



ICSC Solar Marketing Awards



2010 Winners

Solaris Astronomical Observatory
Solaris Center, Opole, Poland



The ICSC Solal Marketing Awards bring together the very best of retail marketing across Europe and South Africa to reward those with the most effective campaigns. Recognising best practice and outstanding marketing performance, the ICSC Solal Marketing Awards are seen as a benchmark of quality throughout the industry.

Award Categories

Cause Related Marketing

A single or ongoing event, programme or project, whose objective is to benefit a community cause thereby building centre goodwill in its trade area. It may be charitable, promote a community cause or present an event that serves a local interest or lifestyle.

Public Relations

A planned public relations programme or activity designed primarily to benefit the commercial interests of the shopping centre. The objective is to address a shopping centre/company need rather than a community need.

Consumer and Trade Advertising

Strategic or tactical efforts to advertise a shopping centre that demonstrates creativity and effectiveness. The entry can be an integrated campaign across several mediums or be one single piece of creative work that addresses and achieves a specific objective.

Sales Promotion

Promotional or merchandising events or initiatives designed to stimulate increased sales. The promotion must take place in-centre and may involve joint activity with retailers.

Grand Opening, Anniversary, Refurbishment or Extension

A complete campaign to introduce a new, refurbished or extended shopping centre.

Alternative Revenue

This category recognises efforts that directly impact a centre's revenue performance or operational efficiency. The entry could show marketing-led initiatives that may comprise sponsorships, strategic alliances, endorsements, retailer partnerships, speciality leasing programmes that genuinely add to a centre's financial vitality or innovative ways of generating new revenue sources.

Business-to-Business

A campaign or programme designed to benefit the leasing/letting of an existing or new shopping centre.

New Media

Strategic programs and plans that include Websites, Online Branding Campaigns, Social Media (Blogs, Social Media Sites) and/or Mobile marketing (Text Messaging, Mobile Websites, Mobile Directories, etc.) to achieve brand and marketing communication goals for a shopping centre or company.



CAUSE RELATED MARKETING

From 5,000 sq. m. to 20,000 sq. m.



Solaris Astronomical Observatory Solaris Center

Opole, Poland

Owned by: Keyinvest Ltd

Managed by: IGI Management Ltd

For the first time in a shopping mall people have a chance to see the Sun like never before through the unique, fully automatic astronomical observatory created in Solaris Center. This completely free experience for all Solaris visitors is dedicated solely to education and science popularisation and provides continuous observations of the Sun. This permanent non-profit project added a new dimension to the image of Solaris Center and extends it far beyond a commercial place.

Professional Recognition

Magda Derwicz, Manager, IGI
Padraic Coll, General Manager, IGI

CAUSE RELATED MARKETING

From 20,001 sq. m. to 40,000 sq. m.



Cooking Neustadt Fischapark

Betriebsgesellschaft m.b.H
Wiener Neustadt, Austria

Owned by: Österreichische Spar AG

Managed by: SES Spar European
Shopping Centers GmbH

Each year Fischapark Shopping Centre creates a large-scale marketing campaign and this year was no different. With the focus on fine food the centre created a marketing campaign which came complete with a cookbook, a kitchen & fine food for a good cause. The net profit from the sales of the special cookbook, FISCHAPARK kocht* für einen guten Zweck Neustadt ein ["FISCHAPARK cooks* (for a good cause) up Neustadt"] went to the Wendepunkt organisation and featured recipes of the childhood memories of individuals who had some sort of connection with FISCHAPARK—whether as artist, politician, host, businessmen and women. In addition, Fischapark raffled off a brand new dream kitchen to visitors. In the end, Fischapark presented a check of over EUR 4,000 to the Wendepunkt organisation, which is one of the most important psychosocial institutions dealing with the abuse of women and the resulting problems.

Professional Recognition

Doris M. Kapuy, Center Manager, Fischapark; Anita Oberhofer, Agency, Die Küche; Nicole Bauer, Marketing Manager, Fischapark; Karin Gatterer, Ass. Marketing, Fischapark; Christine Mahrer, Agency, Charisma

CAUSE RELATED MARKETING

From 20,001 sq. m. to 40,000 sq. m.



The Largest Mussel Pepper Dish in the World

Mongolfiera Taranto
Torre Rossa, Italy

Owned by: Coop Estense

Managed by: Sviluppo
Commerciale

To validate the new building opened for not even a year, Mongolfiera Shopping Centre created a magnificent idea to integrate and raise awareness of itself among its trade area—create the largest mussel pepper dish in the world! On Saturday the 1st of August 2009 in the parking area of Mongolfiera Shopping Centre 500 volunteers cooked 3692 kg of mussel pepper dish. The event not only broke the previous record kept by the French of 1 ton, it emphasized the main product from local economy and drew attention from largely beyond the local borders.

Professional Recognition

Fabio Porreca, CEO, Sviluppo Commerciale; Rachele Vigilante, Head of Property, Sviluppo Commerciale; Sonia Coppolaro, Property Manager, Sviluppo Commerciale; Valentina Farinola, Marketing Specialist, Sviluppo Commerciale; Roberto Consalvo, Shopping Centre Manager, Sviluppo Commerciale

CAUSE RELATED MARKETING

More than 40,000 sq. m.



Bluewater Apprenticeship Scheme

Bluewater
Greenhithe, United Kingdom

Owned/Managed by:
Lend Lease, LLRP

The Bluewater Apprenticeship Scheme was launched on April 2009 as part of Bluewater's tenth anniversary pledge to continue its on-going commitment to meeting the needs of the local community. Developed by Bluewater and The Learning Shop, a pioneering partnership between Lend Lease, North West Kent College and Jobcentre Plus, is a unique initiative to identify and train ambitious, high-flying 16- to 24-year olds as the future of the retail industry. Unlike other Modern Apprenticeships it provides knowledge and skills, combined with experience of working across every aspect of running a successful retail business.

Professional Recognition

David Wilkinson, Head of Marketing, Bluewater;
Nick Thornton, Director,
Klein O'Rorke

CAUSE RELATED MARKETING

More than 40,000 sq. m.



Bonarka City Center – Opened for Good

Bonarka City Center
Krakow, Poland

Owned by: TriGranit Corporation
Managed by: Bonarka Management

Bonarka City Center is the first stage of one of the largest investments in Central and Eastern Europe which will eventually include office and apartment buildings. It is constructed on a reclaimed, post-industrial site through an investment of EUR 500 million and consists of 270 shops, 30 cafés and restaurants, the largest cinema in Poland and 3,200 parking spaces. Bonarka City Center's cause-related marketing efforts are based on the slogans "Bonarka, Open for Good" and "Bonarka Helps to Help" which has established the centre as a family-oriented centre dedicated to children's welfare. In 2009, Bonarka partnered with one of the largest local charities, the "U Siemachy" Association, and supported ten other charities that focus on helping needy children by hosting numerous special events and programmes at the centre.

Professional Recognition

Dariusz Rudzinski, Managing Director, Bonarka City Center/Bonarka Management;
Malgorzata Szychulda, Marketing Director, Bonarka City Center/Bonarka Management

CAUSE RELATED MARKETING

More than 40,000 sq. m.



Talent Week

Brent Cross
London, United Kingdom

Owned by: Hammerson & Standard Life Investments
Managed by: Hammerson Operations Ltd

In the middle of a deep recession, Britain was facing a crisis of confidence, with a perceived lack of talent and skills in their teen workforce. Partnering with a charity, retail, educational and industry bodies, Brent Cross worked with local schools to identify teenage talent and then reached out to them through a one-week series of special events and workshops at Brent Cross, helping young people recognise and develop their talents to the benefit of their communities.

Professional Recognition

Norman Black, Head of Marketing, Brent Cross; Rebecca McGuire, Marketing Communications Manager, Brent Cross; Amit Kakad, Marketing Coordinator, Brent Cross

CAUSE RELATED MARKETING

More than 40,000 sq. m.



My Grandparent and Me

Madrid Xanadú
Arroyomolinos, Spain

Owned/Managed by:
Ivanhoe Cambridge

After identifying a growing demand in the Region of Madrid for services aimed at enabling elders to live a better and more integrated life, Madrid Xanadú created its MI ABUEL@ Y YO (MY Grandparent and me). The event consisted of a variety of activity areas for grandchildren and grandparents to participate in and included traditional fair games, a large format photo exhibition with pictures taken over 50 years ago, massages, story tellers, drawing atelier for children, yoga, gym, memory training, laughter therapy and sexology classes for elders. In addition, the centre reached a collaboration agreement with a circus that was installed in the centre's outdoor parking during one week. A special show was held on Grandparent Day and all grandparents with their grandchildren attended the circus show for free courtesy of Madrid Xanadú. Over 1,000 people participated in the event, including 365 pairings of grandparents and grandchildren.

Professional Recognition

Daniel Moyano, Marketing Director,
Madrid Xanadú

CAUSE RELATED MARKETING

More than 40,000 sq. m.



Double Reason to Celebrate

Manufaktura
Lodz, Poland

Owned by: Manufaktura Ltd
Managed by: Apsys Management

The Mayor of Lodz, the city that Manufaktura is located, won an election on a “No More Shopping Centers” policy. During the construction of Manufaktura local city attorneys did everything possible to delay construction, but, three years after opening Manufaktura, its anniversary finally became the main location of the Lodz City Days. Manufaktura partnered with city attorneys on creating the three main events for the celebration; an outdoor showing of *2001: A Space Odyssey*, a live performance of “Moon Fisher” by French street theatre Plasticiens Volants, and a Myslowitz concert, which all took place on Manufaktura market square. Overall by being the prime location for Lodz City Days Manufaktura changed the Lodz Days celebration into an extraordinary event evaluated by Lodz citizens as the best in history and brought 431,393 visitors to the centre in three days.

Professional Recognition

Agnieszka Nowak, Marketing Director, Manufaktura/Apsys; Slawomir Murawski, Centre Director, Manufaktura/Apsys; Ewa Bienkowska, Marketing Specialist, Manufaktura/Apsys; Agnieszka Mikurenda, Marketing Specialist, Manufaktura/Apsys

CAUSE RELATED MARKETING

More than 40,000 sq. m.



Road Safety Dekra Event

Mediterranean Cosmos
Thessaloniki, Greece

Owned by: Lamda Development,
Sonae Sierra, Charagiannis
Managed by: Mediterranean
Cosmos Property Management

For the first time in Greece, DEKRA organised an event at Mediterranean Cosmos featuring live crash tests with real cars and dummies in an effort to expose the public to the dangerous effects of driving without safety. The event was sponsored and had support of the Fire Brigade, Municipality of Thessalonica, Greek First Aid Center, Hyatt Regency, and PepsiCo. Overall, the event attracted more than 3000 viewers and gained local and national media coverage all over Greece.

