



WHAT'S THE  
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# Discover the Cadillac Fairview Experience...



## Congratulations to the Maple Leaf Winners



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# award categories

The ICSC Canadian Shopping Centre Awards are designed to honour the shopping centre industry's most cutting-edge properties, innovative solutions and creative responses to market trends, as well as outstanding examples of retail store design. The Awards bring information and insight to the entire industry on what it takes to attain high levels of achievement.

## 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 operation income of a shopping centre or company. This may include sponsorships, alliances, advertising sales or other supplemental or nontraditional revenue sources.

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

**Customer Service Experience:** A strategic service or initiative designed to benefit consumers, employees, suppliers, shareholders or communities, and demonstrates exceptional standards.

**Digital Media:** This category recognizes achievements in strategic digital programs and its impact on the shopping centre industry; including Websites, online branding, social media and mobile marketing to achieve brand and marketing communication goals for a shopping centre or company.

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

**Interdisciplinary Campaigns:** This category is intended to showcase major programs or campaigns that are too complex or comprehensive to fit within a single category. It defines "marketing" in very broad terms including elements of design, development, finance, leasing, management, and strategies covered in all of the other categories.

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

**Sales Promotion & Events:** Programs or events intended to directly impact retail sales and customer traffic.

## Retail Store Design

This category is to recognize how professional store design contributes to the success of the retail industry.

## Development/Design

Entries in this category may be for a project involving an entire shopping centre (Innovative Design and Construction of a New Retail Project) or an enclosure or single facet of a centre such as an addition (Renovation or Expansion of an Existing Centre).





CATEGORY ONE  
**MARKETING**

## Advertising



### What's My Look?

Coquitlam Centre, Coquitlam, British Columbia

Owned by: Pensionfund Realty Limited  
Managed by: Morguard Investments Ltd.

Coquitlam Centre's "What's My Look" campaign was developed to strengthen their fashion-forward brand in order to increase online and in-mall sales. Social media, combined with in-mall events, was the perfect platform to target the coveted 25-54 year old demographic. The campaign, which featured a style guide, in-store promotions and a chance to win prizes, was successful in increasing sales by 6.5% and the microsite was visited by more than 20,000 people.



### We Know You

Devonshire Mall, Windsor, Ontario

Owned by: Ivanhoe Cambridge and HOOP  
Managed by: Ivanhoe Cambridge

Known locally as "the Mall" and inspired by the centre's deep Windsor roots and solid reputation as a community leader, Devonshire Mall launched the "We Know You" advertising campaign in July 2010. Using both traditional and nontraditional media, the campaign was extremely successful at reaching their demographic in a more personal way, using venues where advertising had not been previously explored. A fun photo competition with great prizes encouraged customer participation and created a buzz throughout the community.



### Close to Home

Eastgate Square, Stoney Creek, Ontario

Owned/Managed by: Redcliff Realty Management Inc.

In order to reposition Eastgate Square as a refreshing and convenient shopping centre amid stiff competition, this centre implemented a new and engaging advertising campaign that used mothers as the spokesperson. The creative campaign captured snapshots of families and conveyed, through Mom's perspective, that Eastgate is much more than a shopping centre, but also has a place in people's day-to-day lives and is an integral part of the community.



### Meet Your Personal Stylist

The Fashion Centres: Carrefour Laval, Fairview Pointe Claire, Galeries d'Anjou, Promenades St-Bruno, Québec

Managed by: The Cadillac Fairview Corporation Ltd.

Recognizing an extraordinary opportunity to connect with their best customers, four of Cadillac Fairview's shopping centres introduced a privileged personal shopping experience. The "Meet Your Personal Stylist" campaign was developed to specifically attract key customer targets - those invested in being fashionable. Through an online questionnaire, customers were asked about their style and then paired with a virtual stylist. Participants received monthly fashion advice and a personalized magazine. This innovative strategy reinforced these centre's brands, promoted retailers and connected with customers.



## Là où les tendances se dessinent

LAURIER, Québec City, Québec

Owned/Managed by: Ivanhoe Cambridge

To reignite interest in fashion and drive category sales, Laurier launched a chic new multimedia campaign featuring stunning watercolour fashion and merchandise illustrations that generated more than 38.2 million gross impressions. Laurier's digital media assets were enriched with celebrity videologues showcasing centre retailers. This sophisticated campaign has affirmed Laurier as the region's premier shopping destination.



## Pure Desire

Oakridge Centre, Vancouver, British Columbia

Owned/Managed by: Ivanhoe Cambridge

To enrich Oakridge Centre's position as Vancouver's foremost fashion shopping destination, the centre launched its "Pure Desire" campaign. Capitalizing on its iconic brand, a gallery of stunning photography combined sophisticated fashion with the centre's signature "O" for a campaign that increased ad recall by +4%. The centre leveraged \$422,500 in bonus media and cost savings and delivered a campaign that generated 178 million gross impressions. Oakridge proved to be what shoppers desired and the centre achieved \$1,031 per square foot for the first time in its history.



## Dress It Up! Come Try Us On

Scarborough Town Centre, Scarborough, Ontario

Owned by: Aimco & Omers Realty  
Managed by: Oxford Properties Group

With 11 months to go until Scarborough Town Centre's \$62 million renovation was complete, it was critical to keep STC's brand in the forefront of the market in order to minimize declining traffic and sales. A fashion-forward, multi-channel advertising campaign was developed to build momentum and buzz for the unveiling. Evolving from an already established platform, the "Dress It Up" online video contest was established to engage customer and generate buzz - more than 54 million impressions!



