



ICSC
Global
Awards
Canadian
Shopping Centre



ICSC CANADIAN
SHOPPING CENTRE AWARDS

CANADA PROUD

2016 WINNERS



Exploring new retail frontiers.



MARKETING



ADVERTISING

CENTRES 150,000 TO 400,000 SQ. FT. OF TOTAL RETAIL SPACE

SILVER

Always Trending

Holt Renfrew Centre
Toronto, Ontario

Owner:

Pensionfund Realty, Ltd.

Management Company:

Morguard



Toronto's Holt Renfrew Centre earns Maple Leaf Silver for its 'Always Trending' campaign. The multifaceted branding campaign featured stunning images of each season's latest, on-trend merchandise extensively communicated across all traditional marketing and social media platforms.

CENTRES 400,000 TO 750,000 SQ. FT. OF TOTAL RETAIL SPACE

SILVER

Happy Shopping!

White Oaks Mall
London, Ontario

Owner:

Prime Canadian Fund

Management Company:

Bentall Kennedy (Canada) Limited Partnership



It's Maple Leaf Silver for London, Ontario's White Oaks Mall. Their 'Happy Shopping!' campaign used a series of humorous and light-hearted taglines to promote centre promotions and a roster of family-friendly events to drive traffic and sales during its extensive interior redevelopment project.

CENTRES 400,000 TO 750,000 SQ. FT. OF TOTAL RETAIL SPACE

GOLD

Only Oakridge

Oakridge Centre
Vancouver, British Columbia

Owner/Management Company:

Ivanhoé Cambridge, Inc.



Oakridge Centre earns Maple Leaf Gold for its unique collaboration with the National Art Gallery of Canada. The comprehensive branding campaign used masterpieces from the European Art Collection as a stunning backdrop for the season's fashion merchandise, visually reinforcing the 'Only Oakridge' brand across digital media, traditional media, in-centre displays, and lifestyle and fashion publications.

CENTRES 750,000 TO 1,000,000 SQ. FT. OF TOTAL RETAIL SPACE

SILVER

In Town

Pickering Town Centre
Pickering, Ontario

Owner:

Ontario Pension Board

Management Company:

20 Vic Management, Inc.



It's Maple Leaf Silver for Pickering Town Centre's extensive, multiplatform 'In Town' branding campaign. The campaign featured fashion-forward images, seasonal lookbooks and seven fashion videos that generated 58 million impressions and delivered a 12% increase in website visits and 9.3% increase in sales per square foot.

MARKETING



ADVERTISING

CENTRES MORE THAN 1,000,000 SQ. FT. OF TOTAL RETAIL SPACE

SILVER

The Style Pop

Bramalea City Centre
Brampton, Ontario

Owner/ Management Company:

Morguard



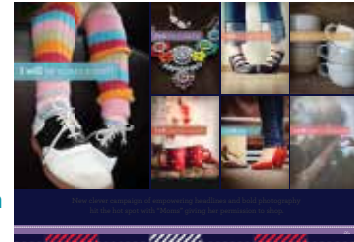
It's Maple Leaf Silver for Bramalea City Centre's 'The Style Pop' multimedia campaign. It developed around key retailers, and the FashioniCITY loyalty program featured prominently throughout the centre and online. The campaign contributed substantial increases to the featured retailer-and overall centre sales.

JOINT CENTRE

SILVER

I Will

Cambridge Centre,
Cambridge, Ontario
Cottonwood Mall, Brandon,
Manitoba Shoppers Mall,
Chilliwack, British Columbia



Management Company:

Morguard

Morguard earns Maple Leaf Silver for its innovative branding campaign. The joint centre strategy featuring bold photography partnered with the 'I Will' tagline resonated with its 'mom' demographic, delivering impressive increases to centre sales and substantial savings to the overall marketing budget.

CENTRES MORE THAN 1,000,000 SQ. FT. OF TOTAL RETAIL SPACE

GOLD

WHAT'S NEXT

Yorkdale Shopping Centre
Toronto, Ontario

Owner:

Oxford Properties
and AIMco



Management Company:

Oxford Properties Group

It's Maple Leaf Gold for Yorkdale Shopping Centre. Its aspirational, multimedia campaign 'WHAT'S NEXT' campaign featured luxury retailers Versace, Salvatore Ferragamo, Jimmy Choo, Burberry, BVLGARI, Mulberry, Moncler and Hugo Boss. It delivered 80 million gross impressions, generating impressive sales increases of 16 to 37%, while solidifying Yorkdale's positioning as a fashion leader.

JOINT CENTRE

SILVER

Essentials. Elevated.

First Canadian Place and
Exchange Tower
Toronto, Ontario



Management Company:

Brookfield Office Properties

It's Maple Leaf Silver for Brookfield's First Canadian Place and Exchange Tower. The successful strategy using internal resources, coupled with media buys and social media platforms, increased website traffic by 67%, delivering more than 68 million impressions and individual property sales well over target.

MARKETING



BUSINESS-TO-BUSINESS

CENTRES 400,000 TO 750,000 SQ. FT. OF TOTAL RETAIL SPACE

SILVER

SFW x Cornwall Centre Art Installation

Cornwall Centre
Regina, Saskatchewan



Owner:

Kingsett Capital and OPB

Management Company:

20 Vic Management, Inc.

It's Maple Leaf Silver for the Cornwall Centre and its Saskatchewan Fashion Week partnership. An in-centre art installation featuring the work of local artists and designers generated extensive awareness and exposure for SFW events, while enhancing the centre's position as a fashion destination.

CENTRES 400,000 TO 750,000 SQ. FT. OF TOTAL RETAIL SPACE

SILVER

Back 2 School Sponsored by Canadore College

Northgate Shopping Centre
North Bay, Ontario



Owner:

HOOPP Realty, Inc.

Management Company:

Morguard

It's Maple Leaf Silver for Northgate Shopping Centre and its innovative 'Back 2 School' campaign with Canadore College. The cross-promotional strategy included an extensive media buy, a branded lounge and fresh week activities that delivered an astounding 752% return on investment for its sponsor.

CAUSE-RELATED MARKETING

CENTRES 150,000 TO 400,000 SQ. FT. OF TOTAL RETAIL SPACE

SILVER

March Break Meltdown

Heritage Place
Owen Sound, Ontario



Owner:

Kingsett Capital, Inc.

Management Company:

20 VIC Management, Inc.

Heritage Place earns Maple Leaf Silver for its collaboration with Elephant Thoughts Educational Outreach. In exchange for an in-kind Christmas toy store location, the charity hosted an unforgettable 'March Break Meltdown' program that increased centre sales while raising funds and awareness.

CENTRES 150,000 TO 400,000 SQ. FT. OF TOTAL RETAIL SPACE

SILVER

A Very Dairy Christmas!

Lawson Heights Mall
Saskatoon, Saskatchewan



Owner:

Hydro-Quebec
Pension Fund

Management Company:

Morguard

It's Maple Leaf Silver for Lawson Heights and its 'A Very Dairy Christmas!' campaign. In response to an urgent need at a local food bank, families were incented to bring milk donations or cash when visiting Santa, resulting in community donations of 100s of litres of fresh milk and more than \$7,000 in cash.

