

A vibrant, multi-colored watercolor-style illustration of a city skyline, including a prominent tower and various buildings, set against a background of splatters and washes of color.

# 2015

MARKETING  
DESIGN  
RETAIL  
AWARDS

**ICSC**  
**Global**  
**Awards**  
Asia Pacific  
Shopping Center

**ASIA PACIFIC SHOPPING CENTER AWARDS**  
**WINNERS**

RECON ASIA | TAIPEI | 20 OCTOBER 2015

[www.icsc.org/asiaawards](http://www.icsc.org/asiaawards)

# 2015 AWARDS JURY

ICSC's Asia Pacific Shopping Centre Awards recognise excellence within the region's shopping centre industry and honours outstanding achievements in marketing and design/development of retail properties.

ICSC thanks the 2015 Awards Jury comprising dedicated industry professionals who gave their time and expertise to undertake an exhaustive judging process of 174 entries in this year's competition. The judges undertook remote online judging of each entry in their respective disciplines and convened with the ICSC in Singapore in September 2015 to determine the 2015 finalists.

## MARKETING DESIGN RETAIL AWARDS

### Chair – Development Jury



**Neville G. Beer**  
Managing Director – Property  
The Gandel Group Pty Ltd.  
Australia

### Chair – Marketing Jury



**Carol Angelosanto**  
CEO  
Marketing Warehouse Pty, Ltd.  
Australia

### Development Jury



**Simon Bee**  
Global Design Director  
Benoy Limited  
Hong Kong

### Marketing Jury



**Mayuree Chaipromprasith**  
Senior Executive Vice President –  
Business Promotion  
Siam Piwat Co., Ltd.  
Thailand



**George Hongchoy**  
CEO  
The Link Management Limited  
Hong Kong



**Esther Huang**  
Manager, Group Marketing  
Communications  
CapitaLand Mall Asia Limited  
Singapore



**Phil Kim**  
Co-CEO, Managing Director  
JERDE  
Hong Kong



**Paul Pozzobon**  
National Marketing Manager  
Mirvac Real Estate Pty Ltd  
Australia



**Sarah Lee**  
Sky Yutaka Ltd  
Hong Kong



**Rowena M. Tomeldan**  
Vice President &  
Chief Operating Officer  
Ayala Land, Inc.  
Philippines



**Nopporn Witoonchart**  
Chief Executive Officer  
Siam Future Development PLC.  
Thailand

MARKETING | CATEGORY ONE

2015 Asia Pacific Shopping Center Awards

# BUSINESS-TO-BUSINESS

## GOLD AWARD WINNER



COFCO COMMERCIAL  
OPERATION AND MANAGEMENT  
WALK-DOWN SYSTEM REPORT  
FOR APPRAISAL  
JOY CITY  
BEIJING, CHINA

OWNER/MANAGEMENT  
COMPANY: COFCO LAND  
LIMITED



THE STANDARD  
MIRVAC REAL ESTATE PTY LTD  
SYDNEY, AUSTRALIA

Joy City's software compiles front desk statistics combined with backstage analysis to form a database on each tenant, allowing for enhanced support and greater understanding of performance from management and operations personnel.

The Standard is a comprehensive customer service programme instilled throughout the entire Mirvac retail property portfolio. This significant cultural shift placed the customer experience first and engaged the entire Mirvac team and its contractors to deliver unprecedented levels of service. Customised to exceed the wants and desires of customers, the programme was developed and directly measured by customer feedback.

2015 Asia Pacific Shopping Center Awards

# CAUSE RELATED MARKETING

## GOLD AWARD WINNER



LARO CAMPAIGN  
ALABANG TOWN CENTER  
MUNTINLUPA, PHILIPPINES

MANAGEMENT COMPANY:  
AYALA LAND, INC.  
OWNER: ALABANG  
COMMERCIAL CORPORATION



IDEA'YALA  
AYALA MALLS  
MAKATI CITY, PHILIPPINES



CHIPS FOR CHANGE  
BARKLY SQUARE  
BRUNSWICK, AUSTRALIA

MANAGEMENT COMPANY: JLL  
OWNER: ISPT



BOTANY TOWN CENTRE AND  
BELLYFUL EAST AUCKLAND  
COMMUNITY GARDEN  
BOTANY TOWN CENTRE  
AUCKLAND, NEW ZEALAND

MANAGEMENT COMPANY: AMP  
CAPITAL SHOPPING CENTRES  
OWNER: PSPIB WAIHEKE LTD



ANZAC DAY 2015 AND THE  
PEACE POPPY PROJECT  
BOTANY TOWN CENTRE,  
BAYFAIR SHOPPING CENTRE  
AND THE PALMS SHOPPING  
CENTRE  
AUCKLAND, NEW ZEALAND

MANAGEMENT COMPANY: AMP  
CAPITAL SHOPPING CENTRES

Following the disastrous typhoon in the Philippines, Alabang Town Center created the kids-for-kids movement the 'LARO Campaign'. Combining art and play, more than \$65,000 in funds were raised towards building a new family play and cultural area on land donated by the centre for 7,500 typhoon-displaced families to enjoy.

Ayala Mall's innovative 'Idea'yala' programme engaged University Students across the Philippines to compete head-to-head in a contest to showcase their entrepreneurship. The programme featured a series of lectures, workshops and boot camps in a creative studio environment and successfully engaged, rewarded and fostered the talents of the next generation of property and retail entrepreneurs.

Barkly Square's 'Chips for Change' programme invited shoppers to make a purchase in exchange for a branded chip. Three needy community groups were selected as beneficiaries of the programme and customers were invited to place their chips in customised showcases for their charity of choice. Over 10,000 chips were deposited raising much needed funds for local charities.

Botany Town Centre and Bellyful East Auckland Community Garden programme involved both centre staff and locals in a large philanthropic initiative, with the programme providing food for local families in need.

'The Peace Poppy Project' held at three AMP New Zealand Capital Shopping centres, encouraged shoppers to construct poppies of remembrance, to serve as a poignant reminder of the many who lost their lives serving their country in the battle at Gallipoli. More significantly, the initiative served as a major community tribute to commemorate the 100th Anniversary of ANZAC Day.



WE HEART HEARTKIDS  
BROADMEADOWS SHOPPING  
CENTRE  
BROADMEADOWS, AUSTRALIA

OWNER/MANAGEMENT  
COMPANY: THE MERGED  
NOVION AND FEDERATION  
CENTRES GROUP



CHIFLEY HIGHRIDERS  
CAMPAIGN 2015  
CHIFLEY  
SYDNEY, AUSTRALIA

MANAGEMENT COMPANY: IPOH  
MANAGEMENT SERVICES PTY  
LTD  
OWNER: GIC REAL ESTATE  
PTE LTD



LET'S EXERCISE @ H.A.N.D.S  
THE LINK MANAGEMENT  
LIMITED  
HONG KONG

The Link initiated 'Let's Exercise @ H.A.N.D.S.' a healthy lifestyle campaign motivating communities to exercise to burn calories for a good cause. Calories burnt during the campaign were tallied and converted into food donations for the needy.