## Alternative Revenue

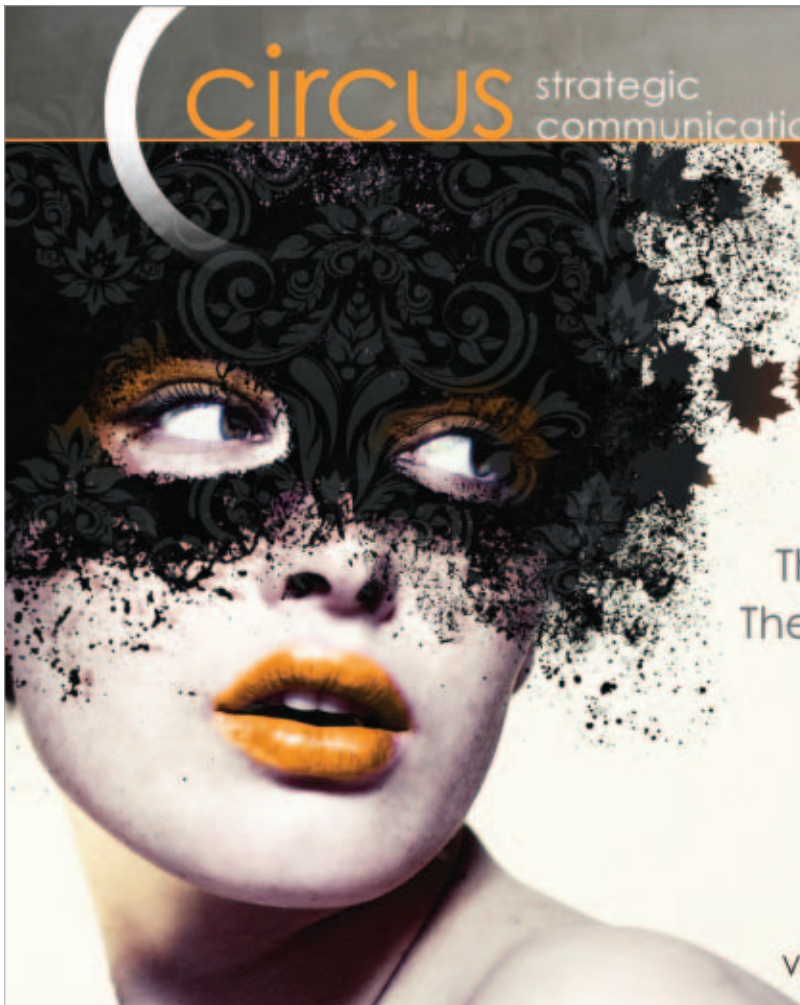
### The Elle Canada Spring Style Lounge

Ivanhoe Cambridge, Toronto, Ontario

In May 2010, the Ivanhoe Cambridge Partnership Department executed the Elle Canada Spring Style Lounge, an exclusive event developed to meet increased sales and marketing objectives. Through a sponsorship with Elle Canada, the interactive style lounge was set up in four premier centres during the spring season to engage customers through mini-makeovers and chances to win prizes, all while browsing through Elle's hand-picked closet.







The idea - **brilliant**  
The execution - **flawless**  
The results - **outstanding**  
The Maple Leaf - **yours!**

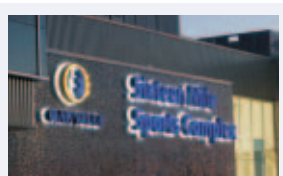
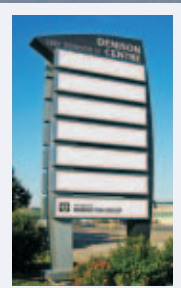
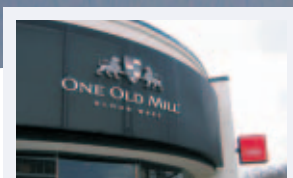
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# Cause Related Marketing

## Something to Wear

Dufferin Mall, Toronto, Ontario

ICSC Foundation Community Support Award Winner



Owned/Managed by: Primaris REIT

After a successful campaign in 2010, Dufferin Mall wanted to evolve its brand beyond the pages of fashion magazines by supporting a philanthropic cause that would also connect with their target audience. In response to the startling number of women who are victims of domestic violence, Dufferin launched its “Something to Wear” campaign, which asked tenants and customers to join a clothing drive for women taking refuge in shelters. Over the month-long drive, \$10,000 worth of new clothing was donated!



## ECC Grey Cup

Edmonton City Centre, Edmonton, Alberta



Owned by: OMERS

Managed by: Oxford Properties Group

When it was announced that Edmonton would host the 2010 Grey Cup, Edmonton City Centre was eager to get in the game. As the downtown spirit headquarters, the centre hosted 13 Grey Cup events and exclusive exhibits, including five large-scale events in their underground parkade, the largest game-day party for 1,200 military personnel and a pin-trading centre. The centre increased their commitment to the festivities with \$100,000 in sponsorship and donations, including office space for the local planning committee.



## Elgin Mall Celebrates the Railway

Elgin Mall, St. Thomas, Ontario



Owned by: Retrocom Mid-Market REIT

Managed by: Arcturus Realty

Elgin Mall is located in St. Thomas, Ontario, a city with a rich railway past. Following several difficult years, Elgin County Tourism launched the Railway Capital of Canada campaign to boost community spirit. To support their efforts, they launched a holiday program using the city's past as their platform. Local railway museums transformed 6,368 square feet of vacant space with artifacts and model railways, Santa arrived on a miniature train and children received conductor hats. More than 3,000 people viewed the exhibits, Santa photos increased 20%, seven pieces of news coverage were generated and our museum's partners extended their stay until January 31, 2011.



## The Be Eco-Logical Annual Recycling Program

First Capital Realty, East of Canada, Montreal, Québec



After committing to LEED certification norms in all its developments, First Capital Realty wanted to integrate this environmental commitment into its brand by creating a solid recycling program. In order to empower customers to pursue a greener lifestyle, the centre set up recycling center for hazardous waste, launched a new, reusable shopping bag and distributed a recycling guide to all its customers.







**Eco-Easter**  
Milton Mall, Milton, Ontario

Owned by: Westpen  
Managed by: Bentall Kennedy (Canada) Ltd.

With a community focus at the heart of its marketing strategy, Milton Mall saw the convergence of Earth Week and Easter as another opportunity for a community outreach initiative. Partnering with Escarpment View Public School, and with the support of Conservation Halton and Terra Greenhouses, the mall was able to help the school raise more than \$4,000 and fulfill its pledge to plant 750 seedlings as part of the United Nations Plant for the Planet program.



**Shades of Ambition**  
Parkland Mall, Red Deer, Alberta

Owned/Managed by: Morguard Investments Ltd.

In the wake of the global recession, charities were in need as corporations and individual donors cutback. Parkland Mall decided to host a Tri-charity event to benefit three important charities: the Women's Outreach, the Red Deer SPCA and the Red Deer Food Bank. Three unique murals were created and displayed with a grey-scaled background that would turn to colour with each tile purchased. Parkland Mall provided an extra incentive for the highest funds raised. A total of \$8,615 was raised from the tile sales. When combined with the mall's donation of \$15,000, the total amount contributed to the charities was more than \$24,000.