Professional Recognition

Grammenidou Evi, Center manager, Mediterranean Cosmos Property Management; Vidali Marietta, Country Marketing Manager, Sonae Sierra Property Management; Matos Maria, Marketing assistant, Mediterranean Cosmos Property Management; Kyriakos Kontaxian, Deputy center manager, Mediterranean Cosmos Property Management

CAUSE RELATED MARKETING

More than 40,000 sq. m.



MEGA Fairytale

MEGA Ekaterinburg
Ekaterinburg, Russia

Owned/ Managed by: IKEA
Shopping Centres Russia & CIS

After a huge successful spring/summer social event MEGA Ekaterinburg decided to come up with an event that would keep building the centre's goodwill and social image. Mega-Fairytale featured a contest for children 7-14 years old who were asked to write a fairytale by themselves. The best fairytales were published in the MEGA-Fairytale book and presented to MEGA visitors. The centre received 270 fairytales and 50 were printed in the book. Every participant was invited to attend an awarding ceremony /book presentation with the famous Russian children's poet and song writer Yury Entin. Overall the centre printed one thousand (1000) exemplars of the book.

Professional Recognition

Tatiana Kosyakova, Event Coordinator, IKEA Shopping Centres Russia & CIS; Elena Boytsova, Key Account Manager, IKEA Shopping Centres Russia & CIS; Ksenia Dobrovolskaya, Marketing Assistant, IKEA Shopping Centres Russia & CIS; Ekaterina Voynova, Marketing Manager, IKEA Shopping Centres Russia & CIS

CAUSE RELATED MARKETING

More than 40,000 sq. m.



Oriocenter EcoCentro

Oriocenter
Orio al Serio, Italy

Owned by: COMMERZ Real
Investmentgesellschaft mbH
Managed by: Oriogest

EcoCentro was a project that involved environmental information, training and communications organised by the Oriocenter Shopping Center from June 2009 through December 2009. It was created with complete respect for the environment and was conceived to actively involve the public in creating an eco-sustainable lifestyle through information, best practices and presentations of Green Economy products. Overall more than 6 million visitors came to the centre during the campaign.

Professional Recognition

Esmeralda Cappellini, Head of Property Management, Oriocenter/Oriogest

CAUSE RELATED MARKETING

More than 40,000 sq. m.



Be Eco-centric

Silesia City Center
Katowice, Poland

Owned by: Nowe Centrum LLC
(Immoeast)
Managed by: SCC Management
LLC

After Silesia City Center's first successful recyclable waste collection action in September 2008 the centre wanted to escalate its results with a twist during the next campaign. Rather than rewarding people for their collection activity directly, the centre concentrated on rewarding external organisations who influence a large number of people. With this simple shift in focus the centre was able to collect 36 tons of waste paper in 2009 compared to 2 tons in 2008.

Professional Recognition

Marta Drzewiecka, Marketing Director, SCC Management
Ewa Marcinek, Managing Director, SCC Management
Anna Dworak, Marketing Manager, SCC Management

CAUSE RELATED MARKETING

More than 40,000 sq. m.



Our Local Angels

Silesia City Center
Katowice, Poland

Owned by: Nowe Centrum LLC
(Immoeast)

Managed by: SCC Management LLC

Silesia City Center created a partnership with one local organisation—the Association for Assistance to Children and Teenagers, “House of Guardian Angels”, commonly referred to as “the Angels” which is dedicated to helping local children, on a year-long campaign. The campaign began with “By rail on winter holidays” and sent Angels’ kids on their first winter holiday. In addition, Silesia City Center organised the Angels at Silesia City Center festival which featured artistic performances of children, games animated by volunteers, and a climbing contest for children. The climbing contest was a part of the project entitled “From the street to the top” whose aim was to show children from difficult environments that thanks to one’s endurance and commitment it is possible to “reach the top”. Overall the centre obtained publicity worth EUR 19,000, in the form of 30 publications in leading regional media.

Professional Recognition

Marta Drzewiecka, Marketing Director, SCC Management;
Ewa Marcinek, Managing Director, SCC Management;
Agnieszka Jurkiewicz, Marketing Manager, SCC Management;
Anna Dworak, Marketing Manager, SCC Management

CAUSE RELATED MARKETING

More than 40,000 sq. m.



St. Enoch Working

St. Enoch Centre
Glasgow, United Kingdom

Owned/Managed by:
Ivanhoe Cambridge

Against a backdrop of global recession and local job losses, St. Enoch’s management saw an opportunity to work with the community to get people back to work by using the vacancies that were created as a result of the centre’s £100m redevelopment. St. Enoch Working is an initiative run with Glasgow’s Local Regeneration Agencies (LRAs) and to date 29 retailers throughout the centre have used St. Enoch Working to fill more than 250 jobs since September 2009.

Professional Recognition

Susan Nicol, General Manager, Ivanhoe Cambridge; Anne Ledgerwood, Marketing Director, Ivanhoe Cambridge; Stephen McCrossan, Account Director, The BIG Partnership; Calum Graham, Chief Executive Officer, Glasgow West Regeneration Unit

CAUSE RELATED MARKETING

Joint Centre Campaign



Mr. Green

Bruun’s Galleri, Bergen,
Field’s Copenhagen
and Kolding Storcenter
Denmark

Managed by: Steen & Strøm
Denmark A/S

Prior to Copenhagen hosting the international climate conference—COP15 in December 2009 Steen & Strøm launched its own ambitious campaign in all 17 shopping centres in Denmark to enhance focus on both environmental and social responsibility. Partnering with the environmental cultural organisation “Viva la Renovation” Steen & Strøm developed the character Mr. Green whose purpose was to highlight sustainable choices in everyday lives and inspire people to use them. The campaign ran for more than five months and centered around a digital platform with the focus on social medias like Youtube, My space, Facebook, Twitter, blogs and mr-green.dk. In addition, the campaign featured one very large event each week held in public areas, parks, streets and festivals, to maximize media and PR attention. This was supplemented by a number of smaller events made in cooperation with individual stores in the shopping centres, as well as sponsor partners, and the media.

Professional Recognition

Lotte Andersen, Center Manager,
Steen & Strøm Denmark A/S

CAUSE RELATED MARKETING

Joint Centre Campaign



Differenziamoci

7 Sviluppo Commerciale Centres in Italy

Managed by: Sviluppo Commerciale

Seven Mongolfiera Shopping Centres in Puglia, Italy, joined together to create “DIFFERENZIAMOCI” whose focus was to encourage tenants and customers to adopt the green philosophy of “we do” instead of “you do” in order to make a difference in sustainability. The campaign featured a series of programmes and initiatives highlighting the centre’s creative recycling programmes and marketing initiatives involved tenants and consumers through the distribution of cloth bags, creation of green areas in all seven centres, cost savings on electricity and the collection of recyclable materials.

Professional Recognition

Fabio Porreca, CEO, Sviluppo Commerciale; Rachele Vigilante, Head of Property, Sviluppo Commerciale; Sonia Coppolaro, Property Manager, Sviluppo Commerciale; Valentina Farinola, Marketing Specialist, Sviluppo Commerciale; Annalisa Evangelista, Shopping Centre Manager, Sviluppo Commerciale

CAUSE RELATED MARKETING

Joint Centre Campaign



Santa Claus Factory

12 Ségécé's Shopping Centres in Hungary

Managed by: Ségécé

During the 2009 Christmas season 12 Ségécé's Shopping Centres partnered with the Santa Claus Factory to provide assistance to the poor during the holiday season. The programme allowed individuals to donate food, cleaning and washing agents, toys, clothes, any donation except cash, to families in need via the Hungarian Red Cross and Postal Services. In 2009, the Santa Claus Factory with the support of Ségécé Hungary once again became the largest Hungarian charity event and provided assistance to 133,000 people.

Professional Recognition

Franck Wasser, marketing director, Segece Hungary; Timea Szabo, marketing manager, Segece Hungary; Endre Zsolnai, main organizer, Zsendre Ltd.

PUBLIC RELATIONS

From 5,000 sq. m. to 20,000 sq. m.



Armazéns do Chiado Street Cinema

Armazéns do Chiado Lisbon, Portugal

Owned by: CRI-Commerz Real Investmentgesellschaft mbH
Managed by: Multi Mall Management Portugal

As an important anchor to Chiado, to the city of Lisbon and to Lisbon's inhabitants, Armazéns do Chiado 10th anniversary held a very special meaning and needed to be celebrated in a big way. As part the celebration and keeping with its tradition of offering the best animation in the city, Armazéns do Chiado invited everyone to the the Baixa-Chiado zone and with the support of Lisbon's City Council and Mártires Parish Council the centre transformed the 18th most expensive street in the World into an attractive outdoor theater where the preview of the first episode of Fringe was shown, followed by the exhibition of the hit movie “Slumdog Millionaire”. Hundreds of people attended this event and were delighted to be part of such a magical night.

Professional Recognition

António Matias Lopes, Managing Director Southern Europe, Multi Mall Management Portugal; Paulo Alves, Regional Manager-New Business, Marketing &, Multi Mall Management Portugal; João Cruz, Regional Manager, Multi Mall Management Portugal

PUBLIC RELATIONS

From 5,000 sq. m. to 20,000 sq. m.



MTV Play Love– Best Kiss of the Season

Armazéns do Chiado
Lisbon, Portugal

Owned by: CRI–Commerz Real
Investmentgesellschaft mbH

Managed by: Multi Mall Management
Portugal

In the spirit of love, Armazéns do Chiado became the main stage for the exchange of many passionate kisses and dedications a few days prior to Valentine’s Day as part of MTV’s Play Love–The Best Kiss of The Season. The event, held over two Saturdays, challenged sweethearts to surprise each other with a song, while recording their most romantic dedications which were then transmitted on Valentine’s Day on MTV. Several hundred couples showed up on Valentine’s Day with the most passionate and innovative kisses for the Best Kiss of the Season award and the event drew a total of 55,733 visitors to the centre.

Professional Recognition

António Matias Lopes, Managing Director Southern Europe, Multi Mall Management Portugal; Paulo Alves, Regional Manager—New Business, Marketing &, Multi Mall Management Portugal; João Cruz, Regional Manager, Multi Mall Management Portugal

PUBLIC RELATIONS

From 5,000 sq. m. to 20,000 sq. m.



SahneD (InTheStage)

DemirPark
Zonguldak, Turkey

Owned by: Demir Madencilik A.S.
(DemirGroup)

Managed by: Jones Lang LaSalle

Knowing the important role it plays in the city life of Zonguldak DemirPark created the on-going programme SahneD (In the Stage) which is a live TV broadcast from the centre spotlighting the local talent and the shopping centre. The programme, which consists of music, dance, picture and poems and quiz shows competitions, focuses on finding young talents from the city. In addition, the centre offers contests such as bowling, quiz, throwing balls, picking some materials from the stores, wheel of fortune for visitors shopping at the centre on special days as part of SahneD.

Professional Recognition

Ersin Ergun Keles, Centre Manager, DemirPark/JLL; Metin Demir, Director of DemirGroup, DemirPark/DemirGroup; Makbule Demir, Marketin Manager, DemirPark

PUBLIC RELATIONS

From 20,001 sq. m. to 40,000 sq. m.