PINK POWER INITIATIVE  
INORBIT MALL  
MUMBAI, INDIA

OWNER/MANAGEMENT  
COMPANY: INORBIT MALLS  
INDIA PVT. LTD

To increase the community's support and bring awareness to the positive benefits associated with women engaging in professional careers within India; Inorbit Mall implemented the 'Pink Power' initiative. This programme selected six entrepreneurial women to establish a business of their design in a professional retail environment, providing them with guidance and a rent-free kiosk at an Inorbit Mall.



DOGGIE WORLD CUP  
MIKIKI  
HONG KONG

MANAGEMENT COMPANY:  
SUN HUNG KAI REAL ESTATE  
AGENCY LTD.  
OWNER: SUN HUNG KAI  
PROPERTIES

Mikiki, in partnership with a non-profit veterinary service and animal welfare organisation, hosted the 'Doggie World Cup'. The event staged a series of interactive programmes designed to encourage responsible pet ownership, pet adoption, veterinary advice and reinforce Mikki's pet friendly environment.

Broadmeadows Shopping Centre implemented a 10-day multifaceted fundraising campaign to support HeartKids—a charity that is dedicated to raising funds for children suffering from heart disease. The programme featured superheroes, handcrafted cards, and lover's padlocks on a 'fence of strength' raising funds and awareness for this special cause.

Chifley Towers commercial and retail tenants united to raise funds for the Victor Chang Cardiac Research Institute. Companies with employees sharing a passion for cycling, competed in sponsored teams raising more than \$11,000 during the 3-week-long campaign.

2015 Asia Pacific Shopping Center Awards

# CAUSE RELATED MARKETING

SILVER AWARD WINNER

SILVER AWARD WINNER



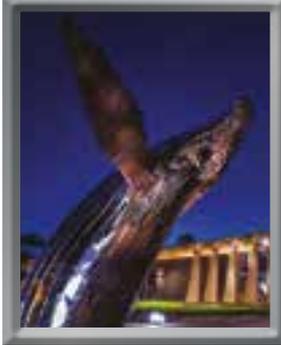
'INCHEON 2014 ASIAN PARA GAMES – DARE TO DREAM' PLAZA HOLLYWOOD HONG KONG

MANAGEMENT COMPANY: PLAZA HOLLYWOOD LIMITED  
OWNER: THE WHARF (HOLDINGS) LIMITED



FUTURE ARCHITECTS @ SM LIFESTYLE CENTER SM LIFESTYLE CENTER XIAMEN, CHINA

MANAGEMENT COMPANY: XIAMEN SM CITY CO., LTD  
OWNER: SM PRIME HOLDINGS



MY HERVEY BAY: COMMUNITY PHOTOBOK STOCKLAND HERVEY BAY PIALBA, AUSTRALIA

OWNER/MANAGEMENT COMPANY: STOCKLAND



ONE MAN'S WISH SUNWAY PYRAMID SHOPPING MALL BANDAR SUNWAY, MALAYSIA

MANAGEMENT COMPANY: SUNWAY REIT MANAGEMENT SDN BHD  
OWNER: RHB TRUSTEES BERHAD



A KALEIDOSCOPE OF COLOURS UNITED SQUARE SHOPPING MALL AND VELOCITY@NOVENA SQUARE SINGAPORE

OWNER/MANAGEMENT COMPANY: UOL GROUP LIMITED

The 'INCHEON 2014 Asian Para Games' involving several high profile sports, were staged in-centre to support and bring awareness to the importance and success of sport to the disabled. The 2014 Games were part of Plaza Hollywood's ongoing strategy to promote sport inclusion for the disabled and equality amongst all people.

SM Lifestyle's annual Future Architect Competition is designed to foster creative thinking and design skills amongst architectural university students. The competition engaged 182 teams comprising of 1,100 university students, competing to construct a 9sqm hardboard replica showcasing their vision of the 'house of the future'.

The My Hervey Bay Community Photobook evolved from a desire to engage the community in the centre's redevelopment. Residents were asked to submit their favourite images capturing Hervey Bay's unique coastal lifestyle and environmental beauty in their own photographs. A quality coffee table publication was produced showcasing many images with customer recognition and was utilised as a gift during the centre's opening.

The Sunway Pyramid team united to repair a small village in a neighbouring remote community desimated by massive flooding. The centre's team undertook multiple tasks including cleaning and repairing homes and community facilities in advance of the Lunar New Year. The pinnacle of the programme was the staging of a massive feast and fireworks celebration allowing thousands of local families whose lives had been desimated by the natural disaster to celebrate the New Year.

UOL Group of malls partnered with Very Special Arts Singapore to host 'A Kaleidoscope of Colours' – a series of art-based activities designed to raise awareness and funds for children with disabilities.

# EMERGING DIGITAL TECHNOLOGY

## SILVER AWARD WINNER



THREE-DIMENSIONAL SOCIAL MEDIA VIDEOS  
AMP CAPITAL SHOPPING CENTRES  
SYDNEY, AUSTRALIA



APM JETSO APPS  
APM  
HONG KONG  
  
MANAGEMENT COMPANY: KAI SHING MANAGEMENT SERVICES LIMITED  
OWNER: SUN HUNG KAI REAL ESTATE AGENCY LIMITED



FESTIVAL WALK 'U CARD APP' CAMPAIGN 2014  
FESTIVAL WALK  
HONG KONG  
  
MANAGEMENT COMPANY: MAPLETREE GREATER CHINA PROPERTY MANAGEMENT LIMITED  
OWNER: MAPLETREE GREATER CHINA COMMERCIAL TRUST



JOY CITY TRAFFIC SIMULATION AND FORECAST SYSTEM  
JOY CITY  
BEIJING, CHINA  
  
OWNER/MANAGEMENT COMPANY: COFCO LAND LIMITED



LANDMARK NORTH - 'CREATE NEW MODE OF WECHAT LIFE'  
LANDMARK NORTH  
HONG KONG, HONG KONG  
  
MANAGEMENT COMPANY: KAI SHING MANAGEMENT SERVICES LIMITED  
OWNER: SUN HUNG KAI PROPERTIES

AMP Capital Shopping Centres used multidimensional technology to create a series of short, three-dimensional videos promoting their core principles for use on their social media channels.

apm's 'Jetso Apps' utilises iBeacon technology to track and reward smartphone users, and direct them to specific mall locations. This is combined with a Facebook app that promotes online giveaways redeemable in the centre.