**Get Informed. Make Your Vote Count!**  
Southcentre Mall, Calgary, Alberta

Owned/Managed by: Oxford Properties Group

Recognizing the community need to inform Calgarians about the upcoming civic election and the candidates vying for mayor, Southcentre Mall hosted a mayoral forum. The event, held in the mall's generous centre court, attracted nine out of the 14 mayoral candidates, including all the front-runners. The forum, a unique event for a shopping centre to hold, and its promotions boasted 2 million impressions, utilized social media to expand the reach and ultimately assisted in increasing voter turnout by 20% over the past three elections.



**The Royal Partea**  
St. Laurent Centre, Ottawa, Ontario

Owned by: Morguard Real Estate Trust  
Managed by: Morguard Investments Ltd.

For the past 15 years, St. Laurent Centre has been a proud sponsor of the Ottawa Regional Cancer Foundation, so when they began construction on their new cancer centre, St. Laurent wanted to help create awareness and funding support. The Royal Wedding provided the perfect platform for a royally inspired fashion event to raise money for the cause. The event raised over \$20,000 for the new cancer centre.



## Athletes for Africa Jersey Drive

Upper Canada Mall, Newmarket, Ontario

Owned/Managed by: Oxford Properties Group

Harnessing the region-wide fever around the 2010 FIFA World Cup, Upper Canada Mall partnered with a nonprofit organization, Athletes for Africa, to collect gently used athletic uniforms in support of youth in northern Uganda. With overwhelming response from students and local residents, this centre collected a total of 8,588 jerseys in just two months, exceeding the initial goal, and helped to empower thousands of kids from north of Toronto all the way to South Africa.



## Customer Service Experience

### Parking Perks

CORE/TD Square, Calgary, Alberta

Managed by: 20 VIC Management

Parking has been the CORE shopping centre's single biggest challenge over the years. A brand study identified that shoppers found the downtown Calgary location inconvenient, hard to access or too expensive. In response, CORE introduced Free Parking (evenings and weekends) and a Free Valet parking service just in time for holiday shopping. The Parking Perks reduced concerns and parking lot usage skyrocketed 51.1%. Sales increased 29.5% and resulted in an incredible 83.9% ROI. Parking Perks have been extended indefinitely for 2011!



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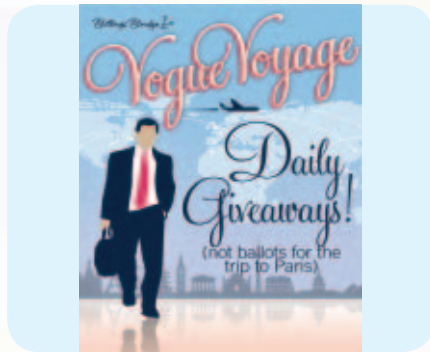
**Wonky Winter Wonderland**  
Northland Village, Calgary, Alberta

Owned/Managed by: Primaris Management Inc.



In an effort to stand out in the highly competitive Calgary marketplace over the 2010 holiday season, Northland Village successfully differentiated itself by transforming their old Santa village into an exciting interactive Wonky Winter Wonderland. Northland was Calgary's first centre to offer a "Reserve Your Trip to Santa" service and had 2,000 children visit over two weeks and generated immeasurable goodwill. The centre also raised \$10,000 for Ronald McDonald House, registered 1,700 ballots for the playhouse giveaways and had 18,023 positive customer engagements during December 2010.

**Digital Media**

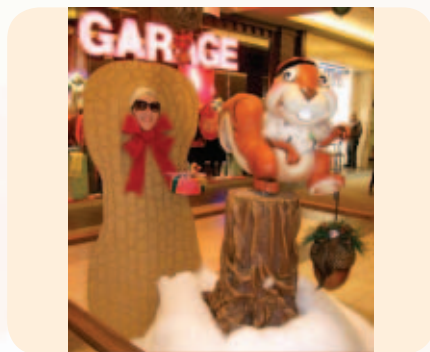


**Vogue Voyage**  
Billings Bridge Centre, Ottawa, Ontario

Owned by: Capital City Shopping Centre Limited  
Managed by: 20 VIC Management



With a desire to build interest and membership in Billings Bridge's platform of digital assets, the centre launched "Vogue Voyage" an Amazing Race-styled interactive online game. Shoppers searched for clues online and in-mall to solve the mystery over 10 days. More than 25 retailer partnerships allowed the centre to surprise and delight 1,000 shoppers with travel-themed samples daily and raise \$6,000 for the Ottawa Food Bank.



**I'm With Chestnut @Carlingwood**  
Carlingwood Shopping Centre, Ottawa, Ontario

Owned by: Ontario Pension Board  
Managed by: 20 VIC Management



In an effort to not only change Carlingwood's perception as a "senior's mall" but also engage customers through social media, Carlingwood launched its Facebook page in September 2010. They also developed an extensive social media campaign around their Christmas promotion, encouraging customers to take a picture with Chestnut the Squirrel, Carlingwood's holiday mascot, and post it on Carlingwood's facebook page. The campaign drew 5,000 new fans!



**What's My Look?**  
Coquitlam Centre, Coquitlam, British Columbia

Owned by: Pensionfund Realty Limited  
Managed by: Morguard Investments Ltd.



As part of the "What's My Look" campaign, Coquitlam Centre dedicated a portion of its marketing budget to developing a fun online fashion program and revitalize their existing digital media channels. In order to collaborate with shoppers and encourage participation, centre visits and sales, an interactive microsite was launched, where customers could customize their shopping experience and enter to win prizes. The campaign boosted Web-based and centre traffic and increased fashion sales.

# Oxford Properties Group congratulates all the nominees and winners at this year's ICSC Canadian Shopping Centre Awards

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### Personalized Fashion Profiles

The Fashion Centres: Carrefour Laval, Fairview Pointe Claire, Galeries d'Anjou, Promenades St-Bruno, Québec

Managed by: The Cadillac Fairview Corporation Ltd.



Recognizing an opportunity to reinforce their relationship with their best customers, the Fashion Centres introduced an online pre-shopping experience. Through a partnership with LOULOU Magazine, “Meet Your Personal Stylist” was designed. After completing an online questionnaire, customers were paired with a personal e-stylist and received select benefits including a monthly e-newsletter and two exclusive editions of LOULOU Magazine.