10 Days 10 Nights Underwater in Shopping Center

Beylikdüzü Shopping Center
Beylikdüzü Istanbul, Turkey

Owned by: Migros Türk As

Managed by: ECE Türkiye
Proje Yönetimi As.

In 2009 Beylikdüzü Shopping Center wanted to create an extraordinary event which would bring attention country-wide to the centre and break the Guinness World Record Attempt of 10 days 10 nights underwater. The extraordinary record attempt kicked off on 30 August with the centre’s Pro-Diver submerging in to the 5x3x3 meters special constructed aquarium on top of the Beylikdüzü Migros Shopping Centre’s car park for a duration of 10 Days 10 Nights. In the end the Beylikdüzü Shopping Center broke the World’s Record for the longest time under water with scuba gear and it created the country-wide buzz and media attention it set out for.

Professional Recognition

Baris Sezen, Shopping Center Manager, Ece Türkiye Proje Yön. As.

PUBLIC RELATIONS

From 20,001 sq. m. to 40,000 sq. m.



We're Getting Married in the Malls!

Kingdom Shopping Centre
Glenrothes, Great Britain, United Kingdom

Owned by: CIS Ltd
Managed by: NB Real Estate

During a time of economic difficulty, the Kingdom Shopping Centre made history in 2009 by hosting Great Britain's first wedding within a shopping centre through a competition which gave one lucky couple a chance to get married in the centre's event space. Through a creative media partnership with Scotland's highest circulating newspaper, The Scottish Sun, and sponsorship of prize elements, Kingdom Shopping Centre secured significant media coverage of the event within its target market and generated substantial cost savings, resulting in a fantastic return on investment of 934%. In addition, commercial partnerships promoted local retailers at the centre which resulted in overall retail sales up by an average of 20%.

Professional Recognition

Anna Bluman, Marketing Manager, Kingdom Shopping Centre, NB Real Estate; Jim Gordon, Divisional Director, NB Real Estate; Chris Borton, Director-Retail Management, NB Real Estate

PUBLIC RELATIONS

More than 40,000 sq. m.



Bluewater Virgin Media SpeedWeek50/Jenson Button

Bluewater
Greenhithe, United Kingdom

Owned/Managed by: Lend Lease, LLRP

From 14-20 October 2009, Bluewater hosted Virgin Media's SpeedWeek50, a week-long experiential event to launch Virgin Media's new broadband service. The event included a personal appearance from Jenson Button and Bluewater created a unique brand experience, allowing Jenson to meet the public in an F1-style paddock, drive hotlaps in a Mercedes around a bespoke track, and complete a Q&A session with the BBC's F1 commentator. Jenson's crowning as F1 World Champion, however, elevated the significance and media opportunity of the event for Bluewater.

Professional Recognition

David Wilkinson, Head of Marketing, Bluewater; Richard Isom, Head of Commercialisation, Bluewater; Nick Thornton, Director, Klein O'Rorke

PUBLIC RELATIONS

More than 40,000 sq. m.



Forum Istanbul Tag Istanbul Event

Forum Istanbul
Bayrampasa/Istanbul, Turkey

Owned by: Multi Corporation B.V.
Managed by: Multi Mall Management B.V.

Among the extensive shopping mall offering in Istanbul, Forum Istanbul knew the importance of setting itself apart and the need to make a difference from the start. Forum Istanbul opening campaign targeted creating awareness, curiosity and traffic by featuring a teaser campaign which included an art activity called TagIstanbul. TagIstanbul was organised with local and international artists who painted Istanbul's most famous and giant buildings with lights for one night.

Professional Recognition

Joao Xavier, Managing Director, Forum Istanbul; Binnaz Dincer, Marketing Director, Forum Istanbul; Seden Bolat, Corp. Comm. Director, Multi Turkmall; Mark Cunningham, Director Mktg&Comm., Multi Corporation

PUBLIC RELATIONS

More than 40,000 sq. m.



“Fiction a Corte”

La Corte Lombarda
Bellinzago Lombardo, Italy

Owned by: Altarea Italia Srl

Managed by: Cogest Italia Srl

With the Fiction a Corte project, La Corte Lombarda put its name forward to be the host set for the new television series, “Fratelli Benvenuti”. “Fratelli Benvenuti” is a family comedy about the adventures of the Benvenutis, who had always run a delicatessen on the main street but decided, due to competition, to relocate to the mall. La Corte Lombarda is the main setting for the stories and hosts the crew and the entire cast working on filming for 17 weeks. By being the host set, La Corte Lombarda found a way to tell its own story and describe its mission, as well as forge an even stronger bond with the community.

Professional Recognition

Carmen Chierigato, Managing Director, Cogest Italia Srl;
Diego Negretti, Shopping Center Manager, Cogest Italia Srl;
Francesco Zamboni, Marketing Manager, Cogest Italia srl;
Elisa Traunero, Marketing Staff, Cogest Italia srl

PUBLIC RELATIONS

More than 40,000 sq. m.



The Fastest Toddler in Slovakia

Polus City Center
Bratislava, Slovak Republic

Owned by: Immoeast AG

Managed by: TriGranit Bratislava/Management/, spol. s r.o.

Polus City Center opened as the country’s first mall in 2000 and became the city’s hotspot. Its perception changed in 2007 when rising competition had negative impact on the once family-oriented centre. As a result, Polus City Center needed to create a unique event to catch the attention of media and reestablished its family friendly image again. The centre came up with the idea of the Fastest Toddler in Slovakia which featured toddlers 6–11 months crawling a 5 m long track in the shortest time. The event met parents’ high interest and more than 100 babies participated with final 86 toddlers competing. The competition itself lasted more than two hours and the winner was awarded many valuable prizes (strollers’ sets, nappies, useful equipments for toddlers etc.) as well as a place in the Slovak Book of Records in 2010.

Professional Recognition

Petra Klasová Hándlová, Center’s Director, TriGranit Bratislava /Management/, spol. s r.; Dana Hanzelová, Marketing Director, TriGranit Bratislava/Management/, spol. s r.; Ivana Gereková, Marketing Manager, TriGranit Bratislava /Management/, spol. s r.

PUBLIC RELATIONS

More than 40,000 sq. m.



Free Your Body and Soul for Freestyle Session

Silesia City Center
Katowice, Poland

Owned by: Nowe Centrum LLC (Immoeast)

Managed by: SCC Management LLC

Has a shopping centre ever been a venue for International Sports Championships? Sounds as oddly as it might, Silesia City Center was the host site for the Official European Preliminaries to World Championships for Silesia Freestyle Europe competition in Freestyle dancing. This was the first time this type of event was organised in shopping centre. Overall the results were positive as the centre saw a 74% increase in footfall during first day of competition and attracted 26 thousand visitors more than usual.

Professional Recognition

Marta Drzewiecka, Marketing Director, SCC Management;
Ewa Marcinek, Managing Director, SCC Management;
Agnieszka Jurkiewicz, Marketing Manager, SCC Management

PUBLIC RELATIONS

More than 40,000 sq. m.



Center Married

Silesia City Center
Katowice, Poland

Owned by: Nowe Centrum LLC
(Immoeast)

Managed by: SCC Management
LLC

Shopping centres are natural meeting places for many, but, for some such a meeting could last for a lifetime. Silesia City Center took what was an unconventional request and turned it into a highly successful public relations programme – Center Married. Through a coordinated effort with a local radio station Silesia City Center created a competition between engaged couples for a chance to get married in the middle of Silesia City Center on Valentine’s Day. The event was widely publicised generating huge amounts of messages about the centre and even after a year, the event is still remembered and discussed by customers, the media, and the public.

Professional Recognition

Marta Drzewiecka, Marketing Director, SCC Management;
Ewa Marcinek, Managing Director, SCC Management; Anna Dworak, Marketing Manager, SCC Management

PUBLIC RELATIONS

Joint Centre Campaign



MEGA Model 2009

MEGA Parnas and MEGA Dybenko
Russia

Managed by: LLC IKEA MOS

When one thinks of MEGA Parnas and MEGA Dybenko they think of a place not only for shopping but for changing their lives. With this concept the two centres created the MEGA Model 2009 competition which gave any girl a chance to become a model, and, perhaps, change her life, by starting her professional modeling career. The competition was a huge success as 600 participants took part in casting calls. The winner received a contract from one of Russia’s leading model agency and the other 19 finalists were given prizes from programmes’ partners ensuring that everyone who participated has a life changing moment.

Professional Recognition

Ilya Ioffe, Marketing Manager, MEGA Parnas; Elena Redkina, Key accountant manager, MEGA Parnas

PUBLIC RELATIONS

Joint Centre Campaign



MEGA Fashion Tour

MEGA Khimki, MEGA Teply Stan
Russia

Managed by: IKEA Shopping
Centres Russia & CIS

MEGA is the largest chain of shopping centres in Russia and wanted to raise the retail experience for its visitors and tenants alike. Held for the 3rd time, MEGA Fashion Tour 2009 turned up the fashion spotlights and raised the scale, duration, geography, number of shows and participating brands featured in the tour to become the largest fashion-project in the world. During the six-week Fashion Tour, each of MEGA’s eleven malls hosted fashion related activities which highlighted the hottest and latest fashions trends. Over 22 million visitors came to MEGA on the weeks of the event, a 14.5 % increase compared to the weeks of MEGA Fashion Tour 2008 with sales increasing by 7% over 2008.

Professional Recognition

Natalia, Project Leader, IKEA Shopping Centres Russia & CIS; Martin Lundvall, Head of Media Sales, IKEA Shopping Centres Russia & CIS; Guillaume L’cueyer, Event Manager, IKEA Shopping Centres Russia & CIS; Irina Johansson, PR manager, IKEA Shopping Centres Russia & CIS; Denis Semenov, Advertising Manager, IKEA Shopping Centres Russia & CIS

CONSUMER AND TRADE ADVERTISING From 5,000 sq. m. to 20,000 sq. m.



Barreiro by MTV – From Grey to Rainbow

Forum Barreiro
Campo das Cordoarias, Portugal

Owned by: Rockspring LLP
Managed by: Multi Mall Management Portugal

Forum Barreiro, MTV Portugal, and the city council came together to offer an event where urban art and music mixed to perfection in order to raise awareness of not only of the shopping centre but the city of Barreiro itself. The event, BARREIRO BY MTV–FROM GREY TO RAINBOW, converted the monochromatic car park into a creative mixture of color. MTV Vj’s and Dj’s got everybody dancing with their musical battles, top writers performed live, and there were graffiti jams by five of the more famous the street masters. Five graffiti jams, more than 5 metres wide, were made on the walls of the car park which now serve as decoration for the car park.

Professional Recognition

Joao Martins, Marketing Manager, Forum Barreiro; Rita Luis, Marketing Manager jr, Forum Barreiro; Paulo Alves, Regional Marketing Manager, Multi Mall Management

CONSUMER AND TRADE ADVERTISING From 20,001 sq. m. to 40,000 sq. m.



