2009 WINNERS

ASIA SHOPPING CENTRE AWARDS

ICSC

International Council of Shopping Centers, Inc.
www.icsc.org/asiaawards

ICSC Asia Shopping Centre Awards

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

Award Categories

Marketing

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

Alternative Revenue Programs and initiatives intended to generate revenue that directly enhances the net operating income (NOI) of a shopping centre or company.

Business-to-Business Efforts and initiatives originating from a shopping centre or company and directed to a retailer(s), trade group, investment community, or other targeted commercial interests.

Community Relations 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 centre.

Public Relations A planned public relations program or initiative intended to primarily benefit the commercial interests of a shopping centre or company.

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

Design and 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 the innovative design of a new retail project.

Visit ICSC's Global Awards Gallery at **www.icsc.org/awardswebgallery** to view complete details of the winning entries.

2009 ASIA SHOPPING CENTRE AWARDS JURY

Carol Angelosanto
Marketing Warehouse Pty, Ltd.
Australia

Toby Bath
HOK International (Asia/Pacific) Limited
Hong Kong

Andrew W. Brien
Suria KLCC SDN BHD
Malaysia

Pamela C. Bryson, SCMD
MAF Properties
United Arab Emirates

Karon Cameron
Lend Lease Asia Ltd.
Singapore

Nishank Joshi
Inorbit Malls India Pvt. Ltd.
India

Hermawan Kartajaya
MarkPlus, Inc
Indonesia

Stuart Langeveldt
AMP Capital Shopping Centres
Australia

Frank Lo
MulvannyG2 Architecture
United States

Cecille Marvilla, CMD
Araneta Center Inc.
Philippines

Phil J. McArthur, SCSM
Ivanhoe Cambridge Inc
India

Vivienne Tan
Consultant
Singapore

Rowena M. Tomeldan
Ayala Land, Inc.
Philippines

ICSC GLOBAL AWARDS
Asia Shopping Centre

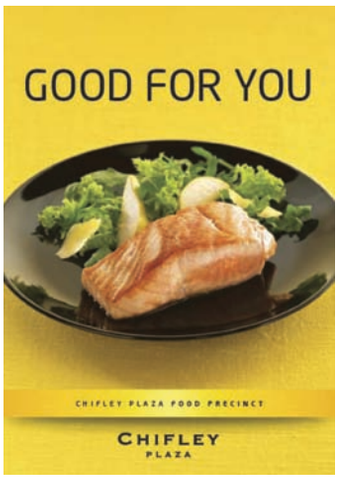
GOOD FOR FOR YOU—CHIFLEY PLAZA

Chifley Plaza
Sydney, Australia

OWNED BY: Reco Bathurst Pty Ltd MANAGED BY: Ipoh Management Services Pty Ltd

PROFESSIONAL RECOGNITION:
Kirstie Foord, *Group Marketing Manager, Ipoh Management Services Pty Ltd;* Kelly Berriman, *Marketing Manager, Ipoh Management Services Pty Ltd;* Alana-Lee Glover, *Administrative/Marketing Assistant, Ipoh Management Services Pty Ltd;* Creative Agency, *Neon Creative*

Chifley Plaza is located in Sydney's financial and legal district at the base of an office tower. The centre is a fusion of modern architecture, high quality food options and high-end fashion. Unlike most food precincts in Sydney's CBD, Chifley Plaza offers a diverse range of healthy food options. This point of difference was used to develop the Good for You food campaign launched in February 2009 to drive traffic and category sales. The campaign's communications target was male and female aged 25-49 years, working in the immediate trade area with a household income of $AUS150,000 plus.



QVB AUTUMN WINTER FASHION CAMPAIGN 2009

Queen Victoria Building
Sydney, Australia

OWNED BY: Ipoh Pty Ltd MANAGED BY: Ipoh Management Services

PROFESSIONAL RECOGNITION:
Emma Cook, *Marketing Manager, Queen Victoria Building*

Queen Victoria Building (QVB) is a mature centre that plays a dual role in Sydney as a shopping centre and cultural icon. The QVB offers a unique shopping environment and a wide selection of International and Australian fashion and accessories brands. The Autumn Winter 2009 fashion branding campaign was rolled out from the first week of March 2009 and remained in the marketplace until the end of May 2009. As the centre continues to undergo refurbishment works, the campaign strategy was one of maintenance to reinforce the centre's existing fashion position and support the retailer's seasonal launches. The campaign's core communications target was female, 25-39 years old and works in CBD.



QVB SPRING SUMMER FASHION CAMPAIGN 2008

Queen Victoria Building
Sydney, Australia

OWNED BY: Ipoh Pty Ltd MANAGED BY: Ipoh Management Services

PROFESSIONAL RECOGNITION:
Emma Cook, *Marketing Manager, Queen Victoria Building*

Queen Victoria Building (QVB) is a mature centre that plays a dual role in Sydney's CBD as a shopping centre and cultural icon. The centre offers a unique shopping environment and a wide selection of International and Australian fashion brands. QVB's Spring Summer 2008 fashion branding campaign was launched during the first week of August 2008 and remained in the marketplace until the end of October 2008. As the centre was undergoing refurbishment works, the campaign strategy was one of maintenance to reinforce the centre's existing fashion position and support the retailer's seasonal launches. The campaign's core communications target was female, 32 years old and working in the CBD.



THE STRAND ARCADE AUTUMN WINTER CAMPAIGN

The Strand Arcade
Sydney, Australia

OWNED BY: GIC Relestate Pte Ltd MANAGED BY: Ipoh Managment Services Pty Ltd

PROFESSIONAL RECOGNITION:
Juanita Chrisostomos, *Assistant Marketing Manager, The Strand Arcade;* Kelly Berriman, *Marketing Manager, The Strand Arcade;* Alistair Anderson, *Centre Manager, The Strand Arcade;* Kirstie Foord, *Group Marketing Manager, The Strand Arcade*

The Strand Arcade is the last Victorian shopping arcade in Sydney's CDB. Its unique retail offer and therefore its competitive advantage lie in the arcade's prestigious Australian fashion designers and niche specialty stores, coupled with its unique shopping environment. The Strand Arcade runs two seasonal fashion campaigns per year Autumn Winter and Spring Summer. The Autumn Winter repositioning campaign commenced on 16 March 2009 and was promoted until 31 May 2009. The campaign strategy involved repositioning the centre to communicate its competitive advantage and support its unique retail offer.



ADVERTISING *Centres of 150,000 to 500,000 sq. ft. (13,935 – 46,451 m2) of total retail space*



THE GALERIES VICTORIA 2009 AUTUMN/WINTER CAMPAIGN

The Galeries Victoria (TGV)
Sydney, Australia

OWNED BY: GIC Relestate Pte Ltd MANAGED BY: Ipoh Managment Services Pty Ltd

PROFESSIONAL RECOGNITION:
Kirstie Foord, *Group Marketing Manager, Ipoh Pty Ltd;* Kelly Berriman, *Marketing Manager, Ipoh Pty Ltd;* Kylie Doulman, *Assistant Marketing Manager, Ipoh Pty Ltd;* Alice Murphy, *Account Manager, Neon Creative*; Angie Rusby, *Account Director, Neon Creative*

The Galeries Victoria (TGV) is a relatively young centre that opened in 2000 in the center of Sydney's CBD. TGV provides consumers with a unique shopping experience through its fusion of contemporary architecture, convenient food options and urban fashion retailers. TGV implements two seasonal fashion campaigns per year, Autumn/Winter and Spring/Summer to drive awareness of the unique fashion mix. The Autumn/Winter 2009 campaign was launched 1 March 2009. The advertising campaign ran for four weeks while in-centre activations remain in place until the end of June. The campaign targeted males and females aged between 18 to 29 years who work, study or live within TGV's immediate trade area.



YOUR MALL. YOUR PLACE.

Qurum City Centre
Muscat, Oman

OWNED BY: Majid AlFuttaim MANAGED BY: Majid AlFuttaim Properties

PROFESSIONAL RECOGNITION: Ali AlAbdullah, *Vice President–Asset Management, Majid Al Futtaim Properties;* Pam Bryson, *VP–Marketing SCMD, Majid Al Futtaim Properties*; Sanjay Mehta, *Regional Marketing Manager, Majid Al Futtaim Properties;* Ibrahim AlQasmi, *General Manager–Muscat City Centre, Majid Al Futtaim Properties;* Hassan Jaboub, *Mall Manager–Qurum City Centre, Majid Al Futtaim Properties*

Opened in October 2008, brand new Qurum City Centre is Majid Al Futtaim Shopping Malls second venture in Oman. Strategically located in the commercial hub of Qurum area with GLA of 25,000 sq mts the community is in close proximity of 6 smaller malls which are considered as commercial centres. Qurum City centre with its 75 stores is limited in its offering and does not offer enough critical mass to the upmarket and multicultural population of 242,000 in immediate trade area. We needed to develop a brand campaign that had universal appeal that was in line with the personality of our young target group shoppers and the retail mix.

ADVERTISING *Centres over 500,000 (46,451 m2) of total retail space*



BAYSIDE REVISITED—A STORY OF REPOSITIONING

Bayside Shopping Centre
Frankston, Australia

OWNED/MANAGED BY: Colonial First State Property Management

PROFESSIONAL RECOGNITION:
Gabe North, *Marketing Manager, Bayside Shopping Centre*;
Stephanie Kupsch, *Assistant Marketing Manager, Bayside Shopping Centre*

Bayside Shopping Centre is located on the cusp of the Mornington Peninsula in the suburb of Frankston. A re-branding campaign encouraged patrons to re-think their unfavourable perceptions of the Centre. This was challenging because of the negative connotations that the very name 'Frankston' evoked a legacy from a bygone era when it was considered working class and unsophisticated. The advertising strategy leveraged off the positive attributes of the Mornington Peninsula, known for it fresh breezes, wide open spaces, sand in your toes in Bayside's advertisements, one could almost smell the sea air. Results affirmed that Bayside was indeed revisited.