Festival Walk's 'U Card App' was specifically developed to innovatively target a neighbouring student market. The multitiered campaign incorporates technology, social media and public relations to reach the traditionally elusive youth market segment, resulting in significant traffic and sales revenue increases.

Joy City's big data forecast system simulates and calculates traffic distribution of brand layout plans at the drawing stage, thereby identifying problems and offering optimisation and adjustment solutions.

Landmark North in collaboration with the WeChat platform launched its 'WeChat Life' app, bringing added convenience to mobile device users, whilst providing a channel to relay retailer promotions.

2015 Asia Pacific Shopping Center Awards

# EMERGING DIGITAL TECHNOLOGY

## SILVER AWARD WINNER



HOPPY EASTER AUGMENTED REALITY  
MIRVAC RETAIL CENTRES  
SYDNEY, AUSTRALIA



MAGIC MOMENTS  
STOCKLAND WETHERILL PARK  
WETHERILL PARK, AUSTRALIA

MANAGEMENT COMPANY:  
STOCKLAND PROPERTY  
MANAGEMENT  
OWNER: STOCKLAND  
CORPORATION LIMITED

The 'Hoppy Easter' app enabled customers to use their mobile device to take pictures with an Augmented Reality Easter Bunny, offering incentives to share them on the centre's social media sites.

To help launch Stockland Wetherill Park's newest redevelopment project, the 'Magic Moments' initiative enticed customers to share and revisit their in-centre experiences on the centre's social media channels.

2015 Asia Pacific Shopping Center Awards

# GRAND OPENING, EXPANSION & RENOVATION

**GOLD AWARD WINNER**



EXPLORE... THE NEW COCKBURN GATEWAY SHOPPING CITY  
COCKBURN GATEWAY SHOPPING CITY  
SUCCESS, AUSTRALIA

MANAGEMENT COMPANY: JLL  
OWNER: PERRON GROUP



EMPORIUM REIMAGINED  
EMPORIUM MELBOURNE  
MELBOURNE, AUSTRALIA

OWNER/MANAGEMENT COMPANY: THE MERGED NOVION AND FEDERATION CENTRES GROUP



IMMERSE YOURSELF  
OCEAN KEYS SHOPPING CENTRE  
CLARKSON, AUSTRALIA

MANAGEMENT COMPANY: AMP CAPITAL SHOPPING CENTRES  
OWNER: AMP CAPITAL INVESTORS

**GOLD AWARD WINNER SILVER AWARD WINNER**



ORION STAGE TWO  
CONSTRUCTION CAMPAIGN  
ORION SPRINGFIELD CENTRAL  
SPRINGFIELD CENTRAL,  
AUSTRALIA

MANAGEMENT COMPANY: MIRVAC REAL ESTATE  
OWNER: MIRVAC



ROBINSONS PLACE TACLOBAN  
RE-OPENING EVENT  
ROBINSONS PLACE TACLOBAN  
PASIG CITY, PHILIPPINES

MANAGEMENT COMPANY: ROBINSONS LAND CORPORATION  
OWNER: JG SUMMIT HOLDINGS, INC.

Cockburn Gateway executed a multifaceted rebranding and launch campaign to position the redeveloped centre as a fresh and exciting destination for both new and existing customers to 'EXPLORE'. A well-rounded campaign utilising various traditional and innovative mediums helped to successfully launch the centre, driving exceptional results and significant publicity.

Built on a 104-year-old landmark retail site in the heart of Melbourne The 'Emporium Reimagined' campaign paid respect to its location's significance, whilst positioning the new Emporium as a retail icon. Engaging world renowned film producer and famous Australian Baz Luhrmann to stage a multifaceted opening extravaganza provided the centre with unprecedented PR attention and brand positioning commensurate with its iconic status.

Located by the seaside, the opening of Ocean Keys stayed true to its community positioning. Implementing an engaging programme that included Mermaid magic, sandcastle sculptures and a giant treasure chest in the mall—all elements of the multilayered campaign integrated to successfully launch the \$108 million Ocean Keys Shopping Centre redevelopment.

Wanting to engage the community during a protracted development provided a unique challenge for Orion Springfield. Unique community initiatives were developed to engage customers. These included a Mini Minders programme to allow mums to have their children minded whilst they navigated the massively disrupted centre; Tradie Treats targeting construction workers to spend \$'s in-centre and Kid's Construction Tool Box Talks and site visits. Combining these initiatives uniquely generated engagement and assisted with retention of sales throughout the redevelopment phase.

Normally a shopping centre opening is the time for great fanfare, pomp and ceremony. However, following the immense destruction of Typhoon Haiyan, the re-opening of Robinsons Place Tacloban was a significant community milestone that conveyed to residents a sense of normality returning to the region, reinforcing hope and optimism. The hand of friendship was extended to the community with Robinsons Place re-opening as the community's friend and hub, where locals could once again enjoy themselves and come together to bond with family and friends.

2015 Asia Pacific Shopping Center Awards

# GRAND OPENING, EXPANSION & RENOVATION



STANHOPE VILLAGE STAGE 4  
LAUNCH  
STANHOPE VILLAGE  
STANHOPE GARDENS,  
AUSTRALIA

MANAGEMENT COMPANY:  
MIRVAC – STANHOPE VILLAGE  
OWNER: MIRVAC REAL ESTATE  
PTY LTD

FULL OF LIFE – STOCKLAND  
BALDIVIS  
STOCKLAND BALDIVIS  
BALDIVIS, AUSTRALIA

OWNER/MANAGEMENT  
COMPANY: STOCKLAND

Stanhope Village's Stage 4 development project included a new internal walkway connecting two separate buildings, additional retail offerings, improved facilities, and a vibrant new dining precinct. Stanhope Village is located in one of the fastest growing areas in Sydney. The aim of the development was to exceed customer feedback and create a village ambience engaging customers on the journey throughout the complex.

In 2014, construction commenced on the \$116 million redevelopment of Stockland Baldivis with the existing 7000sqm Centre remaining mostly intact. The challenge was to re-introduce and reposition the new Stockland Baldivis through the development of a cohesive Stage Two and Grand Opening campaign delivered with potency and authenticity. The 'Full of Life' campaign combined a unique creative vision, strong events platform, and traffic and sales driving tactics, with a foundation of targeted and well-executed media strategy.

