



ICSC Global Awards

Solal Marketing

ICSC Solal Marketing Awards 2015 Winners

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. By recognising best practice and outstanding marketing performance, the ICSC Solal Marketing Awards are seen as a benchmark of quality throughout the industry.



AWARD CATEGORIES

BRAND AWARENESS & (RE) POSITIONING

This category aims to reward entrants who have successfully and creatively changed or consolidated the customer perception of their centre. It may address a shift in the behaviour of shoppers or a change in their profile, a new competitor or a significant change in the centre. It should demonstrate innovation in the techniques used to bring about tangible, measurable results and could involve advertising, PR, social media, mobile technology and communication, research or events.

BUSINESS TO BUSINESS

This category acknowledges success in targeting a business audience rather than consumers and rewards creative originality and cost-effective results. It is geared toward campaigns as it relates to tenants, mall operators, trade groups, media or ideas which set out to maximise leasing opportunities. Initiatives can include those designed to raise the profile of assets and investments either as a single location or as a portfolio.

CORPORATE SOCIAL RESPONSIBILITY

This category recognises innovation and achievement for projects which aim to benefit the centre catchment area, be it the local or a wider community. It covers single or ongoing initiatives designed to educate, involve, influence or improve the well-being of a community. It can include a charity tie-up or a partnership with another organisation. Success is measured by the improvement to lives in the neighbourhood, rather than strict commercial goals. The campaign should ideally link to a clear Corporate Social Responsibility (CSR) strategy. Scope includes aspects such as the Environment, Safety, Health and Social engagement, not only Charity.

CUSTOMER SERVICES

This category recognises excellence and innovation in customer service and experience detail. It may be driven by an individual centre, a group of centres or by a portfolio. It could be a single initiative or an ongoing programme which exhibits effectiveness and efficiency against objectives.

EMERGING TECHNOLOGY

This category focuses on campaigns which are driven primarily via new technologies such as hardware, software, big data, digital tools, digital channels. Programmes can include any of the following elements as part of a clear marketing strategy: Innovative and effective use of websites; mobile technology; augmented reality; location-based technologies; big data or any new integrated digital innovations.

FOOTFALL ACTIVATION

This category is geared towards campaigns and activities designed primarily to generate footfall traffic within the mall. The footfall could be for a one-off activity or for more long-lasting initiatives. It could relate to the type of shopper in terms of profile and quality and not merely to the volume of shoppers. It recognises innovative approaches to marketing which could involve advertising, PR, social media, mobile technology or events.

GRAND OPENING/EXPANSION/REFURBISHMENT

This category recognises innovation and excellence in the marketing of a new centre opening or the re-opening of a centre and rewards creative originality and cost-effective results. It can include the opening of a specific part of a scheme such as a refurbishment of a food court, mall decor or an extension.

SALES ACTIVATION

This category rewards campaigns and activities designed primarily to generate retail sales within the mall. The sales campaign could be for a one-off activity or for more long-lasting initiatives. It could relate to a specific sales promotion, be linked to an event, a leisure programme or relate to retailer online sales as well.

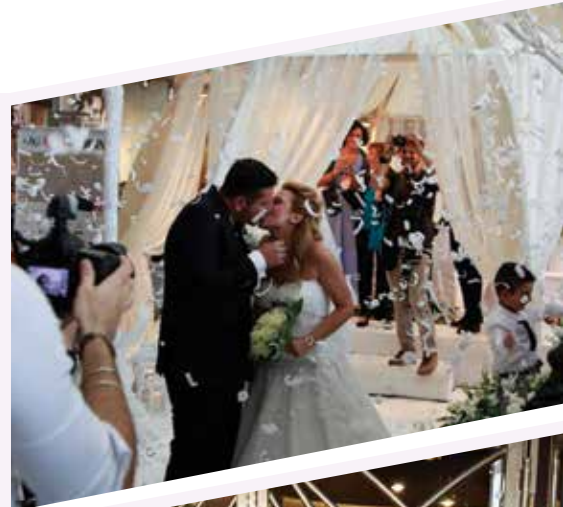
BRAND AWARENESS & (RE) POSITIONING

Due Cuori e Un Carosello

Carosello Shopping Centre
Carugate, Italy

Owner/Management Company: Eurocommercial Properties Italia Srl

Carosello staged the first Italian wedding organised and celebrated in a shopping Centre, gaining great visibility with their reality series by detailing the journey of the bride and groom as the big day approached.



Magnum Jo'burg

The Zone @ Rosebank
Johannesburg, South Africa

Owner/Management Company: Old Mutual Property

The Zone's 'Magnum Jo'burg' campaign generated extensive media coverage, featuring a celebrity-hosted opening event, and a limited-time opportunity for shoppers to create their own Magnum bar.



The Best Kept Secret

Rødovre Centrum
Rødovre, Denmark

Owner/Management Company: Rødovre Centrum A/S

Rødovre Centrum's 'Best Kept Secret' multimedia branding campaign featuring a new graphic look, helped to generate increases to customer flow and turnover index despite the abundance of marketplace competitors.



Art Everywhere – Brand Awareness Campaign

Alegro Setúbal Shopping Centre
Setúbal, Portugal

Owner: Immochan / Auchan

Management Company: Immochan Portugal

ALEGRO's brand awareness campaign 'Art Everywhere' featured eight large scale urban art projects created during a 13-month period by renowned artists, six of which became permanent fixtures in the new mall.



BUSINESS TO BUSINESS



Science Tunnel

Mall of Istanbul
Istanbul, Turkey

Owner: Torunlar GYO A.S.