HIGHPOINT DENIM GUIDE

Highpoint
Maribyrnong, Australia

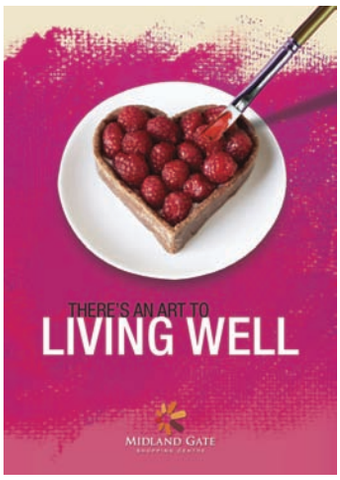
OWNED BY: Highpoint Property Group/GWSCF MANAGED BY: The GPT Group

PROFESSIONAL RECOGNITION: Louise Raymond, *National Marketing Manager, The GPT Group;* Melanie Goetz, *Divisional Marketing Manager, The GPT Group;* Merline McGregor, *Marketing Manager, The GPT Group;* Suen Taipi, *Assistant Marketing Manager, The GPT Group;* Natalie de Zylva, *Assistant Marketing Manager, The GPT Group*

Highpoint is the main fashion destination within its trade area, and relies mostly on discretionary spending for sales. Fashion is the main driver to Highpoint, with approximately 50% of specialty sales derived from fashion. With tightening economic times including the GFC and rising national debt, customers want inspiration to update their wardrobes with affordable trend pieces. Denim provides the perfect opportunity to showcase the depth and breadth of retail at Highpoint, from casual to evening wear. The Denim Guide is an on trend publication that is both a fashion guide, an insight to local and international styles and a 'where to buy' for all things denim at Highpoint.

MIDLAND GATE—PERTH'S LARGEST GALLERY

Midland Gate Shopping Centre
Midland, Australia



OWNED BY: CFS GAM - DPIF/OSF MANAGED BY: Colonial First State Property Management

PROFESSIONAL RECOGNITION:
Kate Parker, *National Marketing Manager, Colonial First State Property Management*
Sarah Moore, *Marketing Manager, Midland Gate Shopping Centre*

A newly redeveloped Shopping Centre needs to shed the old and embrace the new. This was the premise when Midland Gate Shopping Centre implemented its stylish market positioning, *There Is an Art to Living Well at Midland Gate*. The US$116million Midland Gate redevelopment project was the most significant icon of change in a rejuvenating region. Finally Midland, as a region, was being transformed from a tired suburban outpost to a vibrant regional Centre, complete with a state-of-the-art Shopping Centre. The final piece of the puzzle was communicating this positive change to the Perth community through an integrated 12 month repositioning campaign.

LIFESTYLED BY MUSCAT CITY CENTRE

SILVER AWARD WINNER

Muscat City Centre
Muscat, Oman



OWNED BY: Majid Al Futtaim Group MANAGED BY: Majid Al Futtaim Properties LLC

PROFESSIONAL RECOGNITION: Ali AlAbdulla, *Vice President – Asset Management, Muscat City Centre/Majid Al Futtaim Properties;* Pam Bryson, *VP–Marketing SCMD, Muscat City Centre/Majid Al Futtaim Properties;* Sanjay Mehta, *Regional Marketing Manager, Muscat City Centre/Majid Al Futtaim Properties;* Ibrahim Al Qasmi, *General Manager, Muscat City Centre;* Ahmed Hamdy, *Marketing Manager, Muscat City Centre*

Muscat City Centre, opened 2001 as a 300,000 sq.ft community centre anchored by value proposition. Popular mid-market family destination with a loyal shopper base, it underwent a 16-month expansion which resulted in the doubling of its size with 63 added stores—42 new brands to Oman. The challenge—reposition the mall in relation to its new offer without alienating the current shopper. Consumer campaign was developed that won hearts; minds of Omanis by utilizing Oman landscapes. Using the tagline: Lifestyled by Muscat City Centre and the sublime: everything in the image, including the mountains is available in Oman. The campaign was instrumental in shifting the perception of the mall.

ALTERNATIVE REVENUE Centres over 500,000 (46,451 m2) of total retail space

THE GPT GROUP'S SHOPPING CENTRE BRAND DOMINATION —LACOSTE AND WII

Melbourne Central, Melbourne, Australia



OWNED/MANAGED BY: The GPT Group

PROFESSIONAL RECOGNITION: Carolyn Hughes, *Senior Mall Merchandising Manager, Melbourne Central;* Tasha Harp, *National Mall Merchandising Manager, The GPT Group Portfolio;* Pricilla Goei, *Marketing Manager, True Alliance (Aust and NZ distributors of Lacoste;* Adam Mortimer, *Managing Director, 2Fish; Myles Quinn, Director, Red Outdoor*

In conjuction with high profile brands Lacoste and Wii Melbourne Central launched an exclusive pop up concept store in the piazza area of Melbourne Central as well as a Centre domination of ambient media as an extension of Lacoste's sponsorship of the Australian Open. The Melbourne Central Team saw this as a fabulous opportunity to capitalise on additional income whilst entertaining customers with a unique attraction in the centre, during a time when many tourists visit Melbourne. It also offered Lacoste, being a new brand to Melbourne Central, the opportunity to increase awareness through the centre and generate sales to the flagship store located there.

ALTERNATIVE REVENUE Corporate, Company or Joint Centre

BRAND & RETAIL SOLUTIONS— INCREASE NOI THROUGH SPACES AND PLACES

GOLD AWARD WINNER

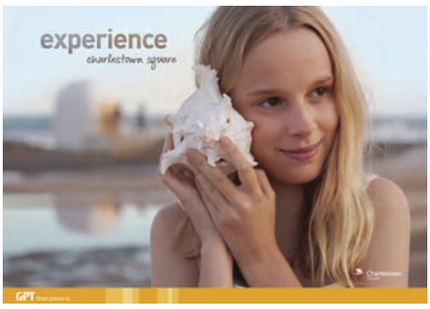
AMP Capital Shopping Centres
Australia



PROFESSIONAL RECOGNITION:
Susan Wheeldon, *Head of Brand & Retail Solutions, AMP Capital Shopping Centres*
Charlotte Valente, *National Brand Solutions Manager, AMP Capital Shopping Centres*

AMPCSC Brand & Retail Solutions had reached capacity from current revenue streams. A new income generator was required to positively impact NOI. A full audit of 40 centres was conducted which provided clear direction: experiential and integrated advertising campaigns to add to the customer's overall shopping experience. Untapped, existing spaces allowed paying companies the opportunity for our 155 million customers to positively interact with their brands. Converting these large-scale spaces for a variety of experiential opportunities and advertising platforms allowed for this revenue stream—which now accounts for 33% of the division's total annual budget.

BUSINESS-TO-BUSINESS *Centres over 500,000 (46,451 m2) of total retail space*



EXPERIENCE CHARLESTOWN SQUARE

Charlestown Square
Charlestown, Australia

OWNED/MANAGED BY: The GPT Group

PROFESSIONAL RECOGNITION: Sidone Thomas, *Senior Marketing Manager, Charlestown Square/ The GPT Group;* Louise Raymond, *National Marketing Manager, The GPT Group;* Samantha Taranto, *Retail Communications Manager, The GPT Group;* Bruce Sedgwick, *Project Director–Development Leasing, The GPT Group*; Jennifer Mann, *Project Leasing Manager, The GPT Group*

Charlestown Square launched a USD $439 million development in January 2008, which will see the centre almost double in size. On completion in 2010, Charlestown Square will be a unique retail and leisure space, serving as a catalyst for the revitalisation of the greater Charlestown area. The challenge in the current economic climate was to ensure that the message regarding the development cut through to retailers and generated significant interest in the leasing opportunities available. Communication was delivered through a leasing teaser, leasing brochure, leasing DVD, leasing suite and franchise support program.

BUSINESS-TO-BUSINESS *Corporate, Company or Joint Centre*



CONSUMING PASSIONS

AMP Capital Shopping Centres
Australia

GOLD AWARD WINNER

PROFESSIONAL RECOGNITION:
Scott Gillespie, *Communication Manager, AMP Capital Shopping Centres*

The Consuming Passions report (June 2008), achieved the business goal of raising the profile of AMP Capital Shopping Centres and position the company as a leading commentator on Australia's retail landscape. The AMPCSC commissioned report on Australia's current shopping habits and emerging shopping trends gave AMPCSC the platform to deliver a view on the future look and shape of Australian shopping centres. With 40 shopping centres, more than 150 million visitations annually (population of Australia 20 million) and an AUD$2.4 billion development pipeline, AMPCSC was well placed to move into this thought leadership space in the eyes of retailers, developers and Government departments.