2015 Asia Pacific Shopping Center Awards

# INTEGRATED DIGITAL CAMPAIGNS



**TOWNING AROUND**  
ALABANG TOWN CENTER  
MUNTINLUPA, PHILIPPINES

MANAGEMENT COMPANY:  
AYALA LAND, INC.  
OWNER: ALABANG  
COMMERCIAL CORPORATION



**KARRINYUP SWIM & RESORT**  
BEACH PARADES  
KARRINYUP SHOPPING CENTRE  
KARRINYUP, AUSTRALIA

MANAGEMENT COMPANY: AMP  
CAPITAL INVESTORS  
OWNER: UNI SUPER



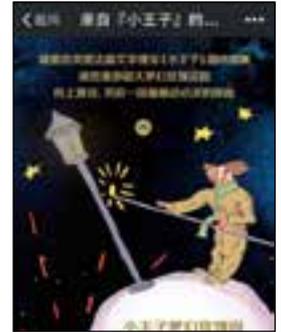
**METRO CITY PLAZA X**  
POMPOMPURIN – CATCH PURIN  
IF YOU CAN!  
METRO CITY PLAZA  
HONG KONG

MANAGEMENT COMPANY:  
GOODWILL MANAGEMENT LTD.  
OWNER: HENDERSON LAND  
GROUP



**LETTERLAND**  
NORTHLAND SHOPPING CENTRE  
MELBOURNE, AUSTRALIA

OWNER/MANAGEMENT  
COMPANY: THE MERGED  
NOVION AND FEDERATION  
CENTRES GROUP



**SHANGHAI JOY CITY CREATES**  
A MARKETING MIRACLE OF  
SMART SOCIAL PLATFORM  
WITH LOW INPUT AND HIGH  
RETURNS  
SHANGHAI JOY CITY  
SHANGHAI, CHINA

OWNER/MANAGEMENT  
COMPANY: COFCO LAND  
LIMITED

Attuned to Southern Manila's social savvy, Alabang Town Center drew up a plan to harness online followers and take them to the next level: actual mall engagement. The multiplatform digital campaign 'Towning Around' connected with online users, mining valuable insight the centre used to send targeted messages designed to increase sales and visits.

To create viral exposure Karrinyup created a unique summertime fashion event. By taking 30 swimsuit-clad models carrying retailer lollipop signs to the beach for an impromptu fashion show, the centre generated significant social media posts and viral video footage whilst clearly capturing the attention of mainstream media and beach goers who witnessed the spectacular event.

Located in the heart of Tseung Kwan O's urban district, Metro City Plaza (MCP) is a shopping complex whose target audience are young consumers who pursue dynamic lifestyles and live all over Hong Kong. In an effort to increase traffic, sales and appeal to the right target segment, MCP launched a campaign 'Catch Purin If You Can', featuring an amusing, easy-to-play game available both online and in-centre, that gave players an opportunity to win PomPomPurin gifts.

In a bid to kick-start early Christmas spending and encourage consumers to choose Northland over its competitors, the centre launched Letterland—an interactive digital application connecting its shoppers directly to the North Pole. In a modern twist on the traditional letter to Santa, Letterland delivered digital initiatives that spoke to the core market's desire for innovation, unique shopping experiences and love for digital.

Shanghai Joy City's smart social platform innovatively combines data from their official website, WeChat account, and App, to produce instant and synchronized communications to targeted audiences. The smart social platform realizes synchronous and instant communication of sales data, tenant information and membership management system through cross-platform interaction both online and offline with a Omni-channel marketing platform.

2015 Asia Pacific Shopping Center Awards

# INTEGRATED DIGITAL CAMPAIGNS

## GOLD AWARD WINNER



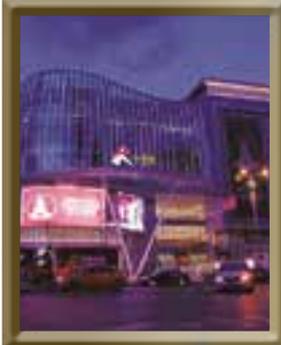
THE MINES SHORT FILM COMPETITION  
THE MINES SHOPPING MALL  
DARUL EHSAN, MALAYSIA

MANAGEMENT COMPANY:  
CAPITAMALLS MALAYSIA REIT  
MANAGEMENT SDN. BHD.  
OWNER: CAPITAMALLS  
MALAYSIA TRUST



BRIDE-TO-BE CONTEST  
VIVIANA MALL  
THANE WEST, INDIA

OWNER/MANAGEMENT  
COMPANY: SHETH DEVELOPERS  
& REALTORS I LTD



YANTAI JOY CITY SPRING  
FESTIVAL RED ENVELOPES  
YANTAI JOY CITY  
YANTAI, CHINA

MANAGEMENT COMPANY:  
YANTAI JOY CITY CO. LTD.  
OWNER: COFCO JOY CITY  
PROPERTY LIMITED

The Mines Short Film Competition was organised by The Mines in collaboration with National Film Development Corporation Malaysia (FINAS), Malaysia's leading film agency and authority. The competition aimed to strengthen the mall's branding by reaching a wider audience, in particular avid social media users. Via the online submission of an original short film, road shows at targeted market areas, online voting and a prize presentation ceremony this unique initiative met all objectives.

With over 600 entries, Viviana Mall's 'Bride-to-Be' featured 20 finalists competing to win the ultimate wedding experience. With online being the only method of entry, the competition offered to pay for a total wedding for 1 lucky couple. Social media sites captured the journey from the point of entry to the selection of the lucky bride-to-be.

Joy City's Spring Festival campaign used a combined strategy of traditional media, social media, and technology, to promote their WeChat red envelope and coupon initiative to their desired demographic. During the Spring Festival, nearly 100,000 people participated in getting red envelopes and over 40,000 people joined getting card coupons.

2015 Asia Pacific Shopping Center Awards

# MARKETING POSITIONING & BRAND AWARENESS



VITA @ HARBOUR CITY – THE NEW HOME OF BEAUTY  
HARBOUR CITY  
HONG KONG

MANAGEMENT COMPANY:  
WHARF ESTATES LIMITED  
OWNER: THE WHARF  
(HOLDINGS) LIMITED



WORLD CLASS EXPERIENCE  
SIAM PARAGON  
BANGKOK, THAILAND

MANAGEMENT COMPANY: SIAM  
PARAGON DEVELOPMENT AND  
THE MALL GROUP  
OWNER: SIAM PIWAT



THIS IS OUR VILLAGE  
ST MARYS VILLAGE SHOPPING  
CENTRE  
ST MARYS, AUSTRALIA

OWNER/MANAGEMENT  
COMPANY: MIRVAC REAL  
ESTATE PTY LTD

Harbour City's transformation of an adjoining office tower into a beauty and wellness hub branded as 'VITA', successfully attracted more than 200 beauty brands to the precinct. The successful establishment of the VITA precinct has positively enhanced the centre's brand positioning facilitating competitive differentiation.

Siam Paragon's World Class Experience proposition was taken to a whole new level by a unique campaign solely targeting top-spending customers. The World Class Experience's competition gave top customers the opportunity to win one of two unique once-in-a-lifetime experiences—a Hong Kong Gastronomy Trip or an opportunity to walk the Red Carpet at the Cannes Film Festival.

The 'This Is Our Village' rebrand campaign featured more than 4,000 images of local residents going about their daily lives, who are proud to reside in the community and shop at St Marys Village. The integration and engagement of the community into the centre's repositioning was at the core of the brand strategy.

