

NO. 1
FINALISTS

ASIA PACIFIC
SHOPPING CENTER
AWARDS



Traditional Marketing

Cause Related Marketing

Threads of Purpose: Promoting the Weaving Tradition of the Iraya-Mangyan

Ayala Malls – Greenbelt
Makati City, Philippines

Breaking Barriers, Opening Doors

Cebu Holdings Inc.
Cebu, Philippines

Hunter Health Kick

Charlestown Square
Charlestown, Australia

I Love Helping Others

Corio Shopping Centre
Corio, Australia

A Beautiful Yarn

Grand Central Shopping Centre
Toowoomba, Australia

Christmas Breakfast at North Hall

Hinkler Central
Bundaberg, Australia

The Link 30-Hour Low Carbon Campaign

Link Management
Hong Kong

Link the Bike

Link Management
Hong Kong

Northland Shopping Centre - Quiet Room

Northland Shopping Centre
Preston, Australia

Plaza Hollywood - “GreenLife YOY Program”

Plaza Hollywood
Hong Kong

Immerse Yourself in Culture - Bleach* Festival

Robina Town Centre
Robina, Australia

Merry Kissmas Campaign@Shanghai Xintiandi

Shanghai Xintiandi
Shanghai, China

Young Fashion Designer Awards

Stockland Shellharbour
Shellharbour, Australia

Health Promoting Mall

Sunway Pyramid
Bandar Sunway, Malaysia

Salam from the Heart

Sunway Pyramid
Bandar Sunway, Malaysia

Wings of Hope

Sunway Pyramid
Bandar Sunway, Malaysia

To Liberate Local Music to Locals

Times Square
Hong Kong

Inclusive Marketing Strategy for Visually Impaired Patrons

Viviana Mall
Thane, India

Grand Opening, Expansion & Renovation

'I'm Here' Panda Art Charity Grand Opening Campaign

Chengdu IFS
Chengdu, China

More of What You Love!

Kawana Shoppingworld
Buddina, Australia

Melbourne's GPO, The Next Chapter

Melbourne's GPO
Melbourne, Australia

Where Fashion Comes to Life

Stockland Shellharbour
Shellharbour City Centre, Australia

Reigniting Past Glories and Success

Times Square
Hong Kong

Marketing Positioning

Escape the Everyday

Greenwood Plaza
Sydney, Australia

Jem Singapore - Marketing Positioning

Jem
Singapore

Mega Seen Make Your Scene

Mega Banga
Bangplee, Thailand

Find Dining at Rhodes

Rhodes Waterside
Rhodes, Australia

Year-round Art Exhibition

Shanghai ifc mall
Shanghai, China

We Are the Makers

Strand Arcade
Sydney, Australia

Virtuous Retail

Virtuous Retail (VR Surat)
Surat, India

Public Relations & Events

Santa's Miniature Sand Land

Bayside Shopping Centre
Frankston, Australia

The Collection Bar

Broadway Shopping Centre
Broadway, Australia

Guardians of Style

Canberra Centre
Canberra, Australia

Icons of Style

Chadstone Shopping Centre
Chadstone, Australia

Balloon Chaoyang

Chaoyang Joy City
Beijing, China

East Point City "Paper Dramas, Popular Dreams"

