



GLINT: COPRO and TPA win the European Property Award 2018/2019

Property developer COPRO wins European award for marketing concept behind GLINT in Development Marketing: Germany category

Berlin, 29 October 2018 – COPRO has emerged as the winner of the European Property Award for the marketing concept around its Wilhelminian ensemble, GLINT. The developer devised the marketing concept in consultation with TPA Real Estate Brands GmbH and submitted it for consideration in the Development Marketing category.

More than 80 experts representing every corner of the real estate industry selected the prizewinners in almost 50 categories, evaluating each submission based on its design, quality, service, level of innovation, originality, and sustainability. The independent jury was impressed by the multichannel communication strategy for the Wilhelminian-era GLINT ensemble, which is located in the heart of Berlin, between the Brandenburg Gate and Gendarmenmarkt. “We are delighted that our careful combination of individual communication channels worked so well as an extraordinary unified concept that won over the jury,” says Marc F. Kimmich, CEO of COPRO AG.

Exceptional communications bring GLINT to life

The marketing behind GLINT comprises a number of component parts, including the GLINT book – a print publication that details the awakening of the slumbering Wilhelminian ensemble. Inspired by the elegance of the historic building it is designed to promote, the book was recently awarded the Red Dot Award in the Publishing & Print Media category. Add to this the unmistakable branding, high-quality gifts for potential buyers, elegant pictorial ads, and a 360° virtual tour to offer people an exclusive glimpse inside the building and a panoramic view of Berlin from GLINT’s attractive rooftop. “Together with COPRO, we have succeeded in developing exceptional communications in a range of media, each in tune with the idea behind GLINT. These communications breathe new life into this historic architectural jewel and bring it into the 21st century through outstanding attention to every detail. The tailor-made strategy has helped to share the GLINT concept across all media,” explains Lutz Grimm, Managing Director of TPA.

GLINT: embodying new values while preserving the old

The aim of the marketing activities was to awaken the charm of the Wilhelminian-era property known as GLINT long before its planned renovation in the following year.



While paying close attention to the building's history and working in close coordination with the Berlin Monument Authority, GLINT will be transformed into a spacious residential quarter with commercial and community spaces; a place where new values will find a home and old ones will live on. This merging process is reflected in the name and the GLINT logo. An apartment store was also opened in the property last year, granting visitors an initial glimpse of how the residential interiors will look once works are complete. The store also provides space for meetings with potential buyers as well as special events. "The bespoke communications strategy helps to narrate the transformation of this Wilhelminian ensemble as it emerges from decades of hibernation, sharing its captivating story across all media", Kimmich explains.

European Property Award is the product of COPRO's 25 years of expertise
COPRO has been developing challenging real estate projects with long-term potential since 1993. The company, based in Stuttgart and Berlin, covers the entire real estate value chain: from conceiving project ideas through to development, implementation and completion, followed by the sale and subsequent management of the properties. The three business areas – project development, property management, and sales and services – work closely together and take care of each project across its entire life cycle. Now the winner of the European Property Award, the German developer is delighted to hold one of the most significant awards in the real estate sector. The European Property Award is part of the internationally renowned International Property Awards presented to winners working on projects in Europe. The awards ceremony took place on 25 October, 2018, in the The Royal Lancaster Hotel in London.



About COPRO

[COPRO](#) is an independent real estate developer and investor with projects located primarily in and around Berlin and Stuttgart. Founded by Marc F. Kimmich 25 years ago in Berlin and managed by Kimmich to this day, COPRO specialises in the development of complex property development projects and renovation of exceptional residential, office, and commercial properties, many of which are listed historical buildings. The company's services cover a property's entire life cycle, with special expertise in project development, sales and services, renting and property management.

COPRO manages a fast-growing real estate portfolio that currently comprises 22 properties. These cover a combined total space of more than 70.000 square metres, of which about two thirds are commercial, and the other third are residential. Portfolio highlights include Kaiserbau on Marienplatz in Stuttgart, originally built in 1911; the Geisberg Berlin development, a residential project based around an innovative community concept within a former post office in Berlin's Schöneberg district; and the transformation of the historical complex building [GLINT](#) in Berlin's Mitte district. COPRO is also establishing a solid reputation in urban planning, as demonstrated by the [Urbane Mitte Am Gleisdreieck](#) – an abandoned 4.3-hectare site that will have a total planned usable area of 119.000 square metres. Just a stone's throw from Potsdamer Platz, Urbane Mitte is set to become a modern and dynamic urban district. As a responsible developer, COPRO takes a holistic approach to every property. Throughout its 25 years in business, the company has dedicated itself to creating spaces worth living and working in. With maximum attention to quality, innovation, service, and sustainability, COPRO's developments are designed to satisfy the highest standards and individual requirements. Numerous projects around the company's headquarters and project locations are designed to serve the public good. These are an integral part of COPRO'S corporate culture and have been since the company's founding, reflecting its long-standing commitment to social engagement and building communities.

Pressekontakt

Nuno dos Santos
Serviceplan Public Relations & Content
Telefon: (089) 2050-4156
Fax: (089) 2050-604156
E-Mail: n.dossantos@serviceplan.com
Haus der Kommunikation
Brienner Straße 45 a-d
80333 München