### Start Fall With a Haul

Halifax Shopping Centre, Halifax, Nova Scotia

Owned by: OPB Realty  
Managed by: 20 Vic Management



Facing aggressive competition for the lucrative youth market, Halifax Shopping Centre launched an online contest that capitalized on the popular phenomenon “Haul” fashion videos. Customers submitted their own videos about their purchases at Halifax for the chance to win prizes. Facebook users grew by 2,300 and sales increased .5% in the 16-24 demographic.



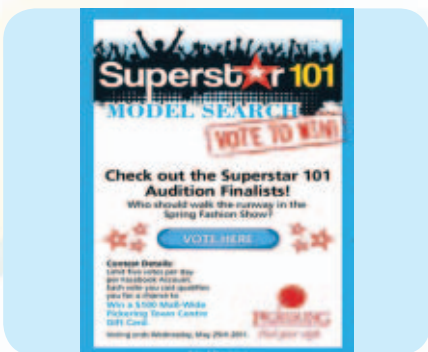
### The Playoff Suite Contest

Metropolis at Metrotown, Burnaby, British Columbia

Owned/Managed by: Ivanhoe Cambridge



Hockey fever was sweeping the province as the Vancouver Canuck’s played for Stanley Cup. With a goal of increasing their Facebook fanbase, Metropolis launched an interactive hockey-themed online game, “The Playoff Suite”. More than a 2-week period, an incredible 12,781 games were downloaded, 2,490 social media interactions transpired and Metropolis grew their fanbase by 48%. Partnering with the Canuck’s brought instant brand recognition to their program and valuable awareness with over 2 million gross impressions of coverage and cost per thousand of only \$12.39.



### Superstar 101!

Pickering Town Centre, Pickering, Ontario

Owned by: Ontario Pension Board  
Managed by: 20 VIC Management



Pickering Town Centre wanted to engage the significant younger demographic with two exciting new media initiatives. Taking a cue from reality shows seeking the next big star, they rolled out the red carpet, presenting “Superstar 101”, a YouTube video contest that saw 375 participants hyping the centre’s gift card program and generated 227,606 views. Almost 500 auditioned for a Spring Fashion Show, posing for paparazzi photos and the Hollywood-styled Walk of Fame raised \$2,608.82 for the Children’s Wish Foundation.

## In the Fitting Room at Place Montréal Trust

Place Montréal Trust, Montreal, Québec

Owned/Managed by: Ivanhoe Cambridge

In 2010, Place Montréal Trust used a “Drive to Web” philosophy to better reach its tech-savvy clientele. In partnership with a popular blogger, “In the Fitting Room”, a unique microsite feature, presented snapshots of outfits from PMT retailers worn by our blogger in store fitting rooms. Driving awareness, the digital campaign also hit the road and fashionistas were invited to have their photos taken in our mobile fitting room for a chance to win prizes. New site navigation, a new Facebook page and high-profile prize packages enhanced site awareness. Site activity soared by 198%, ladies’ category sales increased by 18%.



## Rockland Rocks Social Media

Rockland, Ville Mont-Royal, Québec

Owned/Managed by: Ivanhoe Cambridge

Having recognized that Rockland needed to enter into a meaningful dialogue with its clientele through social media, two top fashion bloggers were hired to interact with the Facebook and Twitter following. A contest was launched to acquire Facebook fans. In-mall advertising, online advertising on fashion-related sites and retargeted ads allowed them to reach their target. The results were staggering! In only one month, more than 10,000 people became Rockland Facebook fans and started following and interacting with the bloggers, promotions, fashion trends and news.



## Paper Pat

Sevenoaks Shopping Centre, Abbotsford, British Columbia

Owned by: Greystone and General Motors

Managed by: Morguard Investments Ltd.

Research suggested that younger Sevenoaks customers thought the centre was boring and lacked personality, so with back-to-school on the horizon, they saw an opportunity to connect utilizing a digital and social media strategy. A new graphic design and virtual paper doll called Paper Pat was created. Clothing and accessories were photographed for the Website, where visitors created their own look by dressing Paper Pat to win \$1,000. The Website logged a 33.5% increase in unique visitors; 62,639 page views; visitors spent an average of 2:01 minutes on the site and retail sales rocketed up 3.85%.



## Square One Get Digital

Square One Shopping Centre, Mississauga, Ontario

Owned by: OMERS and AIMCO

Managed by: Oxford Properties Group

“Get Digital”, Square One’s 2010 rallying cry, set the stage for an aggressive digital year. A brand-new Website, a mobile app launch, a record number of Facebook fans, a popular new blog, social media contests and constant online dialogue throughout the year showed Square One’s target market that the centre was on the cutting edge of consumer trends. Customer response has been overwhelming with every initiative rolled out: 25,000+ mobile app downloads, 12,500+ Facebook fans (up 211%) and 8,000 page views.







**Yired Yorkdale Digital Engagement**  
Yorkdale Shopping Centre, Toronto, Ontario

Owned by: OMERS  
Managed by: Oxford Properties Group



In the new era of mobile, social and Web communications, Yorkdale Shopping Centre reformed its advertising tools to create a powerful suite of digital assets. Their new, interactive Website was launched, in addition to a new mobile application. The enhanced digital presence was used to create a cohesive, fashion-forward identity and each seasons unique imagery was used to reinforce Yorkdale’s new digital brand.

**Grand Opening, Expansion & Renovation Campaign**



**Chinook Centre Expansion Grand Opening**  
Chinook Centre, Calgary, Alberta

Owned by: ONTREA Inc.  
Managed by: The Cadillac Fairview Corporation Ltd.



After two and a half years, Chinook’s expansion was nearing completion, so a marketing campaign was launched to generate excitement, traffic , sales and regain their position as Calgary’s premier shopping, dining and entertainment centre. In addition to the campaign, Chinook held an invite-only grand-opening gala that was the hottest ticket in Calgary.



**STC Grand Reveal**  
Scarborough Town Centre, Scarborough, Ontario

Owned by: Aimco & Omers Realty  
Managed by: Oxford Properties Group



Scarborough Town Centre commemorated the completion of its \$62 million renovation with a multifaceted grand-reveal campaign that solidified its position as eastern Toronto’s most dominant fashion centre. The official ceremony, attended by more than 52,000 people, was themed “Celebrate Everything Scarborough” and featured the revealing of the new Scarborough Walk of Fame Court, homegrown celebrities, entertainment, the “Live it Up” online video contest winner announcement and the debut of the centre’s new Planet Santa Christmas decor.

