

ASIA
WINNERS
AWARDS

ASIA PACIFIC
SHOPPING CENTER
AWARDS



INCITY SHOPPING MALL

NEW PROJECTS INTRODUCTION

Xi'an INCITY

A large integrated commercial center for shopping and living

Location: In the northeast corner of the intersection of Weiyang Road and Longshoubei Road, Weiyang District, Xi'an

Shopping Center Area: 125,540m²

Floors: B1-F5

Opening in: 2015

西安印象城

项目属性: 集商业、住宅、酒店、公寓于一体的大型商住综合体

位置: 西安市未央区未央路与龙首北路交汇处东北角

商业面积: 125,540平方米

商业楼层: B1-F5

开业时间: 2015年



Wuhan INCITY

A large integrated commercial center for shopping, business and living

Location: The intersection of Heping Road and Yejing Road, Qingshan District, Wuhan

Shopping Center Area: 100,649m²

Floors: B2-F5

Opening in: 2015

武汉印象城

项目属性: 集商业、酒店、写字楼、住宅于一体的大型综合体

位置: 湖北省武汉市青山区和平大道与冶金大道交汇处

商业面积: 100,649平方米

商业楼层: B2-F5

开业时间: 2015年



Nantong INCITY

A large integrated commercial center for shopping, business and living

Location: The southeast corner of the intersection of Gongnong Road and Hongjiang Road, Congchuan District, Nantong

Shopping Center Area: 150,000m²

Floors: B2-F4

Opening in: 2015

南通印象城

项目属性: 集购物中心、公寓、写字楼于一体的大型城市综合体

位置: 南通市崇川区工农路与洪江路交汇处东南角

商业面积: 150,000平方米

商业楼层: B2-F4

开业时间: 2015年



Asia Pacific Shopping Center Awards

Award Categories

Traditional Marketing

Advertising: Strategic communications that advertise a shopping center or company to its target market(s).

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

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

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

Public Relations and Events: A planned public relations program, event or initiative intended to primarily benefit the commercial interests of a shopping center or company.

Sales Promotion: Programs intended to directly impact retail sales and customer traffic.

New Media

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

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

Social Media: Innovative and effective or creative use of social media sites in a media/marketing strategy.

Design & Development

The Design and Development category recognizes 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.



Advertising

CATEGORY ONE Traditional Marketing



Gourmet Masterpieces at Megaworld Lifestyle Malls

Megaworld Corporation
Makati City, Philippines

Owner: Travellers International Hotel Group
Management Company: Megaworld Corporation

The Gourmet Masterpieces campaign engaged the public with a fusion of food, art and fashion. Renowned chefs created masterpiece-inspired dishes, which were then used as inspiration for Filipino designers to create outfits showcased at a sophisticated fashion show.



QVB - The Era of Glamour

Queen Victoria Building
Sydney, Australia

Owner: GIC
Management Company: Ipoh

Inspired by the sophistication of old Hollywood charm, QVB's Era of Glamour campaign featured an experiential High Tea event, customer incentives and an engaging social media competition. Apparel sales increased, with the tactical incentive resulting in over \$497,000 in direct retailer sales.



Believe Your Eyes - Stabilisation Advertising Campaign

Stockland Merrylands
Merrylands, Australia

Owner/Management Company: Stockland

Following a five-year \$400 million development, the Believe Your Eyes stabilisation campaign combined creative execution, strong events platform, sales driving and loyalty recognition through a targeted and well executed media strategy.

Cause Related Marketing



VivoCity's Advertising Campaign Surprises at Every Turn

VivoCity
Singapore

Owner: DBS Trustee Ltd
Management Company: Mapletree Commercial Trust Management Ltd

VivoCity's refresh campaign position itself as an iconic retail and lifestyle destination, used consistent visual language and expression across a range of tactical event promotions helping move the concept forward while retaining the brand value previously created.



Go Red for Women - 10 for 10

AMP Capital Shopping Centres
Sydney, Australia

Owner/Management Company: AMP Capital Shopping Centres

The 10 for 10 campaign encouraged women to take 10 seconds to prevent heart disease --the number one killer of Australian women. More than 1,500 women made the 10 seconds for 10 years pledge, adding years to the lives of Australian women.



The Base Player of the Day Programme

The Base Shopping Centre
Hamilton, New Zealand

Owner/Management Company: Tainui Group Holdings Ltd

The Base's Player of the Day program engaged the younger demographic with sport in order to promote health and physical activity. The program rewarded a child's personal improvement in sport, while creating good will and positive PR for the center.



Sensitive Santa

Bendigo Marketplace Shopping Centre
Bendigo, Australia

Owner: PPS
Management Company: Colonial First State Global Asset Management

Sensitive Santa is a period of time set aside for special needs children to visit Santa. The after hour sessions provide a quieter, stress free environment for children to visit Santa and have their special Christmas photos taken.

Cause Related Marketing



The Fashion Incubator

Cairns Central Shopping Centre
Cairns, Australia

Owner: AAPF
Management Company:
Lend Lease Retail

Cairns Central's Fashion Incubator is an interactive pop up clothing and accessories market providing a platform for fashion students to launch their labels, while giving shoppers the opportunity to be styled by Queensland's up and coming fashion stars.