COMMUNITY RELATIONS *Centres of 150,000 to 500,000 sq. ft. (13,935 – 46,451 m2) of total retail space*



PINKTOBER 2008

Kawana Shoppingworld
Buddina, Australia

OWNED/MANAGED BY: Mirvac Real Estate Pty Limited

PROFESSIONAL RECOGNITION:
Brooke Neylan, *Marketing Manager, Kawana Shoppingworld*
Kim Mackay, *Centre Manager, Kawana Shoppingworld*
Hayley Michelmore, *Admin/Marketing Assistant, Kawana Shoppingworld*

For the month of October, Kawana Shoppingworld joined forces with local radio station Hot 91 and the Cindy Mackenzie Breast Cancer Foundation to host Pinktober, a month-long campaign developed to raise much needed funds and awareness for the CMBCF and breast cancer in general. Over 700 Retailers embraced Pinktober by wearing pink tshirts and decorating their stores. Kawana Shoppingworld has a reputation for providing support to many worthy local causes and has built up a reputation of trust with both retailers and customers. The walkathon and other fundraising throughout the month assisted in raising over $38,000 for the CMBCF.



MAHKOTA PARADE KIDS FIRED UP ABOUT SAFETY

Mahkota Parade
Melaka, Malaysia

SILVER AWARD WINNER

OWNED BY: Hektar Real Estate Investment Trust
MANAGED BY: Hektar Asset Management Sdn Bhd

PROFESSIONAL RECOGNITION: Gloria Koh, *Centre Manager, Mahkota Parade;* Michelle Peralta, *Marketing Manager, Mahkota Parade;* Joanne Khoo, *Senior Marketing Executive, Mahkota Parade;* Sim Biow Huei, *Marketing Executive, Mahkota Parade;* Tracy Ann Tan, *Marketing Executive, Mahkota Parade*

Mahkota Parade, the regional market leader of Melaka Malaysia, conducted a community promotion to increase awareness of fire safety through the local school children and with the support of the MVFRA (Malaysia Volunteers Fire and Rescue Association). The one day fire safety workshop was conducted to heighten knowledge of what should be done in the event of a fire, an area of grave concern for government stakeholders. The event attracted 290 children and RM14,000 (US$3,847) in sponsorship, running at a per head cost of RM8.94 (US$2.45). 1,000 fire safety flyers were distributed to the audience to reinforce the message.

BUILDING TOMMOROW
Oberoi Mall
Mumbai, India

OWNED BY: Oberoi Constructions MANAGED BY: Oberoi Mall Pvt Ltd

PROFESSIONAL RECOGNITION: Shibu Philips, *Business Head, Oberoi Mall Pvt Ltd;* Saumil Daru, *CFO, Oberoi constructions Pvt Ltd;* Sachin Dhanawade, *DGM, Oberoi Mall Pvt Ltd;* Rima Pradhan, *Marketing Manager, Oberoi Mall Pvt Ltd*

Oberoi Mall integrates community development as an integral part of its endeavor. We have initiated several campaigns, focusing on bringing a smile on the faces of children. Fulfilling wishes: Associated with Make A Wish Foundation to fulfill wishes of children with life-threatening diseases, Children's Day and Republic Day: Invited children to give them a fun-filled mall experience. Moreover, we are staunchly committed to serve the environment and have imbibed eco-friendliness as an integral part of our culture. The Earth Day initiative, celebrating World Environment Day and the anti-tobacco campaign were a few steps towards this direction.



COMMUNITY RELATIONS *Centres over 500,000 (46,451 m2) of total retail space*

1 UTAMA MERDEKA COMMUNITY FUN FAIR
1 Utama Shopping Centre
Bandar Utama, Petaling Jaya, Malaysia

OWNED/MANAGED BY: Bandar Utama City Centre Sdn Bhd

PROFESSIONAL RECOGNITION: Dato' Teo Chiang Kok, *Director, 1 Utama Shopping Centre/Bandar Utama City Centre;* Patrick So, A& P Manager, *1 Utama Shopping Centre/Bandar Utama City Centre;* Lee Li Lian, *Assistant PR Manager, 1 Utama Shopping Centre/Bandar Utama City Centre;* Joey Choong, *PR Executive, 1 Utama Shopping Centre/Bandar Utama City Centre;* Eng Whei Whei, *Graphic Designer, 1 Utama Shopping Centre/Bandar Utama City Centre*

With a brewing crisis punctuated by an unhappy residents association and township residents, 1 Utama strategically organised an outdoor community fun fair extravaganza coined in celebration of Malaysia's 50th Independence. With the slogan Bringing the Community Closer, MCFF successfully set the scene for 1 Utama to reach out, penetrate and be an integral part of the township community it operates in, while gaining goodwill with the Ministry of Culture Arts and Heritage, residents, local council, police force, fire brigade, key community leaders, schools, mall tenants and corporate partners, where all parties came together in a large scale community get together.



GO GREEN—LET'S GET TO GRIPS WITH CLIMATE CHANGE!
1 Utama Shopping Centre
Bandar Utama, Petaling Jaya, Malaysia

OWNED/MANAGED BY: Bandar Utama City Centre Sdn Bhd

PROFESSIONAL RECOGNITION: Dato' Teo Chiang Kok, *Director, 1 Utama Shopping Centre/Bandar Utama City Centre;* Patrick So, *A& P Manager, 1 Utama Shopping Centre/Bandar Utama City Centre;* Lee Li Lian, *Assistant PR Manager, 1 Utama Shopping Centre/Bandar Utama City Centre;* Joey Choong, *PR Executive, 1 Utama Shopping Centre/Bandar Utama City Centre;* Eng Whei Whei, *Graphic Designer, 1 Utama Shopping Centre/Bandar Utama City Centre*

Seizing the opportunity to strengthen its 1st Malaysian Eco-Mall image when environmental issues were in vogue, 1 Utama upped the ante with one of the biggest green events ever held. Hosted in conjunction with World Environment Day, GO GREEN became a platform to showcase many of 1 Utama's pioneering environmental campaigns by reaching out to the township community it operates in, shoppers, and in a larger scale to all Malaysians. The eco-event became a successful collaborative effort with governmental bodies, nature societies, educational institutions, mall tenants and corporate partners, where all parties came together to raise awareness on climate change.



RAISING FUNDS FOR A CAUSE: SUPPORT FOR CHINA'S SICHUAN EARTHQUAKE VICTIMS
apm
Kowloon, Hong Kong

SILVER AWARD WINNER

OWNED BY: Sun Hung Kai Real Estate Agency Ltd. MANAGED BY: Kai Shing Management Services Limited

PROFESSIONAL RECOGNITION: Maureen Fung, *General Manager – Leasing, Sun Hung Kai Real Estate Agency Limited;* Michelle Lee, *Assistant General Manager – Leasing, Sun Hung Kai Real Estate Agency Limited;* Cacin Chan, *Senior Leasing Manager – Leasing, Sun Hung Kai Real Estate Agency Limited;* Shirley Li, *Senior Promotion Manager, Sun Hung Kai Real Estate Agency Limited;* Bonald Chan, *Senior Promotion Manager, Sun Hung Kai Real Estate Agency Limited*

On May 12, 2008 a powerful earthquake killed about 70,000 people, rendered about 18,000 others missing and adversely affected some 10 million people in China's Sichuan province. The cost of massive reconstruction work was estimated at US$150 billion. Heeding China's plea for help, Sun Hung Kai Properties immediately deployed its retail flagship apm to undertake a series of projects to raise funds for the Sichuan survivors and reconstruction work estimated at US$150 billion. With the efficacy of its campaign, apm raised from over 15,000 people and corporate donors some HK$400,000 (US$51,280) during May 15 to June 15 last year. The amount was the largest among major shopping malls in Hong Kong.





THINK PINK!

Ayala Center Cebu
Cebu City, Philippines

GOLD AWARD WINNER

OWNED BY: Cebu Holdings, Inc. MANAGED BY: Ayala Malls–Cebu Holdings, Inc.

PROFESSIONAL RECOGNITION: Emilio Tumbocon, *Senior Vice-President and VisMin SBU Head, Ayala Land, Inc.;* Marivic Añonuevo, *Senior Vice-President and Ayala Malls Group Head, Ayala Land, Inc.;* Francis Monera, *President, Cebu Holdings, Inc.;* Clavel Tongco, *Senior Division Head, Cebu Holdings, Inc.—Ayala Malls Group;* Jovita Polloso, *Division Head, Cebu Holdings, Inc.—Ayala Malls Group*

Going beyond the traditional Pink October awareness campaign, Ayala Center Cebu (ACC) launched a celebration that highlights the importance of wellness and a healthy lifestyle. It wanted to introduce a concept that would serve as a wake-up call for everyone to always think of being in the 'pink of health'. A campaign that aims to promote a holistic lifestyle through good food, great fashion, and healthy living, 'Think Pink' was the term coined to embody ACC's month-long activities for October.



SPIRAL STARS GALLERY@LANGHAM PLACE

Langham Place
Hong Kong, Hong Kong

OWNED BY: Champion REIT MANAGED BY: Eagle Property Management (CP) Limited

PROFESSIONAL RECOGNITION: Vivian Leung, *General Manager, Eagle Property Management (CP) Limited;* Makey Au-Yeung, *Senior Marketing Manager, Eagle Property Management (CP) Limited;* Angela Kwan, *Marketing Manager, Eagle Property Management (CP) Limited;* Jazz Lam, *Assistant Marketing Manager, Eagle Property Management (CP) Limited;* Regine Siu, *Senior Marketing Officer, Eagle Property Management (CP) Limited*

Langham Place Mall situated at the prime location of Mongkok in Hong Kong. Langham Place is a 600,000 sq. ft., 15-level shopping mall that targets the young adult shoppers and offers the latest in hip and stylish culture. Housing around 200 shops, Langham Place caters to shoppers of all ages. Being one of the most creative and trendiest malls in Hong Kong, Langham Place offers comprehensive shopping and dining experiences under one roof. Its anchor tenants include Hong Kong Seibu, UA Langham Place, i.t, Muji, D-Mop, McDonald's, AIX ARMANI EXCHANGE, CD Warehouse, edc by esprit, Futbol Trend, H & M and MARKET PLACE by JASONS and 35 food and beverage outlets and restaurants.