**Interdisciplinary Campaign**



**Rockland Is Eco-Chic!**  
Rockland, Town of Mount Royal, Québec

Owned/Managed by: Ivanhoe Cambridge



For 50 years, Rockland has maintained the distinction as the ultimate fashion destination in Montreal; in recent years, it has strived to introduce environmentally sustainable programs that demonstrate going green is fashionably chic. In step with its upscale brand, a dynamic in-mall campaign reinforced this commitment. Recycling rates doubled to 50.5%, 78.3% of construction waste is now recycled, and they had a 12% reduction in energy consumption, which earned the centre a \$184,000 grant from Hydro Quebec . Clearly green is a fashionable colour!

# in

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# Public Relations



## Mother's Unite at Complexe Les Ailes Complexe Les Ailes, Montréal, Québec

Owned/Managed by: Ivanhoe Cambridge

When a young mother was asked to leave a store at Complexe Les Ailes for nursing her baby, she retaliated by blogging about it. Fueled by social media, a protest was soon under way and CLA took action to diffuse the potentially damaging situation. Mall management facilitated an apology from its retailer, and worked with rally organizers to turn the event into a peaceful nurse-in, welcoming 150 mothers and media. Over 30 media outlets attended the event, generating positive publicity for CLA through and tremendous online exposure.



## Monster Pumpkins

Metropolis at Metrotown, Burnaby, British Columbia

Owned/Managed by: Ivanhoe Cambridge

To differentiate Metropolis in the competitive Vancouver market, drive centre traffic and capture the attention of the city's major news media, they created a first-to-market Halloween event. The "Monster Pumpkins" exhibit featured a world-renowned team of sculptors who carved 60 pumpkins into ghoulish masterpieces along with two gigantic 1,000-pound monster pumpkins over two weeks. Event awareness was leveraged mainly through a strategic PR plan and media outreach that generated a spooktacular 16.7 million gross impressions of publicity.



## LEGO®: The Missing Piece at Sherway Gardens Sherway Gardens, Toronto, Ontario

Owned/Managed by: The Cadillac Fairview Corporation Ltd.

The Sherway Gardens marketing team invested in a cost-effective public relations campaign to communicate clear, consistent and compelling messages in support of the May 13 LEGO Store opening at Sherway Gardens. Through e-newsletters and e-mail blasts, Facebook and Twitter, the campaign objective was clear-cut: reach, persuade and move shoppers to action. LEGO was the missing piece of Sherway Gardens' retail mix.



## Breaking Ground/Breaking News Uptown, Victoria, British Columbia

Owned by: Ravine Equities Inc.  
Managed by: Morguard Investments Ltd.

Uptown, a brand-new mixed-use urban development, began its construction in 2001, in three phases. Due to the staggered openings, Uptown needed to create impactful awareness to engage customers and keep the development top of mind. In order to capitalize on media outreach, the centre provided media outlets with quick and easy access to the property and retailers, and also gave them tours to drive interest and coverage. The center garnered 2 million gross impressions!



# Sales Promotion & Events

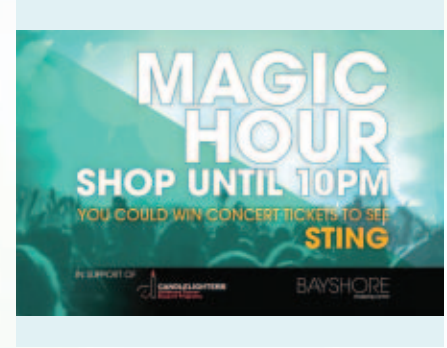
## Magic Hour

Bayshore Shopping Centre, Ottawa, Ontario

Owned by: Ivanhoe Cambridge / Kingsett  
 Managed by: Ivanhoe Cambridge



Last summer, Bayshore conjured up some magic by opening late on the last Saturday of every month, and drove traffic by giving away concert tickets to the most sought after sold-out shows coming to Ottawa. A karaoke competition saw contestants vying for Taylor Swift tickets and trivia contests drove shoppers into stores to find clues for a chance to win tickets to see Sting, Michael Bubl , the Black Eyed Peas and Justin Bieber! Traffic soared and sales were magical: May +8%, June +6.6%, July +6.575 and August +7.25%.



## Dream to Be

Centerpoint Mall, Toronto, Ontario

Owned/Managed by: Morguard Investments Ltd.



Centerpoint Mall saw an opportunity to offer an inspirational program that would engage and reward shoppers while driving traffic and sales. The "Dream to Be" promotion included an interactive contest designed to help people realize their dreams. Entrants shared their dreams at the in-mall video booth that were posted to an online video gallery. The top 25 entries per month qualified for the \$1,500 Dream Prize. Sales averaged an increase of .7% and traffic increased 3.4% for the 3-month promotion that reversed the sales and traffic decline trend and achieved the promotions goals.



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### A Symphony of Stars

CrossIron Mills, Rocky View, Alberta

Owned/Managed by: Ivanhoe Cambridge



To differentiate CrossIron Mills in the competitive Calgary market and to drive traffic, the centre leveraged the arrival of their new experiential décor featuring “Starlight Symphony”, a 4-minute light show and an interactive tree that 15,500 shoppers sent holiday greetings via “Treamail”. In total, the centre grew its budget with \$83,415 in sponsorships and presented an integrated holiday campaign that delivered 11.3 million gross advertising impressions, engaged 290,129 online users with digital media and raised more than \$27,500 for The Make-a-Wish Foundation®.



### Lowe's Toronto Christmas Market

The Distillery Historical District, Toronto, Ontario

Owned by: Cityscape Holdings and Dundee Distillery District  
 Managed by: Cityscape Holdings Inc.



The Distillery Historical District turned on its old-world charm and successfully presented Toronto's first-ever authentic European-style Christmas Market. Visitors shopped an international marketplace of 28 world-class vendors, experienced a dramatic opening ceremony, the arrival of St. Nicholas, a Reindeer Zoo, 30 musical performances, Ferris wheel rides and four outdoor hospitality lounges and beer gardens. The Distillery presented their large-scale event by growing their event budget by an astonishing \$1,206,225 and attracted 110,000 visitors, which increased their retailers sales by 20 to 50%.