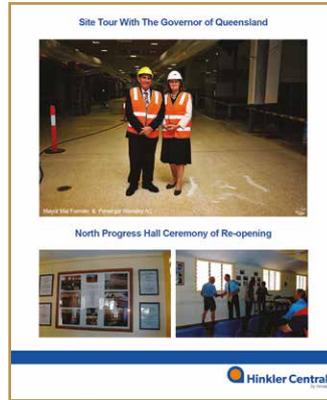


Eco Christmas at City Square Mall

City Square Mall
Singapore

Owner/Management Company: City Developments Limited

City Square Mall's eco-Christmas campaign featured entertainment events, workshops, exhibitions and games and successfully reached the community and its shoppers, anchoring the center as an enabler of eco-friendly lifestyles.



Hinkler Central Flood Recovery Community Program

Hinkler Central Shopping Centre
Bundaberg, Australia

Owner/Management Company: Mirvac Real Estate Pty Ltd

Forced into closure after being inundated with contaminated flood water, Hinkler Central's commitment to support the recovery process reinvigorated community spirit, and positioned the center as the mark by which the town's recovery would be assessed and celebrated.



The Link Pop up Opera

Lok Fu Plaza
Hong Kong

Owner/Management Company: The Link Property Limited

The Link's Pop Up Opera provided an opportunity to introduce western opera in Hong Kong for the first time. All 108 screenings were filled to capacity, and as audience feedback shows, this bold, risky investment paid off for the center.



The Mines Charity Run 2013

The Mines
Seri Kembangan, Malaysia

Owner: CapitaMalls Malaysia Trust
Management Company: CapitaMalls Malaysia REIT Management Sdn. Bhd.

The Mines is committed to contributing to the well-being of the communities they serve. Their Second Annual Mines Charity Run helped encourage physical activity within the community, while raising funds to help underprivileged children.



Sit-Art

The Myer Centre Brisbane
Brisbane, Australia

Owner: Perpetual Limited/ISPT
Management Company: Colonial First State Global Asset Management

Students were invited to put their mark on center chairs, producing the most credible and innovative art program a student could wish for, while accentuating The Myer Centre's unique positioning with Brisbane's students.



Construction Site

Orion Springfield Central
Springfield Central, Australia

Owner: Mirvac
Management Company: Mirvac Real Estate

The Construction Site project transformed an outdoor mall space into an activity zone for family members of all ages. The zone contained giant black foam blocks families could use to build towers, rockets or whatever they desired.



Awesome Auction 4 Wishes

Robina Town Centre
Robina Town Centre, Australia

Owner/Management Company: QIC Global Realstate

Robina Town Centre's Awesome Auction 4 Wishes included a record breaking attempt to conduct the longest public auction with a single auctioneer, helping the center maintain its ties within the community while raising \$15,732 for Make-A-Wish Foundation.

Cause Related Marketing



ROSEBUDDIES

Rosebud Plaza Shopping Centre
Rosebud, Australia

Owner: CFX
Management Company: CFSGAM

The ROSEBUDDIES campaign mobilized 1,000 local residents to participate in a giant human daisy chain event to raise awareness for Seawinds Community Hub. The campaign made a meaningful connection, reinforcing the center's message to Love Your Local.



2013 SM City Xiamen Blood Donation Campaign

SM CITY Xiamen
Xiamen, China

Owner: SM Group
Management Company: Xiamen SM City Co.,Ltd.

SM City Xiamen's World Blood Donor Day campaign resulted in thousands of people donating blood without payment. The month long campaign included celebration events, flash mobs and training lessons, encouraging all to join in with passion and enthusiasm.

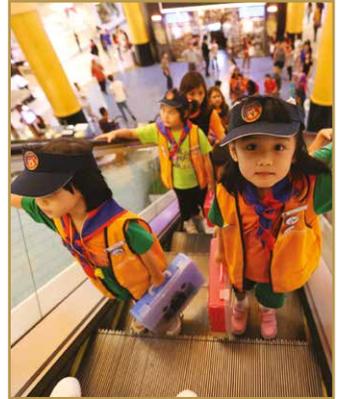


Stockland Student Team

Stockland Merrylands
Merrylands, Australia

Owner/Management Company: Stockland

Stocklands Merrylands gave local high school students a \$10k budget to develop a Grand Opening campaign using local press, Facebook advertising and online tools. Although altruistic in nature, the students' campaign achieved commercial results.



Child Safe Shopping: Safety Rangers Workshop

Sunway Pyramid Shopping Mall

Petaling Jaya, Malaysia

Owner: OSK Trustee
Management Company: Sunway Reit Management Sdn Bhd

Sunway Pyramid's Child Safe Shopping campaign equipped children and parents with basic safety rules involving the use of escalators, lifts and in and around the car park. The initiative is part of the center's corporate social responsibility efforts.

Marketing Positioning



Free Lunch For Children@INCITY

SCP Retail Management Co., Ltd.
Shenzhen, China

Owner: Owner/
Management Company:
SCP Group

'Good Kitchen, Good Food' a joint initiative between four INCITY centres and the Free Lunch for Children Foundation, helped generate over \$44,000 USD in donations--enough to provide lunch to 112 students in HuBei Province for three years.



AMORE

Ayala Malls
Makati City, Philippines

Owner/Management
Company: Ayala Land Inc.

The Ayala Malls BPI AMORE Card, is the Philippine's first mall-based lifestyle card, offering shopping rebates, discounts, and perks to its customers, while elevating the shopping, dining and entertainment experience within all its center.