Icon Weeks

Bruun’s Galleri
Archus C, Denmark

Owned/ Managed by: Steen & Strøm Denmark A/S

Following Design Weeks in 2007 and Urban Art Weeks in 2008, the 2009 event, aptly named Icon Weeks, focused on great icons of modern culture e.g.: Mick Jagger, Grace Jones, Mickey Mouse, Michael Jackson and The Beatles. The aim was to highlight and celebrate the cultural icons who inspire and maintain a central position in collective cultural conscience and show how these icons have inspired the autumn/winter fashion look.

Professional Recognition

Anders Bojer Nielsen, Event Manager, Bruun’s Galleri; Claus Tüchsen, Marketing Director, Steen & Strøm Denmark A/S

CONSUMER AND TRADE ADVERTISING From 20,001 sq. m. to 40,000 sq. m.



Green Design

Vestsjællands Centret
Slagelse, Denmark

Owned by: Danica
Managed by: Steen & Strøm

Sustainability, GreenTech/Clean-Tech and climate change was at the very top of the agenda in Denmark during 2009 as Copenhagen got ready to host the COP15 climate summit in December. Vestjællandcentret (VSC) wanted to be part of this public agenda and at the same time make an alternative “fashion statement”. VSC’s GREEN campaign was designed to combine the centre’s brand position as the region’s fashion destination with its green agenda. GREEN invited forward thinking fashion designers (professional and amateurs) to submit clothes made from recycled or otherwise sustainable materials with winning designer being awarded 25.000 DKK (~3.500 EUR). During a two week period the designs were displayed in the central atrium area of VSC and customers were encouraged to vote on their favourite design via the VSC web site. The centre also invited children to participate in various hands-on climate experiments and encouraged customers to charge their cell phones by means of power generated by exercise bikes in the centre.

Professional Recognition

Charlotte Andersen, Center Manager, Vestsjællands Center

CONSUMER AND TRADE ADVERTISING

More than 40,000 sq. m.



City2 Mad Music

City2

Taastrup, Denmark

Owned by: Danica

Managed by: Steen & Strøm
Danmark A/S

Facing its biggest competitive challenges in 35 years, along with the general global financial recession, City 2 created the integrated campaign, City2 Mad Music, which strengthened the centre's overall fashion-profile and supported its position as a centre with great social responsibility. The City2 Mad Music campaign featured a fashion component which promoted the new autumn fashion trends; an Internet-based auction featuring a number of large Danish music artists and international artist as well donated various personal effects (t-shirts, caps etc) with proceeds being donated to DanChurchAid. In addition, City 2 was a partner of the big VOICE concert-event VOICE09 and hosted the Concert in City 2 during the Mad Music campaign.

Professional Recognition

Bente Enert, Marketing Manager, City2; Morten Theil, Man. Director, Bocca Advertising; Birthe Nielsen, Creative Director, Bocca Advertising
Jesper Kjeldsen, Art Director, Bocca Advertising

CONSUMER AND TRADE

ADVERTISING More than 40,000 sq. m.



Meadowhall. A World of Difference

Meadowhall
Sheffield, United Kingdom

Owned by: British Land/LSI

Managed by: British Land/Smith
Young Partnership

In November 2009, Meadowhall launched a new two-year television-led advertising campaign in the Yorkshire region entitled Meadowhall – A World of Difference. The creative highlighted the breadth and diversity of Meadowhall's new offerings, but in an emotional rather than rational capacity. A series of vignettes were created using Meadowhall and its brands as a backdrop, however, the vignettes suggested that the locations could be a number of places around the world known for their fashion or catering offerings, such as Tokyo, Paris and Milan.

Professional Recognition

Richard Pinfold, Head of Marketing, Meadowhall; Jeff Klein, Managing Director, Klein O'Rorke

CONSUMER AND TRADE ADVERTISING

More than 40,000 sq. m.



Teras Park Re-Launch Advertising Campaign

Teras Park Outlet
Denizli, Turkey

Owned/Managed by: Corio Turkey

In an effort to keep up with the social transformation brought about in Denizli because of the economic crisis and to meet the change in the purchasing power and expectations of the locals, the owners of Teras Park changed the centre into an outlet centre. This was done to enable the people in Denizli and the whole region to enjoy shopping at suitable prices in an economic way. Prior to the change Teras Park Outlet created a comprehensive campaign to promote the outlet concept through newspaper and radio ads; an opening and concert programme which featured a live broadcast of the concert on the TV; announcements within the mall; and the distribution of 40.000 leaflets in the city on bikes bearing the Teras Park logo. As a result of the efforts made, 100.000 people visited the outlet during the first three days of opening.

Professional Recognition

Esra Yalçın, Marketing Manager, Corio Turkey; Burcu Kayum, Marketing Associate, Corio Turkey; Serap Balkaya, Assistant Marketing Manager, Corio Turkey; Tugce Vargel, Marketing Associate, Corio Turkey; Selda Kilinç, Shopping center marketing manager, Teras Park Outlet

CONSUMER AND TRADE ADVERTISING

More than 40,000 sq. m.



Love Style—Love The Liberty Shopping Centre

The Liberty Shopping Centre
Essex, United Kingdom

Owned by: Cosgrave
Property Group
Managed by: DTZ

Faced with a lack of brand identity The Liberty Shopping Centre devised an integrated marketing campaign embracing all disciplines from creative, advertising, public relations, events, sales promotion and E-marketing to educate shoppers that The Liberty was the shopping centre for style/fashion and that there are always reasons to come to The Liberty.

Professional Recognition

Susan McCall, Marketing Manager,
The Liberty Shopping Centre

CONSUMER AND TRADE ADVERTISING

More than 40,000 sq. m.



Whitefriars, Canterbury—Where the Mood Takes You

Whitefriars Shopping Centre
Canterbury, United Kingdom

Owned by: Henderson Global
Investors
Managed by: DTZ

Whitefriars Shopping Centre's Where the Mood Takes You campaign represented a step-change in communications activity at the award-winning centre. Underpinned by research, the campaign redefined the centre's key audiences and developed core messages that were relevant and memorable. A fresh proposition and visual identity were created and rolled out across an integrated package of offline and online channels. At a time when the country was facing one of the worst recessions in the past 100 years, footfall at the scheme increased by 9% year-on-year and sales grew by 5%.

Professional Recognition

Peter Scutt, Centre Manager,
Whitefriars Shopping Centre;
Andy Konieczko, Account Director,
Halogen; Martyn Barr, Director,
Impact; Nick Tomlin, Director,
Tomlin Bean, Frank Lyons,
Director, AMS

CONSUMER AND TRADE ADVERTISING

Joint Centre Campaign



Fashion 4You

ArrabidaShopping
and CascaiShopping
Portugal

Owned by: Sonae Sierra
Managed by: Sierra Management
Portugal, SA

Cascais and ArrabidaShopping are shopping centres that offer style and glamour. It has the best fashion and accessories stores in the mix, attracting visitors from higher classes to a unique, sophisticated atmosphere. As such, the centres developed their Fashion 4You event to reinforce its message that "Personalize Your Clothes Makes All the Difference". The programme worked off the idea implemented by some premium clothing brands that personalizes and customized their collections and recreated an atelier within Cascais and ArrabidaShopping where customers could bring a piece of clothing or accessorize bought at the centre and have it customized by a Portuguese Designer.

Professional Recognition

Carla Pereira, Cluster Manager,
Sierra Management Portugal, SA
José Galvão, Marketing Assistant,
CascaiShopping; Joana Pereira
Mendes, Marketing Assistant,
ArrabidaShopping

CONSUMER AND TRADE ADVERTISING

Joint Centre Campaign



De-Brand/Re-Brand

The Ashley Centre, Broadwalk, The Grosvenor Centre United Kingdom

Managed by: DTZ

The 283m Euro purchase of three centres by Bride Hall from the Mall Corporation was one of the biggest property coups of recent times. This led to an unusual marketing challenge—completely rebrand three centres simultaneously, with new identities, new advertising and new collateral all within a three month period. The results were amazing with a 179000 Euro saving on the budget and enthusiastic shoppers, retailers and local authorities. The Bride Hall rebrand success story continues with expansion plans on track thanks to the effectiveness of the campaign.

Professional Recognition

Alan Thornton, Director, Madison Soho

SALES PROMOTION

From 5,000 sq. m. to 20,000 sq. m.



Open Air Night Cinema

Forum Madeira Funchal, Portugal

Owned by: RREEF

Managed by: Multi Mall Management Portugal

During the hot summer nights, Forum Madeira presented for the first time Madeira Open Air Night Cinema sessions in the main square of the centre. Visitors were able to watch the best movies of the year comfortably seated in sofas and puffs. All the expected results were achieved with an increase in traffic by 9,4%, overall sales increased 2,3%, Cinemas sales increased 65% and the food court sales increased 10%. In addition, the centre received 20.275,00 in media coverage of this event.

Professional Recognition

Matias Lopes, Managing Director Southern Europe, Multi Mall Management Portugal; Paulo Alves, Regional Manager Ne Business & MKT Comunic., Multi Mall Management Portugal; Florence Ricou, Regional Manager, Multi Mall Management Portugal

SALES PROMOTION

From 20,001 sq. m. to 40,000 sq. m.



Vivi il Centro da Protagonista

Bariblu Triggiano/Bari, Italy

Owned by: Colmpredil Spa

Managed by: Sviluppo Commerciale srl

In 2009 Bariblu began a new strategy of restructuring due to the temporary absence of a strong and attractive food pole. The centre redefined its strategic assets and its way of interacting with its employees and customers by focusing on image coherence; closeness to customers, and homeliness of the centre. The starting point was the invitation to all centre employees and customers to feel at home in the centre by means of simple daily activities.

Professional Recognition

Franco Pisa, Ceo, Coimpredil Spa; Cristina Marchesi, Asset Manager, Coimpredil Spa; Maria Rosaria Zenga, Property Manager, Sviluppo Commerciale srl; Gaetano Nigri, Shopping Centre Manager, Sviluppo Commerciale srl; Stefania Semeraro, Marketing Manager, Sviluppo Commerciale

SALES PROMOTION

From 20,001 sq. m. to 40,000 sq. m.



CAPGETİR

Capitol Shopping Center
Istanbul, Turkey

Owned By: Tursoy Otelcilik Ve Tur.
Yat. & Mesa Mesken San.

Managed By: Capitol Alisveris
Hizmetleri Tic. A.S.

Capitol Shopping Center redefined the principle of customer satisfaction with their CapGETİR promotion. The promotion centers around if you can't find the color, size or model of an item you like in a Capitol shop and if another shop has it, Capitol shall CapGETİR the item you want as you shop around or have a cup of coffee at Capitol. Using the slogan "YOU CAN FIND ANYTHING AT CAPITOL WITH CapGETİR!" all a visitor has to do if she/he can't find something they desire in a Capitol shop is just inform the shopkeeper and spend two hours at the centre and the item will be fetched for them.