RECYCLING IS IN THE BAG

Market! Market!
Taguig City, Philippines

OWNED BY: Station Square East Commercial Corp. MANAGED BY: Ayala Malls Group

PROFESSIONAL RECOGNITION: Maria Victoria E. Añonuevo, *Vice Chairman of the Board, Station Square East Commercial Corp.;* Rowena M. Tomeldan, *President, Station Square East Commercial Corp.;* Charmaine N. Bauzon, *Vice President for Operations, Station Square East Commercial Corp.;* Joseph F. Reyes, *General Manager, Station Square East Commercial Corp.;* Maria Marta E. Asuzano, *Marketing Manager, Station Square East Commercial Corp.*

If they say that one man's trash is another man's treasure, then Market! Market!'s tarpaulin shopping bag program can easily be likened to gold. Using the mall's considerable amount of discarded tarpaulin (water-proof, laminate fabric-like material used for advertising) and recycling it into fashionable shopping bags for the customers, Market! Market! not only promoted the protection of the environment, but also served a charitable purpose by giving much-needed support to marginalized communities. Market! Market!'s creative conversion of useless proves that recycling for Mother Earth, coupled with charity, is a golden idea worthy to be re-used for many years to come.



MIDLAND GATE GOES HYPER FOR YOUTH

Midland Gate Shopping Centre
Midland, Australia

OWNED BY: CFS GAM - DPIF/OSF MANAGED BY: Colonial First State Property Management

PROFESSIONAL RECOGNITION:
Kate Parker, *National Marketing Manager, Colonial First State Property Management*
Sarah Moore, *Marketing Manager, Midland Gate Shopping Centre*

Midland Gate's trade area was changing from an undesirable area with high unemployment and high crime to a vibrant regional Centre. However, youth anti-social behaviour was still rife which was continuing to fuel negative perceptions of the area. Midland Gate, in partnership with its local Council, hosted a multi-faceted youth programme involving the arts, event management and one of Perth's biggest youth rock festivals to cut anti-social behaviour in half.

AMPCSC FIT2FLY NEW ZEALAND CENTRES CAMPAIGN

GOLD AWARD WINNER

AMP Capital Shopping Centres
New Zealand

PROFESSIONAL RECOGNITION:
Desiree Clark, *Marketing Manager, Botany Town Centre, AMPCSC*
Linh Luong, *Marketing Manager, LynnMall, AMPCSC*
Tracy Thompson, *Marketing Manager, The Palms, AMPCSC*
Nina Rivett, *Marketing Manager, Bayfair Shopping Centre, AMPCSC*



The campaign ran in each centre during the July 2008 school holidays and involved a specially built adventure course which aimed to keep Kiwi kids active during winter. It supported the Foundation for Youth Development (FYD), a New Zealand charity which implements development programs proven to make a positive difference in the lives of young people. A key strategy was to engage the local schools in each centre's main trade area by encouraging participation and raising funds for FYD.

CAPITALAND RETAIL CARE+EVENT— DONATION DRIVES FOR THE GREAT 2008 SICHUAN EARTHQUAKE

GOLD AWARD WINNER

CapitaLand Retail Malls
China

PROFESSIONAL RECOGNITION: Lim Beng Chee, *CEO, CapitaLand Retail Limited (CRTL);* Simon Ho, DY CEO, CapitaLand Retail Limited (CRTL); Goh Soon Yong, *CEO, CapitaLand Retail Limited (CRTL) China;* Shirlene Sim, *Corporate Communications & Marketing Manager, CapitaLand Retail Limited;* Therese Chew, *Head, Regional Marcom, CapitaLand Retail Limited*



20 CapitaLand Retail malls in China held donation drives from 16 to 31 May 2008 in aid of the victims of the Great 2008 Sichuan Earthquake. Nation-wide activities, e.g., auctions, stunt shows, concerts, were organised to reach out to all population strata to encourage donations. Success was demonstrated by the RMB3,300,000 (US$480,000), raised within two weeks. Our malls have also brought warmth to the hearts of the shoppers who now embrace the malls as part of their community. The event is also in line with our credo Building People to Build for People whereby we believe in supporting the society in which we operate.

ARE YOU WITH US? A GREEN PROJECT BY FRASERS CENTREPOINT MALLS

SILVER AWARD WINNER

Frasers Centrepoint Malls
Singapore

PROFESSIONAL RECOGNITION: Wendy Low, *General Manager, Frasers Centrepoint Limited;* Raymond Chan, *Senior Manager, A& P, Frasers Centrepoint Limited;* Andre Lobo, *Senior Manager, A& P, Frasers Centrepoint Limited;* Sue Chin, *Assistant Manager, A& P, Frasers Centrepoint Limited;* Tan Siao Yin, *Executive, A& P, Frasers Centrepoint Limited*



Frasers Centrepoint Malls took the green movement one step further and promoted to shoppers how they could embrace it realistically through the 3 Rs (Recycle, Reuse & Reduce) and sustain in their everyday life through the introduction of LOHAS (Lifestyle of Health and Sustainability). For 10 days, from 17 to 26 April 2009, Frasers Centrepoint Malls launched a unique series of green initiatives and activities across six malls that actively engaged the community, supported the dynamic education of youths and ultimately benefitted both shoppers and tenants. Most significantly, goodwill was established with key stakeholders and the community in general.

MAKING A DIFFERENCE

SILVER AWARD WINNER

MAF Properties Shopping Malls
Dubai, United Arab Emirates

PROFESSIONAL RECOGNITION: Pam Bryson, *SCMD, VP Marketing, MAF Properties;* Tasneem Murtaza/Susan Mikloska, *Events & Promo Coordinator/Marketing Manager, Deira City Centre;* Sanjay Mehta, *Regional Marketing Manager, MAF Properties;* Lizelle Fitoussi, *Marketing Manager, Mall of the Emirates;* Leena Hamad, *Marketing Manager, Sharjah/Ajman City Centre*



MAF Properties operates 4 shopping malls in the UAE a Muslim country in the Middle East. In order to support the community during the Holy month of Ramadan, the malls wanted to provide a forum for shoppers to donate more than clothing and expanded the offer to include: books, eyeglasses and mobiles. 17 of our retailers participated by giving special coupons to anyone donating items sold at their stores. The combined effort brought in over 83,000 donated items and garnered approximately $155,000 USD in free exposure. Retailer coupons redeemed were 6,711. The Make a Difference campaign depicted illustrative elements to represent the categories: THINK (for books), FEEL (for clothing), HEAR (for mobiles), and SEE (for eyeglasses) to reinforce the 4 categories across all collateral.



IMMEDIATE RELIEF PROGRAM FOR SICHUAN EARTHQUAKE

MTR Malls
Hong Kong

SILVER AWARD WINNER

PROFESSIONAL RECOGNITION:
Ms Candy Ng, *Chief Shopping Centre Manager, MTR Malls, MTR Corporation Limited*
Ms Suzanne Tam, *Senior Retail Marketing Manager, MTR Malls, MTR Corporation Limited*

Sichuan Earthquake, happened on 12 May 2008, had a devastating impact destroying 100,000 sq metres area and taking lives of nearly 70,000 people. In view of the serious sufferings and urgent need of funds, 7 of MTR Malls immediately launched 'Sichuan Earthquake Relief Program' with HK World Vision, hosting performances and charity sale within 4 days after the Earthquake. The Program received strong support from shoppers and total US$294,871 (HK$2.3million) were raised over a single weekend. The success of the Relief Program demonstrated the caring and strong relationship with the Community.



PARK CENTRAL 'FOUR FAMOUS BROCADES' EXHIBITION

Park Central
Hong Kong

PROFESSIONAL RECOGNITION:
Fiona Chung, *Deputy General Manager–Leasing, Sun Hung Kai Real Estate Agency Limited*
Eric Lau, *Senior Promotions Manager, Sun Hung Kai Real Estate Agency Limited*
Fion Yeung, *Assistant Promotions Manager, Sun Hung Kai Real Estate Agency Limited*

China's brocade has 3,000 year long history. Yun, Zhuang, Song and Shu Brocade are China's four most famous brocades. To commemorate 10th anniversary of Hong Kong's reunification with China in 2007, Park Central staged the Four Famous Brocades exhibition from July to mid-August 2007. It was followed by a 56 Chinese folk-costume doll exhibition plus a roving catwalk show at 8 shopping malls. The programmes attracted nearly 100 regional and local media coverage with up to 0.7 million US dollars media value and over 250,000 traffic to malls. Chinese folk-costume dolls redemption generated over US$ 350,000 sales revenue at malls.

