the best possible results?

Jury will ask questions like these when assigning a score:

- Did the amount spent appear to be a wise use of funds?
- Did the results obtained merit the expense?
- Was creativity and resourcefulness shown in budgeting without compromising quality and ability to get results?

- Did the efforts generate maximum impact for every euro spent

8. HOW TO ENTER

YOUR ENTRY MUST BE SUBMITTED according to the specific format, annexed hereby.

Fill in the Word document and mail it together with the Entry summary and eventually the pictures, audio and /or video files to lp@blsc.eu directly or using 'We Transfer'.

9. SUPPLEMENTAL INFORMATION

Description of Entry

The Description of Entry is used to compose commentary about the Finalist and winning entries (max. 100 words, 700 characters with spaces). The Description of Entry will be available for viewing by the Jury.

Images for Awards Presentation

You can send up to 12 images of your campaign.

- Some of the images will be used to display your entry for the BLSC presentation, BLSC Finalist Brochure and BLSC Website.
- Copyrighted photographs must be accompanied by a release from the copyright holder, in addition to any preferred credit acknowledgements. Accepted image file formats:
High resolution: JPG, JPEG, PNG, GIF, TIFF.

Summary

The Entry Summary is basically the Marketing Plan for the entry.

- The Entry Summary is limited to four sections: one page for each element of the Summary (please

Owner/Management Company Authorization

All entries must have the authorization of the owner/management company to authorize the submission of the entry and agree to abide by all rules of the Excellence Award Marketing Program. The authorized person will grant BLSC the rights to publish any information contained in the entry in any form including news releases, advertising, books, periodicals, galleries, and other publications.

limit your response to approximately 300 words (2,100 characters including spaces).

- It includes: Action, Innovation, Results and Budget.
- Facilitates the Jury' review by providing an easy-to-read entry.
- We recommend bullet points rather than narrative paragraphs.

Action

Give a detailed description of the "action" (something performed or done) that took place based on the situation at your shopping centre or company. Highlight key points.

Innovation

Explain what was the innovative idea or concept behind the action.

Results

Results should be specific and quantitative and should relate to your specific goals, strategies, and tactics. Show documented facts resulting from the implementation. Post sales gains as percentages, defined as either comparable sales or total sales, and include the period

of measurement (where possible, show actual numbers on which percentages are based).

You may also include traffic counts. Publicity results should be shown in actual time and space received only and not as estimated or explained using any formula-derived values. Entrants are required to provide a publicity summary in their documentation section, which can be summarised in your results page if publicity samples are provided.

Budget

A one-page detailed list (in an Adobe PDF or Microsoft Word document) of euros spent (exclusive of VAT) to implement your plan. Itemize all expenses, including primary and secondary expenses. This should include all production, media and labour costs, fees, services, and incidentals. List donated expenses separately and do not include with actual expense totals. Explanation should accompany any unusual cost savings or efficiencies. For joint campaigns, indicate costs for each participant. Sponsorship funds received should not be subtracted from total expenses when calculating the percentage of budget allocated. Please include all creative fees and agency retainers in your expense summary.

NOTE: You must show expenses as a percentage of your total annual marketing budget in the field provided. Failure to do so may negatively affect the entry's score.

Documentation Section

Include one digital file that has up to 25 pages of information related to your entry.

File format: Word Files, PDF files

- The first page of the file must contain a table of contents. Next to each element, indicate the page number.

• The files should contain:

- Summary of your publicity coverage
- Summary of all your advertising
- Support material—you may include images such as letters, brochures, or advertisements that were published within the eligibility period, photos of events, proclamations, publicity, and new releases.

Audio and Visual

- You may add only one audio file, and only one video file per entry.
- Your audio or video can relate to either the Advertising or the Publicity of your entry.
- All advertising and publicity examples must appear on the same audio or video files.
- Each file is limited to a maximum of three minutes of content. Jury will view or listen only to the first three minutes of each file
- Accepted audio formats: MP3.
- Accepted video formats: 3GP, AAC, AVI, FLV, MP4 and MPEG-2.
- You may provide edited and narrated footage of actual events, publicity, and advertising as long as the video clip does not exceed the three-minute limit. Please note that this must still be considered your only eligible video file.