MARKETING



CAUSE-RELATED MARKETING

CENTRES 400,000 TO 750,000 SQ. FT. OF TOTAL RETAIL SPACE

SILVER

Bridal Boutique Pop-Up

Marlborough Mall
Calgary, Alberta



Owner:

Healthcare of Ontario Pension Plan

Management Company:

20 VIC Management, Inc.

It's Maple Leaf Silver for Marlborough Mall's transformation of a vacant shop into a pop-up bridal salon. Donated wedding dresses ranging from \$100 to \$250 convinced soon-to-be-brides to say yes to the dress, generating more than \$5,000 in donations for Calgary's Women in Need Society.

CENTRES 750,000 TO 1,000,000 SQ. FT. OF TOTAL RETAIL SPACE

SILVER

The Pink Lounge

St. Laurent Centre
Ottawa, Ontario



Owner/Management Company:

Morguard

St. Laurent Centre earns Maple Leaf Silver for the Pink Lounge. The centrally located garden oasis was designed to generate awareness and funds for Bust a Move, a centre-sponsored event that has helped Ottawa's regional cancer foundation exceed its five-year donation target of \$1.5 million.

CENTRES 750,000 TO 1,000,000 SQ. FT. OF TOTAL RETAIL SPACE

SILVER

The Gift of Giving Back

Burlington Mall
Burlington, Ontario



Owner:

RioCan Management, Inc. & KingSett Capital

Management Company:

RioCan

It's Maple Leaf Silver for Burlington Mall's annual food drive. In partnership with a local hockey league and key city employees, the centre used its extensive internal resources, website and social media platforms to generate donations that provided 15,000 meals to 125 families over a forty-week period.

CENTRES MORE THAN 1,000,000 SQ. FT. OF TOTAL RETAIL SPACE

SILVER

Enchanted Tree

Laurier Québec
Québec City, Québec



Owner/Management Company:

Ivanhoé Cambridge, Inc.

The Maple Leaf Silver goes to Laurier Québec for its 25th annual gift drive in support of a local charity. The centre successfully leveraged relationships with retailers, media partners and community organizations to generate more than 3,000 Christmas presents for the region's less fortunate children.

MARKETING

CAUSE-RELATED MARKETING

CENTRES MORE THAN 1,000,000 SQ. FT. OF TOTAL RETAIL SPACE

GOLD

Key to the Holidays

Vaughan Mills
Vaughan, Ontario

Owner/ Management Company:

Ivanhoé Cambridge, Inc.



The 'Key to the Holidays' campaign earns Vaughan Mills the Maple Leaf Gold. Centre court was transformed into a spectacular setting featuring interactive screens and festive activities that captivated families before meeting Santa. Supported by a multimedia campaign, gift-winning contests and a heart-stirring video, the centre generated Santa photo sales of \$115,000 in support of the SickKids Foundation.

JOINT CENTRE

GOLD

Bee Friendly

10 Dundas East, Toronto,
Ontario Coverdale Mall,
Etobicoke, Ontario
Eglinton Square Shopping
Centre,
Toronto, Ontario



Management Company:

Bentall Kennedy (Canada) Limited Partnership

It's Maple Leaf Gold for Bentall Kennedy and their joint centre campaign 'Bee Friendly.' Three centres leveraged their Earth Week activities to educate on the importance of protecting bees while generating awareness and support for the Bee City Canada organization. Their collective efforts generated quite a media buzz, reaching millions and helping Toronto attain the designation of Canada's first 'Bee City.'

MARKETING



CUSTOMER SERVICE EXPERIENCE/ ENGAGEMENT

CENTRES 400,000 TO 750,000 SQ. FT. OF TOTAL RETAIL SPACE

SILVER

Wild West Club

Bower Place
Red Deer, Alberta

Owner:

bclMC Realty Corp.

Management Company:

Bentall Kennedy (Canada) Limited Partnership

It's Maple Leaf Silver for Bower Place. The centre launched the 'Wild West Club' for kids with Red Deer's first LEGO build event. The momentum generated from the two-day event attracted 611 new members for the club, while delivering a 7% increase in both shopper traffic and residual sales.



CENTRES 400,000 TO 750,000 SQ. FT. OF TOTAL RETAIL SPACE

SILVER

Carlingwood's Playground Moves In

Carlingwood Shopping
Centre
Ottawa, Ontario

Owner:

Ontario Pension Board

Management Company:

20 Vic Management, Inc.

A Maple Leaf Silver goes to Carlingwood Shopping Centre for its newly launched playground. The 300-square-foot farm-themed amenity is the region's first permanent indoor toddler playground, providing a fun and safe environment for preschoolers to explore, learn, play and perhaps take their first steps.



MARKETING



CUSTOMER SERVICE EXPERIENCE/ ENGAGEMENT

**CENTRES 750,000 TO 1,000,000 SQ. FT.
OF TOTAL RETAIL SPACE**

SILVER

Upper Canada Mall x Town of Newmarket Recreation Pop-Up Shop

Upper Canada Mall
Newmarket, Ontario



Owner:

Oxford Properties & CPPIB

Management Company:

Oxford Properties Group

A Maple Leaf Silver goes to Upper Canada Mall's Recreation Pop-Up Shop. Created in partnership with the town of Newmarket, the 3,000-square-foot space offered 250 child-focused or family-friendly programs over the course of three months. It provided first-class, and free, community recreational programs.

DIGITAL CAMPAIGN/EMERGING TECHNOLOGY

**CENTRES 150,000 TO 400,000 SQ. FT.
OF TOTAL RETAIL SPACE**

GOLD

An Extraordinary Gift

The Montreal Eaton Centre
Montreal, Québec



Owner/Management Company:

Ivanhoé Cambridge, Inc.

It's Maple Leaf Gold for Montreal Eaton Centre's innovative digital technology campaign that allowed shoppers to interact with a variety of on-screen characters in their pursuit of the perfect gift. Complemented by an encompassing multimedia plan, contests, events and promotions, the campaign attracted impressive media attention and generated substantial increases to website and social media engagement.

DIGITAL CAMPAIGN/EMERGING TECHNOLOGY

**CENTRES 400,000 TO 750,000 SQ. FT.
OF TOTAL RETAIL SPACE**

SILVER

Dufferin Mall ShopCrawl

Dufferin Mall
Toronto, Ontario



Owner:

H&R REIT

Management Company:

Primaris Management, Inc.

Dufferin Mall earns Maple Leaf Silver for its ShopCrawl event, a one-day, in-mall shopping experience that incited 450 engaged consumers to share their experiences online in real time for an opportunity to win prizes and receive exclusive discounts, promotions and branded swag giveaways.

**CENTRES MORE THAN 1,000,000 SQ. FT.
OF TOTAL RETAIL SPACE**

SILVER

BCC Mobile App

Bramalea City Centre
Brampton, Ontario



Owner/ Management:

Morguard

Bramalea City Centre earns Maple Leaf Silver for the BCC Mobile App. Combining beacon technology with a loyalty program, the app allows shoppers to receive up-to-the-minute sales promotions from preferred stores and track purchases to earn points redeemable for perks, prizes and rewards.