2015 Asia Pacific Shopping Center Awards

# MARKETING POSITIONING & BRAND AWARENESS

## GOLD AWARD WINNER



SCHOOL CAMP  
STOCKLAND MERRYLANDS  
MERRYLANDS, AUSTRALIA

MANAGEMENT COMPANY:  
STOCKLAND MERRYLANDS  
OWNER: STOCKLAND



TURN UP AT U.P. TOWN CENTER  
U.P. TOWN CENTER  
QUEZON CITY, PHILIPPINES

OWNER/MANAGEMENT  
COMPANY: AYALA LAND METRO  
NORTH INC.



KERRIE HESS FOR  
WINTERGARDEN  
WINTERGARDEN  
BRISBANE, AUSTRALIA

MANAGEMENT COMPANY: JLL  
OWNER: ISPT

Identifying an opportunity to enhance community positioning and grow sales during key periods; Stockland Merrylands launched the 'School Camp' programme offering a variety of interactive children's 'camp style' entertainment and activities. The programme delivered short term strategic objectives and aligned with the centre's family and community positioning mantra.

UP Town Center's unique concept, the first University Town centre in Metro Manila, walks its talk when it comes to being an important part of the social lives of 76,000 university students in its immediate trade area. Marketing initiatives are carefully crafted to ensure students Turn Up at UP Town Center. From events to partnerships, art installations and social media, students are at the core of all positioning efforts and branding strategies.

Wintergarden's collaboration with world renowned celebrity illustrator, Kerrie Hess, facilitated the delivery of a unique Spring fashion campaign, highly complimentary with the brand positioning of this CBD centre. The campaign integrated multiple elements utilising an innovative series of fashion illustrations that formed the foundation of the strategy, with tactics including a VIP media launch, in-centre fashion displays and multimedia campaign.

2015 Asia Pacific Shopping Center Awards

# PUBLIC RELATIONS AND EVENTS



MOMPOWERMENT MAY  
ABREEZA MALL  
DAVAO CITY, PHILIPPINES

MANAGEMENT COMPANY:  
AYALALAND INC. SUBSIDIARY  
OWNER: ACCENDO  
COMMERCIAL CORP.



THE GASTRONOMY FESTIVAL  
AYALA MALLS  
MAKATI CITY, PHILIPPINES



BURNSIDE VILLAGE MARKET  
FEAST  
BURNSIDE VILLAGE  
ADELAIDE, AUSTRALIA

OWNER/MANAGEMENT  
COMPANY: COHEN GROUP



VIVID SYDNEY AT CENTRAL PARK  
CENTRAL PARK  
CHIPPENDALE, AUSTRALIA

MANAGEMENT COMPANY: JLL  
OWNER: FRASERS PROPERTY  
AUSTRALIA AND SEKISUI  
HOUSE LTD



MAMBO: 30 YEARS OF SHELF  
INDULGENCE  
CENTRAL PARK  
CHIPPENDALE, AUSTRALIA

MANAGEMENT COMPANY: JLL  
OWNER: FRASERS PROPERTY  
AUSTRALIA AND SEKISUI  
HOUSE LTD

Described as a matriarchal society, the Philippines is one of the top countries in the world where women are more likely to hold key positions in government, business, and civil society. To position Abreeza Mall as the home for female leaders in Davao and a staunch advocate of women's rights, a month-long campaign was implemented. The programme used themes of gender equality, maternal health and nutrition in a month-long programme of events and advertising.

Expanding beyond Spain for the first time, Madrid Fusion, one of the biggest food events in the world, was held in Manila in 2015. To reinforce its position as the Philippines's premier dining destination, Ayala Malls fully supported the congress through its 'Gastronomy Festival' campaign. Complementing Madrid Fusion Manila, this parallel series of events placed the spotlight on the country's top chefs, restaurants, and the diverse dining options at Ayala Malls.

The Market Feast event was staged to promote the food retail & food catering merchandise assortment in a unique way and assist local charities. 'Market Feast' was an in-centre customer event, using retailer produce to create a four-course meal cooked by a local celebrity chef. A portion of the ticket sales supported local charities. The event created a memorable customer experience as well as PR attention and an increased presence on social media.

Central Park's first year of participation in the 'Vivid Sydney' night lights event, brought the centre to life with a dynamic light projection show, positioning the centre as a key destination in Sydney. Utilising the mall and its outdoor spaces for night markets, a pop up bar and more delivered strong growth in traffic and sales and PR.

The iconic Australian surf and leisurewear brand Mambo was formed in Sydney in the 1980s and has continued to successfully evolve over the past 3 decades. To celebrate 30 years in business, Central Park utilised a vacant space to exclusively host in Sydney the 'Mambo: 30 Years of Shelf Indulgence' exhibition generating exceptional media coverage and positioning the centre as a key cultural destination.

2015 Asia Pacific Shopping Center Awards

# PUBLIC RELATIONS AND EVENTS

## GOLD AWARD WINNER



THE 25TH ANNIVERSARY OF CRAYON SHINCHAN-CHAOYANG JOY CITY  
CHAOYANG JOYCITY  
BEIJING, CHINA

MANAGEMENT COMPANY:  
BEIJING HONG TAI JI YE REAL ESTATE CO., LTD  
OWNER: COFCO



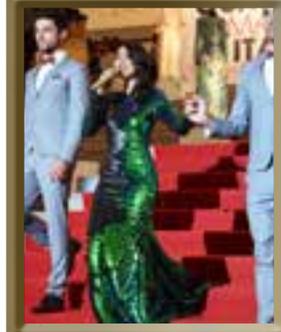
MUST LOVE PETS: A VALENTINE PET SOIRÉE  
EASTWOOD MALL  
QUEZON CITY, PHILIPPINES

OWNER/MANAGEMENT COMPANY:  
MEGAWORLD CORPORATION



THE CHRISTMAS OF HONG KONG – 'HARBOUR CITY STARRY CHRISTMAS 2014'  
HARBOUR CITY  
HONG KONG

MANAGEMENT COMPANY:  
WHARF ESTATES LIMITED  
OWNER: THE WHARF (HOLDINGS) LIMITED



60 YEARS OF MADE IN ITALY PAVILION KL  
KUALA LUMPUR, MALAYSIA

MANAGEMENT COMPANY:  
PAVILION REIT MANAGEMENT SDN BHD  
OWNER: AMTRUSTEE BERHAD FOR PAVILION REIT



IMPRESSION OF HUI SHENZHEN YITIAN HOLIDAY PLAZA  
SHENZHEN, CHINA

MANAGEMENT COMPANY:  
SHENZHEN YITIAN HOLIDAY PLAZA CO., LTD.  
OWNER: YITIAN GROUP

Chaoyang Joy City teamed with comic-book giant Crayon Shinchan to celebrate their 25th anniversary by hosting a two-month long art exhibition and staging numerous in-centre events attracting widespread media attention throughout the campaign. The programme targeted families with children, drawing awareness to the pressures placed on today's youth.