GRAND OPENING, EXPANSION & RENOVATION *Centres over 500,000 (46,451 m2) of total retail space*



MAKING A SPLASH

Bahrain City Centre
Manama, Bahrain

GOLD AWARD WINNER

OWNED BY: Majid Al Futtaim Group LLC MANAGED BY: MAF Properties

PROFESSIONAL RECOGNITION: Pam Bryson, *SCMD, VP Marketing, MAF Properties;* Sanjay Mehta, *Regional Marketing Manager, MAF Properties;* Hussain Abbas, *Customer Service Coordinator, Bahrain City Centre;* Peter Newman, *Marketing Operations Manager, Mall of the Emirates;* Derek Rossel, *General Manager, Bahrain City Centre*

When Bahrain City Centre first opened, we experienced some challenges. The centre had spectacular architecture as well as a good retail, entertainment offer, however some of the key entertainment and leisure anchors were unable to open on time. Hence, marketing stepped in to assist to 'deliver' the entertainment promise and eventual positioning by turning the centre galleria into a virtual theatre house. With 7 major acts over a 6 month period, interwoven with key promotions. The centre launched officially Dec 2008 with a royal visit from His Majesty The Crown Prince of Bahrain and 50 Ministers & VIPs. $1.3 million in publicity has been received to date. And a 98% unaided awareness.



CITIZENS, FEAST WITH ABANDON

Chadstone—The Fashion Capital
Chadstone, Australia

OWNED BY: Colonial First State/Gandel Retail Management MANAGED BY: CFSPM

PROFESSIONAL RECOGNITION:
Mardi Ashkine, *Marketing Manager, Chadstone—The Fashion Capital*
Kate Parker, *Group Marketing Manager, Colonial First State Property Management*

As Australia's most successful shopping centre with a reputation built on fashion, Chadstone did not have a compelling fresh food and grocery offer. Market share of food spent rated below average, despite the attractiveness of a dense and highly affluent trade area. An enticing new product offer was launched including the addition of three supermarkets, several gourmet providers plus a range of everyday food specialty retailers and new cafes and restaurants. At opening, customers were invited to mingle with Australia's best culinary talent, view cooking demonstrations, enjoy opening offers, free sampling and giveaways, plus be rewarded for spending.

ELEMENTS GRAND OPENING

Elements
Hong Kong

GOLD AWARD WINNER



OWNED/MANAGED BY: MTR Corporation Limited

PROFESSIONAL RECOGNITION: Betty Leong, *General Manager – Investment Property, MTR Corporation Limited;* Samantha So, *Assistant Marketing Manager, MTR Corporation Limited;* Stephanie Tsui, *Senior Marketing Office, MTR Corporation Limited;* Jamie Lam, *Senior Marketing Office, MTR Corporation Limited*

Opened in autumn 2007 atop Kowloon Station in Hong Kong, ELEMENTS is Asia's first true 'shopping in the park' retail mall. The uniquely holistic upscale retail hub aims at enticing visitors with a genuinely unique array of shopping, wining, dining, entertainment and cultural activities. In addition to a groundbreaking five element (metal, wood, water, earth, fire) zoned design, many uniquely visitor-focused attractions that justified ELEMENTS as Asia's most innovative conceptual shopping mall include the dynamic and creative mix of international luxury retailers, first-of-a kind prestige washroom design and premium services, plus the genuinely refreshingly different promotions.

MUSCAT CITY CENTRE

Muscat City Centre
Muscat, Oman



OWNED BY: Majid Al Futtaim Group MANAGED BY: Majid Al Futtaim Properties LLC

PROFESSIONAL RECOGNITION: Ali AlAbdulla, *Vice President–Asset Management, Muscat City Centre/Majid Al Futtaim Properties;* Pam Bryson, *VP–Marketing SCMD, Muscat City Centre/Majid Al Futtaim Properties;* Sanjay Mehta, *Regional Marketing Manager, Muscat City Centre/Majid Al Futtaim Properties;* Ibrahim Al Qasmi, *General Manager, Muscat City Centre;* Hassan Jaboub, *Marketing Manager, Muscat City Centre*

Originally opened in 2001 as a small value-oriented community centre, Muscat City Centre recently underwent a 16-month expansion program which essentially doubled the size of the centre to over 650,000 square feet and added 63 new stores with 57 % being fashion and luxury brands. The construction, phase 1 and 2 openings and final relaunch campaigns required unique marketing approaches from customer service initiatives, to stay alive promotional programs, to strong communications efforts to retailer tie-ins. Although traffic maintained during the construction phase, sales increased by 43%, an intense PR effort resulted in OMR 198,935 (U$ 523,513) in publicity, and a launch of the new lifestyled by Muscat City Centre brand evolved.

PUBLIC RELATIONS Centres of 150,000 to 500,000 sq. ft. (13,935 – 46,451 m2) of total retail space

MAHKOTA PARADE LIGHTS LANTERNS FOR CHARITY

Mahkota Parade
Melaka, Malaysia



OWNED BY: Hektar Real Estate Investment Trust MANAGED BY: Hektar Asset Management Sdn Bhd

PROFESSIONAL RECOGNITION: Gloria Koh, *Centre Manager, Mahkota Parade;* Michelle Peralta, *Marketing Manager, Mahkota Parade;* Joanne Khoo, *Senior Marketing Executive, Mahkota Parade;* Sim Biow Huei, *Marketing Executive, Mahkota Parade;* Tracy Ann Tan, *Marketing Executive, Mahkota Parade*

Mahkota Parade, the regional market leader of Melaka Malaysia, launched their Chinese New Year celebrations with the 'Light a Lantern' community campaign, aimed at raising funds for charity and reinforcing the community nature of the centre in light of a competing centre opening. The 38-day campaign centered on customers making a charitable donation in exchange for one lantern in the wall of prosperity being lit. The campaign generated RM13,888 (US$3,816) for the Cancer Fund and over RM79,500 (US$21,847) in publicity, for an investment of RM783.30 (US$215). The campaign is set to be an annual Chinese New Year event.

DANCING TRAFFIC COPS

Wisma Atria
Singapore

GOLD AWARD WINNER



OWNED BY: Starhill Global Reit MANAGED BY: YTL Pacific Star Property Management Pte Ltd

PROFESSIONAL RECOGNITION: Kevin Chee, *Senior Vice President, Wisma Atria/YTL Pacific Star Reit Management Ltd;* Mok Lai Siong, *Senior Vice President, Wisma Atria/YTL Pacific Star Reit Management Ltd;* Chan Shuk Ling, *Marketing Manager, Wisma Atria/YTL Pacific Star Property Management;* Eileen Teo, *Assistant Marketing Manager, Wisma Atria/YTL Pacific Star Property Management;* Tan How Song, *Property Operations Manager, Wisma Atria/YTL Pacific Star Property Management*

Wisma Atria is a leading mall located in the heart of Orchard Road, Singapore's main shopping street. On 15 January 2008, the MRT street level entrance/exit next to Wisma Atria was relocated some 80 metres away to facilitate construction works at a neighbouring mall. For four days starting 15 January 2008, two 'Dancing Traffic Cops', in signature traffic cop uniform and Raybans, 'redirected' commuter traffic back to Wisma Atria, amidst their break-dancing and sleek dance moves. Return on investment was 8 times, including S$300,000 worth of coverage on print and broadcast media which attracted more shoppers to the mall.

PUBLIC RELATIONS *Centres over 500,000 (46,451 m2) of total retail space*



LET'S JUST PLAY

Westpoint Blacktown
Sydney, Australia

SILVER AWARD WINNER

OWNED/MANAGED BY: QIC

PROFESSIONAL RECOGNITION:
Megan Zalloua, *Marketing Manager, Westpoint Blacktown*
Donna White, *National Marketing Manager, QIC Properties*

After a protracted redevelopment, Westpoint Blacktown undertook a range of innovative and high profile campaigns to positively reposition the centre and enhance its desirability to families. A strategic partnership was formed with Nickelodeon—the worldwide leader in Children's TV and website entertainment, to stage a unique festival event—the Let's Just Play Carnival, over three days during the July 08 School holiday period. This unique partnership was the first of its kind for a shopping centre in the world—a celebration of the fundamental joy of play, bringing together all of the Nickelodeon family of characters in one major children's event.

PUBLIC RELATIONS *Corporate, Company or Joint Centre*



AMPCSC AUSTRALIAN FASHION DESIGN AWARDS PR

AMP Capital Shopping Centres
Australia

GOLD AWARD WINNER

PROFESSIONAL RECOGNITION:
Donna Rogers, *National Marketing Manager, AMP Capital Shopping Centres*
Scott Gillespie, *Communications Manager, AMP Capital Shopping Centres*

AMP Capital Shopping Centres (AMPCSC) owns and manages some of Australia's most popular and successful shopping centres. It also sponsors one of Australia's foremost fashion industry awards—the NRA Australian Fashion Design Awards. After three years as the major sponsor, AMPCSC felt there was an opportunity to gain considerably more from its involvement in 2009 and set about reinventing the sponsorship to maximize exposure of its involvement and its commitment to its fashion retailers and the Australian Fashion industry. How? Via the introduction of several new initiatives that provided a tactical platform for the involved fashion centres and the national brand to leverage publicity opportunities.

SALES PROMOTION AND EVENTS *Centres of 150,000 to 500,000 sq. ft. (13,935 – 46,451 m2) of total retail space*



EAST POINT CITY – TAIWAN NIGHT MARKET FESTIVAL 2008

East Point City
Tseung Kwan O, Hong Kong

OWNED/MANAGED BY: Sun Hung Kai Real Esate Agency Limited

PROFESSIONAL RECOGNITION: Fiona Chung, *Deputy General Manager, Sun Hung Kai Real Estate Agency Limited;* Emmy Leung, *Senior Promotions Manager, Sun Hung Kai Real Estate Agency Limited;* Vivian So, *Deputy Promotions Manager, Sun Hung Kai Real Estate Agency Limited;* Candy Lo, *Deputy Promotions Manager, Sun Hung Kai Real Estate Agency Limited*

During a USD12.8 million renovation in 2007, East Point City predicted a mega event to draw visitors and public attention upon the completion of the project in the first quarter of 2008. The marketing team initiated Hong Kong's first and largest ever event Taiwan Night Market Festival in April with collaboration with the official body Taiwan Visitors Association. This unprecedented event introduced and freshly presented twelve recognized Taiwan snacks to Hong Kong people. The partnership created synergy that a traffic growth of 67 percent for the 3-day event with a new record of 220,000 visitors on the last day.