Professional Recognition

Mert Aksoy, Board Member, Capitol Shopping Center

SALES PROMOTION

From 20,001 sq. m. to 40,000 sq. m.



Bite'n Buy At Kanyon

Kanyon
Istanbul, Turkey

Owned by: Eczacibasi Ilac San.
and IS GYO

Managed by: Kanyon Yonetim
Isletim ve Pazarlama Ltd. Sti.

Kanyon is located in a central business district and it is visited almost everyday by approximately 8.000 white-collar professionals who usually relax in Kanyon's outdoor areas or have lunch in one of the many restaurants Kanyon has to offer but do very little shopping. Noticing this trend, Kanyon created "Bite'n Buy" to encourage those who only come for lunch to shop as well. The "Bite'n Buy" campaign, allowed Kanyon customers to obtain discount rates based on their lunch receipts. Overall, the campaign enabled Kanyon to gain new customers and increased retailer's profitability during and after the campaign.

Professional Recognition

Cagla Gul, Marketing Manager

SALES PROMOTION

From 20,001 sq. m. to 40,000 sq. m.



Event Superstar

Laugaricio Shopping Centre
Trencin, Slovak Republic

Owned by: CSIA

Managed by: Euro Mall Centre
Management, s.r.o.

Suffering from low footfall, Laugaricio Shopping Centre created a campaign that delivered the message that it is worth visiting Laugaricio and that Laugaricio is more than a regular shopping centre. Creating a tie-in with the unique reality show (similar to American Idol) Laugaricio held a show concert at the centre to increase interest and visitors to the centre and improve upon its image. The main message of the campaign was: "Won't you come? Come and experience a unique live concert from the Superstars!" With a very limited marketing budget this pop culture event was aimed at impressing the media, generating buzz and attract visitors to the new centre.

Professional Recognition

Ludmila Hoosova, Marketing
Coordinator, Laugaricio/Euro Mall
Centre Management

SALES PROMOTION

From 20,001 sq. m. to 40,000 sq. m.



Big Boys Toys

The Chimes Shopping Centre
Uxbridge, United Kingdom

Owned by: Liberty International
Managed by: Capital Shopping Centres

Noticing the number of adult male shoppers had experienced a 10% decrease across a three year period The Chimes Shopping Centre set out to engage the elusive male shoppers. Over three days in January 2009, The Chimes sent a team of two people to offices, sports centres and ask men 'what they really want.' After interviewing over 300 men, the answers became clear-'We can't be bothered to browse, we want to be shown what to buy', 'We want somewhere to chill out and be entertained whilst our partners shop'. These insights, combined with a spark of inspiration from an annual event targeting males in New Zealand, lead The Chimes to create the Big Boys Toys event which targeted men specifically by featuring everything they love -gadgets, cars, sport, gaming and food.

Professional Recognition

Michelle, Moffitt, Marketing Manager, The Chimes Shopping Centre

SALES PROMOTION

From 20,001 sq. m.
to 40,000 sq. m.



Siphethosaziwayo - Celebrity Shopper Campaign

Umlazi Mega City
Umlazi Durban, South Africa

Owned by: SA Corporate Real Estate
Managed by: Old Mutual Investment Group Property Investments

In order for Umlazi Mega City to stay competitive it was necessary to implement a promotional concept that would deliver an exceptional shopping experience that would dazzle senses, touch hearts and stimulate minds. The campaign needed to bring sophistication and style to Mega City but most importantly embody its core promise "The Pride of Umlazi". In keeping with this Mega City developed Siphethosaziwayo...which means "We've got the Celebrities" translated from IsiZulu (KZN's home language) and gave consumers the chance to be served by one of five celebrities at various retailers at the centre with the grand prize of a family lunch at Umlazi Mega City with their celebrity of choice.

Professional Recognition

Doug Mayne, National Marketing Executive, Primedia Lifestyle;
Andile Mkhize, Regional Marketing Manager, Primedia Lifestyle;
Luleka Ngqulunga, Marketing Manager, Umlazi Mega City;
Feysel Potgieter, Centre manager, Umlazi Mega City

SALES PROMOTION

From 20,001 sq. m. to 40,000 sq. m.



Vincent Park My Vincinity Campaign

Vincent Park Shopping Centre
East London, South Africa

Owned by: Old Mutual Life Assurance Company (South Africa)
Managed by: Old Mutual Investment Group I Property Investments

Vincent Park Shopping Centre launched a CRM campaign in October 2009 when competition from a new mall in the area threatened to have a negative impact on the mall's shopper base. The campaign was launched in the form of a loyalty club and was given the name My Vincinity. The aim of the the campaign was to encourage shoppers to sign-up and become a member of the loyalty club creating a long-term relationship between the centre and customer.

Professional Recognition

Mariaan Hartwig, Marketing Manager, Vincent Park; Anna Mortimer, CRM Manager & Marketing Assistant, Vincent Park; Doug Mayne, National Marketing Executive, Primedia Lifestyle;
Andile Mkhize, Regional Marketing Manager, Primedia Lifestyle

SALES PROMOTION

More than 40,000 sq. m.



Christmas Miracles in Akropolis Kaunas

Akropolis Kaunas
Kaunas, Lithuania

Owned by: Deka Immobilien GmbH
Managed by: Resolution Property Management Lithuania

During Christmas 2009 Akropolis Kaunas wanted to enhance and increase its recognition as the main Christmas shopping centre in Lithuania. In doing so it created Christmas Miracles in Akropolis Kaunas which consisted of a real ice palace with an ice refreshment drinks bar in the entrance of the shopping centre; a Christmas Tree made from 2010 bottles of a sparkling wine; a Christmas Tree made from 10000 books ; the biggest indoor Christmas Tree in Baltic States (12 m high), and a visit from Santa Claus who collected more than 950 different Christmas presents from Akropolis Kaunas shops and tenants which were donated to the children of Children Clinics of Hospital of Kaunas Medicine University.

Professional Recognition

Sigitas Jautakis, CEO, Akropolis Kaunas/Resolution Property Management; Daiva Zvinyte, Operations Manager, Akropolis Kaunas/Resolution Property Management; Rida Tomkovidaitė, Head of Letting Department, Akropolis Kaunas/Resolution Property Management; Vladimiras Kononeko, Manager of the SC, Akropolis Kaunas/Resolution Property Management

SALES PROMOTION

More than 40,000 sq. m.



Antares Card

Antares Shopping Centre
Ankara, Turkey

Owned By: Dolunay Ormancilik Ticaret Ltd. Co.
Managed By: Jones Lang LaSalle

The Antares Card is a Customer Loyalty Rewarding Programme that provides customers the advantages of gaining bonuses, surprising gifts, discounts, activities, as well as providing retailers a way to create synergy between the brand and the customers. Antares Card enables customers to gain bonuses from their expenditures by credit card or cash and spend those bonuses free of charge at member stores at Antares. In addition, the Antares Card is a marketing tool for determining customers' brand choices by analyzing expenditures and shopping habits.

Professional Recognition:

Cigdem Gonen, Shopping Centre Manager, Jones Lang LaSalle

SALES PROMOTION

More than 40,000 sq. m.



The Treasure of Hercules Temple

Bahia Sur
San Fernando, Spain

Owned/Managed by: Unibail-Rodamco

Facing a decrease in sales and traffic Bahia Sur Shopping Centre created an attractive sales promotion that was geared to the whole family and offered fun, entertainment and culture. Inspired by real events in Cadiz's history, Bahia Sur developed The Treasure of Hercules Temple sales promotion event which featured a treasure hunt, book signing of the Cadiz authors Javier Castro and Enrique G. Luque latest novel, "The Sea Devils", weekly kids activities featuring a team of entertainers who made swords with balloons, face-painting and turned children into bearded pirates with colorful swords. In addition, for all treasure seekers, Bahia Sur provided a chance for the ultimate prize—a trip to an true island, Tenerife.

Professional Recognition

Cristina de la Torre, SC Marketing Manager, Bahia Sue SC - Unibail-Rodamco; Juan Antonio Rodriguez, SC Manager, Bahia Sur SC - Unibail-Rodamco; Maël Aoustin, Head of SC Management Spain, Unibail-Rodamco

SALES PROMOTION

More than 40,000 sq. m.



Celebrating the Fabulous

Cavendish Square
Shopping Centre
Cape Town, South Africa

Owned/Managed by: Old Mutual
Investment Group Property
Investments

Needing to increase sales and footfall during the last quarter of 2009 Cavendish Square devised an integrated marketing, media and communication strategy featuring top celebrities appearances. In total 22 local and 1 international celebrity made appearances at Cavendish Square during the last quarter of 2009 ensuring that Cavendish Square received blanket media exposure and excellent trading results for the retailers in spite of the global economic recession which has adversely affected the retail industry in South Africa.

Professional Recognition

Madrie Verwey, Marketing
Manager, Cavendish Square
Shopping Centre; Teagan
Westman, Events Manager,
Cavendish Square Shopping
Centre; Chantal Prince, PRO,
Cavendish Square Shopping
Centre

SALES PROMOTION

More than 40,000 sq. m.



“Time to Shoppink” – pink night/notte rosa

Centro Commerciale I GIGLI
Campi Bisenzio, Italy

Owned by: Eurocommercial Prop-
erties Italia; Immobiliare 2001
Managed by: Larry Smith Srl

Facing the fallout of the economic recession I Gigli presented Campi Bisenzio with a proposal to organise an all-night shopping event to mark the occasion of the Tour of Italy stopover at the centre. Inspired by the Tour of Italy and its symbol, the ‘pink jersey’, the theme of ‘The I Gigli Notte Rosa (Pink Night) – Time to ShopPink’ was created. The event marked the start of a period of celebration for I Gigli’s 12th anniversary and concluded with an appearance by special guest Renato Zero.

Professional Recognition

Alessandro Tani, Shopping Centre
Manager, I GIGLI/Larry Smith

SALES PROMOTION

More than 40,000 sq. m.



Alive Shop Models 2009 Family Shopping Center

MEGA Kazan
Kazan, Russia

Owned/Managed by: IKEA
Shopping Centers Russia & Cis

A great challenge faced the MEGA Kazan Family shopping centre marketing team during spring 2009 – the peak of world economic crisis. Finds ways to support tenants with sales and visitors and help them to promote their “new spring collection”. A positive, non-standard event Alive Shop Models became an excellent instrument for promoting the new season and collections, tenants and the centre itself. The idea of transforming consumers into live mannequins was geared to be attractive to tenants, visitors, and mass media. Overall 105 alive mannequins were standing in the shop windows during 2 days, pretending to be ballroom dancers, taxi drivers, photographers, flowers and even aliens.

