



ICSC ANNOUNCES WINNERS OF THE 2016 SOLAL MARKETING AWARDS

Berlin, GERMANY (10 June, 2016) – The International Council of Shopping Centers (ICSC) has announced the winners of the 2016 ICSC Solal Marketing Awards. The Awards Ceremony took place last night at a gala dinner for the ICSC European Marketing Conference.

ICSC named 7 Gold Award and 11 Silver Award winners at the dinner which was held at the city's famous Meistersaal venue. This year, for the first time, the ICSC Solal Awards Jury has also awarded two distinctions; one for the marketing campaign that scores the highest on innovation criteria and the other for the highest scoring campaign with a budget of less than €10,000.

ICSC received a record 238 entries from 21 countries for the awards.

The ICSC Solal Marketing Awards are the benchmark of the industry's creative excellence, bringing together the best shopping centre marketing across Europe and South Africa. The awards recognise best practices and the most innovative and effective campaigns from the region. The programme is the single most important marketing competition for European and South African shopping centres.

The Solal Marketing Awards categories that are judged are:

Brand Awareness & (Re) Positioning	Emerging Technology
Business-to-Business	Corporate Social Responsibility
Customer Services	Footfall Activation
Grand Opening/Expansion/ Refurbishment	Sales Activation

The ICSC Solal Marketing Awards Jury includes retailers, developers and investors. All Gold winners automatically qualify for entry into the internationally-renowned ICSC VIVA Awards which recognise excellence in global shopping centre marketing.

Comments Manuela Calhau, Solal Marketing Awards jury chair 2016:

"It is really a pleasure to have the opportunity to showcase and publicly recognize the best of the industry in terms of marketing. This year we had a record number of entries, which is very rewarding and clear evidence of the vitality of marketing across the sector. The entries were absolutely of top quality and the awarded ones were particularly inspiring. It is worth noting as well the very good response we got for the special distinction for innovation and low-budget campaign awards that we have introduced this year. We will certainly continue to evolve the Solal Awards, aiming to contribute to set new standards for the industry."

The 2016 Solal Award winners are:

BRAND AWARENESS & (RE) POSITIONING

SILVER

Kenyin
Kanyon
Istanbul, Turkey

Management Company: Kanyon Yonetim Isletim ve Pazarlama
Owner: Eczacibasi Group and IS GYO

Through the use of imaginative social media video content featuring a unique character, Kanyon engaged more than 178,000 online users to follow Kenyin as he explored the centre.

GOLD

Red Bull Paper Wings @ Almada Forum
Almada Forum
Almada, Portugal

Management Company: Multi Portugal
Owner: Multi

Almada Forum partnered with Red Bull to stage the national final of the World Paper Airplane championship, ensuring that the centre remained top of mind among its desired younger demographic.

GOLD

ShopBoy
Hoog Catharijne
Utrecht, Netherlands

Management Company/Owner: Klepierre

Hoog Catharijne innovatively employed blue suit-clad young men to act as shopping carts, prompting customers to deposit a coin and retain their services as parcel carriers and shopping companions.

BUSINESS-TO-BUSINESS

SILVER

Ambassador Program
Madrid Xanadú
Arroyomolinos, Spain

Management Company/Owner: Ivanhoe Cambridge

Xanadú's Ambassador Program includes an array of tools, free services and training initiatives that have incited centre employees to provide industry-leading customer service.

SILVER

Liverpool ONE: It's Where You Belong
Liverpool ONE
Liverpool, United Kingdom

Management Company: Grosvenor Fund Management—Europe
Owner: Grosvenor Liverpool Fund

Liverpool ONE's comprehensive PR driven communications strategy, complemented by focused marketing materials, helped the centre secure 29 new brands amid a challenging landscape.

CORPORATE SOCIAL RESPONSIBILITY

SILVER

Blind Date With Books
Alegro Alfragide and Setúbal Shopping Centres
Portugal

Management Company: Immochan Portugal

The Blind Date With Books project included a series of events and initiatives designed to promote and encourage reading habits while generating donations of books for the region's less privileged children.

GOLD

The Movie Hub
Weston Favell Shopping Centre
Northampton, United Kingdom

Management Company/Owner: Redefine International PLC

The Movie Hub initiative gave 400 local kids with challenging lives the opportunity to work on the preproduction of a feature film at the first operational film studio located in a UK shopping centre.

CUSTOMER SERVICES

SILVER

Baby Care Room
Centro Colombo
Lisbon, Portugal

Management Company: Sonae Sierra
Owner: Sonae Sierra and CBRE Global Investors

The Baby Care Room at Colombo features individual feeding and changing areas, a play area for older children and kitchen amenities, all set within a soothing and ambient environment.