In demonstration of its commitment to educating pet owners on responsible pet ownership, Eastwood Mall pioneered a pet-centered event where pet owners and their pets had the rare chance to celebrate and spend Valentine's Day in a uniquely memorable way. Must Love Pets: A Valentine Pet Soirée was a monumental success as it gathered 1,000 pet owners from all over Metro Manila with their pets reveling in fun and romance-filled activities and attractions.

Hong Kong's first Christmas theme song, and an original musical drama performed by local artists across various creative disciplines, were two initiatives unveiled during Harbour City's Christmas campaign. To truly differentiate Harbour City, the centre's Christmas decorations were custom designed by Hong Kong spatial and interior designer Andy Tong.

To enhance the luxury fashion positioning of Pavilion KL following a difficult trading period, a major, world exclusive event was developed and staged in September 2014. For the first time in Asia the '60 Years of Made In Italy' exhibition was curated, showcasing 30 iconic Italian archived fashion pieces and a series of highly experiential events and exhibitions by iconic luxury Italian houses. The campaign delivered excellent publicity coverage and firmly reinforced the centre's leadership fashion positioning.

Yitian Holiday Plaza's 'Impression of Hui' created an authentic cultural feast through a large-scale exhibition, on-site artwork productions by intangible cultural inheritors, art treasures exhibition, traditional wedding show and aesthetic activities. All cultural experiences were designed to showcase and celebrate ancient Huizhou architecture and culture.

## SILVER AWARD WINNER



THE BALVENIE CRAFT FAIR & WINTER PICNIC  
STRAND ARCADE  
SYDNEY, AUSTRALIA

MANAGEMENT COMPANY:  
IPOH MANAGEMENT  
SERVICES PTY LTD  
OWNER: GIC REAL ESTATE



HOOPS OF HOPE  
SUNWAY PYRAMID  
SHOPPING MALL  
BANDAR SUNWAY, MALAYSIA

MANAGEMENT COMPANY:  
SUNWAY REIT MANAGEMENT  
SDN BHD  
OWNER: RHB TRUSTEES  
BERHAD



THE SHOPPES LUXURY RE-  
LAUNCH: DISCOVER YOUR KEY  
TO A WORLD OF LUXURY  
THE SHOPPES AT MARINA  
BAY SANDS  
SINGAPORE

MANAGEMENT COMPANY: THE  
SHOPPES AT MARINA  
BAY SANDS  
OWNER: LAS VEGAS SANDS  
CORPORATION



V CITY X MINI CREAM  
WORLD CUP CARNIVAL  
V CITY  
HONG KONG

MANAGEMENT COMPANY:  
KAI SHING MANAGEMENT  
SERVICES LTD.  
OWNER: SUN HUNG KAI  
PROPERTIES

The Strand implemented a food strategy to highlight the centre's enhanced provider offer. The Balvenie Craft Fair & Winter Picnic, was strategically designed to drive PR, sales and awareness. The four-day event activated a European food market across three levels inviting customers to 'curate their own winter picnic' across nine food stalls, then enjoy from a picnic seating area created for the event in addition to participate in master classes held hourly.

Sunway Pyramid's 'A Hoopful Christmas' embraced the spirit of giving. Draped with red velvet curtains and adorned with bright lights, a wishing booth appeared mysteriously in the centre for 10 days, giving shoppers the opportunity to wish for a gift for their loved ones without knowing if their wishes could come true. Travelling over thousands of kilometres, the Hoopful Christmas crew carried with them meaningful gifts of hope, surprising many with the heartfelt festive wishes from their loved ones.

To celebrate the completion of a major remix and renovation, The Shoppes at Marina Bay Sands hosted a grand one-night-only re-launch event to firmly consolidate the centre's iconic positioning as a premier shopping destination. The event showcased iconic elements of the centre's mix at unique outposts that guests discovered at an array of locations throughout the centre.

V city's 2014 World Cup Campaign provided an easily accessible location for youngsters and customers with limited resources to enjoy live broadcasts of the FIFA World Cup games for free. To capitalise on the additional traffic and celebratory mood of the centre's visitors during the World Cup, outpost, events, competitions and interactive games were staged to enhance the event's appeal and customer spending.

2015 Asia Pacific Shopping Center Awards

# SALES PROMOTION/ TRAFFIC ACTIVATION

**GOLD AWARD WINNER**



**THE BIG DAY OFF**  
BIRKENHEAD POINT OUTLET  
CENTRE  
DRUMMOYNE, AUSTRALIA

MANAGEMENT COMPANY:  
ABACUS PROPERTY SERVICES  
AND MIRVAC  
OWNER: MIRVAC REAL ESTATE  
PTY LTD



**BROADWAY'S CHRISTMAS  
CRUSADER CAMPAIGN**  
BROADWAY  
BROADWAY, AUSTRALIA

MANAGEMENT COMPANY:  
MIRVAC REAL ESTATE PTY LTD  
OWNER: MIRVAC GROUP/THE  
PERRON GROUP



**CENTRAL PARK BECOMES A  
SUMMER PLAYGROUND**  
CENTRAL PARK  
CHIPPENDALE, AUSTRALIA

MANAGEMENT COMPANY: JLL  
OWNER: FRASERS PROPERTY  
AUSTRALIA AND SEKISUI  
HOUSE LTD



**EAST POINT CITY 'WOOLLY  
WONDERLAND'**  
EAST POINT CITY  
HONG KONG

MANAGEMENT COMPANY:  
SUN HUNG KAI REAL ESTATE  
AGENCY LIMITED  
OWNER: SUN HUNG KAI  
PROPERTIES



**RM1.8MILLION GIFTS OF  
PROSPERITY**  
PAVILION KUALA LUMPUR  
KUALA LUMPUR, MALAYSIA

MANAGEMENT COMPANY:  
PAVILION REIT MANAGEMENT  
SDN BHD  
OWNER: AMTRUSTEE BERHAD  
FOR PAVILION REIT

To encourage early Christmas shopping with a promise of beating the rush! The Big Day Off campaign was implemented during November 2014. The campaign encouraged the target audience to shop early and take a day off to do their Christmas shopping mid-week. During the campaign, customers were rewarded with incentives including special offers, free weekday parking and a free Christmas gift-wrapping service.

Broadway Shopping Centres Christmas Crusader Campaign was created specifically in response to consumer research revealing customer likes and dislikes at Christmas. In response to the research, Broadway introduced six very unique and non-traditional Crusader Ambassadors. Each ambassador represented and provided a shopper services to deliver on the consumer advertising proposition 'Broadway is your Christmas Crusader'.