GIRLS NIGHT OUT

The Palms Shopping Centre
Christchurch, New Zealand

OWNED/MANAGED BY: AMP Capital Shopping Centres

PROFESSIONAL RECOGNITION:
Tracy Thompson, *Marketing Manager, The Palms, NZ–AMP Capital Shopping Centres*

'Girls Night Out' was a three hour interactive shopping evening which has become the major retail social event on the Christchurch calendar. Given impending increased competition in the market, the event was extended in May 2009 to include one night only exclusive discounts in all stores, in centre entertainment, complimentary pampering, goodie bags and a major prize draw. Customers could receive a boarding pass entry with any purchase for the chance to win a holiday to Paris. Over 6,600 customers attended the Girls Night Out in May 2009, and the event succeeded in generating over $25,200 in publicity, during a typically quiet time.

HONG KONG'S APM COMPLEX AND HOW IT CASHED IN ON THE 2008 BEIJING OLYMPIC GAMES

apm
Kowloon, Hong Kong

OWNED BY: Sun Hung Kai Real Estate Agency Ltd. MANAGED BY: Kai Shing Management Services Limited

PROFESSIONAL RECOGNITION: Maureen Fung, *General Manager-Leasing, Sun Hung Kai Real Estate Agency Limited;* Michelle Lee, *Assistant General Manager-Leasing, Sun Hung Kai Real Estate Agency Limited;* Cacin Chan, *Senior Leasing Manager – Leasing, Sun Hung Kai Real Estate Agency Limited;* Shirley Li, *Senior Promotion Manager, Sun Hung Kai Real Estate Agency Limited;* Bonald Chan, *Senior Promotion Manager, Sun Hung Kai Real Estate Agency Limited*



Games of the XXIX Olympiad in Beijing on August 8 to 24 last year attracted global attention. All Chinese people, including those in Hong Kong, took pride in the Olympic Games held on Chinese soil for the first time. With interest in the Games at its keenest, Sun Hung Kai Properties tasked its retail flagship apm to cash in on the Olympic through a series of innovative and aggressive sales and promotion projects. As a result, apm sales for the Olympic month of August 2008 reached HK$300 million, up 27% year-on-year, while shoppers flow touched 9 million,up 15% year-on-year. apm beat rival shopping malls on both counts, a clear testimony to the efficacy of its sales & promotion campaign.

ELEMENTS FLIRTING WITH SOUND

GOLD AWARD WINNER

ELEMENTS
Hong Kong

OWNED/MANAGED BY: MTR Corporation Limited

PROFESSIONAL RECOGNITION: Betty Leong, *General Manager–Investment Property, MTR Corporation Limited;* Sheroal Chung, *Retail Marketing Manager, MTR Corporation Limited;* Samantha So, *Assistant Retail Marketing Manager, MTR Corporation Limited;* Spencer Wong, *Managing Director, Executive Creative Director, McCann-Erickson Guangming Ltd.;* Nick Lim, *Creative Consultant, McCann-Erickson Guangming Ltd.*



Inspired by the masterpiece, Beethoven's Symphony No.5 in C minor Op. 67 1, ELEMENTS applied visual waveform as in-mall decoration, limited edition premiums such as chocolates, tea, silver pendants and home decorations. Flirting with Sound delivered a totally new wave for Hong Kong people to experience sound through light, touch and even taste. Together with the use of non-traditional media supported by live events, online gaming, mobile advertising and press kit, DM, the artistic and luxury campaign perfectly matches the elegant yet fashionable positioning of ELEMENTS and differentiate ELEMENTS from its competitors which are offering coupons and seasonal discounts only.

LANGHAM PLACE 2008 SPORTS FOR ALL CAMPAIGN

GOLD AWARD WINNER

Langham Place
Kowloon, Hong Kong

OWNED BY: Champion REIT MANAGED BY: Eagle Property Management (CP) Limited

PROFESSIONAL RECOGNITION: Vivian Leung, *General Manager, Eagle Property Management (CP) Limited;* Makey Au-Yeung, *Senior Marketing Manager, Eagle Property Management (CP) Limited;* Angela Kwan, *Marketing Manager, Eagle Property Management (CP) Limited;* Jazz Lam, *Assistant Marketing Manager, Eagle Property Management (CP) Limited;* Regine Siu, *Senior Marketing Officer, Eagle Property Management (CP) Limited*



Langham Place is a 600,000 sq. ft., 15-level shopping mall that targets the young adult shoppers and offers the latest in hip and stylish culture. Housing around 200 shops, Langham Place caters to shoppers of all ages. Being one of the most creative and trendiest malls in Hong Kong, Langham Place offers comprehensive shopping and dining experience under one roof. Its anchor tenants include Hong Kong Seibu, UA Langham Place, i.t, Muji, D-Mop, McDonald's, AIX ARMANI EXCHANGE, CD Warehouse, edc by esprit, Futbol Trend, H& M and MARKET PLACE by JASONS and 35 food and beverage outlets and restaurants.

'BLOSSOM IN PINK, PROSPER IN RED' AT PAVILION KL

Pavilion Kuala Lumpur
Kuala Lumpur, Malaysia

OWNED BY: Urusharta Cemerlang Sdn Bhd MANAGED BY: Pavilion Kuala Lumpur Sdn Bhd

PROFESSIONAL RECOGNITION: Joyce Yap, *Chief Executive Officer, Pavilion Kuala Lumpur;* Kung Suan Ai, *General Manager, Marketing, Pavilion Kuala Lumpur; Marketing Team, Pavilion Kuala Lumpur*



Pavilion Kuala Lumpur, Malaysia's newest shopping centre, has been enjoying increased traffic since it opened in late 2007. The centre expected sales and foot traffic to drop significantly in January 2009, after the Christmas and sale season coupled with the global financial crises. The centre capitalised on the Chinese New Year festival to draw new crowds boost sales and create a marketing niche for the centre. Focused on the Year of the Golden Bull, the event received phenomenal response with a 26% increase in patronage with the event highly publicized and enhanced the centre's commitment towards culture and arts.



ROUSE HILL TOWN CENTRE WIN A GREEN MACHINE

Rouse Hill Town Centre
Rouse Hill, Australia

OWNED/MANAGED BY: The GPT Group

PROFESSIONAL RECOGNITION: Tracey Whittaker, *Divisional Marketing Manager, The GPT Group;* Jenny Hambly, *Marketing Manager, The GPT Group;* Martin Ollis, *General Manager, Rouse Hill Town Centre;* Louise Raymond, *National Marketing Manager, The GPT Group*

Win a Green Machine was developed following the launch of Rouse Hill Town Centre in March 2008 as a sales driving initiative, encouraging repeat visitation using a spend for reward mechanic. It was an important step in stabilising the new Centre post-opening. Win a Green Machine ran from 14 May until 22 June 2008 and focused on keeping traffic and sales momentum post launch and in the lead up to the winter months. As part of GPT's commitment to reduce energy use and carbon emissions, and in synergy with the key message of ecologically sustainable development, visitors were given the chance to win a $41,000 Toyota Prius, bicycles, scooters and over $30,000 of instant retailer prizes.



FRESH REWARDS

SILVER AWARD WINNER

Westpoint Blacktown
Sydney, Australia

OWNED/MANAGED BY: QIC

PROFESSIONAL RECOGNITION:
Megan Zalloua, *Marketing Manager, Westpoint Blacktown*
Belinda Wilton, *Marketing Manager, Westpoint Blacktown*
Donna White, *National Marketing Manager, QIC*

To promote the newly refurbished fresh food precinct at Westpoint, offering 3 supermarkets, convenient access and more than 12 fresh food retailers, and to encourage spend and visitation, an ongoing fresh food sales promotion campaign, Fresh Rewards, was launched In January of 2008. Customers were encouraged to join the programme to receive a benefits card offering multiple benefits incuding a 5% discount at participating fresh food retailers. Fortnightly flyers featuring key specials and member benefits were also distributed to 30,000 households, together with weekly E-newsletter to members.

SALES PROMOTION AND EVENTS *Corporate, Company or Joint Centre*



FEEL GOOD FEBRUARY

AMP Capital Shopping Centres
Australia

PROFESSIONAL RECOGNITION:
Belinda Daly, *Divisional Marketing Manager, AMP Capital Shopping Centres*

Feel Good February was a sales driving campaign built as a direct response to combat an anticipated sales decline due to the global economic crisis. Australian and New Zealand consumers were being bombarded with constant doom and gloom from economic negativity through the media. The campaign was developed to empower customers by providing everyday spending and financial tips by successful money author and financial journalist, Emily Chantiri, plus offering everyone an in-centre reward for shopping at AMP Capital Shopping Centres (AMPCSC). Feel Good February positioned AMPCSC as a proactive company with a focus on supporting over 3,000 retailers during tougher economic times.