Professional Recognition

Liana Sirazetdinova, Marketing
Manager, Mega Kazan/IKEA Shop-
ping Centers Russia & Cis; Polina
Kamalova, Deputy Marketing
Manager, MEGA Kazan/IKEA
Shopping Centers Russia & Cis;
Guzel Ibragimova, PR specialist,
MEGA Kazan/IKEA Shopping
Centers Russia & Cis; Farida
Khaliullina, Key Account Manager,
MEGA Kazan/IKEA Shopping
Centers Russia & Cis; Anastasia
Morozova, Designer, Mega
Kazan/IKEA Shopping Centers
Russia & Cis

SALES PROMOTION

More than 40,000 sq. m.



Forum Aydın Shell Campaign

Forum Aydın
Aydın, Turkey

Owned by: Multi Asset

Managed by: Multi Turkmall Mall Management

Still forming its identity Forum Aydın wanted to create a sales promotion that would help drive sales to the centre during the last three months of 2009. Knowing that consumers were dealing with high fuel costs, Forum Aydın decided to join forces with Shell Fuel Stations and offer Fuel Discount Cards based on their spending at Forum Aydın.

Professional Recognition

Mustafa Murat Sekmen, Managing Director, Multi Turkmall Mall Management; Seden Bolat, Marketing Director, Multi Turkmall Mall Management; Ceren Öztoran, Marketing Manager, Multi Turkmall Mall Management

SALES PROMOTION

More than 40,000 sq. m.



Super Size Your Summer

Gateway Theatre of Shopping
Durban, South Africa

Owned by: Old Mutual Investments Group Property Investments
Managed by: Primedia Lifestyle

Facing the effects of the economic recession Gateway Theatre of Shopping wanted to dash the gloom predicted by skeptics and make summer at Gateway better than ever before. Needing to incorporate the extensively wide range of offering at the centre during the summer the idea of 'Super Size your Summer' was developed. The campaign, which was directed to give everyone something, took in mall and out of mall marketing to another level by weekly drawing which gave shoppers a chance to win Gateway vouchers, as well as entering the grand prize draw for a @homelivingspace voucher valued at 800 euros.

Professional Recognition

Adrian Raw, Centre Manager, Gateway Theatre of Shopping; Hayley Jacobsen, Marketing Manager, Gateway Theatre of Shopping; Zahirah Variawa, PR Manager, Gateway Theatre of Shopping; Janine Payne, Events Manager, Gateway Theatre of Shopping; Doug Mayne, National Marketing Executive, Primedia Lifestyle

SALES PROMOTION

More than 40,000 sq. m.



Vodacom Durban July Gateway Theatre of Shopping

Durban, South Africa

Owned by: Old Mutual Investment Group Property Investments
Managed by: Primedia Lifestyle

Due to the unique variety of its tenant mix, Gateway Theatre of Shopping was the ideal destination to house and host a major fashion event for shoppers in the week leading up to the Durban July Race Day. By creating a unique sales promotion campaign Gateway Theatre of Shopping gave shoppers the opportunity to be directly apart of Durban July through a spend and reward programme. All shoppers had to do was show their shopping receipts for the chance to win a VIP experience to the Durban July.

Professional Recognition

Adrian Raw, Centre Manager, Gateway Theatre of Shopping Hayley Jacobsen, Marketing Manager, Gateway Theatre of Shopping; Doug Mayne, National Marketing Executive, Primedia Lifestyle; Janine Payne, Events Manager, Gateway Theatre of Shopping; Zahirah Variawa, PR Manager, Gateway Theatre of Shopping

SALES PROMOTION

More than 40,000 sq. m.



Enjoy the Beach at Madrid Xanadú

Madrid Xanadú
Arroyomolinos, Spain

Owned/Managed by: Ivanhoe Cambridge

During the summer months it is a tradition for a many of Madrid's inhabitants to travel to a beach. In the summer of 2009, Madrid Xanadú and Spain experienced the effects of the economic crisis and needed something to combat this crisis. Madrid Xanadú designed "Enjoy the Beach at Madrid Xanadu" which brought the beach to the centre and encouraged consumer spending through a sales promotion that guaranteed a consumer a gift by showing a purchase ticket for a minimum predetermined amount – all of gifts were related to summer and the beach. In addition, the Madrid Xanadu created two different beach play areas for kids and an exhibition where visitors could enjoy two unusual and impressive artistic displays – a giant sculpture (5x5x3m) made of 40 tons of sand and took seven days to complete, and two large flat screens showing sand animations created by the Israeli artist Ilana Yahav. During the event, visitors to the centre increased by 8.33% compared to 2008 and 1,911 people participated in the promotion.

Professional Recognition

Daniel Moyano, Marketing Director, Xanadú

SALES PROMOTION

More than 40,000 sq. m.



The Beach has landed @ Menlyn!

Menlyn Park Shopping Centre
Pretoria, South Africa

Owned by: Old Mutual Life Assurance (SA) Ltd & Pareto Ltd

Managed by: Old Mutual Investment Group: Property Investments

A common South African trend is that residents in the Gauteng province migrate to the coastal towns every December (summer) holiday. Given the 2009 economic climate many people could not afford to go away for their long summer holiday to the beach, and would be staying home looking for entertainment for their families. Menlyn Park decided to use this challenge as an opportunity and bring the beach to Pretoria with the its "Beach has landed @ Menlyn" campaign. The focus of the campaign was to heighten awareness of the centre and to prompt the public to recognise the Menlyn Events Arena as a concert destination. "The Beach has landed @ Menlyn" ran for 20 days, and included in-centre displays, promotions, competitions, Summer Beach Party at the Arena which included Carols by Candlelight Charity concert, Kids Fashion Show, Watershed Concert, Goldfish Concert and permanent Summer Beach Activities.

Professional Recognition

Olive Ndebele, Portfolio Manager, Old Mutual Investment Group: Property Investments; Lynette Robinson, Property Manager, Old Mutual Investment Group: Property Investments; Doug Mayne, National Marketing Executive, Primedia Lifestyle; Louise Ketterer, Marketing Manager, Primedia Lifestyle; Barbara Perry, Events Manager, Primedia Lifestyle

SALES PROMOTION

More than 40,000 sq. m.



The Menlyn Play Park

Menlyn Park Shopping Centre
Pretoria, South Africa

Owned by: Old Mutual Life Assurance (SA) Ltd & Pareto Ltd

Managed by: Old Mutual Investment Group: Property Investments

Families in Pretoria have limited entertainment and are constantly seeking things to do with their kids as many children do not have the space to play outside. The idea of providing a permanent kid's Play Park and enhancing it over holidays with entertainment was clearly the answer for Menlyn Park Shopping Centre. Menlyn Park Shopping Centre once again set the trend through the launch of their outdoor space which is in an open-air space the centre was able to surround by restaurants and arena seating where parents can relax while children play.

Professional Recognition

Olive Ndebele, Portfolio Manager, Old Mutual Investment Group: Property Investments; Lynette Robinson, Property Manager, Old Mutual Investment Group: Property Investments; Doug Mayne, National Marketing Executive, Primedia Lifestyle; Louise Ketterer, Marketing Manager, Primedia Lifestyle; Barbara Perry, Events Manager, Primedia Lifestyle

SALES PROMOTION

More than 40,000 sq. m.



Scratch & Win

Menlyn Park Shopping Centre
Pretoria, South Africa

Owned by: Old Mutual Life Assurance (SA) Ltd & Pareto Ltd
Managed by: Old Mutual Investment Group: Property Investments

Facing a major competitor just 9km away, Menlyn Park needed to differentiate itself and create a way to communicate directly their relevance to their shoppers who were feeling the economic downturn. Its decision – embarked on rewarding them instantly for shopping through a Scratch & Win competition. By entering the competition, a shopper could instantly win a prize by providing their information to the centre. In total, Menlyn Park gave away 6493 prizes worth over R114,000 and 41,655 entries were received, indicating several multiple entries per person.

Professional Recognition

Olive Ndebele, Portfolio Manager, Old Mutual Investment Group: Property Investments; Lynette Robinson, Property Manager, Old Mutual Investment Group: Property Investments; Doug Mayne, National Marketing Executive, Primedia Lifestyle; Louise Ketterer, Marketing Manager, Primedia Lifestyle; Barbara Perry, Events Manager, Primedia Lifestyle

SALES PROMOTION

More than 40,000 sq. m.



Night Shopping Parties Campaign

Plaza Romania
Bucharest, Romania

Owned by: Plaza Mall Development and Management SRL
Managed by: Anchor Grup SA

On the special occasion of its fifth anniversary, Plaza Romania launched a dedicated campaign not only to boost sales and traffic, but to forge a special bond between Plaza Romania and its customers, emphasizing its unique, fun and stylish attitude. The campaign was entitled Fashion United Night Shopping Parties and featured 11 parties held between October and December 2009. Each night's shopping party had a special range of activities and differed from one night to the next, in order to bring something new to the public. The whole shopping centre was decked out with special party decorations and every event included a concert, with famous Romanian artists. In addition special personal shoppers were available who offered their services as guides to consumers, advising consumers on their shopping choices.

Professional Recognition

Anda Marinescu, Advertising Manager, Plaza Romania/ Anchor Grup; Albert Craiciu, Deputy Marketing Manager, Plaza Romania/ Anchor Grup; Alexandru Padureanu, Event Coordinator, Plaza Romania/Anchor Grup; Simona Badea, Advertising and Tenants Specialist, Plaza Romania/Anchor Grup; Adina Tataru, Media and Advertising Coordinator, Plaza Romania/ Anchor Grup

SALES PROMOTION

More than 40,000 sq. m.



Student Pass Campaign, All Time Fun

Teras Park Outlet
Denizli, Turkey

Owned/Managed by: Corio Turkey

After Corio Turkey took over the management of Teras Park Outlet in March 2009 it wanted to make sure it connected with youth market. Organised with Pamukkale University, Teras Park Outlet created the "Student Pass Campaign, All Time Fun" campaign featuring the brands which united with students and featured them at that start of the campaign. Members receive campaign advantages from centre retailers so that they can enjoy shopping and special discounts and Teras Park Outlet created a loyal consumer population. Overall the campaign was a huge success as it revived the interest in Teras Park and turned it into a centre for shopping and social activities for the youth living in Denizli.

Professional Recognition

Esra Yalçın, Marketing Manager, Corio Turkey; Burcu Kayum, Marketing Associate, Corio Turkey; Tugce Vargel, Marketing Associate, Corio Turkey; Serap Balkaya, Assistant Marketing Manager, Corio Turkey; Selda Kilinç, Shopping center Marketing Manager, Teras Park Outlet

GRAND OPENING, ANNIVERSARY, REFURBISHMENT or EXTENSION
From 5,000 sq. m. to 20,000 sq. m.



10 Primaveras El Triangle Shopping Centre
El Triangle
Barcelona, Spain

Owned By: Deka Immobilien Investment
Managed by: CBRE

For the past ten years El Triangle has been the meeting point for the whole of Barcelona, a place to find everyone and everything. For this reason, as part of its 10th Anniversary, El Triangle wanted to give the people of Barcelona an anniversary present and created its 10 Primaveras EL TRIANGLE SHOPPING CENTRE event. The event, which brought in hundreds of aromatic plants and flowers and scents of the Mediterranean spring, created a specially designed garden in the doorways of El Triangle giving consumers a little patch of the countryside right in the heart of the city.

