

press information

architecture / integrated design / brand / real estate industry / vienna / berlin



top rated in Austria: the Brand "ATP Architects and Engineers"

Real Estate Brand Award 2010

Architecture Category goes to ATP

ATP Architects and Engineers received the Real Estate Award from the Premise Group for 2010 – the first awarding of the prize in Austria – underlining its position as one of the most valuable Austrian real estate brands. As the highest ranked band in the architecture category, ATP Architects and Engineers was named the Austrian prizewinner.

<http://www.immobiliemarkenaward.eu>

above picture (centre): Architect Horst Reiner, ATP Partner and Managing Director of ATP Vienna

short

Vienna, 16th June 2011 – The Real Estate Brand Awards were awarded this year by the Premise Group for the first time in Austria during a festive award ceremony in the Haas Haus. More than 500 brands from the key sectors of the real estate industry were analysed and evaluated as part of the award process.

ATP Architects and Engineers received the highest ranking in the architecture category, making it the first winner of the prize in Austria.

The previous evening, the German awards were presented in Frankfurt with the Architecture prize 2010 going to Murphy/Jahn Inc. Architects. (The 2009 winner was the British Architectural Office Foster + Partner).

Press Information

<http://www.immobiliemarkenaward.eu/#a16/tumblr>

APA/OTS:

http://www.ots.at/presseaussendung/OTS_20110616_OTS0213/oesterreichs-wertvollste-immobilienmarken-stehen-fest-bild#



Above: Architect Horst Reiner

Architect Horst Reiner, ATP Partner and Managing Director of ATP Vienna, received the prize with thanks and noted that *“the integrated design practised by ATP for more than 30 years has created a corporate culture which is to a certain extent unique amongst architectural offices in the German-speaking areas of Europe. It ensures that the architects and engineers of ATP are engaged in a constant process of questioning, reinventing and changing. This is how we see the corporate office of the future.”*

ATP received the highest ranking in the categories:

- Credibility
- Reputation
- Trustworthiness
- Sympathy
- Local Market Competence
- Professional and Sectoral Competence
- Flexibility
- Recommendation Rate
- Success



real estate brand award



Fifth from right: Architect Horst Reiner, ATP Partner and MD of ATP Vienna, surrounded by the prizewinners: From left: Otto Immobilien Gruppe, Richard Buxbaum; EHL Immobilien, Mrs Kolarz-Lakenbacher; Otto Immobilien Gruppe, Eugen Otto; EHL Immobilien, Michael Ehlmaier FRICS; Premise Group, Florian Schültke; Viertel Zwei, IC Projektentwicklung, Sabine Ullrich; EHL Immobilien, Franz Pöttl FRICS; HSG Zander, Sabine Harrer; HSG Zander, Gerhard Schenk; Wirtschaftsagentur Wien, Marion Enzi; Pioneer Investments, Doris Waldhof; Kurier, Claudia Stradner; Premise Group, Harald Steiner

Since 2009 the Berlin Premise Group has carried out what it calls the first representative brand value study of the real estate industry. The analysis is carried out in the following corporate categories:

- * Investors / Funds
- * Banks
- * Developers
- * Asset Managers
- * Property Managers
- * Facility Managers
- * Real Estate Agents
- * Online Platforms
- * Project Managers
- * Architects
- * Economic Regions
- * Economic Locations

The companies in each category with the highest rating are awarded the Real Estate Brand Award.

The award is based on the Real Estate Brand Potential Index®. The empirical basis of this scientific market evaluation approach, which is the first representative brand value analysis of the real estate industry, is a representative on-line survey in which every year more than 500 brands from the key sectors of the real estate industry are evaluated. A mathematical rating then determines the brand value taking into account 17 evaluation criteria addressing the evaluation levels of brand recognition, identity, positioning and quality. The evaluation has taken place annually since 2009 in Germany. The Real Estate Brand Award was extended to Austria in 2010 and will now become an annual event. The market research in Austria was carried out by mpg Solutions. As the importance of strategic brand management is of ever increasing importance to real estate companies, the Premise Group is preparing to extend the award to the CEE market.

Questions

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