30 DAYS OF FASHION & BEAUTY

SILVER AWARD WINNER

Colonial First State Property Management
Australia

PROFESSIONAL RECOGNITION:
Karla Haverfield, *National Marketing Projects Manager, Colonial First State Property Management;*
Kate Parker, *National Marketing Manager, Colonial First State Property Management*

How does a property manager with a vast portfolio of Centres including the grandest to the smallest, partner with Australia's leading magazine publisher to successfully deliver a national fashion and beauty campaign whilst maintaining individual brand integrity? Colonial First State Property Management (CFSPM) identified a unique opportunity to partner with Australian Consolidated Press (ACP) Magazine's annual 30 Days of Fashion & Beauty event. This opportunity provided CFSPM's 30 Centres with a high profile national platform to leverage and customise campaigns to achieve individual sales targets. Results were outstanding, with CFSPM leading the industry in fashion & beauty!

STOCKLAND IS MY FUNLAND
STOCKLAND COMMERCIAL CENTRES
Australia

GOLD AWARD WINNER



PROFESSIONAL RECOGNITION:
Taryn McGurk, *National Marketing Manager, Stockland Commercial*

Stockland owns and operates 32 shopping centres across Australia. In 2008 Stockland identified a gap in their marketing mix—the opportunity to build a nationally consistent and exclusive branded marketing programme targeting children and families. The key objective of the programme was to engage customer loyalty and attract more families to visit Stockland shopping centres. A dedicated marketing program anchored by a unique web site and suite of in-centre attractions was developed. The 'Stockland Is My Funland', programme has attracted over 70,000 dedicated members and created a unique and high profile children's marketing programme exclusive to Stockland centres within the Australian market.

RENOVATION OR EXPANSION OF AN EXISTING PROJECT *Centres less than 150,000 sq. ft (13,935 m2) of total retail space*

ANCHORPOINT
Singapore

Total Retail Space: 71,610 sq. ft.
Number of Stores: 66



PROFESSIONAL RECOGNITION
Owner: *Frasers Centrepoint Trust*
Management Company: *Frasers Centrepoint Property Management Services*
Design Architect: *Formwerkz Architects*
Production Architect: *TAB Architects*
General Contractor: *Hong Kiat Construction Pte Ltd*
Development Company: *Anchor Development Pte Ltd*

Opened in 1997, Anchorpoint used to house a cluster of home furnishing shops and services for the neighbourhood. The suburban mall underwent renovations in 2007 and was successfully re-launched in May 2008 as Singapore's first village-themed outlet mall catering to savvy shoppers who sought affordability without sacrificing style. To match the mall's theme, tenants transformed their shops to introduce a tinge of urban village element. Outlets also adopted an indoor-alfresco concept. The mall is decked out in calming earth tones and accentuated by splashes of greenery and rustic wood elements to reflect a cozy ambient feeling.

RENOVATION OR EXPANSION OF AN EXISTING PROJECT *Centres of 150,000 to 500,000 sq. ft. (13,935–46,451 m2) of total retail space*

BENDIGO MARKETPLACE
Chadstone, Australia

Total Retail Space: 247,500 sq. ft.
Number of Stores: 62



PROFESSIONAL RECOGNITION:
Owner: *PPS Nominees Pty Limited*
Management/Development/Leasing Company: *Colonial First State Property Management*
Design Architect/Graphic Designer: *Buchan Group*
Lighting Designer: *Umow Lai*
Landscape Architect: *Mark Mcwha*
General Contractor: *Hansen Yuncken*

The Bendigo project reconfigured an in line strip of specialty shops accompanied by a Supermarket and Discount Department Store into a dual mall configuration with the following features: Addition of a new mall anchored by two mini majors of 1,000m2 at each end; and Provision of a new food court with seating for 200 patrons; Provision for a North facing pedestrian friendly frontage incorporating alfresco dining opportunities; Two sets of travelators and a lift to ensure adequate vertical transportation; An additional 270 car spaces.

BUGIS JUNCTION
Singapore

Total Retail Space: 578,312 sq. ft.
Number of Stores: 231



PROFESSIONAL RECOGNITION:
Owner: *CapitaMall Trust*
Management/Development/Leasing/Finance Company: *CapitaLand Retail Limited (CRTL)*
Production Architect: *DP Architects Pte Ltd*
General Contractor: *Hon Industries Pte Ltd*

Bugis Junction is strategically located in the heart of Singapore's Civic and Cultural District. 3-storey shophouses flanking two roads, Malay Street and Hylam Street, were at its location before they were demolished. The shophouses were later reconstructed and integrated as part of the mall to house retail shops, while Malay Street and Hylam Street were re-created as covered airconditioned shopping walkways. With over a decade as a leading shopping venue for the young and trendy, the renovation aimed to reinvent Bugis Junction through clever space planning, exciting spatial and visual experiences, enhanced tenant mix, with its unique interior architecture in mind.



IMM
Singapore

Total Retail Space: 419,000 sq. ft.
Number of Stores: 241

PROFESSIONAL RECOGNITION:
Owner: *CapitaMall Trust*
Management/Development/Leasing/Finance Company: *CapitaLand Retail Limited*
Design/Production Architect: *DCA Architects Pte Ltd*
Graphic Designer: *Blue Beetle Design*
Landscape Architect: *DLQ Design Pte Ltd*
General Contractor: *Shimizu Corporation*

IMM is a 5-level suburban mall located in Jurong East, a densely populated area in the western part of Singapore. It is near to Jurong East Mass Rapid Transit (MRT) Station and Bus Interchange, and is easily accessible via motorways. The renovation and expansion works included the conversion of an open-air car park into a 3-storey mall extension thus adding a greater variety of retail offerings, reconfiguration of existing retail space, introduction of new retail zones, as well as an outdoor landscaped children's playground and water splash-park, making IMM the first mall in Singapore to have such.



RAFFLES CITY SHOPPING CENTRE SINGAPORE
Singapore

Total Retail Space: 470,597 sq. ft.
Number of Stores: 200

SILVER AWARD WINNER

PROFESSIONAL RECOGNITION:
Owner: *RCS Trust*
Management/Development/Leasing/Finance Company: *CapitaLand (RCS) Property Management Pte Ltd*
Design Architect: *SPARCH (Singapore) Pte Ltd*
Production Architect: *RSP Architects Planners & Engineers (Pte) Ltd*
General Contractor: *Sato Kogyo (S) Pte Ltd*

Raffles City Shopping Centre (RCSC) is located at the fringe of Singapore's Central Business District. It is part of a prime landmark integrated development, Raffles City Singapore, which is directly above and connected to the City Hall Mass Rapid Transit (MRT) station, one of Singapore's four major MRT interchange stations. The 4-storey retail mall underwent a US$52.0 million renovation and expansion to strengthen its fashion and offerings. Subsequent to the works, an additional 41,600 square feet of lettable space was created from previously unproductive areas within the mall, and generated an investment yield of over 10%.

RENOVATION OR EXPANSION OF AN EXISTING PROJECT *Centres over 500,000 (46,451 m2) of total retail space*



BEIJING APM
Beijing, China

Total Retail Space: 973,054 sq. ft.
Number of Stores: 180

PROFESSIONAL RECOGNITION:
Owner/Management/Leasing/Finance Company: *Beijing Sun Dong An Co. Ltd.*
Design Architect: *AGC Design Ltd*
Graphic Designer: *Graphia International Ltd.*
General Contractor: *China Construction First Enginnering Bureau Co.*
Development Company: *Sun Hung Kai Properties Ltd*

'Beijing apm' (originally named Sun Dong An Plaza) is located at the northern side of Wangfujing Street, the best known and busiest shopping street of Beijing. When completed in 1998, Beijing apm was named one of the ten best pieces of architecture in the 1990 decade. Beijing apm is composed of two parts. A retail centre of about 90,000 sm and three office towers sitting atop the retail podium totaling about 40,000 sm. The retail centre of Beijing apm is among if not the busiest in Beijing, averaging about 80,000 visitors daily, and could reach more than 120,000 a day during Spring Festival. Beijing apm also commands one of the highest average retail rentals in Beijing.



CHADSTONE'S FRESH FOOD PRECINCT (STAGE 30)
Chadstone, Australia

Total Retail Space: 1,457,433 sq. ft.
Number of Stores: 55

GOLD AWARD WINNER

PROFESSIONAL RECOGNITION:
Owner: *Gandel Group and CFX Retail Trust*
Management/Development/Leasing Company: *Colonial First State Property Management*
Design Architect: *RTKL;* Production Architect/Graphic Designer: *The Buchan Group*
Lighting Designer: *Simpson Kotzman;* Landscape Architect: *Mark McWha*
General Contractor: *Probuild Constructions Australia*

Chadstone Place is a mixed-use, main street project providing a shopping experience unlike the traditional enclosed mall format Chadstone typically provides, and comprises; 43,000 sq. ft. Safeway supermarket and approx 45 specialty stores including a specialist gourmet food; homewares offer located around the feature Plaza – Aldi & Macro supermarkets and a large format fruit and vegetable grocer—Remix and refurbishment of the existing fresh food mall—59,000 sq. ft. large format stores; 75,000 sq. ft. 4 level commercial office building – 24,500 sq. ft. Gymnasium; Lower Level; rooftop carpark (450 added, however only additional 250 car spaces); West carpark deck (550 spaces).