Liang Court Rebranding

Liang Court Shopping Centre
Singapore

Owner: Asia Retail Fund
Management Company:
AsiaMalls Management
Pte Ltd

Liang Court hosted Japanese-inspired cultural activities and promotions with their existing Japanese-skewed anchor tenants, to successfully position themselves as 'The Little Japan' in the heart of Singapore.



SM Supermalls - "Everything's Here"

SM Supermalls
Pasay City, Philippines

Owner: SM Prime Holdings, Inc.
Management Company:
Shopping Center
Management Corporation

SM Supermalls 'Everything's Here' promotional activities provided Filipino families one-stop opportunities to bond and spend valuable time together. Building on its strong brand equity, the center's campaign has been refreshed and continues into 2013.

Public Relations & Events



Siam Center The Ideapolis

Siam Center
Bangkok, Thailand

Owner/Management
Company: Siam Piwat
Company Limited

At the forefront of the latest trends and fashion, Siam Center attracts almost 55 million visitors annually. Their grand opening event IDEAPOLIS positioned them as deliverers of world-class retail and entertainment, leading to a 50% increase in traffic in its first month.

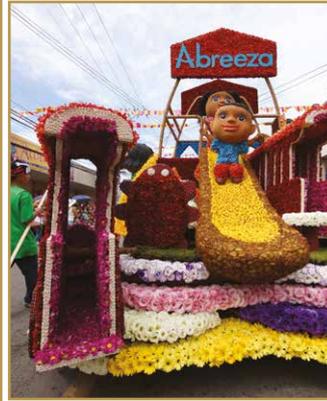


INCITY Branding Campaign

SZITIC Commercial Property (Group) Co., Ltd.
Shenzhen, China

Owner: SCP Group
Management Company: SCP Retail

To reflect China's changing consumer market, openings of new-generation INCITY centres are positioned more precisely, with promotional activities extending to all INCITY malls across the country to gain the brand the desired success.



Kadayawan at Abreeza

Abreeza Mall
Davao City, Philippines

Owner/Management
Company: Accendo
Commercial Corp.

Kadayawan is an annual harvest festival that attracts thousands of tourists to the province of Davao. Amidst strong competition, Ayala Malls developed a strategic public relations and events program that embodied the festival celebration and all the community holds dear.



Salta!

Alabang Town Center
Muntinlupa, Philippines

Owner: Alabang
Commercial Corporation
Management Company: Ayala Land, Inc.

Teens were invited to connect their photos to people they knew on a giant corkboard. Ten days and two thousand portraits later, the mall's 14-meter display offered a visual representation of the interconnections between Alabang Town Center's teens.

Public Relations & Events



Art in the Malls

Ayala Malls
Makati City, Philippines

Owner/Management
Company: Ayala Land Inc.

Ayala Malls gave the center's public spaces to museums, national artists and the public to use as a canvas, drawing customers to the center and transforming the way the public accesses and appreciates art.



PR & Social Media Campaign for the Opening of the Largest Apple Store in Asia at Beijing apm

Beijing apm
Beijing, China

Owner: Sun Hung Kai Properties Beijing Sun Dong An Co Ltd
Management Company: Sun Hung Kai Properties Beijing Sun Dong An Co Ltd

Beijing apm implemented an extensive PR and social media campaign to celebrate the opening of the Apple Store and to attract other international brands, while promoting the mall as an exceptional entertainment destination for Beijing's young people.



Spring Summer Glam

CFSGAM 12 "Metro" Centres
Australia

Management Company:
Colonial First State Global Asset Management

CFSGAM's Spring Summer campaign transformed their 12 Metro centers into destinations offering friendly fashionable advice with a touch of glam. The successful seasonal campaign extended across multiple channels- from PR to in-center activations and digital platforms across the country.



NEW YORK CITY STYLE: A WORLD FIRST EXHIBITION

Chadstone Shopping Centre
Chadstone, Australia

Owner: CFS Retail Property Trust
Management Company: Colonial First State Global Asset Management

Chadstone generated considerable publicity and customer traffic with their fashion event featuring costumes from the iconic franchise Sex and the City. The event was a major PR success with Chadstone Fashion Capitol customers getting away.

Public Relations & Events



Changshu INCITY's Urban Cultural Festival

Changshu INCITY
CHANGSHU, China

Owner: SCP GROUP
Management Company:
SCP RETAIL

Changshu INCITY's Urban Cultural Festival featured interactive shows and sales promotions, attracting more than 200,000 people. Consumer traffic and turnover rates increased dramatically, winning the center recognition and popularity among consumers and the media.



East Point City "The Big World of Little Artists"

East Point City
Hong Kong

Owner: Sun Hung Kai Properties
Management Company:
Sun Hung Kai Real Estate Agency Limited

With the support of international and local art organizations, art practitioners, schools and parents the Big World of Little Artists campaign at East Point City helped generated extensive media coverage and more than 4.3 million visits.



The story of The Little Library

GPT Melbourne Central
Melbourne, Australia

Owner/Management Company: GPT Group

Resembling an old and quirky bookstore, The Little Library at Melbourne Central offered customers the opportunity to exchange their pre-loved paperbacks for other titles. The concept encouraged repeat visits, increased time spent within the center and achieved a 3.8% increase in traffic.