MARKETING



DIGITAL CAMPAIGN/EMERGING TECHNOLOGY

CENTRES MORE THAN 1,000,000 SQ. FT. OF TOTAL RETAIL SPACE

SILVER

Your Canine Casting Call

Guildford Town Centre
Surrey, British Columbia



Owner/Management Company:

Ivanhoé Cambridge, Inc.

It's Maple Leaf Silver for Guildford Town Centre's 'Your Canine Casting Call.' More than 4,000 dog lovers uploaded pics of their pets for an opportunity to win prizes. Nearly 62,000 votes were cast to determine which twelve pooches would appear in a fundraising calendar, with funds going to support the BC SPCA.

EVENT OR SALES PROMOTION

CENTRES 150,000 TO 400,000 SQ. FT. OF TOTAL RETAIL SPACE

SILVER

Feel the Magic

Centre commercial
Rivière-du-Loup
Rivière-du-Loup, Québec



Owner:

FPI Cominar

Management Company:

Cominar

Rivière-du-Loup's 'Feel the Magic' promotional contest earns Maple Leaf Silver. The engaging campaign incented more than 560 shoppers to register their holiday purchases in a specially designed gift passport for an opportunity to win instant prizes and a grand-prize trip for a family of four to Walt Disney World.

CENTRES MORE THAN 1,000,000 SQ. FT. OF TOTAL RETAIL SPACE

GOLD

STC Trendspotters

Scarborough Town Centre
Scarborough, Ontario



Owner:

Aimco & Omers Realty

Management Company:

Oxford Properties Group

Scarborough Town Centre earns Maple Leaf Gold for its integrated digital campaign 'STC Trendspotters.' The centre secured the talents of influential GTA bloggers to appear in digital assets targeted to its young fashion shoppers. The multichannel approach delivered impressive results, with 26 million foot traffic and digital impressions, 355,000 engagements and 60,000 video views.

CENTRES 150,000 TO 400,000 SQ. FT. OF TOTAL RETAIL SPACE

GOLD

Revive Tradition

Complexe Desjardins
Montreal, Québec



Owner:

DGA - Desjardins

Gestion d'Actifs

Management Company:

Desjardins Group

It's Maple Leaf Gold for Complexe Desjardins' 'Revive Tradition' promotion. Leveraging the popularity of a local community event, the centre introduced a high-end, multimedia water and light show. The spectacular holiday performances drew thousands, attracting immense media and social media attention, and generated increases to footfall traffic, restaurant receipts and gift card sales well beyond targeted goals.

MARKETING



EVENT OR SALES PROMOTION

CENTRES 150,000 TO 400,000 SQ. FT. OF TOTAL RETAIL SPACE

GOLD

#DayMade

Eglinton Square Shopping
Centre
Toronto, Ontario



Owner:

Kingsett Capital Investments

Management Company:

Bentall Kennedy (Canada) Limited Partnership

Eglinton Square earns Maple Leaf Gold for its series of community-based initiatives #DayMade. The two weekend-long events featured giveaways, games and sing-a-long sessions with musical sensation Choir!Choir!Choir! In addition to being the centre's busiest weekends of 2016, the events exceeded all targeted objectives set for year-over-year sales, one-on-one engagements and return on investment.

CENTRES 150,000 TO 400,000 SQ. FT. OF TOTAL RETAIL SPACE

SILVER

Santa's New Sled

Village Green Centre
Vernon, British Columbia



Owner:

OPTrust Retail, Inc.

Management Company:

Bentall Kennedy (Canada) Limited Partnership

It's Maple Leaf Silver for Village Green. Backed by a new website, a grand-prize incentive and a Santa set reminiscent of a Dr. Seuss book, the Santa's New Sled promotion performed beyond all expectations, generating substantial increases to photo sales, eClub membership and centre-wide sales.

CENTRES 400,000 TO 750,000 SQ. FT. OF TOTAL RETAIL SPACE

SILVER

Black Friday Cash Cube

Dixie Outlet Mall
Mississauga, Ontario



Owner/

Management Company:

Cominar Real Estate Investment Trust

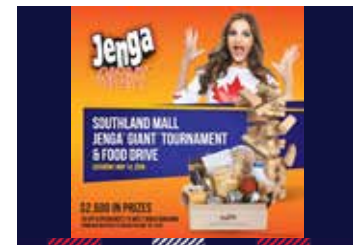
It's Maple Leaf Silver for Dixie Outlet Mall. Its innovative 'Cash Cube' campaign capitalized on deal hunters' willingness to compete, desire for savings and savviness for technology by offering participating customers the opportunity to win up to \$1,000 in cash cards every hour during the Black Friday event.

CENTRES 400,000 TO 750,000 SQ. FT. OF TOTAL RETAIL SPACE

SILVER

Nikki and Jenga Visit Southland Mall!

Southland Mall
Regina, Saskatchewan



Owner/Management Company:

OneREIT

Southland Mall earns Maple Leaf Silver for its celebrity event with 'Big Brother' contestant and fashion designer Nikki Grahame. Highlights included a Jenga® Giant™ Tournament, Fashion Challenge, and meet-and-greet that delivered mass awareness and more than 3 million media impressions.

MARKETING



EVENT OR SALES PROMOTION

CENTRES 400,000 TO 750,000 SQ. FT. OF TOTAL RETAIL SPACE

GOLD

Get Outside in Style

Willowbrook Shopping Centre
Langley, British Columbia

Owner:

2725312 Canada, Inc./2973758 Canada, Inc.

Management Company:

Bentall Kennedy (Canada) Limited Partnership



It's Maple Leaf Gold for Willowbrook Shopping Centre's 'Get Outside in Style.' Launched to counter the impending departure of an anchor retailer, the 35-day-long campaign featured outdoor fashion vignettes, gift-with-purchase incentives, an outdoor expo and several contests and promotions. It delivered impressive centre sales increases and more than 10 million advertising and publicity impressions.

CENTRES 750,000 TO 1,000,000 SQ. FT. OF TOTAL RETAIL SPACE

GOLD

Chills' Expedition

Place Rosemère
Rosemère, Québec

Owner:

Rosemère Centre Properties, Ltd.

Management Company:

Morguard



Place Rosemère's 'Chills' Expedition' earns Maple Leaf Gold. The immersive Halloween experience featured zombie professors, ghostly costumed chefs, sorcerers, shamans and more. The two-day event had the community flocking to experience the fright fest, generating a 22% increase in year-over-year traffic, a 9.6% increase in sales per square foot and an incredible 2,020% return on investment!

CENTRES 750,000 TO 1,000,000 SQ. FT. OF TOTAL RETAIL SPACE

SILVER

Delish! Food Court Opening

Erin Mills Town Centre
Mississauga, Ontario

Owner:

OPB

Management Company:

20 Vic Management, Inc.



Erin Mills Town Centre's celebration to launch its new food court earns Maple Leaf Silver. The Delish! opening event included gift bags, scratch & win cards, free food sampling and themed entertainment, attracting and engaging more than 6,100 hungry shoppers during the 4-hour event.