SILVER

ForumBox Loyalty Programme
Forum Bornova
Izmir, Turkey

Management Company/Owner: Commerz Real Investment GmbH

Forum Bornova's innovative digital project ForumBox is a loyalty tool designed to increase sales and traffic by offering customers points and gifts in return for shopping purchase transactions.

EMERGING TECHNOLOGY

SILVER

City iLove
Baneasa Shopping City
Bucharest, Romania

Management Company/Owner: Baneasa Developments

The City iLove program at Baneasa Shopping City is an integrated loyalty, sales and marketing platform focusing on customer retention and providing an optimal shopping centre experience.

SILVER

Love to Shop App by ECE
ECE Projektmanagement G.m.b.H. & Co. KG
Hamburg, Germany

ECE's Love to Shop app allows customers to enjoy innovative services such as Click & Collect, purchase gift cards and use iBeacon technology to navigate centre and car park areas.

FOOTFALL ACTIVATION

SILVER

Armazéns do Chiado Tree of Hugs
Armazéns do Chiado
Lisbon, Portugal

Management Company: Multi Portugal
Owner: CRI

Armazéns do Chiado's large-scale and interactive Tree of Hugs initiative invited passersby to share a Christmas hug, with each hug generating a donation to benefit the Make-a-Wish Foundation.

GOLD

Xanadú Nickelodeon Slime Zone
Madrid Xanadú
Arroyomolinos, Spain

Management Company/Owner: Ivanhoe Cambridge

Madrid Xanadú has registered 31,000 members at the Nickelodeon Slime Zone since its launch in January 2015 and is to date the largest free children's club located in a Spanish shopping centre.

GRAND OPENING/EXPANSION/REFURBISHMENT

SILVER

Forum Lviv Opening Campaign
Forum Lviv
Lviv, Ukraine

Management Company: Multi Ukraine, LLC
Owner: Multi/Blackstone

Forum's three-month-long pre-opening campaign included tenant events, social and traditional media promotions and a contest giving local residents an opportunity to become the "face" of the new centre.

GOLD

Supersam Comeback!
DH Supersam
Katowice, Poland

Management Company/Owner: Griffin Real Estate

The Supersam Comeback! campaign used communist-styled agitation posters, newsreels and social media publications to humourously chronicle a 1960s character's journey to the modern world.

SALES ACTIVATION

SILVER

Bluewater's Spin to Win
Bluewater
Greenhithe, United Kingdom

Management Company: Land Securities
Owner: Land Securities and a number of co-owners

Bluewater transformed a vacant storefront into a game installation, incenting 38,000 visitors to Spin to Win for an opportunity to win prizes and discounts redeemable at the centre's multiple dining options.

GOLD

Forums Fuel Up the Sales
Forum Shopping Centres

Istanbul, Turkey

Management Company: Multi Turkey

Multi Turkey's Fuel Up the Sales campaign innovatively stimulated sales among 10 Forum shopping centres, rewarding loyal customers with fuel vouchers instead of cash on redeemable centre purchases.

GOLD

Change Campaign by IKEA Centres Russia
MEGA, IKEA Centres
Russia

Management Company/Owner: IKEA Centres Russia

The multifaceted Change Campaign incited MEGA customers to exchange gently used clothing for discount coupons, promotional offers and loyalty rewards redeemable at centre retailers.

SPECIAL DISTINCTION – INNOVATION

Bairams Are Meaningful With Your Presence
Espark
Eskisehir, Turkey

Management Company: ECE Turkey
Owner: ECE Turkiye Proje Yonetimi, A.S.

Espark brought mall management, retailers, their families and community residents together, uniting all Eskisehir residents with Bairams and their significant role in Turkish culture.

SPECIAL DISTINCTION – BUDGETS UNDER 10K

One Day Only: 50 Shades of Grey Pop-Up Shop
Shopping Stadsfeestzaal
Antwerp, Belgium

Management Company: Multi Belgium Management
Owner: Multi Corporation

The Shopping Stadsfeestzaal team used a vacant storefront to creatively stage an exclusive Valentine's Day event capitalizing on the popularity of the 50 Shades of Grey movie, books and products.

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For more information about ICSC European activities please visit www.icsc.org/europe.

Founded in 1957, the International Council of Shopping Centers (ICSC) is the global not-for-profit trade association for the retail real estate sector representing owners, developers, occupiers, investors, retailers and service providers. It has a diverse membership with over 70,000 members globally in 100 countries and over 7,000 members across 45 countries in Europe. Our industry and membership represents over 200 million m² of floorspace covering a variety of retail formats. For more information, please visit www.icsc.org.