



COLIVING AWARDS

Application Guide 2024

Coliving Awards is the first award ceremony dedicated to highlighting key innovators, actors and ideas that are shaping the coliving industry.

If you are reading this guide, you are most likely considering and already preparing your application to the Coliving Awards 2024. It is imperative that you follow the instructions and requirements in order to prove your eligibility and position within the competition.

Thank you for joining us on this journey. We look forward to receiving your application and of course wish you the best of luck!

For Frequently Asked Questions, please check our [FAQ page](#).

For any further questions or queries, you can send us an email to connect@colivingawards.com.

Eligibility, Criteria & Process

Phase 1: Eligibility

In phase one, all applications will be reviewed by our internal team to make sure that all criteria are being met. During the eligibility phase our team will not judge or give a specific score to your application. We will simply make sure that the specific set of criteria are well represented in the deliverables from each applicant.

The criteria for each category includes a checklist and a set of relevant questions which need to be answered within the application and presentation in order to qualify. Please note that applications that do not directly respond to the criteria checklist and application questions and are not written in English will not be eligible to be evaluated by our lead judge and jury panel.

Phase 2: Evaluation from Lead Judge (Criteria & Evaluation Questions)

After our team reviews the applications for eligibility, our lead judge will evaluate all eligible presentations from his / her own category for phase two. According to the criteria checklist and required answers to respective questions, our lead judge will give a score for each application, which will result in the selection of maximum 4 finalists and 1 or more honourable mentions.

Phase 3: Jury Panel & Public Vote

Further evaluation by the whole jury panel will also be based on the set criteria and respective questions, and our wider jury panel will be responsible for nominating the winners of each category, alongside the public vote and the previous scores from each jury member.

Transparent Voting Procedure

Our voting system is based on the combination of different voting power percentages, accounting for: the expertise based evaluation by our lead jury member (35%), a congregate of votes by the jury panel (30%) and a public vote by industry stakeholders and audience through LinkedIn (35%).

The audience vote remains visible for the public to follow throughout the process, however the final results will be disclosed during the awards ceremony.

To see more about our voting procedure, you can review our [FAQ page](#).

Branding & Marketing

Branding and marketing for authentic shared living communities

Category Description

Customers – in this case colivers – and stakeholders want to follow bold initiatives and authentic leadership; as such, branding has hardly ever been as important as it is now. The right branding and marketing strategies can help position coliving companies as vanguards at the frontier of an evolving real estate industry. This category will celebrate the brand agencies, marketers and coliving operators who dared to challenge traditional residential living models to create authentic and timeless shared living brands.

For whom?

Creative agencies, digital and marketing agencies, branding agencies, in-house marketing and branding teams, designers and other creatives / marketers / brand specialists

Eligibility checklist

Your application will be considered eligible according to the criteria below:

- 1) **Brand recognition and reach:** quality of brand identity, brand awareness, use of various brand touchpoints, audience engagement.
- 2) **Values-driven:** branding and marketing reflects brand values, mission and vision and wider agenda for sustainable and impact-driven shared living.
- 3) **Strong brand identity:** identity (e.g. logos, visual identity, brand assets) is timeless and engaging.
- 4) **Engagement:** branding and marketing activities foster engagement (online & offline and both B2B & B2C), use unique visual communication and encourage sustainability, wellbeing and community-oriented mindset.
- 5) **Innovative and timeless approach to branding and communications:** smart / out of the box branding and campaigns that use new technologies, new media and are accessible across multiple platforms.

Evaluation questions

Besides the relevant information supporting the eligibility criteria, we have designed a set of questions that supports each of the evaluation points accordingly. Please make sure to answer each of these questions in your presentation in order to be eligible and properly evaluated by our lead judge and jury panel.

- 1) **Brand recognition and reach:** What is / what has been your marketing, communications and branding process and strategy? What are some of the innovative marketing, communications and branding techniques you use as a shared living brand? Please provide audience metrics when possible.
- 2) **Values-driven:** How are you taking into consideration the feedback of your audience to continuously shape your branding and marketing strategies? How are your users influencing your shared living brand? Please share your values and how your future / current users have influenced these.
- 3) **Strong brand identity:** How does your visual language represent your brand values, mission and vision? How does your shared living brand enhance user and community experience? Please provide any qualitative and quantitative data / metrics when possible.
- 4) **Engagement:** How do you use your branding elements / marketing campaigns to interact and engage with your communities (B2C and B2B)? How do these campaigns also facilitate interaction between your users / communities? Please provide engagement metrics when possible.
- 5) **Innovative and timeless approach to branding and communications:** How is your brand fostering long-term innovation, impact and consolidation within the wider shared living and real estate sectors?

Deliverables

In order to participate and submit a valid application to the Coliving Awards you will need to:

- Meet all the eligibility criteria, provide argumentation to prove you are meeting the eligibility criteria as well as include the answer to the set of questions within the specific category
- Fill in the form you will find on the portal to submit your application.
- In the form you will find a field to provide a **short description** that elevates your project submissions. This description may be used to present your project online on our website and during the Coliving Awards ceremony. Make sure it's representative and provides a high level outline of your project positioning in relation to the specified criteria. The length for this description should be between 1200 - 1500 characters including spaces.
- Deliver a presentation containing all information as stipulated in the point above, in PPT or PDF format (size 16:9, horizontal)
 - You can create a presentation with your own visual language and branding and provide as much information as you please to strengthen your applications. However, we are providing a templated presentation that may guide you through the process. Download the **Branding & Marketing** presentation template from the category page [here](#).
 - Your presentation should have a maximum of 20 slides.

- Your presentation must as well include the following information:
 - Name / Company representative of the applicant
 - Organisation / Company and logo (if applicable)
 - General information about the specific project / site / product in English
 - Additional resources requested in the eligibility and evaluation criteria, such as brand assets, audience and engagement metrics and other qualitative and quantitative data
- Applications must be in English in order to be processed and accepted
- Upload to the applicant portal the following materials:
 - Supporting images / renders (in hi-resolution JPG / PNG - 150 dpi) in ZIP format (max 10 images)
 - Name your files with the following system: organisation-projectname-image#
 - Representative project image (max 10 MB) to be used as a thumbnail in the application portal and other relevant communication from Coliving Awards about your project