GREENBELT 5
Makati, Philippines

Total Retail Space: 817,979 sq. ft.
Number of Stores: 204

GOLD AWARD WINNER



PROFESSIONAL RECOGNITION:
Owner/Management/Development/Leasing/Finance Company: *Ayala Land Inc*
Management Company: *Ayala Land Inc;* Design Architect: *Callison, LLC in collaboration with GF & Partners;*
Production Architect: *GF & Partners;* Graphic Designer: *Callison, LLC;* Lighting Designer: *PL Lighting*
Landscape Architect: *SWA in collaboration with Ponce Veridiano;* General Contractor: *Makati Development Corp*

Greenbelt 5 is the latest piece of the Greenbelt redevelopment, a multi-awarded lifestyle center at the heart of Metro Manila's premier Central Business District. Greenbelt 5 completes the mix of the complex with upscale fashion shopping complementing existing dining and entertainment offerings. The four-level (48,680 sqm) shopping center showcases the best of Filipino artistry and ingenuity alongside international luxury brands and offers open spaces for public events amidst the lush oasis of Greenbelt Park. It builds on sustainability and connectivity principles initiated in previous Greenbelt projects, expanding the park and improving linkages to surrounding areas.

RENOVATION OR EXPANSION OF AN EXISTING PROJECT *Mixed-Use Projects*

CENTRALWORLD
Bangkok, Thailand

Total Retail Space: 2,000,495 sq. ft.
Number of Stores: 464

GOLD AWARD WINNER



Professional Recognition
Owner/Management/Development/Leasing Company: *Central Pattana PLC;*
Design Architect: *Altoon + Porter Architects LLP;* Production Architect: *The A49 Group;*
Graphic Designer: *Redmond Schwartz Mark Design;* Lighting Designer: *Kaplan Gehring & McCarroll Architectural Lighting;* Landscape Architect: SWA Group; General Contractor: *Construction Lines Co. and Pre-Built Public Co.;* Finance Company: *Property Fund: Krungthai Asset Management Public Co*

CentralWorld is the civic heart of Bangkok's main shopping district. Once a dower, aging, single-use, poorly accessed, and introverted 1,427,446 sf shopping center, CentralWorld underwent a successful $685 million transformation into a visually and physically accessible mixed-use complex with over 2 million sf of retail space. It now connects directly to the elevated light rail and the busy ground level major cross streets, creating a myriad of new opportunities to engage the public. CentralWorld takes full advantage of its lengthy frontage along Bangkok's prime retail street, Rajdamri, to engage visitors in its variety of external and internal civic spaces.

INNOVATIVE DESIGN AND DEVELOPMENT OF A NEW RETAIL PROJECT

Centres less than 150,000 sq. ft (13,935 m2) of total retail space

ESSENDON FIELDS SHOPPING CENTRE
Essendon, Australia

Total Retail Space: 47,899 sq. ft.
Number of Stores: 16

SILVER AWARD WINNER



PROFESSIONAL RECOGNITION:
Owner/Development Company: *Essendon Fields Pty Ltd;* Management Company: *Commercial Retail Solutions Pty Ltd;* Design/Production Architect: *Architecture HQ Pty Ltd;*
Graphic Designer: *Lemonade;* Lighting Designer: *Architecture HQ and Edison Consulting;*
Landscape Architect: *LBA Design;* General Contractor: *Prichard Pty Ltd;* Leasing Company: *Commercial Accumen;* Finance Company: *Hong Kong Bank of Scotland*

The Essendon Fields Shopping Centre, is a new neighbourhood centre within a new town centre which is masterplanned around Melbourne's historic Essendon Airport. The region's current and historic reason for being is primarily an airport. Architecture HQ have utilised these rich foundations as a theme to quite literally make an architectural parallel. It is a centre that is now bustling, busy, alive and vibrant, it is attracting its market and beyond. It provides a model for the future direction of retail in the region. It is a local gathering place to enjoy the local surrounds in an environment whose backdrop reflects the rich history and contemporary life of the airport.

GYRE
Shibuya-ku, Japan

Total Retail Space: 96,336 sq.ft
Number of Stores: 17

GOLD AWARD WINNER



PROFESSIONAL RECOGNITION:
Owner: *Japan Retail Fund Investment Corporation;* Management Company: *Mitsubishi Corp.-UBS Realty, Inc.;* Design Architect: *MVRDV;* Production Architect/Landscape Architect/General Contractor: *Takenaka Corporation;* Graphic Designer: *Wieden and Kennedy Japan LLC;* Lighting Designer: *Age;* Development/Leasing/Finance Company: *Takenaka Corporation*

GYRE is a 7 level 96,336sq.ft., multi-tenant high street retail building located in the center of Omotesando, Tokyo, a diverse retail area with a high concentration of flagship luxury retail shops. GYRE is designed using an iconic Swirling Vortex style architectural concept of misaligned floors twisting around a central core to create a series of conjoined external terraces and stairways. The structure produces an inviting vertical streetscape attracting people to all floors, not only those at the street level. Tenants include flagship boutiques by Chanel and Bvlgari, the world's first Bvlgari Cafe, and Asia's first MoMA design store.

INNOVATIVE DESIGN AND DEVELOPMENT OF A NEW RETAIL PROJECT

Centres of 150,000 to 500,000 sq. ft. (13,935 – 46,451 m2) of total retail space



WESTERNDOM

Goyang, Korea (South)

Total Retail Space: 354,191 sq. ft.
Number of Stores: 350

PROFESSIONAL RECOGNITION: Owner/Management Company: *CheongWon Construction;* Design/Production Architect: *Haeahn Architecture, Inc.;* Graphic Designer: *RTKL(ID8)/aandd;* Lighting Designer: *Bliss Fasman Inc/Nanam ALD;* Landscape Architect: *Mahan Rykiel Associates/Artec;* General Contractor: *Halla & Corp./CheongWon Construction;* Development Company: *C & M Development;* Leasing Company: *CheongWon & Cushman & Wakefield;* Finance Company: *NACF (National Agricultural Cooperative Federation*

The WesternDom Project is acclaimed as one of the most successful, exemplary urban infill projects in the nation. It is located in Ilsan, Goyang, a new city on the outskirts of Seoul and was planned over two divided parcels of 333,700sf land area; the complex has 1,270,100sf floor area of commercial, entertainment and office facilities. It is also composed of five zones with three characterized outdoor plazas which are designed as a unique emotional place displaying various stories and themes. This multi complex became a vitalizing engine to the neighbouring community with diverse events, festivals and entertainments throughout the year.

INNOVATIVE DESIGN AND DEVELOPMENT OF A NEW RETAIL PROJECT

Centres over 500,000 (46,451 m2) of total retail space



INORBIT, VASHI–DESIGN

Navi Mumbai, India

Total Retail Space: 566,762 sq. ft.
Number of Stores: 128

PROFESSIONAL RECOGNITION: Owner/Management/Development/Leasing/Finance Company: *Inorbit Malls (India) Pvt. Ltd.;* Design Architect: *Chapman & Taylor;* Production Architect: *Sanjay Puri Architects Pvt. Ltd.;* Graphic Designer: *Nadkarni & Co;* Lighting Designer: *Illumina Designs;* Landscape Architect: *Suvarna Sathe Architects;* General Contractor: *Ahluwalia CONTRACTS (India) Limited*

Navi Mumbai's largest mall, Inorbit Vashi is spread across 0.55 million square feet, has been conceptualized by Chapman Taylor Partners, UK. The mall has around 140 stores and boasts one of the area's largest multicuisine food court, with parking facilities of over 800 vehicles. It has multiple access points and is designed in a manner that requires minimum vertical movement for the customers for internal navigation of the mall, thereby providing an untiring shopping experience.



ROUSE HILL TOWN CENTRE

Sydney, Australia

GOLD & SUSTAINABLE AWARD WINNER

Total Retail Space: 688,800 sq. ft. Number of Stores: 232

PROFESSIONAL RECOGNITION: Owner/Management/Development/Leasing Company: *The GPT Group;* Design Architect: *CIVITAS Urban Design and Architects;* Production Architect: *Allen Jack + Cottier; Rice Daubney and Group GSA;* Graphic Designer: *Emery;* Lighting Designer: *Lend Lease Design;* Landscape Architect: *Oculus;* General Contractor: *Bovis Lend Lease*

Rouse Hill Town Centre is a vibrant, mixed-use town centre that provides a civic heart to its local community. The mix of great architecture, fantastic retail choices and lifestyle spaces creates an authentic and contemporary town. Featuring a town square, real streets, open air environment, rooftop respites and market place, Rouse Hill Town Centre still relies on critical retail fundamentals: strong, well located majors, good accessibility, convenient car parking and a good retail plan. Rouse Hill Town Centre balances a pedestrian friendly and environmentally sustainable town centre that respects the heritage, cultural and landscape features of the local community.



XIZHIMEN MALL

Beijing, China

Total Retail Space: 774,000 sq, ft
Number of Stores: 178

PROFESSIONAL RECOGNITION: Owner/Management/Development/Leasing/Finance: *CapitaRetail China Trust;* Design Architect: *RSP.SM Consultants Beijing Co., Ltd;* Production Architect: *China Architecture Design and Research Group;* General Contractor: *China Construction Fifth Engineering Bureau*

CapitaRetail Xizhimen Mall (Xizhimen Mall) is a one-stop shopping, dining and entertainment destination comprising seven storeys of multi-tenanted retail outlets. The mall is part of an integrated development which includes three office towers, situated at one of Beijing's two key intermodal transportation hubs, Xizhimen, with a confluence of subway and rail lines. The mall was empty when the developer sold it. Extensive renovations were carried out to transform it into a modern professionally managed mall to serve the large shopper catchment encompassing the daily commuters passing through, as well as residents, students and working population in the nearby financial and university districts.

GREENHILLS
SHOPPING CENTER



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領滙 The Link

Link Together
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Located at the doorstep of 40% of Hong Kong's population, The Link's shopping centres and carparks are vibrant community hubs that bring people together, primarily serving our customers' everyday needs. From our portfolio, we are uniquely positioned to serve communities of which we are an integral part.

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