

# COMMENDATION

EXCELLENCE IN  
**MARKETING - URBAN DEVELOPMENT**



## ADELA BURWOOD

Burwood

**Developer: Aoyuan International**

**Project Marketing/Creative Agency: Rare Identity**

Immersed in the vibrant heart of Burwood and characterised by a bold, striking architectural design, Adela is home to 107 residences of 1, 2 and 3 bedroom apartments over four separate building entrances. Adela's three rooftop sanctuaries have views of Burwood Park and the city skyline. Along with cutting-edge contemporary design, Miele appliances and premium finishes, Adela presents the Burwood market with a conveniently located and owner-occupier focused opportunity, somewhere the locals want to live.

Adela Burwood's marketing campaign began on the 16th September 2017 and focused on the design of the building and its key features that showed how

unique it was against competing developments. It was the smaller scale of the building, its quiet location and finishes that attracted enquiries. Finding a suitable location for the display suite was difficult as having it onsite was not a possible option in the time available. A retail space was found on Burwood Road, a 5-minute walk from the site itself.

Market interest was evident through the level of enquiry and walk-ins to the display suite which has been consistent since launch. This was a result of focusing on the immediate local market and positioning the marketing to show our engagement with the community.

## JUDGES' COMMENTS

The Adela Marketing Strategy demonstrated a clear understanding of the market and their target segment. This clarity of who the 'Adela customer is' informed product design, community spaces, the go to market strategy and the media campaign.

In a market that is highly competitive with very few product differentiators, the Auoyan marketing team turned to the strategic use of research to customise their message to appeal to the target segments, and customised the distribution channels to maximise cut-through.

An innovative omni-channel advertising campaign, with first-ever media executions impressed the judging panel and also impressed the buyers. Resulting in outstanding sales rates well above competitors.

# UDIA NSW CROWN GROUP AWARDS FOR EXCELLENCE 2018 WINNERS & COMMENDATIONS

## URBAN RENEWAL / ADAPTIVE REUSE

*sponsored by Northrop Consulting Engineers*

**Winner:** No.1 Lacey by Cornerstone Property Group in collaboration with BKH, Billard Leece and Made Projects

**Commendation:** Griffiths Teas Pty Limited by Cornerstone Property Group in collaboration with PopovBass & Growthbuilt

## NSW REGIONS DEVELOPMENT

*sponsored by houseandland.com.au*

**Winner:** Capri by CE Sourcing in collaboration with Central Element

## SUSTAINABILITY & ENVIRONMENTAL TECHNOLOGY

*sponsored by Lefand Group*

**Winner:** Brighton Lakes by Mirvac

**Commendation:** Elements of Byron by KTQ Developments

## MARKETING - LAND DEVELOPMENT

*sponsored by Flow Systems*

**Winner:** Harvest by AVID Property Group

**Commendation:** Caddens Hill by Legacy Property Group

## MARKETING - URBAN DEVELOPMENT

*sponsored by a+ design group*

**Winner:** Paragon of Pymont by Thirdi Group

**Commendation:** Adela Burwood by Aoyuan International

**Commendation:** East End Newcastle by Iris Capital in collaboration with Metropolis

## SOCIAL INFRASTRUCTURE

*sponsored by Aqualand*

**Joint Winner:** Public Housing Renewal Program by ACT Government in collaboration with Public Housing Renewal Taskforce

**Joint Winner:** Washington Park by PAYCE

## MASTERPLANNED COMMUNITIES

*sponsored by Strata Plus*

**Winner:** Willowdale by Stockland Development

## MEDIUM-DENSITY DEVELOPMENT (BELOW 100 DWELLINGS)

*sponsored by nbn*

**Winner:** No.1 Lacey by Cornerstone Property Group in collaboration with BKH, Billard Leece and Made Projects

**Commendation:** The Edge by RPF Group in collaboration with CKDS Architecture

## MEDIUM-DENSITY DEVELOPMENT (ABOVE 100 DWELLINGS)

*sponsored by Hays*

**Winner:** Harbourfront Balmain by TOGA

# UDIA NSW CROWN GROUP AWARDS FOR EXCELLENCE 2018 WINNERS & COMMENDATIONS

## SMALL-SCALE INFILL DEVELOPMENT

*sponsored by Kleinfelder*

**Winner:** Encore, Ramsgate Beach by HELM Pty Limited

## AFFORDABLE DEVELOPMENT

*sponsored by Department of Family & Community Services*

**Winner:** 46-48 Foveaux Street by SR46 Pty Ltd in collaboration with Growthbuilt

## MIXED-USE DEVELOPMENT

*sponsored by Apollo Kitchens*

**Joint Winner:** V by Crown Group

**Joint Winner:** 1 Parramatta Square (1PSQ) by Charter Hall

**Commendation:** Mascot Central by Meriton Group

## RETIREMENT LIVING

*sponsored by Willow Frank*

**Winner:** Wivenhoe Village Pty Ltd by Mbark Pty Ltd

## AGED-CARE

*sponsored by Mirvac*

**Winner:** Flame Tree by Thomas Holt in collaboration with Jackson Teece Architecture

**Commendation:** Uniting Annesley Haberfield by Uniting in collaboration with Calder Flower Architects

## GREENFIELD DEVELOPMENT

*sponsored by Country Garden*

**Winner:** Brighton Lakes by Mirvac

## RETAIL & COMMERCIAL DEVELOPMENT

*sponsored by PBD Architects*

### RETAIL DEVELOPMENT

**Joint Winner:** Elements of Byron by KTQ Developments

**Joint Winner:** Narellan Town Centre Redevelopment by Greenfields Development Corporation & D. Vitocco Constructions in collaboration with Dart West Retail

**Commendation:** AMG Sydney by Turner in collaboration with Gellink + Schwämmlein Architekten and Heller Designstudio

### COMMERCIAL DEVELOPMENT

**Winner:** International House Sydney, Barangaroo South by Lendlease

## HIGH-DENSITY DEVELOPMENT

*sponsored by PICA Group*

**Winner:** Wentworth Point Marinas by Billbergia Group

**Commendation:** Taiga by Sekisui House Australia