CENTRES 750,000 TO 1,000,000 SQ. FT. OF TOTAL RETAIL SPACE

SILVER

Paris Is Calling

Southgate Centre
Edmonton, Alberta

Owner/Management

Ivanhoé Cambridge, Inc.



It's Maple Leaf Silver for Southgate's 'Paris Is Calling.' An 18-foot-tall Eiffel Tower was the focal point of a monthlong series of fashion shows, performances, and food and product samplings that generated impressive increases in centre traffic and sales, social media engagement and e-subscriber databases.

MARKETING



EVENT OR SALES PROMOTION

CENTRES MORE THAN 1,000,000 SQ. FT. OF TOTAL RETAIL SPACE

SILVER

App Launch Party

Bramalea City Centre
Brampton, Ontario

Owner/ Management Company:

Morguard



Bramalea City Centre's Mobile App Launch earns Maple Leaf Silver. The centre-wide party included Style Tips, Fashion Influencers and Celebrity Ambassador Melissa Grelo of CTV's 'The Social' to deliver impressive year-over-year increases in featured retail category sales and overall centre sales.

CENTRES MORE THAN 1,000,000 SQ. FT. OF TOTAL RETAIL SPACE

GOLD

Foodies Flock to DIX30

Quartier DIX30
Brossard, Québec

Owner:

Carbonleo &
Oxford Properties



Management Company:

Gestion Quartier DIX30

Quartier DIX30 earns Maple Leaf Gold for its food event promotions designed to increase sales during traditionally slow periods. The centre leveraged its food category options to host Bacon Week and Janvier à la Carte events, promoted extensively through digital platforms. The results were delicious, delivering significant social media engagement and more than \$4.4 million in restaurant sales.

CENTRES MORE THAN 1,000,000 SQ. FT. OF TOTAL RETAIL SPACE

SILVER

Society Dog

Laurier Québec
Québec City, Québec

Owner/ Management Company:

Ivanhoé Cambridge, Inc.



Laurier Québec earns Maple Leaf Silver for its fashion show with a focus on woman's best friend...her dog. Highlights included dog fashions, pooch-in-purse runway show, in-centre daschund race and runway finale featuring models and their dogs dressed in the season's hottest fashions.

JOINT CENTRE

SILVER

Fleurs de Villes

Oakridge Centre,
Vancouver,
British Columbia
Mayfair Shopping Centre,
Victoria, British Columbia

Management Company:

Ivanhoé Cambridge, Inc.



Ivanhoé Cambridge earns Maple Leaf Silver for the joint-centre 'Fleurs de Villes' promotion. Featuring thirty-two floral-dressed mannequins created collaboratively by BC florists and major brands, the one-of-a-kind floral exhibition engaged more than 7,900 shoppers and became a social media sensation.

MARKETING



EVENT OR SALES PROMOTION

JOINT CENTRE

SILVER

Van Gogh Museum Edition on Tour

Southgate Centre,
Edmonton, Alberta
Oakridge Centre,
Vancouver, British Columbia



Management Company:
Ivanhoé Cambridge, Inc.

Southgate and Oakridge earn Maple Leaf Silver for their joint-centre exhibition commemorating the 125th anniversary of Van Gogh's death. The exclusive gallery featured nine reproductions of the master's most iconic works, drawing more than 19,000 visitors and generating 180 million gross impressions of earned media.

GRAND OPENING, EXPANSION AND RENOVATION

CENTRES 750,000 TO 1,000,000 SQ. FT. OF TOTAL RETAIL SPACE

GOLD

Les Promenades Gatineau Grand Opening

Les Promenades Gatineau
Gatineau, Québec



Owner:
Oxford Properties and Montez Corp.

Management Company:
OPGI Management Limited Partnership

Les Promenades Gatineau earns Maple Leaf Gold! To herald the arrival of the region's first Simons, the centre transformed a shipping container into a one-of-a-kind mobile pop-up shop. The LPG Mobile generated significant buzz, garnering 46 million impressions, attracting thousands to the official opening and substantially exceeding all opening-month sales projections.

GRAND OPENING, EXPANSION AND RENOVATION

CENTRES MORE THAN 1,000,000 SQ. FT. OF TOTAL RETAIL SPACE

SILVER

Luxury, Now in Residence

Square One Shopping
Centre
Mississauga, Ontario



Owner:
Alberta Investment Management Corp.

Management Company:
Oxford Properties Group

Square One's 'Summer Dreaming' campaign earns Maple Leaf Silver. Featuring fashion images by renowned photographer David Drebin, the visually stunning campaign garnered more than 110 million media impressions, generating extensive awareness for the opening of the centre's new Luxury Wing.

MIXED USE

SILVER

Food Terrace

First Canadian Place
Toronto, Ontario



**Owner/
Management
Company:**
Brookfield Property Partners

It's Maple Leaf Silver for First Canadian Place and its 'Food Terrace' campaign. The creative strategy used simple and colourful graphics to showcase the multitude of choices available at the elevated and vibrant dining space, generating more than 46 million impressions and bolstering sales by 38%.

MARKETING



MULTICHANNEL MARKETING

CENTRES 150,000 TO 400,000 SQ. FT. OF TOTAL RETAIL SPACE

SILVER

Fusing Culture & Community - The Chinese New Year Festival at Milton Mall

Milton Mall
Milton, Ontario



Owner:

Milton Mall, L.P.,
and Milton Mall II, L.P.

Management Company:

Bentall Kennedy (Canada) Limited Partnership

Milton Mall's Chinese New Year Celebration earns Maple Leaf Silver! The multilayered event engaged residents of all ages and backgrounds, promoted awareness for two local organizations, and helped to usher in a new sense of community and cultural embracement.

CENTRES 400,000 TO 750,000 SQ. FT. OF TOTAL RETAIL SPACE

SILVER

Atelier Rockland

Centre Rockland
Montreal, Québec



Owner/ Management Company:

Cominar REIT

Maple Leaf Silver goes to Rockland for its exclusive 'Atelier Rockland' fashion event. Guests received a VIP experience, including an express hair and makeup session, fashion consultations and a professional photo shoot. The three-day-long campaign provided 465 fashionistas with the ultimate style experience.

CENTRES 400,000 TO 750,000 SQ. FT. OF TOTAL RETAIL SPACE

SILVER

ISC Rebrand

Intercity Shopping Centre
Thunder Bay, Ontario



Owner:

Healthcare of
Ontario Pension Plan

Management Company:

Morguard

Intercity Shopping Centre earns Maple Leaf Silver! Its multiphased rebranding campaign 'Heart of Our City' created a unique, youthful identity that captivated the community, enhancing the customer shopping experience and delivering increases to centre traffic and community engagement.

CENTRES 400,000 TO 750,000 SQ. FT. OF TOTAL RETAIL SPACE

GOLD

Season of Star Wars

North Hill Centre
Calgary, Alberta



Owner:

Westpen North Hill,
L.P., and BIM North Hill, Inc.

Management Company:

Bentall Kennedy (Canada), L.P.