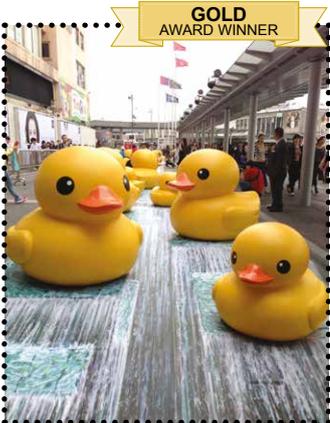


Stayreal Wonderland

SCP Retail Management Co., Ltd.
Shenzhen, China

Owner: SCP Group
Management Company:
SCP Retail

INCITY's contemporary fashion artwork exhibition Stayreal Wonderland displayed works from May Day lead vocalist Ashin, and renowned figurine artist NO2GOOD. The tour included stops across the country and attracted more than 2.3 million visitors.



Rubber Duck @ Harbour City

Harbour City
Hong Kong, Hong Kong

Owner: The Wharf (Holdings) Ltd.
Management Company: Harbour City Estates Ltd.

Harbour City's creativity and execution excellence, helped the Rubber Duck exhibition in Victoria Harbour attract global media coverage, draw unprecedented levels of mall traffic and sales, and further establish the center as destination in Hong Kong.

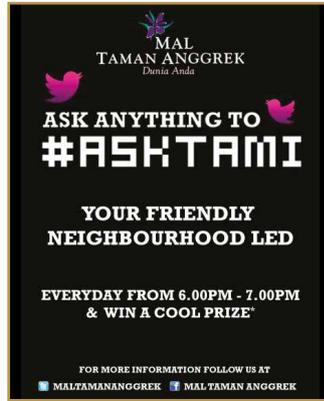


Eastwood City's Pet Blessing

Megaworld Corporation
Makati City, Philippines

Owner/Management Company: Megaworld Corporation

Among the numerous pet-centric activities at Eastwood City is the annual pet blessing. More than 2500 participants attended the event to mark the feast of St. Francis of Assisi the patron saint of animals.



#askTAMI

Mal Taman Anggrek
Slipi - Jakarta, Indonesia

Owner/Management Company: PT. Mulia Intipelangi

Mal Taman Anggrek's campaign to raise awareness coincided with the launch of the world's largest LED Façade. The month long campaign changed perceptions about the mall, while offering commuters a unique opportunity to interact with a wise-cracking LED billboard.



Dad & Kid Cooking Competition 2013

The Mines
Seri Kembangan, Malaysia

Owner: CapitaMalls Malaysia Trust
Management Company: CapitaMalls Malaysia REIT Management Sdn. Bhd.

The Mines Dad & Kid Cooking event was designed to celebrate Father's Day while promoting healthy eating. The competition also provided a good opportunity for fathers and kids to showcase their culinary skills for a chance to win prizes

Public Relations & Events

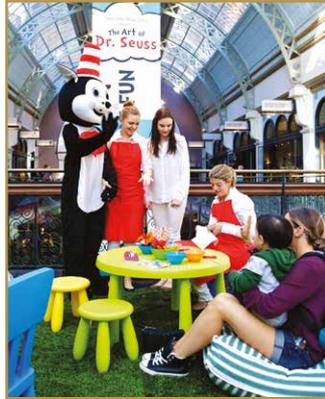


**Balik Kampung
Balik Pavilion KL**

Pavilion Kuala Lumpur
Kuala Lumpur, Malaysia

Owner: AmTrustee Berhad for Pavilion REIT Management Company;
Pavilion REIT Management Sdn Bhd

Pavilion Kuala Lumpur's campaign to celebrate Hari Raya, one of Malaysia's biggest events, generated a 33% increase in traffic and attracted publicity worth over \$260,000 USD, all while respecting the holy Ramadhan month.



**The Art Of Dr Seuss
Exhibition Of Fun**

Queen Victoria Building
Sydney, Australia

Owner: GIC Management Company;
Company: Ipoh

The Art of Dr Seuss launch campaign included interactive digital games, a themed story time and a giant striped hat hanging from the center's dome. The campaign increased center traffic and sales, with the new retailer generating first month sales of \$100,000.



**Celebrate Independence
Day at SM Supermalls**

**SM Supermalls
Mall of Asia Complex,**
Pasay City, Philippines

Owner: SM Prime Holdings, Inc.
Management Company: Shopping Center Management Corporation

Philippines Independence Day at SM Supermalls included flag-raising ceremonies, innovative central displays, local music and arts and crafts, creating a celebration representative of all that is special in Filipino culture.



**LAMBORGHINI HK x THE
LINK x COW PARADE**

Stanley Plaza
Hong Kong

Owner: The Link REIT Management Company;
The Link Management Limited

With Lamborghini as a partner, The Link organized Hong Kong's first CowParade art and charity event. The opening ceremony alone drew 5,000 people, with the event raising nearly HK\$1 million for Heifer International Hong Kong and Giving Love.



Audition of Voice of China Season2

SCP Retail Management Co., Ltd.
Shenzhen, China

Owner: SCP Group
Management Company: SCP Retail

INCITY, a chain of shopping centers targeting fashionable young people and families, held a singing competition called the Voice of China across five of their shopping centers, and dramatically increased turnover and consumer traffic week after week during the campaign.



