FINALIST 2014

B2B AWARDS

Category number: 11

Category name: Best use of thought leadership

Programme/initiative name: Town Centre Investment Management (“TCIM”)

Agency: NextBigThing (design work only, not campaign management)

Brand: Peter Brett Associates LLP

URL or microsite: www.towncentreinvestment.com

Word Count: 999

Summary

The strong reputation we enjoy within markets in which we historically operate has proven difficult to transfer to new markets.

PBA has a culture and track record of innovative, disruptive thinking. We encourage staff to apply their expertise to issues facing society, so when one of our planners created Town Centre Investment Management ("TCIM"), we seized the opportunity to 'fix' high streets whilst building a reputation within the retail market (a target growth market).

Following the creation of a new marketing team and our 2012 rebrand, the TCIM campaign extended our new identity beyond the corporate confines of websites, brochures and business cards for the first time.

We developed TCIM from an intellectual, internally-focussed briefing note into an engaging whitepaper. We launched TCIM at a major retail conference and used in-person events, social media and email marketing to engage stakeholders. This approach resulted in hundreds of report downloads from our microsite and a campaign that secured C-Suite meetings, coveted column inches in key trade press and conference speaking invitations. Now, we're about to run pilot schemes in towns nominated by those our campaign has inspired.

The 6,500% return-on-investment shows the power that well planned, strategically grounded B2B marketing can have.

Summary Word Count: 200

About Peter Brett Associates

Peter Brett Associates LLP ("PBA") is a development and infrastructure consultancy, offering a suite of engineering and planning services to property developers, local authorities and infrastructure providers. We began 49 years ago as Reading-based structural engineering specialists, and have since grown to a comprehensive engineering and planning consultancy with 21 offices in the UK and Europe and more than 600 employees.

Strategy – broader business issues the company is facing

PBA began offering planning services three years ago. The challenge has been to grow our reputation as town planners in addition to our broadly recognised engineering disciplines, with a high standard of work delivered alongside innovative approaches. Additionally, with no reputation in the retail market, we wanted to build awareness amongst retail developers. As a company that sells its expertise, thought leadership is the most effective means to demonstrate that expertise to the market. Thus, a thought leadership campaign was devised to build our reputation amongst existing clients and expose the company to new markets, particularly retail.

Objectives of the campaign

The Town Centre Investment Management campaign ("TCIM") began as an innovative and potentially controversial idea by John Parmiter, a planning partner at PBA. It was quickly recognised as a launchpad for building our reputation in the retail market and beyond, given the originality of the idea and the industry's current focus on declining town centres. The thought leadership demonstrated in the initial whitepaper had the ability to create an emotive reaction in the audience, opening up valuable opportunities for greater exposure.

Core objectives of the initial campaign were:

1) to generate a minimum of 500 business leads, at least 30% of whom are retail developers & investors or local authorities; and
2) to build retail-focused brand awareness by creating opportunities for our campaign leaders to be invited to speak at two or more major industry events.



Image 1: Initial whitepaper – the start of the campaign

The target audience

The campaign was primarily designed to target retail investors and developers as well as local authorities, as these groups are key decision-makers in Retail and Town Centre appointments. This particular audience has been exposed to many new ideas and legislation, especially under the current government, and thus suffer from "innovation fatigue." Concurrently, town centre decline has been a focal point amongst this group, and as yet there has been no consensus on the best approach to deal with the issue. Therefore, the campaign was designed to provoke a strong reaction with the objective of generating debate amongst the audience as a starting point to push town centre revitalisation forward and build awareness of PBA in the retail market.

Media, channels or techniques used

The target audience (senior property professionals) generally have a preference for printed or PDF materials and a high level of engagement with in-person events. In order to connect with this audience, we focused on publications and

strategic events as our primary channels. A social media campaign was integrated to maximise reach and inbound marketing, as well as to engage with the larger property industry and the general public during Phase 2, where nominations for pilot towns are being sought. The campaign media mix includes:

- **Publications** (initial whitepaper and post-roundtable reports - enclosed), available both in print and digital formats
- A series of **roundtable events** hosted around the UK to crowdsource ideas and information from the target audience
- **PR campaign** to property industry media and mainstream publications
- **Speaking engagements** at major conferences – Estates Gazette Retail Summit, Regeneration Wales Retail Conference by John Parmiter (Planning Partner) and Tom Foulkes (Marketing Director)
- **Social media** (Twitter, LinkedIn, YouTube), including a 3-minute film to introduce the TCIM concept (https://www.youtube.com/watch?v=O9ZRRS2h_TA)
- **Sponsorship** of the 2013 Estates Gazette Retail Summit where the campaign was launched

By providing our target audience with the opportunity to contribute their thoughts, and rewarding them with recognition in our post-roundtable report, the content of the campaign was greatly enriched and our reach was increased as participants became campaign ambassadors.



Image 2: One of our roundtable events

Timescales of the campaign

January – May 2013:	Research and planning

Phase 1:

14 May 2013:	Campaign launch, Estates Gazette Retail Summit
May - September 2013:	Initial roundtable events
September 2013:	Report released on towncentreinvestment.com
September 2013 – Present:	PR campaign and speaking engagements
September 2013 – Present:	Lead follow-up and one-to-one discussions
April 2014:	Phase 1 results measured and reported

Following the success of Phase 1, we decided to take the campaign further and put the ideas into practice in a pilot scheme.