It's Maple Leaf Gold for North Hill Centre and its 'Season of Star Wars' campaign. Leveraging the massive hype surrounding the impending release of 'Star Wars: The Force Awakens,' the six-week-long blockbuster promotion featured online and in-centre contests, themed events and activities and fundraising initiatives that propelled the centre into the spotlight leading up to the holiday season.

MARKETING



MULTICHANNEL MARKETING

CENTRES 400,000 TO 750,000 SQ. FT. OF TOTAL RETAIL SPACE

SILVER

Finally Open Late

Park Place
Lethbridge, Alberta

Owner/Management Company:

Primaris Reit



Park Place earns Maple Leaf Silver for its tongue-in-cheek campaign 'Finally Open Late.' The centre announced the extension of its opening hours through a humorous marketing strategy that had shoppers laughing all the way to the mall...and retailers smiling all the way to the bank.

CENTRES 750,000 TO 1,000,000 SQ. FT. OF TOTAL RETAIL SPACE

SILVER

LPG AUJOURD'HUI LA MODE Rebranding

Les Promenades Gatineau
Gatineau, Québec



Owner:

Oxford Properties and Montez Corp.

Management Company:

OPGI Management Limited Partnership

Les Promenades Gatineau earns Maple Leaf Silver! The campaign to launch its stunning redevelopment project included a stylish advertising campaign combined with media events and an innovative pop-up shop that collectively generated more than 47 million impressions of coverage.

CENTRES 750,000 TO 1,000,000 SQ. FT. OF TOTAL RETAIL SPACE

SILVER

Your Runway

Coquitlam Centre
Coquitlam, British Columbia

Owner:

Pensionfund Realty, Ltd.

Management Company:

Morguard



It's Maple Leaf Silver for Coquitlam Centre's brand program 'Your Runway.' Featuring 'on trend' fashion images and supported by a refreshed website, regular blogs, videos, contests and enhanced social media content, the multichannel program delivered a massive 1.3 million impressions.

CENTRES MORE THAN 1,000,000 SQ. FT. OF TOTAL RETAIL SPACE

GOLD

Lightroom

Metropolis at Metrotown
Burnaby, British Columbia

Owner/Management Company:

Ivanhoé Cambridge, Inc.



Metropolis at Metrotown's Lightroom earns Maple Leaf Gold. More than 78,000 people visited the 20-by-35-foot mirrored room that projected images uploaded from an individual's social media sites against a backdrop of twinkling lights. This first-of-its-kind installation generated 1.96 million digital media impressions and delivered increases of 2% in traffic and 13% in specialty retail sales during the summer months.

MARKETING



MULTICHANNEL MARKETING

CENTRES MORE THAN 1,000,000 SQ. FT. OF TOTAL RETAIL SPACE

SILVER

Holiday Memories Snowball at DIX30

Quartier DIX30
Brossard, Québec



Owner:

CarbonLEO & Oxford Properties

Management Company:

Gestion Quartier DIX30

Quartier DIX30 earns Maple Leaf Silver for its holiday campaign based on the remake of a beloved children's film. Highlights included larger-than-life mascots, Santa visits in an enchanting outdoor cabin, an inviting lounge, an outdoor marketplace and an interactive exhibit showcasing the film's production.

CENTRES MORE THAN 1,000,000 SQ. FT. OF TOTAL RETAIL SPACE

SILVER

TIFFxSQ1

Square One
Shopping Centre
Mississauga, Ontario



Owner:

Alberta Investment Management Corp.

Management Company:

Oxford Properties Group

It's Maple Leaf Silver for Square One! Its multichannel marketing campaign leveraged the glamour of the Toronto International Film Festival to launch its Fall/Winter campaign, strategically showcasing its new luxury wing through traditional and social media, influencer engagement and TIFF activations.

JOINT CENTRE

SILVER

Gift the Island

Woodgrove Centre,
Nanaimo, British Columbia
Mayfair Shopping Centre,
Victoria, British Columbia



Management Company:

Ivanhoé Cambridge, Inc.

It's Maple Leaf Silver for Woodgrove Centre and Mayfair Shopping Centre! Through the use of street team activations, a multimedia campaign, gift incentives and social media contests, their joint-centre pilot program delivered double-digit increases in co-branded gift card sales at both BC properties.

PUBLIC RELATIONS

CENTRES 400,000 TO 750,000 SQ. FT. OF TOTAL RETAIL SPACE

SILVER

Big Brother Canada Food Court Grand Re-Opening

Eastgate Square
Hamilton, Ontario



Owner:

Eastgate Square, L.P.

Management Company:

Bentall Kennedy (Canada) Limited Partnership

Eastgate Square earns Maple Leaf Silver for the grand-opening campaign of its newly renovated food court. The launch featured six 'Big Brother' personalities and local media celebrities competing in zany challenges, creating a social media buzz that garnered more than 7 million impressions.

MARKETING

PUBLIC RELATIONS

CENTRES MORE THAN 1,000,000 SQ. FT. OF TOTAL RETAIL SPACE

SILVER

SQ1CONCEPT

Square One
Shopping Centre
Mississauga, Ontario



Owner:

Alberta Investment
Management Corp.

Management Company:

Oxford Properties Group

It's Maple Leaf Silver for Square One's SQ1CONCEPT! As a prelude to the centre's Luxury wing grand opening, the stunning pop-up boutique was host to a series of public and media events showcasing the designs, clothing and products of 11 of Canada's top emerging and established designers.

CENTRES MORE THAN 1,000,000 SQ. FT. OF TOTAL RETAIL SPACE

GOLD

#Yorkdale- FashionSanta Viral Sensation

Yorkdale Shopping Centre
Toronto, Ontario



Owner:

Oxford Properties Group & AIMco

Management Company:

Oxford Properties Group

A Maple Leaf Gold for Yorkdale Shopping Centre! Its stunning campaign featuring a modern-day St. Nick set the media world on fire. Media celebs and visitors alike uploaded selfies with the stylish elf in support of SickKids Foundation, generating an astounding 2 billion impressions worldwide, several celebrity mentions on social media and a more than 20,000% return on investment.

MARKETING



SOCIAL MEDIA

CENTRES 150,000 TO 400,000 SQ. FT. OF TOTAL RETAIL SPACE

GOLD

Cabanasuc

Place Montreal Trust
Montreal, Québec



Owner/Management Company:

Ivanhoé Cambridge, Inc.

Place Montreal Trust earns Maple Leaf Gold for its exclusive after-hours soiree 'Cabanasuc.' Set around a Sugar Shack at centre court, the event featured street-style art exhibits, themed appetizers, music and libations in celebration of all things maple. Extensively promoted through online posts and contests, the sweet event fueled substantial increases in website and social media engagement.

CENTRES 400,000 TO 750,000 SQ. FT. OF TOTAL RETAIL SPACE

GOLD

HSC Lookbook

Halifax Shopping Centre
Halifax, Nova Scotia



Owner:

OPB Realty, Inc.