Hello China. Hello Canada

Suzhou INCITY Plaza
Suzhou, China

Owner: SCP GROUP
Management Company: SCP RETAIL

'Hello China. Hello Canada' at Suzhou's INCITY Plaza was a cultural exchange program involving 100 schools and 20,000 shoppers. More than one million people visited the 18,000 piece art collection, boosting media coverage to more than 4 million views.



SM Lifestyle Xiamen 2012 Christmas Season

Xiamen SM City Co.Ltd
Xiamen, China

Owner: SM Prime Holding
Management Company: Xiamen SM City Co.,Ltd

SM Lifestyle Xiamen's Christmas event featured a 15 meter high Christmas tree decorated with 1000 teddy bears. The bears were later sold at a charity event, raising funds to buy school supplies for the region's underprivileged primary schools.

Sales Promotion



Garden City Dinosaur Adventures

Garden City Shopping Centre
Perth, Australia

Owner/Management Company: AMP Capital Shopping Centres

Garden City Shopping Centre's implementation of a unique Dinosaur themed event during the school holidays helped offset the center's reduced children's retail offerings. The campaign exceeded all expectations and objectives, placing Garden City Shopping Centre back on the map.



LOK FU PLAZA STUDENT PROGRAM

Lok Fu Plaza
HK, Hong Kong

Owner: The Link Property Limited
Management Company: The Link Management Limited

Student programs at Lok Fu Plaza yield a stellar ROI of nearly 34%. Creative planning ensures students are drawn to the center year round, resulting in the center being voted The Best Shopping Center for University Students to Gather.



Chinese a la QP QueensPlaza

QueensPlaza
BRISBANE, Australia

Owner: CFX
Management Company: Colonial First State Global Asset Management

Strong competition eroded QueensPlaza position as the lunch destination in Brisbane's central business district. The center leveraged the opening of a new food retailer to create Chinese à la QP, an experiential campaign that reversed the decline in foot traffic.



QV Melbourne In Season

QV Melbourne
Melbourne, Australia

Owner: Victoria Square Group P/L & CMIL
Management Company: Colonial First State Global Asset Management

Glam Zone uses a customized shipping container to host workshops and style sessions presented by QV's fashion and beauty retailers. This initiative attracted the central business district customer, translating to a 6.06% increase in apparel and beauty sales for September.

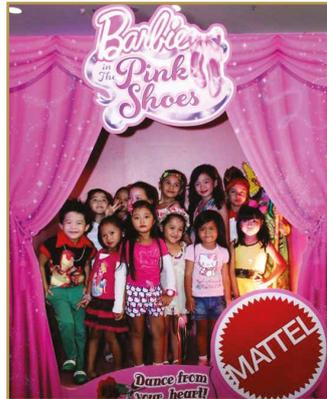


SM City Taytay's Deal of the Day

SM City Taytay
Taytay, Rizal, Philippines

Owner: SM Prime Holding Inc.
Management Company: Shopping Center Management Corporation

SM City Taytay's Deal of the Day program is an initiative offering exclusive discounts and perks available to customers via an in-center game-like booth. Benefits included retailer opportunities to cross-sell and up-sell their merchandise, while building customer loyalty to the mall.



SM Supermalls Cartoon Festival

SM Supermalls
Pasay City, Philippines

Owner: SM Prime Holdings, Inc.
Management Company: Shopping Center Management Corporation

SM Supermall's national campaign featured 196 memorable events with cartoon favorites, satisfying both kids and kids at heart. The events generated huge increases in foot traffic and sales making them as equally memorable for mall tenants, who realized huge increases in foot traffic & sales.



Tai Po Mega Mall Seizing the (year of) Snake

Tai Po Mega Mall
Tai Po, Hong Kong

Owner: Sun Hung Kai Real Estate Agency Limited
Management Company: Kai Shing Management Services Limited

Mega Mall's Year of the Snake campaign included exhibitions of rare snakes and orchids, an acrobatic performance, and an exclusive visitor redemption incentive. Extensive online and traditional media coverage helped generate significant increases in shopper flow and retailer business.



Doll Me Up Fashion & Beauty Promotion

Tampines 1
Singapore, Singapore

Owner: ARMF II (Tampines) Pte Ltd
Management Company: AsiaMalls Management Pte Ltd

Today's young girls use avatars or virtual representations to display their fashion styles. The Tampines 1 campaign incorporated this generation's 'Paper Dolls' into creative visuals, interactive events and online activities, maximizing tenant exposure and generating increases in sales and mall traffic.

Sales Promotion



SILVER
AWARD WINNER

wtc more “Cap Avenue” Summer Campaign 2013

wtc more
Hong Kong, Hong Kong

Owner: Sun Hung Kai Properties
Management Company:
Sun Hung Kai Real Estate Agency Limited

Hong Kong’s wtc more launched an imaginative PR campaign centering on baseball caps as a contemporary fashion accessory. The cost-effective campaign leveraged social media, events and celebrity star power to boost traffic and spending at the mall.



SILVER
AWARD WINNER

100 Doraemon Secret Gadgets Expo@Xintiandi

Xintiandi Style
Shanghai, China

Owner: Shanghai Fuxiang Property Ltd.
Management Company:
Feng Cheng Property Management

100 Doraemon Secret Gadgets Expo was a first-of-its-kind collaboration with Doraemon’s authorization company and Xintiandi Style. The exhibition was the largest in Doraemon’s history, creating buzz among Shanghai media and generating significant increases in center traffic and sale

NOTE: There were no finalists in the Grand Opening, Expansion & Renovation Category.