Professional Recognition

Manuela Lasheras, Marketing Manager, El Triangle Shopping Centre; Mathieu Ammari, Asset Manager, DEKA IMMOBILIEN INVESTMENT; Modesto Botí, General Manager, EL Triangle Shopping Centre; Ana Colom, Retail Management, CB Richard Ellis; Fernando Calvo, Management Director, CB Richard Ellis

GRAND OPENING, ANNIVERSARY, REFURBISHMENT or EXTENSION From 5,000 sq. m. to 20,000 sq. m.



Hot Solar Opening
Solaris Center
Opole, Poland

Owned by: Keyinwest Ltd
Managed by: IGI Management Ltd

When Solaris Center opened it took an unconventional approach in order to fully exploit its modest opening budget. Instead of using the typical yet expensive outdoor advertising on billboards, the palette of ambient activities around the downtown was used to create the atmosphere of waiting for the opening. Using recognisable yellow elements related to the Solaris name resulted in clear, strong, unbiased message and increased Solaris' name recognition to 90% from 53%. As the result the centre was visited by 26% of local community in the first day of operation, and number of visits during first month exceeded the population three fold.

Professional Recognition

Magda Derwiesz, Manager, IGI
Padraic Coll, General Manager, IGI

GRAND OPENING, ANNIVERSARY, REFURBISHMENT or EXTENSION From 5,000 sq. m. to 20,000 sq. m.



Next Level 7 New Floors
Steen & Strøm Magasin
Oslo, Norway

Owned by: Storebrand
Managed by: Steen & Strøm Norge ASA

In order to keep up with the changing times and increasing demands from its clientele, Steen & Strøm Magasin has been updated and refurbished several times through the decades. The latest and one of the largest refurbishments — including an all-new terrace area — giving Steen & Strøm Magasin a unique opportunity to redefine itself and present the reworked store concept in a totally different way for the Norwegian consumers. One of the most important aspects in the refurbishment was the fact that Steen & Strøm Magasin for the first time made clear-cut divisions between the 7 floors in order to provide the customer with a clearly defined category on each floor. As a result “Taking it to the next level”, was created and referred both to the new floors/levels and to the fact that Steen & Strøm Magasin was ready to redefine itself and take things one step further.

Professional Recognition

Morten Kreutz, Center Manager, Steen & Strøm; Magasin Kjersti Stople Brundtland, Marketing Coordinator, Steen & Strøm Magasin

**GRAND OPENING, ANNIVERSARY,
REFURBISHMENT or EXTENSION**

From 20,001 sq. m. to 40,000 sq. m.



Medieval Market, or is it?

Rochdale Exchange
Shopping Centre
Rochdale, United Kingdom

Owned by: Cooperative Insurance
Society Ltd

Managed by: NB Real Estate

Being one of the first towns in Lancashire to be granted a Markets Charter by King Henry III in 1251 gave Rochdale Exchange Shopping Centre a perfect and interesting idea of how to rebrand itself — Go back to where it all started by creating an authentic medieval market which gave visitors the chance to see medieval costumes, strolling minstrels, animals and fun and games for all ages. The rebranding effort was an enormous success with footfall increased by 7%, trade increased by 33% and generated over 18,000 Euros in PR coverage.

Professional Recognition

Lorenzo J O'Reilly, Centre Manager,
Rochdale Exchange Shopping
Centre

**GRAND OPENING, ANNIVERSARY,
REFURBISHMENT or EXTENSION**

From 20,001 sq. m. to 40,000 sq. m.



Wzorcownia — as you paint it!

Wzorcownia
Wloclawek, Poland

Owned/Managed by:

Budizol Property

Due to the strong historical past that Wzorcownia had with the production and painting of the pottery, the centre's pre-opening activities and opening campaign centered acts of painting, art and fun. In addition the opening campaign of Wzorcownia Shopping Centre focused strongly on local values and emotions but treated them in a modern, dynamic and very optimistic way as its name reflects a showroom where new trends, styles, inspirations and aspirations are exhibited. The "Wloclawek Days" and the opening campaign itself appealed to emotions through the extremely vivid, straight forward and creative billboards and other marketing tools that stood out in the city streets. Artistic workshops (painting in different technologies) for children and families were organised 4 months before opening and brought new energy to the city. On the day of opening the centre was visited by 30 000 consumers representing of the city population.

Professional Recognition

Elwira Stanislawska, President,
Budizol Property; Pawel Wróbel,
Shopping Centre Director, Wzor-
cownia/Budizol Property; Elzbieta
Medrzycka, Owner, Mediadem
Communication

**GRAND OPENING, ANNIVERSARY,
REFURBISHMENT or EXTENSION**

More than 40,000 sq. m.



The Carosello relaunching

C.C. Carosello
Carugate, Italy

Owned by: Eurocommercial

Properties Italia s.r.l.

Managed by: Larry Smith s.r.l.

After The Carosello underwent an extensive refurbishment it re-branded itself by highlighting its renewed offerings and ecologically sustainability elements which were incorporated into the centre during the refurbishment. In addition to the publicity instruments and tools which were set up to introduce the restoration, a rich programme of events and animation, designed to support the food court every day for almost a month, were also developed.

Professional Recognition

Ilic Ravagnani, Shopping Centre
Director; Larry Smith s.r.l.; Maria
Luisa Brambilla, Assistant Director;
Larry Smith s.r.l.; Federico Cimbelli,
Marketing Director; Larry Smith s.r.l.

**GRAND OPENING, ANNIVERSARY,
REFURBISHMENT or EXTENSION**

More than 40,000 sq. m.



Cape Town International Airport Grand Opening

Cape Town International Airport
Cape Town, South Africa

Owned/Managed by: Airports
Company South Africa

Over the past five years Cape Town International Airport has undergone major renovations and extensions, set to completely transform the airport. As the airport has had to be fully operational amidst construction airport users were often left frustrated and agitated. But all of this changed 7 November when the airport did an overnight Grand Opening of the new Central Terminal Building (CTB). The overarching sentiment of the opening of the new Terminal was 'come out and see' the new terminal, going back to the day's of old where visiting an airport was a treat – something special'.

Professional Recognition

Nicky Knapp, Group Executive Communications and Brand Mana, ACSA – Corporate; Deidre Hendricks, Communications Manager, ACSA – Cape Town International Airport; Deborah Francis, Senior Communications Officer, ACSA – Cape Town International Airport; Gavin Scott, Retail Manager, ACSA – Cape Town International Airport; Annemart Ochse, Marketing Manager, Primedia Lifestyle

**GRAND OPENING,
ANNIVERSARY,
REFURBISHMENT
or EXTENSION**

More than 40,000 sq. m.



Dolce Vita Tejo – Grand Opening

Dolce Vita Tejo
Amadora, Portugal

Owned by: Chamartín Imobiliária
/ING Real Estate Development
Managed by: Chamartín Imobiliária

Dolce Vita Tejo represents a new generation of shopping centres. Inimitable in its architecture, common areas, variety of materials, commercial/leisure mix and size, the shopping centre is completely different from anything else currently available in Europe. Like everything in which Dolce Vita Tejo is involved in, the opening campaign and opening event for the shopping centre were high points of the year in 2009, widely followed by both the media and the general public. Based on market research, a marketing and communication strategy was created aimed at a wide-ranging target featuring the tagline, Dolce Vita Tejo is you!, which was implemented across a multimedia communication plan (radio, TV, press, internet -2.0 and below the line). The opening was attended by 5000 guests and was a highly memorable event, with a full classical orchestra (60 musicians on stage) and an aerial acrobatics show that made this event quite unforgettable.

Professional Recognition

Diana Pinheiro, Marketing
Manager, Chamartín Imobiliária

**GRAND OPENING, ANNIVERSARY,
REFURBISHMENT or EXTENSION**

More than 40,000 sq. m.



LOOP5 – Fashion has landed

LOOP5 Shopping Centre
Weiterstadt, Germany

Owned by: Sonae Sierra &
Foncière Euris
Managed by: Sonae Sierra

LOOP5 Shopping Centre is located at a greenfield area directly at the highway A5. Being located in a very competitive market the goal of this car-destination centre was to address a large catchment area and to gain market share from existing competition. The grand opening emphasised LOOP5's unique mixture of shopping and leisure offerings, as well as its combination of the thematic architecture of the centre.

Professional Recognition

Thomas Junge, Marketing
Manager, LOOP5/Sonae Sierra;
Sabrina Skipalski, Marketing
Assistant, LOOP5/Sonae Sierra

GRAND OPENING, ANNIVERSARY, REFURBISHMENT or EXTENSION

More than 40,000 sq. m.



Grand Opening MyZeil, Frankfurt am Main

MyZeil - Frankfurt am Main
Frankfurt am Main, Germany

Owned by: PalaisQuartier GmbH & Co. KG

Managed by: DTZ Zadelhoff Tie Leung GmbH

Prior to opening MyZeil it was already one of the main attractions in the city due to its unique architecture, central location on one of the highest-revenue shopping streets in Germany and its range of top brands. The opening of MyZeil was supported by an attention-grabbing marketing campaign whose aim was to quickly build awareness of MyZeil, and to position the centre well in order to generate high traffic for the opening and sustained visitor traffic in the long term. Promotional measures were tailored in order to appeal directly to the relevant target groups and regions and let consumers know it was a centre for them.

Professional Recognition

Michael L. Fleisch, Managing Director, MAB Development Deutschland GmbH; Steffen Höhn, Director Leasing & Marketing, MAB Development Deutschland GmbH; Jacques Sinke, Director of International Retail, MAB Development Group BV; Simone Meseg, PR & Marketing, MAB Development Deutschland GmbH; Kirsty Crawford, European Marketing Manager, DTZ, Retail Division

GRAND OPENING, ANNIVERSARY, REFURBISHMENT or EXTENSION

More than 40,000 sq. m.



Parquesur 20th Anniversary Plan

Parque Comercial Parquesur
Leganés, Spain

Owned by: Unibail-Rodamco + 26 others

Managed by: Unibail-Rodamco

Celebrating its 20th Anniversary, Parquesur needed to develop and create an anniversary celebration that had to satisfy the expectations of all clients from retailers to co-owners to customers. Given this, Parquesur created a year long plan of events and promotions ("The 20th Anniversary Plan") which not only stood out for originality, but helped to drive sales and traffic by giving local residents another reason to visit to the centre. The anniversary celebration consisted of two phases. The first one "Dani, Parquesur and You, 20 years together" celebrated the past and thanked consumers for their loyalty with prizes. Phase II, "Parquesur and You, for the next 20 years" featured a campaign looking into the future and featured a number of "space" and "future" entertainment events geared to the entire family.