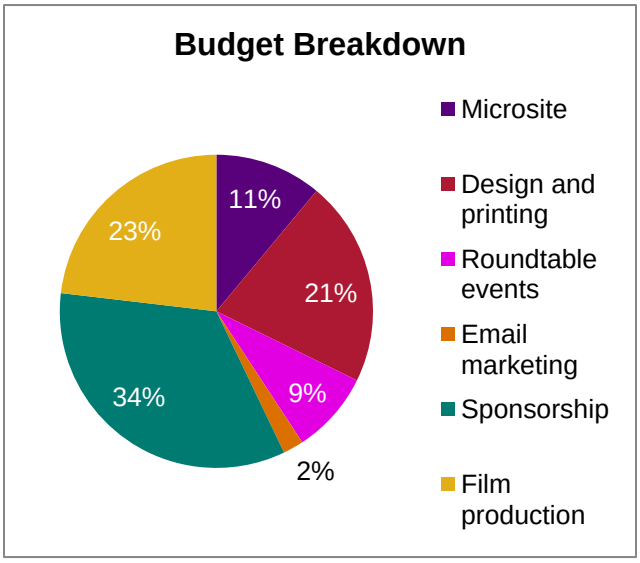
Phase 2:

May – June 2014:	Film produced
June 2014 – Present:	Social media campaign for town nominations and further report downloads
September 2014 (planned):	Phase 2 results measurement

Budgets

The budget for the campaign comprises:

These details were provided to judges in the original submission but are commercially sensitive and therefore confidential.



Results

The campaign has already met and exceeded our objectives, with:

- Over **800 leads generated** through report downloads, 38.2% from target group of retail developers & investors and local authorities
- Speaking invitations for both 2013 and 2014 Estates Gazette Retail Summit (**biggest retail property conference in the UK**) and seven other regional retail conferences
- **257 registrants** for TCIM roundtable events across the UK
- Declaration by Property Week magazine as **one of "10 ideas that will change property"**
- Additional results details were provided to judges in the original submission but are commercially sensitive and therefore confidential.

The campaign is now entering a new phase, with a film released on 3 June at the 2014 Estates Gazette Retail Summit and nominations open for towns to participate in a pilot scheme.

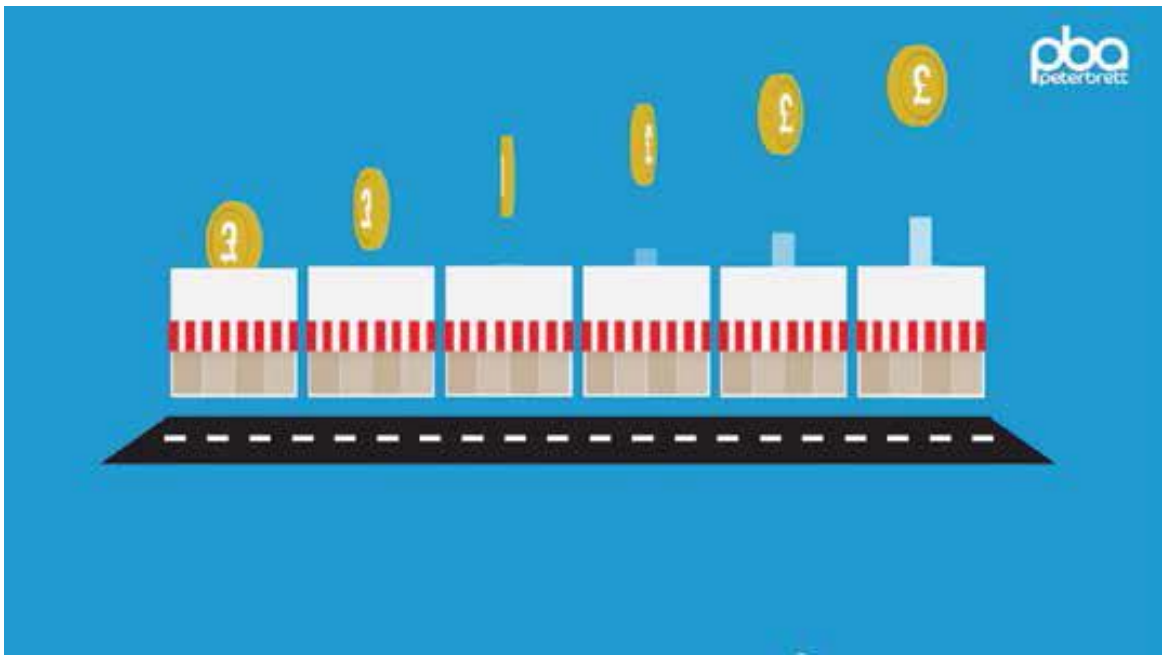


Image 3: Short film produced to introduce TCIM to a new audience and encourage town nominations from the public. Film was released 3 June 2014 and is available at https://www.youtube.com/watch?v=O9ZRRS2h_TA

Testimonial

“The campaign around TCIM transformed what was an intellectual argument for adaptation of the planning system into a genuinely disruptive force that captured the imagination of the market and resulted in a change in government policy around high street regeneration. It has also built PBA’s reputation within retail property, a sector we have never really worked in. We’ve gone from zero to hero in 12 months. Our approach to the TCIM campaign has been unbelievably powerful.”

- Tom Foulkes, Marketing Director, Peter Brett Associates LLP

Word count: 999

Supporting material supplied

The following materials are included in both the digital and printed submissions:

- Presentation board
- Whitepaper: “This paper is about getting investment back into the High Street.”
- Report: “This is an update about getting investment back into the High Street.”

Appendix

What exactly is Town Centre Investment Management?

Town Centre Investment Management works on the principle that fragmented ownership of a town centre’s property assets leads to an inability for that town to react quickly to changing market conditions. By combining all of the assets under single ownership, either through compulsory purchase order or real estate investment trust, the landlords/investors each own shares in the town centre and work together under direction of an investment partner to adapt the structure, market the town centre and secure tenants who contribute positively to that town.

Submission ends