Emerging Technology

CATEGORY TWO New Media

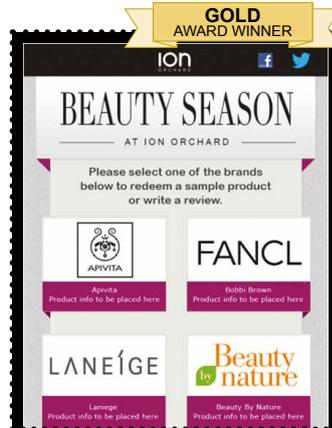


INSPIRE Magazine

AMP Capital Shopping Centres
Sydney, Australia

Owner/Management Company: AMP Capital Shopping Centres

INSPIRE is a premium lifestyle magazine distributed three times per year to 320,000 households. In September 2012, AMPCSC introduced an augmented reality application, allowing savvy INSPIRE readers access to additional content powered by the free-to-download application, Aurasma.



ION Orchard Beauty Season Mobile Campaign

ION Orchard
Singapore

Owner/Management Company: Orchard Turn Developments Pte Ltd

ION Orchard's Beauty Season Mobile Campaign offered shoppers samples of beauty products in exchange for written product reviews. The successful campaign helped the center develop content for future use on social media, further capitalizing on the power of recommendation.



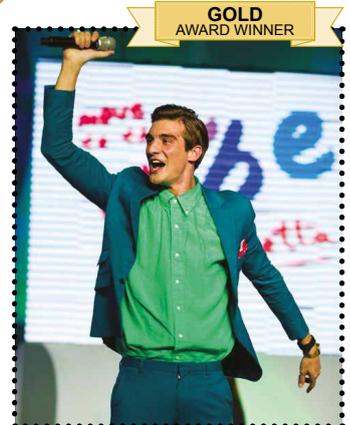
Jem Singapore

Jem
Singapore

Owner: Lend Lease Retail Investments 3 Pte Ltd
Management Company: Lend Lease Retail Pte Ltd

Jem is the first shopping mall in Singapore to integrate website, mobile, loyalty, in mall navigation and retailer communications into a single integrated digital ecosystem, going beyond the constraints of a physical mall to engage shoppers.

Integrated Digital Campaigns



Design Your Dream Fashion Mall

Macquarie Centre
North Ryde, Australia

Owner/Management Company: AMP Capital Shopping Centres

The Macquarie Centre's interactive kiosks allowed shoppers the chance to plan and share their perfect shopping experience. The Design Your Dream Fashion Mall campaign engaged customers during the renovation, and provided valuable data and insight to mall management.

Sunway Pyramid Mobile App

Sunway Pyramid
Petaling Jaya, Malaysia

Owner: OSK Trustees Management Company: Sunway REIT Management Sdn Bhd

Sunway Pyramid's mobile app is a free download for shoppers to map the perfect journey through the mall. The app includes the Navi trail and car park locator and is the first of its kind in Malaysia.

Autumn Winter Fashion 2013

Castle Towers
Castle Hill, Australia

Owner/Management Company: QICGRE

The Autumn Winter Fashion digital experience provided the latest looks and trends through a centralized web and mobile platform, desktop website and Facebook application. The campaign was a cost effective step into the digital and mobile multi-Center campaign arena.

The New Glorietta Vibe

Glorietta
Makati, Philippines

Owner: Ayala Land Management Company: Ayala Malls Commercial Business Group

Glorietta combined a Guinness World Record-breaking event with an integrated digital campaign to celebrate the completion of their redevelopment project. The results were astounding and a testament to the power of social media and strategic collaborations.

Social Media



DORAEMON Brings Innovative Surprises through Joyfu

Harbour City
Hong Kong

Owner: The Wharf (Holdings) Limited
Management Company: Harbour City Estates Limited

Harbour City used social media platforms and new media to link online customers to onsite customers--and vice versa. The campaign offered a great experience for all shoppers and successfully made 2012 a record-breaking year.



Escape the Winter Brrr

QV Melbourne
Melbourne, Australia

Owner: CMIL and Vic Square QV
Management Company: Colonial First State Global Asset Management

QV's Escape the Winter Brrr digital campaign featured a heated faux log cabin with live frosted Facebook feeds on the lodge's windows. The campaign generated increases in foot traffic and sales, achieving an all-time high of customer engagement.



apm's Facebook Search for Hong Kong's Singing Sensation

apm
Kwun Tong, Hong Kong

Owner: Sun Hung Kai Real Estate Agency Limited
Management Company: Kai Shing Management Services Limited

With more than half of the city's 7 million population on Facebook, apm launched the Search for Hong Kong's Singing Sensation campaign, providing a space for musicians to perform and increasing the center's fan views by more than 30,000.



Retail Therapy Video Blogger Competition

Botany Town Centre
Auckland, New Zealand

Owner: AMP Property Portfolio NZ Ltd
Management Company: AMP Capital Shopping Centres Ltd

Botany Town Centre in partnership with a leading women's magazine set out to find a dedicated retail therapy video blogger. Aspiring vloggers were given the opportunity to be paid to shop. The public voted, and the winner now vlogs regularly for the center.