Management Company:

20 VIC Management, Inc.

It's Maple Leaf Gold for Halifax Shopping Centre's Lookbook campaign! Local bloggers were asked to post their top five must-haves, which then were featured in street-style fashion pics and uploaded to Instagram. Promoted extensively through digital assets, contests and by the bloggers, the campaign yielded double-digit increases to featured retailer sales and a 28% increase in Instagram followers.

MARKETING



SOCIAL MEDIA

CENTRES 400,000 TO 750,000 SQ. FT. OF TOTAL RETAIL SPACE

SILVER

Dress Your Bestie

Hillside Centre
Victoria, British Columbia

Owner:

Prime Canadian
Property Fund, Ltd.

Management Company:

Bentall Kennedy (Canada), L.P.



The 'Dress Your Bestie' campaign at Hillside earns Maple Leaf Silver! The successful campaign delivered substantial increases to centre social media followers by inciting customers to upload selfies with their BFF for an opportunity to win daily prizes and a grand-prize shopping spree worth \$1,000.

CENTRES 400,000 TO 750,000 SQ. FT. OF TOTAL RETAIL SPACE

SILVER

#UptownShoefie

Uptown
Victoria, British Columbia

Owner:

Greystone

Management Company:

Morguard



Uptown wins a Maple Leaf Silver for its innovative campaign that drove sales and social media engagement. Shoppers snapped photos of their shoes at strategic in-centre locations and uploaded them using #UptownShoefie for a chance to choose the shoes of their dreams from an Uptown retailer.

CENTRES 750,000 TO 1,000,000 SQ. FT. OF TOTAL RETAIL SPACE

SILVER

My Festival Adventure

Southgate Centre
Edmonton, Alberta

Owner:

Ivanhoé Cambridge and OPB

Management Company:

Ivanhoé Cambridge



It's Maple Leaf Silver for Southgate's initiative 'My Festival Adventure.' Nearly 200 followers were incited to post pics of their Southgate style for a chance to choose their own adventure to any major music festival in North America, resulting in a 25.8% increase in Instagram followers and 10.3% increase in centre sales.

CENTRES MORE THAN 1,000,000 SQ. FT. OF TOTAL RETAIL SPACE

SILVER

Socially Savvy

Bramalea City Centre
Brampton, Ontario

Owner/ Management Company:

Morguard



A Maple Leaf Silver for Bramalea City Centre's 'Socially Savvy' campaign! Its creative strategy targeting the 'always online' millennial demographic included contests, Twitter parties, blogger challenges and scavenger hunts that resulted in substantial increases in its Facebook, Twitter and Instagram followers.

MARKETING



SOCIAL MEDIA

CENTRES MORE THAN 1,000,000 SQ. FT. OF TOTAL RETAIL SPACE

SILVER

Lucky Lunar Scratch & Win

Metropolis at Metrotown
Burnaby, British Columbia



**Owner/
Management Company:**
Ivanhoé Cambridge, Inc.

Metropolis at Metrotown earns Maple Leaf Silver for its 'Lucky Lunar Scratch & Win' contest. The multi-platform game launched to celebrate the Chinese New Year generated 5.3 million impressions and engaged almost 6,000 registered users to play the game a record-breaking 2.12 million times.

CENTRES MORE THAN 1,000,000 SQ. FT. OF TOTAL RETAIL SPACE

SILVER

#Centralicious

Square One
Shopping Centre
Mississauga, Ontario



Owner:
Alberta Investment Management Corp.

Management Company:
Oxford Properties Group

Square One's partnership with a whimsical fashion illustrator earns Maple Leaf Silver. The #Centralicious campaign featured simple fashion sketches created with various foods coupled with unique daily posts that enticed shoppers to share them for an opportunity to win a \$500 gift card.

CENTRES MORE THAN 1,000,000 SQ. FT. OF TOTAL RETAIL SPACE

GOLD

STC Zara Selfie Station

Scarborough Town Centre
Scarborough, Ontario



Owner:
Aimco & Omers Realty

Management Company:
Oxford Properties Group

The STC Zara Selfie Station at Scarborough Town Centre earns Maple Leaf Gold! The visually stimulating space filled with more than 20 unique settings designed by local artists and STC Trendsetters provided the perfect backdrop for taking selfies. Supported extensively in-centre and on digital assets, the four-day-long initiative delivered 3 million social media impressions and 80,000 social media engagements.

JOINT CENTRE

GOLD

Men's Style Chat

First Canadian Place,
Toronto, Ontario
Exchange Tower,
Toronto, Ontario



Management Company:
Brookfield Property Partners

It's Maple Leaf Gold for Brookfield's First Canadian Place and Exchange Tower! The centres joined forces with local fashion and lifestyle authorities to execute a Twitter chat on men's style and fashion. The unique initiative far exceeded the objectives-the live chat trended across Canada, garnering more than 15.5 million impressions, and substantially bolstered sales of participating retailers by 37%.

MARKETING



SOCIAL MEDIA

MIXED USE

SILVER

It's a Gift-Giving Occas10n

10 Dundas East
Toronto, Ontario



Owner:

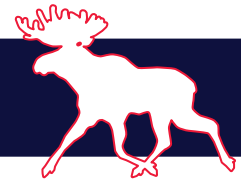
10 Dundas Street, Ltd.

Management Company:

Bentall Kennedy (Canada) Limited Partnership

A Maple Leaf Silver for 10 Dundas East and its holiday wish campaign! More than 400 shoppers were incented to upload a picture of a gift they desired for an opportunity to win it. Nearly 4 million gross impressions were achieved during the 10-day contest, resulting in substantial increases to the centre's social media platforms.

DESIGN & DEVELOPMENT



NEW DEVELOPMENTS

CENTRES BETWEEN 150,001 AND 400,000 SQ. FT. OF TOTAL RETAIL SPACE

GOLD

Marine Gateway

Vancouver, British Columbia

Total Retail Space:

230,078 sq. ft.

Number of Stores:

28

Development Company:

PCI Developments Corp.

Owner:

PCI Developments Corp. in partnership with HOOPP and Canada Post (CPPP)

Architect:

Perkins+Will Canada Architects

Marine Gateway earns Maple Leaf Gold for the mixed-use development comprising sustainable housing for more than 750 residents, Class A office space and over 230,000 square feet of retail, entertainment and convenience shopping options. With direct links to Vancouver's international airport and the region's busiest bus exchange, this LEED Gold standard space is a vibrant hub of activity day and night.



CENTRES BETWEEN 150,001 AND 400,000 SQ. FT. OF TOTAL RETAIL SPACE

SILVER

McArthurGlen Designer Outlet Vancouver Airport

Richmond, British Columbia

Total Retail Space:

240,000 sq. ft.

Number of Stores:

53

Development Company:

McArthurGlen

Owners:

McArthurGlen and Vancouver International Airport Authority

Design Architect:

Hydea S.p.A.

Production/Executive Architect:

Stantec Architecture, Ltd.

A Maple Leaf Silver goes to the McArthurGlen Designer Outlet at Vancouver Airport! The first phase of the sophisticated open-air design houses some of the world's most iconic fashion brands and features pedestrian-friendly walkways, lush landscaping, outdoor amenities and a variety of dining options.