Management Company: Torun AVM Yatirim ve Yönetim A.S.

Mall of Istanbul converted an inactive corridor into the 'Science Tunnel' – an attraction that drew 30 million visitors from 18 countries to the new mixed use project during a four month period.



CORPORATE SOCIAL RESPONSIBILITY



Loud Steps

MetroCity
Istanbul, Turkey

Owner: Metrosite Insaat Müsavirlik Hizmet ve Ticaret A.S.

Management Company: ECE Türkiye Proje Yönetimi A.S.

MetroCity Shopping Centre's 'Loud Steps' app guides visually impaired visitors to the stores where they want to go to. The innovative app is the first of its kind to provide indoor navigation to the visually impaired.



Colour Does Matter

MEGA Kazan
Kazan, Russia

Owner/Management Company: IKEA Shopping Centres Russia

'Colour does matter' – MEGA Kazan's community environmental awareness campaign engaged 30, 000 participants to learn how to sort waste and generated 81 tons of recycled waste during a two-month period



CORPORATE SOCIAL RESPONSIBILITY

tWW1tter

Chantry Shopping Centre
Andover, United Kingdom

Owner: Friends Life Limited
Management Company: Capita

Chantry Centre's quirky take on the role of carrier pigeons during WWI, transported 'tWW1tter' users back to a time when communication was a lot more literal, whilst raising £4,200 for 10 military charities.



Fashion For Relief Pop Up

Westfield London
London, United Kingdom

Owner: Westfield/CRI
Management Company: Westfield Europe

The Village's partnership with the Fashion for Relief Campaign featured a pop-up store selling reduced-cost designer clothing to raise awareness of Ebola, with all proceeds going to DEC Ebola Crisis Appeal.



CUSTOMER SERVICES

The Health Centre

Val di Chienti
Piediripa di Macerata, Italy

Management Company: Cogest Retail

The Health Centre is a new concept of customer service, offering visitors the opportunity to have a quick screening free of charge from a multi-discipline medical team, whilst going about their everyday life.



CUSTOMER SERVICES



Baneasa Stylist Contest

Baneasa Shopping City
Bucharest, Romania

Owner/Management Company: Baneasa Developments

Baneasa Shopping City's launch of a personalized shopping service generated extensive media attention garnering more than 42 million gross impressions and firmly establishing the service's success.



SILVER

EMERGING TECHNOLOGY



We Make Fun

ARKAD Szeged Bevasarlokozpont
Szeged, Hungary

Owner: Szege KG.

Management Company: ECE

ARKAD surprised waiting patrons by digitally inserting their images along with graphics into the layout of their spring fashion campaign displayed on LED screens at two specially equipped city bus shelters.



SILVER



Viral Video 'People Didn't Expect Presents'

MEGA Dybenko & MEGA Parnas
Saint-Petersburg, Russia

Management Company: IKEA Shopping Centres Russia

MEGA's video production depicting a series of unexpected gift presentations went viral, which garnered more than two million views in one month and achieved a 4th place ranking on YouTube charts.



SILVER

EMERGING TECHNOLOGY

Sky Presents

Espark

Eskisehir, Turkey

Owner: ECE Projectmanagement G.m.b.H. & Co. KG

Management Company: ECE Turkiye Proje Yonetimi A.S.

Espark used model aircraft drones to deploy mini parachutes containing centre gift cards to the unsuspecting public as part of their unique 'Sky Presents' initiative in celebration of New Year's Eve.



FOOTFALL ACTIVATION

Bluewater's '#packyourbags'

Bluewater

Greenhithe, United Kingdom

Owner: Land Securities and various investors

Management Company: Land Securities

The #packyourbags digital campaign engaged nearly 35,000 Bluewater customers to pack a virtual suitcase or bag filled with products from the centre's participating retailers for a chance to win them.



AiriGami – Alice in Wonderland

Palladium Atasehir AVM

Istanbul, Turkey

Owner: Kozken Insaat Taahhüt Turizm A.S.

Management Company: AVM Partners

More than 31,000 balloons were used to transform Palladium Atasehir into a magical Wonderland featuring enormous trees, massive mushrooms, giant insects, and of course – Alice and all her friends.



GRAND OPENING / EXPANSION / REFURBISHMENT



New Multilevel Car Park – More Than a Space!

Manufaktura
Lodz, Poland

Owner: Union Investment
Management Company: Apsys Management

Manufaktura's launch of their multilevel car park in the city centre included an entertaining series of 'do not park senselessly' ads across multiple media sites, as well as a park-and-win lottery competition.



GOLD



Eastgate to the Max

Eastgate Shopping Centre
Johannesburg, South Africa

Owner: Stanlib
Management Company: Liberty Properties

Eastgate Shopping Centre effectively used iconic movie quotes to creatively communicate changes and enhancements to its customers during its extensive centre refurbishment and expansion project.



SILVER

SALES ACTIVATION



S.O.S. Valentine

Wijnegem Shopping Centre
Wijnegem, Belgium

Owner: AXA Reim and CBRE Global Investors
Management Company: GROUP HUGO CEUSTERS-SCMS

Wijnegem's clever online tool aided customers in search of the perfect Valentine's Day gift. Customers answered three short questions to receive five suggestions available for purchase at centre retailers.



SILVER

SALES ACTIVATION

Centro Sicilia – My Special Card

Centro Sicilia

Misterbianco, Italy

Owner: Felix s.r.l.


Management Company: CBRE

Centro Sicilia's 'My Special Card' project allows retailers to offer customers 'made for them' sales promotions and real time discounts, innovatively building loyalty through customised offers.



SILVER





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