Central Park positioned itself as a key lifestyle destination in Sydney at the commencement of Spring 2014 through a multichannel 'Summer Playground' campaign held in September and October. The campaign enhanced the ambient qualities of the centre and a programme of events was executed, supported by a number of tactical initiatives driving retail spending.

Positioning itself as a family destination shopping mall, East Point City has been committed to rolling out numerous family-oriented art programmes that spark children's creativity. Celebrating the Year of the Sheep in an innovative and artistic way, East Point City joined forces with The Woolmark Company and local felt artist, Debbie Leung, to launch a whimsically creative campaign called 'Woolly Wonderland'. Embracing all things wool from fashion to furnishings the event delivered sales, traffic and media attention across the region.

Following a difficult trading year in Malaysia and a downturn in tourism, urgent and strong action was required. More than 35,000 shoppers participated in Pavilion KL's 'RM1.8 Million Gifts of Prosperity' campaign staged in conjunction with global brand Crabtree & Evelyn. Offering customers gifts and prizes based on sales, resulted in a positive sales and traffic trend throughout the campaign.

## SILVER AWARD WINNER



SUNNYBANK \$2 FOOD TRAIL  
SUNNYBANK PLAZA  
BRISBANE, AUSTRALIA

MANAGEMENT COMPANY:  
RETAIL FIRST PTY LTD  
OWNER: YFG SHOPPING  
CENTRES PTY LTD



SUMMER PUNCH  
THE GALERIES  
SYDNEY, AUSTRALIA

MANAGEMENT COMPANY:  
IPOH PTY LTD  
OWNER: GIC REAL ESTATE  
PTE LTD



STYLE WORKOUT  
WESTPOINT SHOPPING CENTRE  
SYDNEY, AUSTRALIA

OWNER/MANAGEMENT  
COMPANY: QIC



WINTERGARDEN CHRISTMAS  
GIFT BOX  
WINTERGARDEN  
BRISBANE, AUSTRALIA

MANAGEMENT COMPANY: JLL  
OWNER: ISPT

Sunnybank Plaza is affectionately dubbed the 'real Chinatown' of Brisbane, located just 12km from the Brisbane CBD. The centre has evolved with the local demographic, now boasting Brisbane's most authentic Asian dining and entertainment offer. In an Australian first, the Sunnybank \$2 Food Trail was created to take visitors on a culinary adventure. Food lovers from all over South-East Queensland converged on the precinct to graze on a huge variety of \$2 mini-dishes, showcasing a range of oriental cuisines, while enjoying live music, traditional dancers and entertainment.

The Galeries strategically developed a Christmas campaign with a point of difference. In 2014 the theme was inspired by a trendy take on fruit prints. 'Summer Punch' aimed to create cut-through in a cluttered market with an innovative, multilayered campaign and colourful celebration of summer. Results proved the centre's target customers enjoyed a break from tradition!

With the use of a 20-foot converted shipping container, Westpoint became home to a unique 11-day installation celebrating fashion, lifestyle and urban culture; mixing street style with sneaker culture and a series of interactive activations that resonated with the Centre's customers. Westpoint's 'Style Workout' Autumn Winter fashion campaign featured a unique in-centre installation celebrating fashion, lifestyle and urban culture, combined with a series of interactive activations.

Wintergarden's Christmas Gift Box experiential campaign creatively encompassed the concept of gift giving, whilst capturing the excitement of Christmas morning for each and every participant. The centre worked closely with a designer to develop creative collateral and an activation point surrounding the concept of gifting through the visual representation of a gift box across all campaign collateral.

# NEW DEVELOPMENTS

## GOLD AWARD WINNER



CHENGDU IFS  
CHENGDU, CHINA

TOTAL RETAIL SPACE:  
210,000 SQM  
NUMBER OF STORES: 254  
DEVELOPER: THE WHARF  
(HOLDINGS) LIMITED  
DESIGN ARCHITECTS: BENOY LTD.  
PRODUCTION/EXECUTIVE  
ARCHITECTS: LWK & PARTNERS  
(HK) LTD

## SILVER AWARD WINNER



CHINA OVERSEAS PLAZA-  
UNIPARK  
JINAN, CHINA

TOTAL RETAIL SPACE:  
8,640 SQM  
NUMBER OF STORES: 34  
DEVELOPER: CHINA OVERSEAS  
HOLDINGS, LTD.  
DESIGN ARCHITECTS: JERDE,  
CALLISON (INTERIORS)

## SILVER AWARD WINNER



LERTHAI CENTER  
SHIJIAZHUANG, CHINA

TOTAL RETAIL SPACE:  
71,500 SQM  
NUMBER OF STORES: 303  
DEVELOPER: LERTHAI  
COMMERCIAL REAL ESTATE  
GROUP  
DESIGN ARCHITECTS: JERDE

This premiere development incorporates two premium Grade-A office towers, a five-star hotel, and high-end residential properties with a flagship shopping centre at the heart of the complex. With a comprehensive mix of international luxury, designer fashion, and lifestyle brands, combined with diverse food and beverage options, recreational, public event, and entertainment amenities, Chengdu IFS has become a prominent landmark destination at the apex of one of China's most historical cities.

The Plaza-Unipark Jinan is a mixed-use regional city complex with a landmark 33-level office tower and five levels of integrated commercial space. The complex includes new-to-market retail shops, destination restaurants, a supermarket, department store, and a 7-screen cinema with a 340-seat IMAX experience. Extensive landscaped plazas and open space incorporate community event areas, pocket parks, water features and an ice rink. This dynamic social environment harmoniously combines shopping, leisure and work space with a rich collection of public amenities.

Fairview Terraces is a five-storey mixed-use retail development located within a lush central garden and a landscaped promenade, with escalators that seamlessly connect the gardens to the inner retail areas. Themed retail zones surround the courtyard, focusing activity towards the core and pockets of activity areas throughout the complex. The garden-centric design, flexible activity areas, and accessible circulation make this a unique and intimate urban oasis within the city.

Located in downtown Shijiazhuang, The Lerthai Center integrates hotels, offices and apartments, with extensive retail, dining, and entertainment offerings, including a 13,000 sqm 'Sky Garden'. The architecture and design accomplishes twin goals: It provides an accessible yet iconic addition to the city's emerging commercial landscape, while also connecting and fitting in with the project's urban fabric.