DESIGN & DEVELOPMENT



NEW DEVELOPMENTS

MIXED USE

GOLD

Downtown Markham

Markham, Ontario

Total Retail Space:

181,659 sq. ft.

Number of Stores:

25

Development/Owner Company:

The Remington Group

Design Architect:

GH+A/Quadrangle Architects

Production/Executive Architect:

Petroff Partnership Architects

Phase one of the Downtown Markham redevelopment project earns a Maple Leaf Gold! Two buildings encompassing more than 277,000 square feet are home to major retail, entertainment and lifestyle tenants, as well as a variety of dining options. This impressive high-density design provides the best in live, work and play offerings, and will form the hub of this re-energized and pedestrian-driven urban centre.



MIXED USE

SILVER

Lansdowne Park

Ottawa, Ontario

Total Retail Space:

31,300 sq. ft.

Number of Stores:

45

Development/Owner Company:

City of Ottawa/OSEG/Trinity/Minto

Design Architect:

S9 Architecture

Production/Executive Architects:

Petroff Partnership Architects, Barry Hobin & Assoc., Cannon Design

It's Maple Leaf Silver for the redeveloped Lansdowne Park! The multi-building, open-air complex was designed for pedestrians and cyclists, and encompasses 280 residential units, restaurants, retail stores, offices and recreational and lifestyle facilities beautifully set in a unique urban village environment.



DESIGN & DEVELOPMENT



RENOVATIONS/EXPANSIONS

CENTRES BETWEEN 150,001 AND 400,000 SQ. FT. OF TOTAL RETAIL SPACE

SILVER

South Blvd Shops

Edmonton, Alberta

Total Retail Space:

161,431 sq. ft.

Number of Stores:

7

Owner:

South Blvd Inc.

Architect:

Stantec Architecture, Ltd.

South Blvd Shops wins a Maple Leaf Silver Award! Keyly located near the Edmonton International Airport, this gateway multiuse district combines office space with retail, medical, financial and lifestyle options in an enhanced pedestrian-friendly development.

CENTRES BETWEEN 750,001 AND 1,000,000 SQ. FT. OF TOTAL RETAIL SPACE

SILVER

Bayshore Shopping Centre

Ottawa, Ontario

Total Retail Space:

909,641 sq. ft.

Number of Stores:

190

Development Company:

Ivanhoé Cambridge, Inc.

Owners:

Ivanhoé Cambridge and KingSett Capital

Design Architect:

Pappas Design Studio

Production/Executive Architect:

Lalonde + Doyle Architects

Management/Leasing/Finance Company:

Ivanhoé Cambridge, Inc.

A Maple Leaf Silver for Bayshore Shopping Centre! The \$219 million redevelopment project seamlessly added 150,000 square feet of retail space to the existing centre and included extensive upgrades to interior and exterior areas, a relocated and modernized food court and additional parking.



DESIGN & DEVELOPMENT



RENOVATIONS/EXPANSIONS

CENTRES BETWEEN 750,001 AND 1,000,000 SQ. FT. OF TOTAL RETAIL SPACE

SILVER

CF Promenades St-Bruno

Saint-Bruno-de-Montarville, Québec

Total Retail Space:

923,000 sq. ft.

Number of Stores:

174

Owner/Development Company:

The Cadillac Fairview Corp., Ltd.

Architect of Record:

Archifin/Provencher Roy

Design Architect:

GH+A

Congratulations to CF Promenades St-Bruno on its Maple Leaf Silver for a phase-one renovation project that included modernizing entrances, landscaping, interior washrooms and retail offerings, while incorporating a brand-new and elevated food hall experience: the District Gourmand.

CENTRES BETWEEN 750,001 AND 1,000,000 SQ. FT. OF TOTAL RETAIL SPACE

GOLD

Les Promenades Gatineau

Gatineau, Québec

Total Retail Space:

785,162 sq. ft.

Number of Stores:

145

Development Company:

Oxford Properties Group, Inc.

Owners:

Oxford Properties Group and Montez

Design Architect:

The Pappas Design Studio

Production/Executive Architect:

Pellows + Associates Architects

Les Promenades Gatineau's \$110 million redevelopment earns the centre Maple Leaf Gold! The transformational project included dramatic upgrades to the exterior façade, expanded food court, elevated customer amenities and the addition of several top-name brands, including the region's first Simons. The redevelopment firmly established the centre as Western Québec's premiere retail destination.



DESIGN & DEVELOPMENT



RENOVATIONS/EXPANSIONS

CENTRES MORE THAN 1,000,000 SQ. FT. OF TOTAL RETAIL SPACE

SILVER

CF Sherway Gardens

Toronto, Ontario

Total Retail Space:
1,300,000 sq. ft.

Number of Stores:
178

Owner/Development Company:
The Cadillac Fairview Corp., Ltd.

Architect:
DIALOG

A Maple Leaf Silver for Sherway Gardens' latest expansion project! In addition to elevated guest amenities, the newest wing houses Saks Fifth Avenue, Pusateri's, Ted Baker, Samsung, Tory Burch, a relocated Gourmet Fare, the Keg Steakhouse and Bar and Joey restaurant.

CENTRES MORE THAN 1,000,000 SQ. FT. OF TOTAL RETAIL SPACE

GOLD

Square One Shopping Centre

Mississauga, Ontario

Total Retail Space:
2,090,801 sq. ft.

Number of Stores:
344

Development Company:
Oxford Properties Group

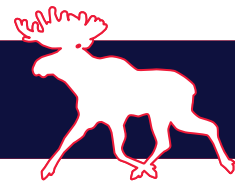
Owners:
Oxford Properties Group and AIMCo.

Architect:
MMC Architects

Square One Shopping Centre earns Maple Leaf Gold for its newest expansion phase anchored by iconic retailer, Holt Renfrew. Known as the luxury wing, the reconfigured area houses many high-end retailers, including Harry Rosen, Rolex and Club Monaco, and features multilevel underground parking with valet services and a new urban park adjacent to the city's vibrant Celebration Square.



DESIGN & DEVELOPMENT



RENOVATIONS/EXPANSIONS

MIXED USE

GOLD

CF Pacific Centre

Vancouver, British Columbia

Total Retail Space:

266,753 sq. ft.

Number of Stores:

108

Owner/Development Company:

The Cadillac Fairview Corp., Ltd.

Architect:

James Cheng Architects, Ltd.

Architect of Record:

ABBARCH Architecture, Inc.

Vancouver's Pacific Centre earns Maple Leaf Gold! The transformational redevelopment project of the iconic mixed-use development included extensive upgrades to the building's façade, replacing precast concrete with full-height glazing to allow for natural light within, a revamped frontage to provide greater access to street-level shops and services, and the addition of a three-story Nordstrom department store.



DESIGN & DEVELOPMENT



RETAIL STORE DESIGN

KIOSKS AND CARTS

SILVER

Bento Sushi

CF Promenades St-Bruno
Saint-Bruno-de-Montarville,
Québec



Type of Merchandise:

Restaurant

A Silver Maple Leaf goes to Bento Sushi at CF Promenades St-Bruno! The stunning and contemporary design features black-and-red graphics anchored by a wrap-around counter incorporating a made-to-order noodle station and sushi area, as well as convenient and fresh grab-and-go options.