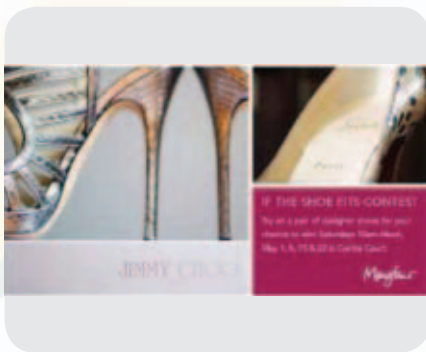
### Soccer Mania

Le Boulevard, Montreal, Québec

Owned/Managed by: Crofton Moore



To celebrate the great game of soccer and help build a long-term relationship within the community, Le Boulevard Shopping Centre set up a huge big-top tent and presented live matches on giant screens inside during the 2010 World Cup. Over 10 days, 8,000 local shoppers came to the centre to share in the soccer fever. July traffic and sales increased respectively by 11% and 5.5% over the same period in 2009. Return on investment was 2.04 times the amount invested.



### Sex and the City 2/If the Shoe Fits

Mayfair Shopping Centre, Victoria, British Columbia

Owned by: Ivanhoe Cambridge and Commerz Real Investmentgesel  
 Managed by: Ivanhoe Cambridge



Inspired by the premiere of “Sex and the City 2” and with a desire to reinvigorate Mayfair Shopping Centre’s fashion category sales, the centre launched a 3-week themed merchandising event in May. An elaborate centre court display saluted the show’s main characters distinct style and featured over 80% of the centre’s fashion retailers. More than 1,000 shoppers tried on four pairs of high-end designer shoes in the “If the Shoe Fits” contest and 3,200 entries were entered to win a VIP prize package. Ladies’ wear sales increased +18%, men’s apparel posted a +21% increase and the shoe category rose by +8.7%.

## Behind the Seams

Montreal Eaton Centre, Montreal, Québec

Owned/Managed by: Ivanhoe Cambridge

Montreal Eaton Centre would fashion a fall program to reinforce its fashion-forward branding, pique media interest and take shoppers “Behind the Seams”. Partnering with three style influencers, MEC shared the festival catwalk with designers during Montreal Fashion & Design Festival, presented a high-profile fashion exposition in the centre and acquired VIP backstage access to Fashion Week. In addition to extensive media coverage, MEC used emerging media to extend reach; more than 40 webisodes of runway shows were streamed live on MEC’s microsite and site visits soared by 56%!



## Nicholas Noël's Grand Arrival

Place Rosemère, Rosemère, Québec

Owned by: Rosemère Centre Properties Limited  
Managed by: Morguard Investments Limited

Place Rosemère’s Santa Claus, known as Nicolas Noël, landed a supporting role in a new Christmas movie. Like many shopping centres, Place Rosemère organized an annual Santa Claus arrival; however, this year’s event offered a unique opportunity to promote Nicolas Noël as a celebrity movie star to drive sales and traffic. An impressive crowd of more than 3,000 families participated in the special grand arrival event on November 14, representing a 14% increase in traffic.



## Grab & Win Xmas Promotion

Promenades Cathédrale, Montreal, Québec

Owned/Managed by: Oxford Properties Group

To grab their share of holiday sales, Promenades Cathédrale launched a unique interactive contest that engaged 8,800 shoppers. Inspired by “The Claw”, featured in the movie “Toy Story 3”, they called their contest “La Pige de Noël/Grab & Win”. With a \$10 minimum purchase, a QR-code imprinted game card activated the interactive claw game screen. 22,000 cards were distributed totalling over \$330,000 in sales. Almost 60% of the centre’s retailers donated 243 prizes valued at \$6,146, which allowed the awarding of 10 daily prizes for a total of 303 winners!



## Southgate Stylist

Southgate, Edmonton, Alberta

Owned/Managed by: Ivanhoe Cambridge

To elevate Southgate’s position as the city’s trusted source for fashion and expand its popular stylist service, they took to the streets of Edmonton to find their next great stylist. Twenty-three applicants were received, with six finalists competing in style challenges. An in-mall Style Lounge Facebook fan event, digital and traditional advertising and PR outreach heightened awareness of the “Southgate Stylist Search”, delivering 16 million gross impressions.







## 40 Years of Style

Southgate, Edmonton, Alberta

Owned/Managed by: Ivanhoe Cambridge

To recognize its 40th anniversary, Southgate Centre created a multifaceted signature event and kicked off the celebration with a launch party that featured a photo exhibit and commemorative plaque presentation. An international-themed fall fashion show with FLARE Magazine and an "Around the World" style contest sustained momentum and strengthened its fashion positioning. The centre generated over 100 million paid media gross impressions, grew its budget by over by more than \$151,000 with sponsorship and cost savings and garnered 16.5 million impressions of publicity.