## SUSTAINABLE GOLD AWARD WINNER



THE PONDS SHOPPING CENTRE  
SYDNEY, AUSTRALIA

V CITY  
HONG KONG

TOTAL RETAIL SPACE:  
7,000 SQM  
NUMBER OF STORES: 27  
DEVELOPER: AUSTRALAND  
PTY LTD  
DESIGN ARCHITECTS: NH  
ARCHITECTURE

TOTAL RETAIL SPACE:  
24,982 SQM  
NUMBER OF STORES: 121  
DEVELOPER: SUN HUNG KAI  
PROPERTIES  
DESIGN ARCHITECTS: BENYO  
PRODUCTION/EXECUTIVE  
ARCHITECTS: RONALD LU  
& PARTNERS (HONG KONG)  
LIMITED

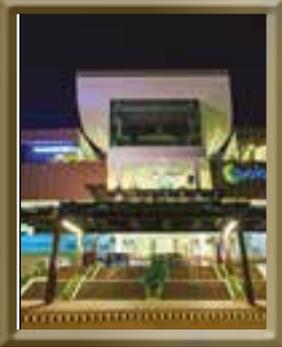
The Ponds Shopping Centre is a contemporary, state of the art, retail, dining and social hub boasting over 25 specialty stores, cafes and restaurants including high profile retailers Woolworths & BWS, in addition to over 7,000 sqm of retail, food and service outlets. A leader in environmentally sustainable design, the Ponds Shopping Centre is the first and only 6 star Green Star rated shopping centre as certified by the Green Building Council of Australia.

V city's lifestyle-oriented mall strategically located above a transport hub in Tuen Mun, has links to the Town Centre, public parks and other residences, and draws approximately 130,000 visitors each day. The interiors mimic nature—they are curved, sun-lit and accented by LEDs. This is a new urban design concept, creating a fluid, 'hyperweb' that weaves the existing urban fabric with the new to generate the greatest possible synergy.

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# RENOVATIONS/ EXPANSIONS

## GOLD AWARD WINNER



AYALA CENTER CEBU  
CEBU, PHILIPPINES

TOTAL RETAIL SPACE:  
134,997SQM  
NUMBER OF STORES: 148  
DEVELOPER: CEBU  
HOLDINGS, INC.  
DESIGN ARCHITECTS: ALTOON +  
PORTER ARCHITECTS  
PRODUCTION/EXECUTIVE  
ARCHITECTS: GF & PARTNERS  
ARCHITECTS

Ayala Center Cebu's new expansion wing houses an extensive combination of local Cebuano retailers and world-class offerings within a modern and graceful façade that personifies the cosmopolitan city. The overall ambience is upscale but welcoming, reflective of the Cebuano culture—bright but warm lighting; high ceilings and wide hallways create a sense of airiness and spaciousness.



LOK FU MARKET  
HONG KONG

TOTAL RETAIL SPACE: 1,897 SQM  
NUMBER OF STORES: 141  
DEVELOPER: THE LINK  
MANAGEMENT LIMITED  
DESIGN ARCHITECTS: GREIG &  
STEPHENSON (UK)  
PRODUCTION/EXECUTIVE  
ARCHITECTS: FRUIT DESIGN &  
BUILD LIMITED (HK)

Lok Fu Market's recent renovation of the centre's old and aged food market, provides a wealth of convenient and updated facilities to better serve the more than 70,000 neighbourhood residents. This new generation fresh market helps sustain the grocery retail sector and attracts a younger clientele.

## SILVER AWARD WINNER SILVER AWARD WINNER



OYAMA YUEN HARVEST WALK  
OYAMA-SHI, JAPAN

TOTAL RETAIL SPACE:  
787,512 SQM  
NUMBER OF STORES: 65  
DEVELOPER: JAPAN  
RETAIL FUND INVESTMENT  
CORPORATION  
DESIGN ARCHITECTS: JTQ INC.  
PRODUCTION/EXECUTIVE  
ARCHITECTS: NOMURA  
PRODUCTS CO., LTD.

The extensive reconstruction of the Harvest Walk landscape innovatively encourages pedestrian circulation throughout, offering residents and tenants a unique and active lifestyle complex. Two walking paths were introduced along with four characteristic open spaces promoting an enjoyable shopping experience while strolling among stores in the park.



SM MEGAMALL  
MANDALUYONG CITY,  
PHILIPPINES

TOTAL RETAIL SPACE: 474,224 SQM  
NUMBER OF STORES: 937  
DEVELOPER: SM PRIME  
HOLDINGS INC.  
DESIGN ARCHITECTS:  
ARQUITECTONICA  
PRODUCTION/EXECUTIVE  
ARCHITECTS: W.V.COSCOLLUELA  
& ASSOCIATES

SM Megamall's newest wing includes an event hall, a comprehensive retail fashion mix, a food hall, and an entertainment centre comprising an ice rink, bowling alley, and IMAX and Director's Club theatres. Its semicircular form represents a break from the original rectilinear mall: a softer, yet noticeable geometric shape which stands out in its dense urban context, and both visually and physically creates some much-needed space around the mall.

# NEW RETAIL CONCEPTS

## SILVER AWARD WINNER



CHAOYANG JOY  
CITY-JOY YARD  
BEIJING, CHINA



LIANG SHI JU  
TIANJIN, CHINA

With an overall reconstruction of their 5th and 6th floor level parking lots, Chaoyang Joy City-Joy Yard's 'lifestyle space' harmoniously combines elements of business, art, culture, ecology, and nature.

Tianjin Joy City's 'Liang Shi Ju' innovatively attracts online users to log onto the app to accumulate points with purchases, whilst directing them to the centre to redeem their gifts and attend retailer events.

# AWARD CATEGORIES

## MARKETING DESIGN RETAIL AWARDS

### TRADITIONAL MARKETING

**Advertising:** Strategic communications that advertise a shopping centre or company to its target market(s). This may include efforts in a single medium or those in a multimedia series or campaign.

**Business-to-Business (B2B):** Marketing communications initiated by a shopping centre and directed to other businesses (not consumers), such as retailers, specialty retailers, trade groups, investors, suppliers or other targeted commercial interests.

**Cause Related Marketing:** A single or ongoing event, programme or project that primarily benefits a charitable or community need, interest or cause.

**Emerging Digital Technology:** The most current and innovative use of website, mobile, interactive or any other online component that creates a brand experience.

**Grand Opening, Expansion & Renovation:** A comprehensive marketing campaign intended to introduce or reposition a new, expanded or renovated shopping centre.

**Integrated Digital Campaigns:** Programmes consisting of an integrated online, digital or social media campaign executed as a significant component of an in-mall event or sales promotion.

**Marketing Positioning and Brand Awareness:** This category is for sustained and consistent marketing campaigns that contain multiple integrated elements that are implemented to position an overall centre or a merchandise category within a centre to its target audience.

**Public Relations & Events:** A planned public relations programme, event or initiative intended to primarily benefit the commercial interests of a shopping centre or company.

### DESIGN & DEVELOPMENT

The Design and Development category recognises retail properties for their overall design qualities and creativity in development, through renovation or expansion of an existing property or in innovative design of a new retail project.

### RETAIL

This Retail Store Design category recognises how professional store design contributes to the success of the retail industry and the Retail Design Concept category recognises innovative and creative new retail concepts.

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