East Point City
Hong Kong

Children's Theatre at Eastwood Mall

Eastwood Mall
Makati City, Philippines

Elante PR Campaign

Elante
Chandigarh, India

"Off to a Flying Start" ELEMENTS CNY 2014 Campaign

Elements
Hong Kong

Frasers Centrepoint Malls Family Monopoly Challenge

Frasers Centrepoint Limited
Singapore

The Amazing Power @ Harbour City

Harbour City
Harbour City, China

Hong Kong Toy Museum @ The Link

Link Management
Hong Kong

Monsters Playground

Mal Taman Anggrek
Jakarta, Indonesia

Big Bite! The Northern Food Festival

MarQueen Mall
Angeles City, Philippines

Nike & Melbourne Central Rooftop Tennis Club

Melbourne Central
Melbourne, Australia

Sport For All, Skate In Mall

Metro City Plaza
Hong Kong

688 Trail of Fortune

Pavilion Kuala Lumpur
Kuala Lumpur, Malaysia

The Brisbane Look

QueensPlaza
Brisbane, Australia

Forever the Magic Of Christmas

Queen Victoria Building
Sydney, Australia

Global Art Project INSIDE OUT by JR @ Shanghai Xintiandi

Shanghai Xintiandi
Shanghai, China

Eggshibition

Stockland Merrylands
Merrylands, Australia

TaiKoo Hui Presents Disney 90th Anniversary Exhibition and Events

TaiKoo Hui
Guangzhou, China

Taipei 101 Art Fashion Exhibition

Taipei 101 Mall
Taipei, Taiwan

The Latte Art Smack Down

The Myer Centre Adelaide
Adelaide, Australia

V city 1st anniversary x Boo Promotion

V city
Hong Kong

wtc more "Move Da Body" Campaign 2013

wtc more
Hong Kong

Sales Promotion

Food Holiday

Alabang Town Center
Muntinlupa, Philippines

Market Fresh Fridays

Brimbank Shopping Centre
Deer Park, Australia

Cairns Central Autumn Winter 2014

Cairns Central Shopping Centre
Cairns, Australia

La Dolce Vita - Autumn Winter 2014

Castle Towers Shopping Centre
Castle Hill, Australia

DFO Ultimate Weekend

DFO Essendon
Essendon, Australia

60-Day Christmas Party @ Harbour City

Harbour City
Hong Kong

Christmas Naturally

Noosa Civic Shopping Centre
Noosaville, Australia

Santa's Cottage

Orion Springfield Central
Springfield Central, Australia

Christmas Promotion Campaign

Shanghai ifc mall
Shanghai, China

Chinese New Year 2014

Shoppes at Four Seasons
Taipa, China

In Full Bloom

Shoppes at Four Seasons
Taipa, China

International Food Month

Stockland Merrylands
Merrylands, Australia

In Full Bloom

Stockland Shellharbour
Shellharbour City Centre, Australia

apm's World Cup Go Go Goal! Promotion Campaign

Sun Hung Kai Real Estate Agency Limited
Hong Kong

Lunchgustation

The Myer Centre
Brisbane, Australia

Blossom of Bliss

The Shoppes at Marina Bay Sands
Singapore

Fashion Ink

Westpoint Shopping Centre
Blacktown, Australia

New Media

Emerging Technology

Joy City 3.8 mobile payment festival

Chaoyang Joy City
Beijing, China

Love Message @ Harbour City

Harbour City
Hong Kong

iapm Mall's Digital Arts Offerings and their Allure to Trendy i-Generation Shoppers

iapm mall
Shanghai, China

apm's World Cup Go! Go! Goal! Ruud Gullit Performance Online Live Broadcasting and Augmented Reality (AR) Campaign

Sun Hung Kai Real Estate Agency Limited
Hong Kong

Riverwalk Rewards: a customised smartphone App for Sunshine Plaza

Sunshine Plaza
Maroochy, Australia

V city Mobile App

V city
Hong Kong

Integrated Digital Campaign

Shop 'n' Pop

Casula Mall
Casula, Australia

The Colour of Joy

Highpoint
Maribyrnong, Australia

IONgraphy

ION Orchard
Singapore

QP Delish

QueensPlaza
Brisbane, Australia

The Great Singapore Sale 2013 - Catch the VivoCity Codeys

VivoCity
Singapore

Social Media Digital Campaign

Game-2-Win

Garden City Booragoon
Booragoon, Australia

Christmas @ Lulu

Lulu Mall
Kochi, India

Christmas Style Influencers

Queen Victoria Building
Sydney, Australia

Style a Room

Supa Centa Moore Park
Kensington, Australia

Design and Development

New Developments

D-Cube City

Seoul, Korea

iapm Mall

Shanghai, China

Indigo

Beijing, China

Jem Singapore

Singapore

SM Aura Premier

Taguig, Philippines

Renovation/Expansion

Choi Yuen Plaza

Hong Kong

Highpoint Shopping Centre

Maribyrnong, Australia

Leung King Plaza

Hong Kong

LOTTE FITIN

Seoul, South Korea

New Glorietta

Makati City, Philippines

Plaza Singapura

Singapore

Roxburgh Park Shopping Centre

Roxburgh Park, Australia

Siam Center The Ideaopolis

Bangkok, Thailand

Retail

Great Food Hall

Hong Kong

Kid's Cavern

Taipa, China

Tianjin Joy City Cheer Market

Tianjin, China