Social Media



Rubber Duck @ Harbour City

Harbour City
Hong Kong

Owner: The Wharf (Holdings) Limited
Management Company: Harbour City Estates Limited

To raise the online presence of Harbour City locally and internationally, the center staged a 16.5 meter large Rubber Duck at Victoria Harbour. The integrated online campaign increased mall traffic and sales, and achieved the goal of bringing joy worldwide.



Snap To It - Youth Month at Rockingham

Rockingham Shopping Centre
Rockingham, Australia

Owner: CFX/CPT Management Company
Management Company: Colonial First State Global Asset Management

'Life in Rockingham' encouraged younger shoppers to submit photos to the hash tag '#rockyshops' for a chance to win a professional photography prize. The center also set up interactive photo boards and hosted live performances throughout the month.



Integrating Social Media Platforms into Promotions

Tampines 1
Singapore

Owner: ARMF II (Tampines) Pte Ltd
Management Company: AsiaMalls Management Pte Ltd

Positioned as the mall for the young and savvy, Tampines 1 is among the first in Singapore to provide a regular blog, to host a YouTube Channel and to launch new promotions to their database through e-Direct Mailers.



SM Supermalls - In The Mood For Love

SM Supermalls
Pasay City, Philippines

Owner: SM Prime Holdings, Inc.
Management Company: Shopping Center Management Corporation

As part of their ongoing "Everything's Here" campaign, SM Supermalls undertook an extensive Valentine's Day campaign using the usual mix of press advertising and in-mall collaterals to introduce "Jacobo" the cutest Valentine surprise ever.



VIP Night Fashion Hangout

The Shoppes at Marina Bay Sands
Singapore

Owner: Sands Group
Management Company:
The Shoppes at Marina Bay Sands

The VIP Night Fashion Hangout featured a series of runway shows and styling sessions streamed live via Google+ Hangout on Air, YouTube, and on in-mall screens. The event also featured international fashion influencers and YouTube celebrities exchanging fashion expertise.

VR Surat - Social Media Category

VR Surat
Surat, India

Owner/Management
Company: Virtuous Retail

Virtuous Retail created VR Surat - an exceptional array of brands and infrastructure that registered one million footfalls in the first three months of operations, demonstrating the effective use of smart and creative social media.



Renovations/Expansions

CATEGORY THREE Design and Development



Alabang Town Center
Muntinlupa, Philippines

Total Retail Space:
1,494,020 sq. ft.
Number of Stores: 577

Professional Recognition
Owner/Developer:
Alabang Commercial Corporation

Management Company:
Ayala Land, Inc.

Design Architect:
Benoy

Production Architect:
GF&Partners

Alabang Town Center's redevelopment marks the property's evolution into a modern, fully integrated super-regional mall that maintains the warmth and small-town character of the original community mall. The project consists of the New Wing, a new three-level interior annex that seamlessly connects the five-level Metro department store to the existing mall, and Corte Expansion, a lifestyle section with an outdoor strip of restaurants and shops. The expansion improves connectivity and breathes new life into the mall with sleek new finishes and offerings.



Centres of Central Hong Kong

Total Retail Space:
500,000 sq. ft.
Number of Retail Stores: 51

Professional Recognition
Owner/Developer/Management Company:
Hongkong Land

Architect:
Aedas

HKL's Centres of Central comprises five million square feet of office and retail space in the heart of Hong Kong's central business district. The transformation of the facade of Prince's Building has been largely through existing tenants' upgrades and tenant mix reconfiguration allowing tenants to design and insert their own fit out and signage to create global flagship shop fronts. The recent revitalization introduced new life and glamour while continuing the transformation of the retail complex into a consumer-lifestyle precinct



Pavilion Kuala Lumpur
Kuala Lumpur, Malaysia

Total Retail Space:
28,527 sq. ft.
Number of Stores: 514

Professional Recognition
Owner:
AmTrustee Berhad for Pavilion REIT

Management Company:
Pavilion REIT Management Sdn Bhd

Design Architect:
KL Pavilion Design Studio Sdn Bhd

Pavilion Kuala Lumpur attracts 32 million visitors annually, positioning itself as the defining authority in fashion, food and urban leisure. The mall's recent renovation transformed one of its seven precincts into Tokyo Street merging the traditional elements and modern facets of Japan's dynamic culture and ambience. The sense of Tokyo is embodied in the precinct's design and layout, presenting a cutting-edge yet tranquil setting for the best and most popular in Japan's retail offerings

New Developments

**GOLD & SUSTAINABLE
DESIGN AWARD WINNER**



Hysan Place
Hong Kong

Total Retail Space:
450,000 sq. ft.
Number of Stores: 200

Professional Recognition
Owner:
Earn Extra Investments Limited

Management Company:
Hysan Property Management Limited

Developer:
Hysan Development Co.; Ltd.

Design Architect:
**Benoy Limited/
Kohn Pederson Fox Associates**

Production Architect:
Dennis Lau & Ng Chun Man Architects & Engineers

More than 130,000 people visited Hysan Place on its first day, positioning the retail complex as a landmark destination. The vertical mall offers 17 levels of retail and dining and features two internal atriums that allow natural light to flow into the levels below. Hysan Place was the first Hong Kong shopping center to be awarded LEED Platinum certification.