STORES LESS THAN 1,000 SQ. FT. IN AREA

SILVER

Hillberg & Berk

Midtown Plaza
Saskatoon, Saskatchewan



Type of Merchandise:

Jewelry

Midtown Plaza's Hillberg & Berk earns Maple Leaf Silver! The modern colour palette of white, soft grey and stainless steel is offset with custom millwork incorporating mother of pearl, glass and specialty lighting, providing a beautifully sophisticated backdrop for the luxurious jewelry designs.

RESTAURANTS

GOLD

YU Seafood

Jubilee Square
Richmond Hill, Ontario



Type of Merchandise:

Restaurant

Jubilee Square's Yu Seafood earns Maple Leaf Gold! The upscale, two-story design provides seating for 300 guests among its four distinct zones and private dining rooms. Design features include Chinese watercolour paintings, wooden screens, tiled accents, a coral sculpture, raw seafood bar and an abundant variety of live delicacies showcased in imported fish tanks and refrigerated displays.

STORES BETWEEN 1,001 AND 2,500 SQ. FT. IN AREA

SILVER

M&M Food Market

Ottawa-Westmount Centre
Kitchener, Ontario

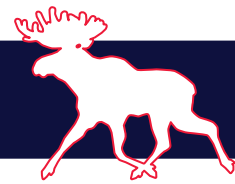


Type of Merchandise:

Supermarket

It's Maple Leaf Silver for M&M Food Market at the Westmount Centre! Designed around a stylish home kitchen, the open-concept space allows customers to move freely throughout to conveniently shop and browse for prepared-meal options, kitchen accessories and supplies, and specialty sauces and spices.

DESIGN & DEVELOPMENT



RETAIL STORE DESIGN

STORES BETWEEN 1,001 AND 2,500 SQ. FT. IN AREA

SILVER

Samsung

CF Sherway Gardens
Toronto, Ontario



Type of Merchandise:

Entertainment

The streamlined design of Samsung Sherway Gardens earns Maple Leaf Silver! The brightly lit interior features a colour palette of bright and warm whites and soft greys, while the open-concept floor plan offers ample space for customers to meander and explore the freestanding and perimeter displays.

STORES IN EXCESS OF 10,001 SQ. FT. IN AREA

GOLD

Sport Chek

Yorkdale Shopping Centre
Toronto, Ontario



Type of Merchandise:

Sporting Goods

It's Maple Leaf Gold for Sport Chek Yorkdale! The transformational project included revamping the entire store, an extensive storefront renovation and the addition of new design and brand elements, resulting in an experiential world-class environment encompassing more than 44,000 square feet over two floors, reinforcing its goal of being the biggest and best sporting goods retailer in the country.

STORES IN EXCESS OF 10,001 SQ. FT. IN AREA

SILVER

Saks Food Hall by Pusateri's

CF Sherway Gardens
Toronto, Ontario



Type of Merchandise:

Supermarket

A Maple Leaf Silver for the Saks Food Hall by Pusateri's! Located on the lower level of the iconic brand's Sherway Gardens location, the food hall offers an unparalleled assortment of culinary delights and experiences, showcased within an extravagant and luxurious market atmosphere.

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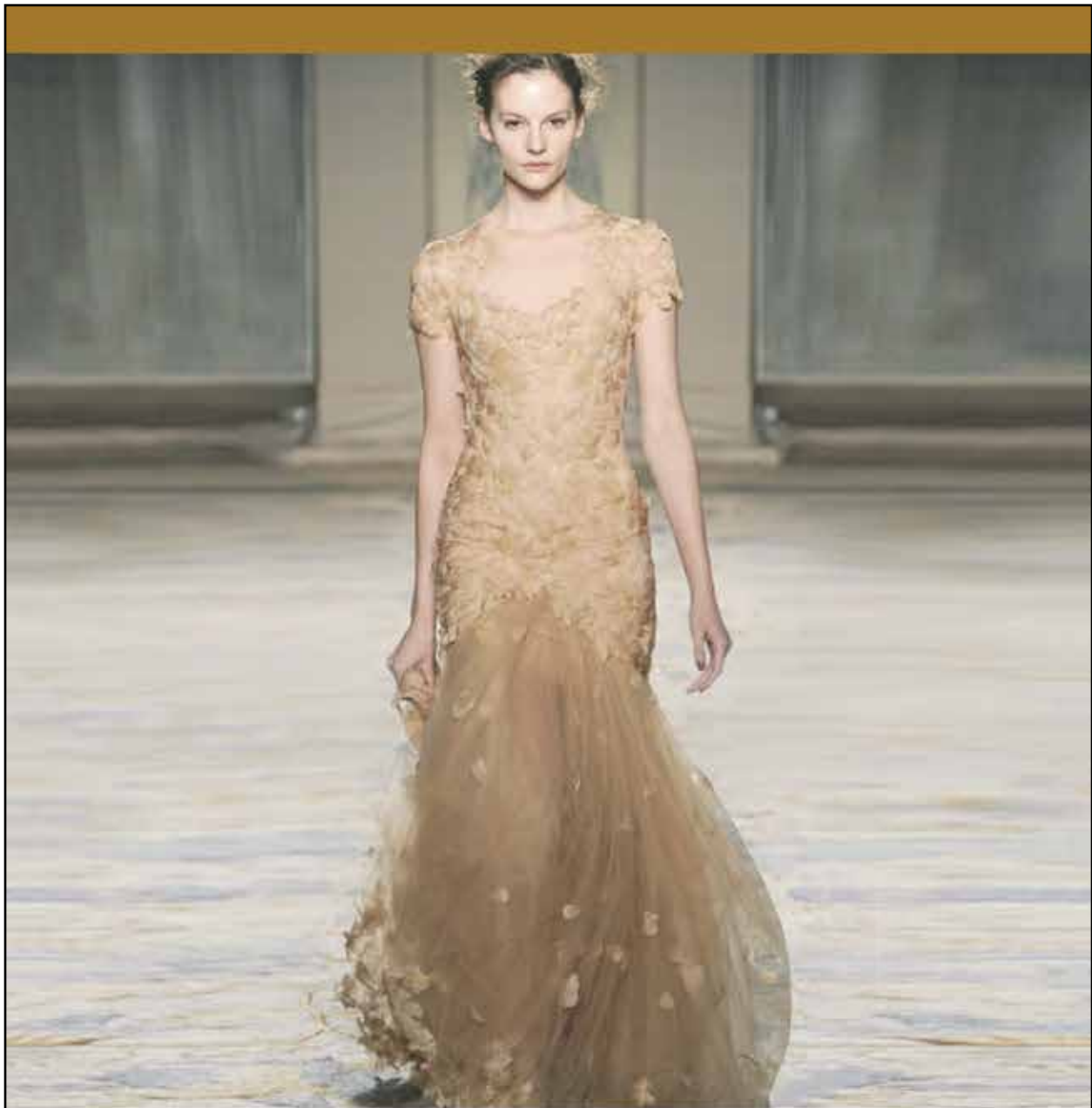
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