## BE THE ONE Sessions

Square One Shopping Centre, Mississauga, Ontario

Owned by: OMERS and AIMCO

Managed by: Oxford Properties Group

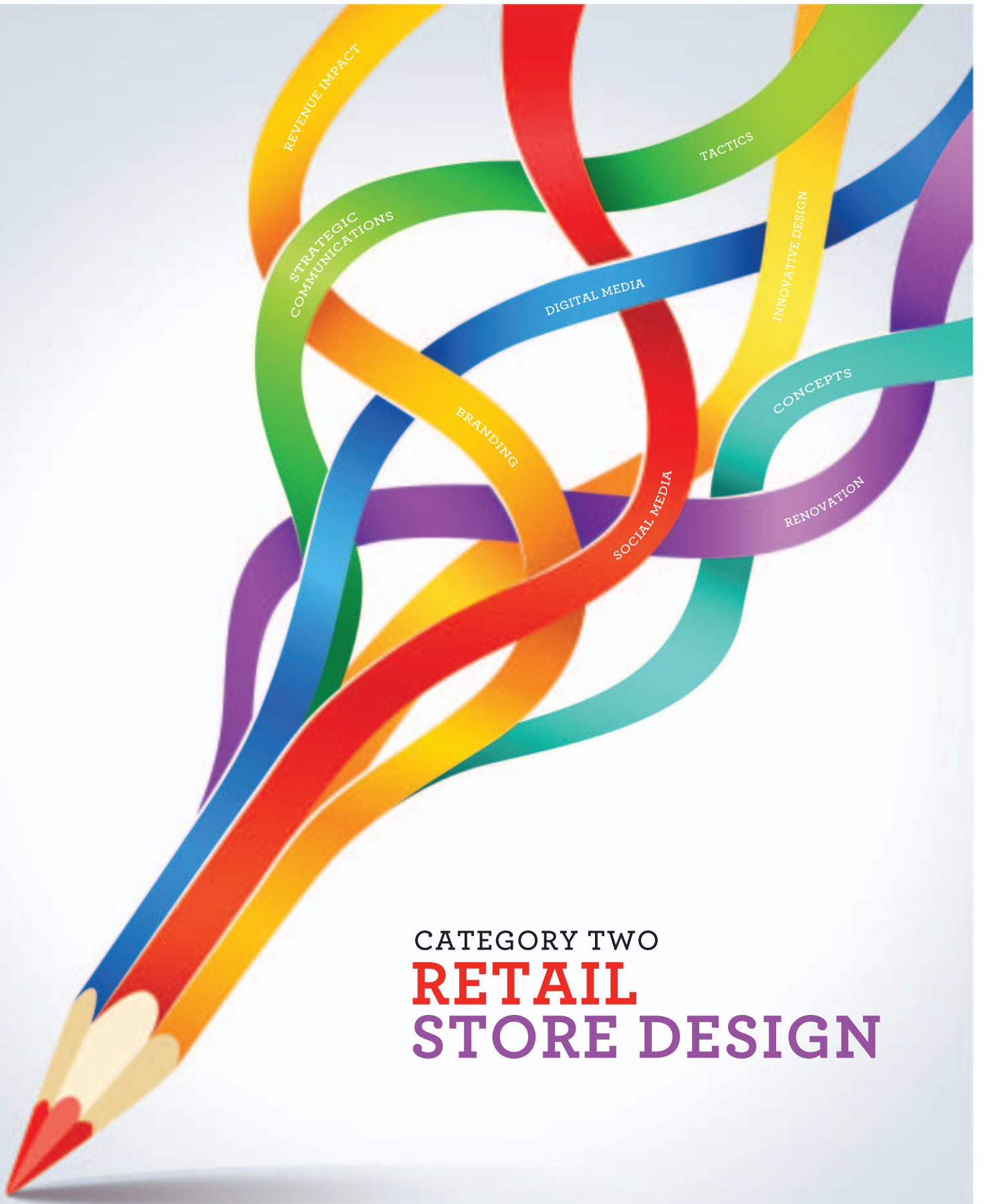
Based on the 2008 Mall Intercept Survey, Square One's average spend-per-visit was \$99.75. Determined to get their fashion target to spend more, Square One decided to bring their brand campaign to life. They had been asking women to "BE THE ONE" for years. It was time to provide the tools and expertise to do it. In Spring 2010, "BE THE ONE" launched. A 4-week seasonal consulting service designed to capitalize on women's peak purchase periods and their burning desire for individual style, "BE THE ONE" successfully provided a road map to women's uniqueness, while quadrupling the average spend-per-visit to \$415.93.



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CATEGORY TWO  
**RETAIL**  
**STORE DESIGN**



# Retail Store Design

## Ainsi Soit-Elle

Galeries St-Hyacinthe, Saint-Hyacinthe, Quebec

Type of Merchandise: General Merchandise  
Designers: Ruscio Studio Inc.

Ainsi Soit-Elle is a well-established lingerie and sleepwear retailer in Quebec with 12 stores, all in-mall locations. Twenty years later, and with the arrival of Victoria's Secret in Canada, the bar was raised and the challenge of an ever-changing retail landscape forced the owner to reflect and redefine the brand. The overall look is bright, welcoming and modern, with white, deep charcoal and mauve colours and rich fabrics, adding to the intimate atmosphere and conveying the concept to mature women.



## ICE - International Currency Exchange

Market Mall, Calgary, Alberta

Type of Merchandise: General Merchandise  
Designers: GHA Design Studios

ICE, International Currency Exchange, has branched out from their common airport locations into the retail market in key fashion shopping centres. In order to be on par with its fashion neighbours and to obtain prime retail locations, the design of the in-line boutique focused on creating a dynamic experience specifically designed to intrigue customers with energetic graphics and open space that conveyed personalized service. With a pure white colour palette, ICE is sleek and refined.



## L'Academie XP

Carrefour Laval, Laval, Quebec

Type of Merchandise: Restaurant  
Designers: Dimarco Ferrao Design Inc.

L'Academie XP is one of four independent island kiosks located in the recently renovated food court at Carrefour Laval. Built as a self-contained island in the center of the food court, the design concept veered away from traditional fast-food court kiosk designs, and emphasized a real bistro concept. With bevelled mirrors and picture frames lining the walk, along with the sleek black-and-white colour concept, the kiosk breaks from traditional design concepts.



## Mercedes-Benz Burlington

Burlington, Ontario

Type of Merchandise: General Merchandise  
Designers: GHA Design Studios

A world-class car-dealership experience sets a new standard for Mercedes-Benz. Through the vehicle of design, the objective was to realize the client's vision to build a community that people aspire to belong to. The refined design details reflect the precision and luxury styling of the brand. Guests are encouraged to take advantage of the on-site amenities such as the spa, café and lounge, and consult with the concierge. Inspired by vehicle profiles and engineering precision, interior design details and fixtures were designed with sinuous curves and refined engineering detail.





### Pusateri's

Bayview Village Shopping Centre, Toronto, Ontario

Type of Merchandise: Supermarket  
Designers: GHA Design Studios

Pusateri's is a well-loved food emporium of fine Italian imported and prepared foods with two other locations in Toronto. The design mandate was to create a space that reflected the refined tastes and lifestyles of the upscale clientele. A modern "Food is Fashion" approach to gourmet food shopping was adopted within an environment of clean architectural lines and sophisticated materials. The elegance of the design is enhanced with the use of luxurious materials that form monolithic backdrops for the various departments.



### Verona Vibe

Les Galeries de Hull, Gatineau, Quebec

Type of Merchandise: General Merchandise  
Designers: Ruscio Studio Inc.

Verona Vibe (aka Verona Shoes) is a Quebec retailer specializing in fashion footwear for women. Their store concept-basic and bland, seemed to address a general demographic and did not make a lasting impression. Wanting to expand in to a prime centre, the retailer needed a complete design overhaul and required a sharper focus on the primary target market. By using a bold colour, red, on the floors, ceilings and walls, not only would passersby immediately notice Verona, but it conveys a sense of fashion, passion and value. This bold change instantly redefined the store brand.