Kerry Parkside
Shanghai, China

Total Retail Space:
484,376 sq. ft.
Number of Stores: 111

Professional Recognition
Owner:
Shanghai Pudong Kerry City Properties Co., Ltd.

Set amidst spacious surroundings, Kerry Parkside's integrated property comprises offices, apartments, a hotel and more than 484,000 sq. ft. of retail space--perfectly positioning itself to draw Pudong's up-market professionals and affluent families.

**SILVER
AWARD WINNER**



TaiKoo Hui
Guangzhou, China

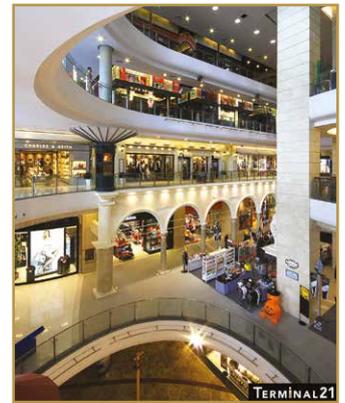
Total Retail Space:
593,391 sq. ft.
Number of Stores: 186

Professional Recognition
*Owner/Developer/
Management Company:*
TaiKoo Hui (Guangzhou) Development Company Limited

Design Architect:
Arquitectonica International Corporation

Production Architect:
Guangzhou Design Institute

TaiKoo Hui, Guangzhou is a mixed-use development comprising a shopping mall, two office towers, a five-star hotel, serviced apartments and a cultural center. Located in the heart of the central business center, the development provides more than 700 parking spaces and has direct access with the city's Metro and bus systems.



Terminal21
Bangkok, Thailand

Total Retail Space:
245,191 sq. ft.
Number of Stores: 659

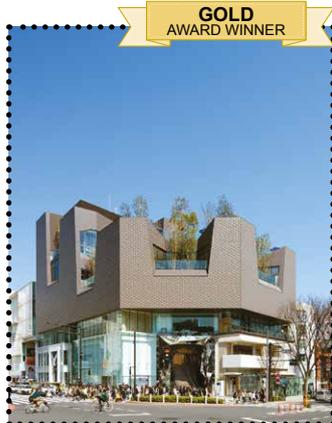
Professional Recognition
Owner/Developer:
L&H Property Co.,Ltd.
Management Company:
Asia Asset Advisory Co.,Ltd.

Design Architect:
RDG Planning & Design+MMC International Architects

Production Architect:
Palmer & Turner (Thailand) Ltd.

Bangkok's Terminal 21 is a new and innovative center with a site area of only 3.7 acres. The unique design has earned them extraordinary success, as well as recognition for setting new standards for retail development and design throughout the Asia Pacific Region.

New Developments



Terrace Mall Shonan
Fujisawa, Japan

Total Retail Space:
319,968 sq. ft.
Number of Stores: 281

Professional Recognition
Owner:
Sumitomo Mitsui Trust Bank, Limited

Management Company:
Sumitomo Corporation

Developer:
GIC Real Estate/ Sumitomo Corporation

Design Architect:
Nikken Sekkei Ltd./ Taisei Corporation

Production Architect:
Taisei Corporation

Terrace Mall Shonan incorporates the key functions of city while staying in harmony with its surrounding environment. The shopping center is a 64-acre urban redevelopment project, housing 281 powerful anchor tenants and specialty shops, and boasting 23 million visitors annually

Tokyu Plaza Omotesando Harajuku
Tokyo, Japan

Total Retail Space:
33,585 sq. ft.
Number of Stores: 27

Professional Recognition
Owner:
Cross Tokutei Mokuteki Kaisha

Management Company:
Tokyu Land Corp SC Management

Developer:
Tokyu Land Corporation

Design Architect:
Hiroshi Nakamura & NAP Co. Ltd.

Production Architect:
Takenaka Corporation

Situated in a prime corner location on one of Japan's highest traffic commercial areas, Tokyu Plaza Omotesando Harajuku is focused on creating a unique, compelling shopping experience. Central to this theme are the mixture of street-level flagships with vertical shopping mall space, an open-air garden space in a dense urban environment, and a regularly updated pop-up store space for unique retail concepts.

Award Jury

ICSC's Asia Pacific Shopping Center Awards recognize excellence within the region's shopping center industry and honors outstanding achievements in marketing and design/development of retail properties.

The ICSC thanks the 2013 Awards Jury comprising of dedicated industry professionals who gave their time and expertise to undertake an exhaustive judging process of the 143 entries in this years competition. The judges undertook remote online judging of each entry in their respective disciplines and convened with the ICSC in Sydney in October 2013 to determine the 2013 finalists and winners.

Design & Development Jury

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Neville G. Beer
The Gandel Group
Pty Ltd.
Australia



Andrew Brien
Suria KLCC
SDN BHD
Malaysia



George Hongchoy
The Link Management
Limited
Hong Kong



Sarah Lee
Benoy Limited
Hong Kong



Nopporn
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Siam Future
Development PLC
Thailand



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SZITIC Commercial
Property Co. Ltd
China

Marketing Jury

Chair



Carol Angelosanto
Marketing
Warehouse
Australia



Mayuree
Chaipromprasith
Siam Piwat Co., Ltd.
Thailand



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Langeveldt
AMP Capital
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CapitaMalls
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SUNYAT ARCHITECTURE DESIGN



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