Professional Recognition

Sergio García García, Shopping Centre Manager, Parquesur / Unibail-Rodamco; Eva Ramos Romeu, Shopping Centre Marketing Manager, Parquesur / Unibail-Rodamco; Carlos Higuero Plaza, Technical Manager, Parquesur / Unibail-Rodamco; Álvaro Pérez, Shopping Centre Manager Assistant, Parquesur / Unibail-Rodamco



GRAND OPENING, ANNIVERSARY, REFURBISHMENT or EXTENSION

More than 40,000 sq. m.



Falling in Love Again

St. Enoch Centre
Glasgow, United Kingdom

Owned/Managed by: Ivanhoe Cambridge

Falling in Love Again was designed to support the opening of the first phase of the £100 million redevelopment of St. Enoch Centre in Glasgow. St. Enoch Centre had been the city's favourite shopping centre for many years but had recently been overtaken by its rivals. The integrated marketing campaign was designed to make shoppers aware of 10 new retailers at the centre as well as improvements to the centre itself.

Professional Recognition

Susan Nicol, General Manager, Ivanhoe Cambridge; Anne Ledgerwood, Marketing Director, Ivanhoe Cambridge; Annmarie Craig, Account Manager, The BIG Partnership; Stephen Burns, Managing Director, Curious

BUSINESS TO BUSINESS (B2B)

From 20,001 sq. m. to 40,000 sq.



Under the Cloud
Forum Gliwice
Gliwice, Poland

Owned by: Deka Immobilien GmbH
Managed by: Quinlan Private Golub (Poland)

Forum Gliwice needed to create a unique Business-2-Business campaign dedicated solely to finding new tenants and did just that with its Under the Cloud campaign. The Under the Cloud campaign featured an unusual use of an open architectural contest which asked design students to envision a new food court. In addition the centre created intensive presentations in various business forums to attract new retailers to the centre. As the result of actions taken, in just three years, income (even if lease agreements are longer) from newly signed contracts ROI has reached 1000%.

Professional Recognition
Agnieszka Mielcarz, Forum Gliwice

BUSINESS TO BUSINESS (B2B)

More than 40,000 sq. m.



Bluewater. No comparison
Bluewater
Greenhithe, United Kingdom

Owned/Managed by: Lend Lease, LLRP

There are city centres. There are shopping malls. And there is Bluewater. There is no comparison. This was the sentiment and communication theme of a proactive trade public relations campaign devised and implemented for Bluewater to reaffirm its position as the industry's frame of reference in its tenth anniversary year. In addition, Bluewater's tenth anniversary activity was to recognise and celebrate the role that the community played in Bluewater's success, and to reaffirm its commitment to the community. Overall the campaign delivered 87 pieces of trade editorial, with a PR value of £951,468, and most significantly, perceptions of Bluewater amongst journalists, retailers, agents and the industry at large shifted, resulting in positive and industry-wide endorsement of Bluewater as the benchmark.

Professional Recognition
David Wilkinson, Head of Marketing, Bluewater; Nick Thornton, Director, Klein O'Rorke

BUSINESS TO BUSINESS (B2B)

More than 40,000 sq. m.



Scherz alle Piramidi
Le Piramidi
Torri di Quartesolo, Italy

Owned by: widespread ownership
Managed by: Cogest Italia

Each year Le Piramidi holds the Grand Business Gala as a team building activity and the 2009 objective was even more ambitious – not only to unite and motivate retailers and their sales staff, but to create Empathy. The strategy was to create a new format for the Grand Business Gala in which workers were personally involved in. This was done by creating a series of Candid Camera situations featuring the workers in the centre in order to create an atmosphere of increased intimacy and sharing thus aiding in the development of empathy.

Professional Recognition
Carmen Chierigato, Managing Director, Cogest Italia Srl;
Lorenzo Padovan, Shopping Center Manager, Cogest Italia Srl;
Francesco Zamboni, Marketing Manager, Cogest Italia Srl;
Elisa Traunero, Marketing Staff, Cogest Italia Srl

ALTERNATIVE REVENUE

From 20,001 sq. m.
to 40,000 sq. m.



Kind & Co

SILLPARK
Innsbruck, Austria

Owned/Managed by: SES Spar
European Shopping Centers

In 2008 a special project, the first of its kind in Austria, began under the title Kind & Co. and addressed the specific needs of working parents and children. Through a public-private partnership with SILLPARK and the State of Tyrol, the centre offers its own Kind & Co. programme which offers high-quality, flexible child care as well as an expert information and advice centre for family-related issues. Kind & Co., consists of three institutions; Kinderparadies” playgroup, “Kids Arena” which is a day care centre and “Familieninfo”, a information centre to assist with the work-family balance.

Professional Recognition

Filipa Fernandes, Head of Research and Innovation, SES Spar European Shopping Centers; Helmut Hochfilzer, Center Manager, SILLPARK; Miriam Stürz, Head of Marketing, SILLPARK; Michael Ladstätter, CEO of Advertising Agency, ACC Agentur für Creative Communication

ALTERNATIVE REVENUE

More than 40,000 sq. m.



Aldeia da Paz

Colombo
Lisboa, Portugal

Owned by: Sierra Fund/
ING Real Estate
Managed by: Sonae Sierra
Management

Knowing that Christmas budgets were significantly decreased in 2009, Colombo worked with its tenants to create a Christmas campaign which embraced the values of tolerance, acceptance, friendship and above all, PEACE. Aldeia da Paz was created to generate a dialogue between parents and children about multiculturalism based on the idea that the world can be a “Village” where we can live without conflict. The campaign included two workshops where children created their village inhabitants based on multiculturalism. Aldeia da Paz added a fundraising component to this which allowed parents to sign a pledge book, and for each signature Colombo, Oliveira da Serra and Fula donated 10 cents to the Instituto de Apoio à Criança.

Professional Recognition

Joana Moura e Castro, Marketing Key Projects Coordinator, Sonae Sierra; Filipa Castro, Cluster Manager, Sonae Sierra; André Tavares, Marketing Assistant, Colombo; Sandra Veludo, B2B Manager, Sonae Sierra; Sarah Robertshaw, Customer Care Coordinator, Sonae Sierra

ALTERNATIVE REVENUE

More than 40,000 sq. m.



Tenant Support Program

Tekira Shopping Centre
Tekirdag, Turkey

Owned/Managed by: Corio Turkey

Faced with a reduction of its marketing budget and tenants looking for a rent reduction and possible closure, Tekira Shopping Centre developed Tekira’s Tenant Support Program to raise awareness and assist three of its tenants – a department store, DIY (do it yourself) store and toy store. Tekira did this by implementing customized designed outreach campaigns for each of them. For its department store, Tekira created “Earn in Tekira, spend in Department Store” by creating checks which were only valid in department store for the DIY store it created a special competition, “Re-Mount the Dismounted” where visitors tried to mount the given dismantled product and reassemble it the fastest. The visitor, who has succeeded received the product. As for the toy store, Tekira created “Workshop by Toy Store” which ran for 3 months and featured an activity for children and families.

Professional Recognition

Esra Yalcin, Marketing Manager, Corio Turkey; Tugce Vargel, Marketing Associate, Corio Turkey; Serap Balkaya, Assistant Marketing Manager, Corio Turkey; Pinar Yavuz, Mall Marketing Manager, Tekira Shopping Centre; Burcu Kayum, Marketing Associate, Corio Turkey

ALTERNATIVE REVENUE

Joint Centre Campaign



Steen & Strøm Media Partner

Face to face with more than 175 mio. guests a year!

Mall Income – Steen & Strøm Media Partner

Steen & Strøm portfolio (Denmark, Norway and Sweden) Copenhagen, Denmark

Owned by: Klepierre

Managed by: Steen & Strøm

Steen & Strøm Media Partner is a sales, event and marketing platform concept implemented across Steen & Strøm national centre portfolios and throughout its entire Scandinavia range. It is based on the idea of offering its portfolio as a complete and impactful media - close to point of purchase - to consumer brands seeking for new ways to influence the end-user. Through the Steen & Strøm Media Partner retailers/advertisers have the ability to offer product sampling, events, advertising, sponsorships and strategic alliances across 1 to 56 shopping centres its portfolio depending on their outreach needs.

Professional Recognition

Christian Koldbech, Sales Director, Steen & Strøm DK; Claus Tuchsén, Marketing Director, Steen & Strøm DK; Charles Larsson, Marketing Director, Steen & Strøm SE

NEW MEDIA

From 20,001 sq. m. to 40,000 sq. m.



Panther Hunt@Kanyon

Kanyon
Istanbul, Turkey

Owned by: Eczacıbasi Ilac San. and IS GYO

Managed by: Kanyon Yonetim Isletim ve Pazarlama Ltd. Sti.

“The Panther Hunt@Kanyon” project was a treasure hunt based on the usage of new advertising tools - cell phones and the web. The basic purpose of the project was to attract technology users to Kanyon in an entertaining way, as well as to provide them with a different experience and to show them they can find new surprises in Kanyon every day. VIP preview invitations to the movie Pink Panther 2 were given to Kanyon customers using a differentiating game. In addition fans of the Pink Panther were able to reply to questions about the movie at the microsite which was created especially for the treasure hunt or traced Inspector Clouseau clues and send the answers through Kanyon’s interactive GSM number. The treasure hunt via mobile applications was a huge success and thousands of people joined The Panther Hunt@Kanyon.

Professional Recognition

Cagla Gul, Marketing Manager, Kanyon

NEW MEDIA

More than 40,000 sq. m.



Gru Radio

Shopville Le Gru
Grugliasco – TO, Italy

Owned by: Corio

Managed by: Corio Italia s.r.l.

Gru Radio is the radio station acquired by Shopville Le Gru and it is the first radio station in Italy owned by a shopping centre. It transmits in Turin and Provincial area, is streaming on the web and in Shopville Le Gru, representing a new point of aggregation that unites the community of the centre over the airwaves. It is the means of communication that creates a new language, a new way for a shopping centre to gather the public to itself. The synergic work done on the web (website, Facebook, Youtube, iPhone application) has already resulted in many listeners. Gru Radio takes on the role of a modern and effective new media, thanks to the management, the original and complete programme schedule that it offers, and the widespread use of the Internet website and social network pages.

Professional Recognition

Alessandro Gaffuri, Centre Manager & Marketing Director, Shopville Le Gru, Corio; Maria Grazia Caria, Marketing Assistant, Shopville Le Gru, Corio; Vera Skocir, Event Coordinator, Shopville Le Gru, Corio; Sara Soria, Communication & PR Manager, Shopville Le Gru, Corio

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Hans Van Laer, CMD

SCMS (Shopping Center
Management Services)
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The ICSC Solal Marketing Awards bring together the very best of retail marketing across Europe and South Africa to reward those with the most effective campaigns. Recognising best practice and outstanding marketing performance, the Solal Awards are seen as a benchmark of quality throughout the industry. ICSC Solal Gold Award winners are automatically entered into the global *ICSC Best of the Best* Marketing awards free of charge.

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