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CATEGORY THREE  
**DESIGN &  
DEVELOPMENT**

# Innovative Design and Development of a New Retail Project

## Markham Steeles Centre Scarborough, Ontario

Owner: Markham and Steeles Realty Inc.  
Management/Leasing Company: M&R Property Management

Markham Steeles Centre is a 64,000 square foot innovative street-related experience in Northeast Toronto. Situated on an elongated site, the development is characterized by buildings along the arterial roads, the continuous street edge and the exaggerated building height. These characteristics achieve the feel of an urban commercial street. High-end materials give the project an enduring character, and architectural masonry units, natural stone, metal panels and glazing provide a consistent modern language. Each individual building contributes to the overall unified site while allowing individual retailers to maintain independence and incorporate branded facades.



# Renovation or Expansion of an Existing Project

## Bayview Village Shopping Centre Toronto, Ontario

Owner/Management Company: Orlando Corporation

Bayview Village underwent an extensive refurbishment program for the mall interior and exterior using a boutique hotel-aesthetic. The new Bayview's mall design is now more befitting of its well-heeled customer base and upscale tenants. The magnificent chandelier made of Swarovski crystal has become an iconic symbol of style in the centre court and continues to draw visitors that appreciate its scale and beauty from the chic lounge area. The result is an across-the-board upgrade that matches the level of high-end retail that characterizes this centre.



## Place Ste-Foy Québec

Owner: Ivanhoe Cambridge Inc. and C.R.I.

Place Ste-Foy's prime anchor, Simons, needed to double its size and renovate to better serve its affluent clientele. This served as a catalyst for Ivanhoe Cambridge to dramatically revamp the centre's tiered streetscape facing busy Laurier Boulevard and create a stunning architectural streetscape that reflected the centre's upscale brand. The 50-foot streetscape became the focal point of the new design, along with a new entrance with reflective blue glass, black granite and flower-bed accents.



## Scarborough Town Centre Scarborough, Ontario

Owner: Aimco & Omers Realty  
Management Company: Oxford Properties Group

After 37 years, STC started a \$62 million renovation to modernize the centre and enhance the shopping experience. Consistent with its commitment to environmental conservation and sustainability, STC used this opportunity to implement new green policies including replacing aging and inefficient infrastructure, reducing water consumption via water-saving washroom fixtures and an irrigation management system, expanding its recycling program, retro-fitting its lighting and introducing an energy management system. By demonstrating its commitment to establishing greener policies, STC will save more than \$831,000 and take satisfaction knowing that it is reducing its environmental footprint.





## 2011 Canadian Awards Jury

### Marketing Internal

**Zeina Barghout**, Ivanhoe Cambridge  
**Yvette Bernard**, Oxford Properties Group  
**Ramona Biggar**, Brookfield Properties  
**Greta Bloskie**, 20 VIC Management  
**Ashley Connor**, Oxford Properties Group  
**Lucia Connor**, Oxford Properties Group  
**Belinda Davidson**, Ivanhoe Cambridge  
**Helen Edwards**, 20 VIC Management, Inc.  
**Sandi Green**, The Cadillac Fairview Corporation Ltd.  
**Stephanie Hansen**, The Cadillac Fairview Corporation Ltd.  
**Domenic Imbesi**, Bentall Retail  
**Caroline Joannisse**, Primaris REIT  
**Penny Karas**, RioCan Management Inc.  
**Eleni Koukoulidis**, Morguard Investments Ltd.  
**Leslie Matheson**, The Cadillac Fairview Corporation Ltd.  
**Rhonda Richmond**, Ivanhoe Cambridge  
**Elisabeth Simard**, RioCan/Quartier DIX30  
**Deborah Stetz**, Morguard Investments Ltd.  
**Linda Townsend**, 20 VIC Management  
**Andrea Tushingam**, Morguard Investments Ltd.  
**Natalie Walstrom**, Primaris REIT  
**Susan Williams**, The Cadillac Fairview Corporation Ltd.

### Marketing External

**Peter Ashworth**, Ashworth & Associates  
**Myriam Beauge**, Tactics Magazine & Marketing Trendz  
**Michele Beaulieu**, Mindshare Canada  
**Peter Blake**, Aftershock Creative Inc.  
**Virginia Boggie**, Suburbia Advertising  
**Deborah Cauz**, Deborah Cauz & Associates  
**Margaret Cooper**, Marketing inCOOPERated  
**Jamie DeRose**, The Collective  
**James Ducommun**, Toolbox Design  
**Margaret Dickson**, Dickson Marketing Group  
**Sonia Gagnon**, SGM Marketing  
**Liz Gibson**, Circus Strategic Communications  
**Michelle Oliviera**, Mash + Media  
**Carolann Organ**, CAO Productions Inc.  
**Jon Packer**, Idea Workshop  
**Gail Taylor**, Taylor Marketing Network

### Design & Development and Retail Store Design

**Dwayne Cameron**, Crombie REIT  
**Michel Dorais**, MDI Designs  
**David Gray**, Dig360Consulting  
**Maria Pantelopoulos**, The Cadillac Fairview Corporation Ltd.  
**Mario Serracino**, 20 VIC Management  
**Leah Shilling**, Redcliff Realty  
**Susie Son**, Oxford Properties Group  
**Michaela Weiner**, Petroff Partnership Architects  
**Bevin Wellwood**, Ivanhoe Cambridge  
**Norman Yan**, Morguard Investments Ltd.

## 2011 Canadian Awards Committee

### Co-Chair

**Penny Karas**, RioCan Management Inc.

### Co-Chair

**Helen Edwards**, 20 VIC Management Inc.

**Maria Bevacqua**, Ivanhoe Cambridge

**Agnes Ciccarelli**, The Cadillac Fairview Corporation Ltd.

**Ashley Connor**, Oxford Properties Group

**Correna Craig**, Retrocom Mid-Market REIT

**Ryan DaSilva**, Morguard Investments Ltd.

**Jenny Jovanovic**, Ivanhoe Cambridge

**Carolann Organ**, CAO Productions Inc.

**Donna Rosati**, Morguard Investments Ltd.

**Robert Ruscio**, Robert Ruscio Studio

**Charly Wellings-Gray**, Ivanhoe Cambridge



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