



<b>Award Category</b>	The Digital Space
<b>Company Name</b>	

Have you invested in the digital side of your business? Are you being more creative with your marketing campaigns across social media? Is your website user friendly with a smart visual design and clear functionality, providing up to date and relevant information?

Many of you may be investing more time to the digital space and in creating content on platforms other than just your website, so tell us about it! Perhaps you are:

- Producing video content for YouTube
- Hosting webinars
- Posting regularly on social media
- Refreshed/redesigned/upgraded your website
- Seeing more traffic to your website and/or social channels

**Outline and describe your entry fully**, telling us how it meets the requirements of this category. Add supporting videos, photos, testimonials and relevant documentation to support and showcase your entry in the best possible light!

You can add it to this editable form or send it in on a word document – and **remember, you can submit more than one entry and enter more than one category.**

**FREE to enter and open to PCA Members Only.**

**Deadline for submissions is 11.59pm on Friday 25 April 2025.**

The judges will award scores based on the following criteria:

- **Inventiveness (up to 15 marks):** Assess this for originality? What is new or different?
- **Practicality (up to 10 marks):** If any projects were undertaken, were they well planned/researched prior to work commencing?
- **Drivers (up to 10 marks):** What were the key drivers? What issues had to be overcome?
- **Impact (up to 10 marks):** Were any significant technical problems overcome? Was the resolution suitable/well considered? Will this impact customers/their company/the industry as a whole?
- **Diffusion/Spread and Adoption (up to 5 marks):** If there is a unique approach/platform embraced, is there potential for this to be adopted by other companies?



Enter your text here (maximum 1,000 words)

A large, empty rectangular box with a thin black border, intended for entering text for the awards entry.

All awards entries should be emailed to [lisa.nieddu@property-care.org](mailto:lisa.nieddu@property-care.org).



**Please attach a copy of your logo and a team photo.**

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