



2012
WINNERS!

SHOPPING CENTRES ARE ALL ABOUT PEOPLE



Creative, smart, insightful people who image and dream, plan and build, buy and sell, aspire and achieve...

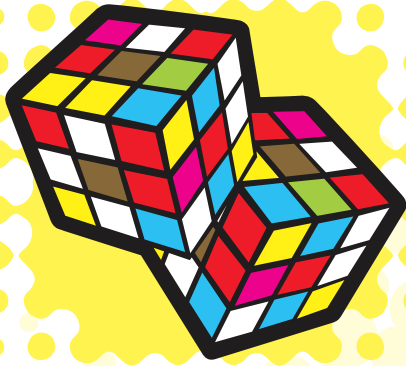
At Ivanhoé Cambridge we're proud of our employees for their contribution to making our communities and shopping centres desirable business and shopping destinations. Congratulations to all Finalists and Award recipients on this remarkable achievement.

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Cambridge**

Caisse de dépôt et placement
du Québec



AWARD CATEGORIES

Traditional Marketing

- Cause Related Marketing
- Advertising
- Event or Sales Promotion (includes Grand Opening, Expansion and Renovation)
- Public Relations
- Business-to-Business

New Media

- Social Media
- Emerging Technology
- Integrated Digital Campaigns

Development and Design

- Renovation or Expansion of an Existing Centre
- Innovative Design and Construction of a New Centre

Retail Store Design

- Kiosks and Carts
- Food Court Units/Fast Food
- Restaurants
- Stores less than 1,000 sq. ft. in area
- Stores between 1,001 and 2,500 sq. ft. in area
- Stores between 2,501 and 5,000 sq. ft. in area
- Stores between 5,001 and 10,000 sq. ft. in area
- Stores in excess of 10,001 sq. ft. in area

The ICSC Canadian Shopping Centre Awards are designed to honour our industry's brightest and best. The Awards bring information and insight to the entire industry on what it takes to achieve high levels of success.

A panel of industry professionals from all over Canada met to deliberate and judge all of the 2012 Canadian Shopping Centre Awards submissions. ICSC and the 2012 Canadian Shopping Centre Awards Committee and Jury are delighted to announce the winners.

2012 AWARDS COMMITTEE

Helen Edwards

2012 Canadian Shopping Centre Awards Chair
Lansdowne Place
20 VIC Management Inc.

Jenny Jovanovic

2012 Canadian Shopping Centre Awards Co-Chair
Oakville Place
Primaris REIT

Jodi Chamberland, CMD

Tanger Outlets Cookstown

Charly Wellings-Gray

Oshawa Centre
Ivanhoe Cambridge

Kim Wiltse

Marlborough Mall & Westbrook Mall
20 VIC Management Inc.

Greta Bloskie

Billings Bridge Centre
20 VIC Management Inc.

Agnes Ciccarelli

The Cadillac Fairview Corporation Limited

Correna Craig

Retrocom REIT

Carolann Organ

CAO Productions Inc.

These awards are
tooh-tally
tubular!



2012 ICSC JURY

Marketing: External Judges

Peter Ashworth
Ashworth & Associates

Miriam Beauge
Tactics Magazine & Marketing Trendz

Michelle Beaulieu
Mindshake

Peter Blake
Aftershock Creative Inc.

Virginia Boggie
Suburbia Advertising

Deborah Cauz
Deborah Cauz & Associates

Margaret Cooper
Marketing inCOOPERated

Jamie DeRose, SCMD
The Collective

Margaret Dickson, SCMD
Dickson Marketing Group

James Ducommum
Toolbox Design

Sonia Gagnon
SGM Marketing

Liz Gibson
Circus Strategic Communications Inc.

Lisa Larter
Learn How 2 Be Social

Rob Morton
WOWTV

Michelle Oliviera
Mash + Media

Carolann Organ
CAO Productions

Jon Packer
Idea Workshop

Karen Stinson
In2Marketing

Mary Vallee
Vallee Consulting

Marketing: Internal Judges

Zeina Barghout
Ivanhoe Cambridge

Yvette Bernard
Oxford Properties Group

Ramona Biggar, SCMD
Brookfield Properties Corporation

Judy Black
Ivanhoe Cambridge

Greta Bloskie
20 VIC Management Inc.

Micheline Caron-Grouix
20 VIC Management Inc.

Melanie Castonguay
Ivanhoe Cambridge

Jodi Chamberland, CMD
Tanger Outlets

Agnes Ciccarelli
Cadillac Fairview Corporation Ltd.

Lucia Connor, SCMD
Oxford Properties Group

Jane Domenico
Redcliff Realty Management Inc.

Helen Edwards
20 VIC Management Inc.

Frank Fenn
20 VIC Management Inc.

Stephanie Hansen
Cadillac Fairview Corporation Ltd.

Domenic Imbesi
Bentall Retail

Megan Johnson
Primaris REIT

Johanne Marcotte
Ivanhoe Cambridge

Jennie Jovanovic
Primaris REIT

Eleni Koukoulidis
Morguard Investment Ltd.

Leslie Matheson, CMD
Cadillac Fairview Corporation Ltd.

Bonnie Rempel
Bentall Retail

Tatiana Shovkum
Cadillac Fairview Corporation Ltd.

Deborah Stetz
Morguard Investments Ltd.

Andrea Tushingam
Morguard Investments Ltd.

Susan Williams
Cadillac Fairview Corporation Ltd.

Kim Wiltse
20 VIC Management Inc.

Development/Design and Retail Judges

Bruno Bartel
20 VIC Management Inc.

James Loopie
CAO design workz inc

Maria Pantelopoulos
Cadillac Fairview Corporation Ltd.

Leah Shilling
Redcliff Realty Management Inc.

Susie Venturin
Oxford Properties Group

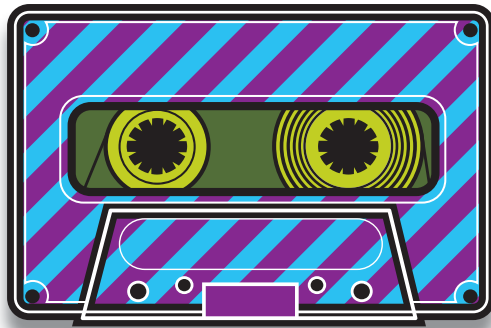
Michaela Weiner
Petroff Partnership Architects

Bevin Wellwood
Ivanhoe Cambridge

Norman Yan
Morguard Investments Ltd.

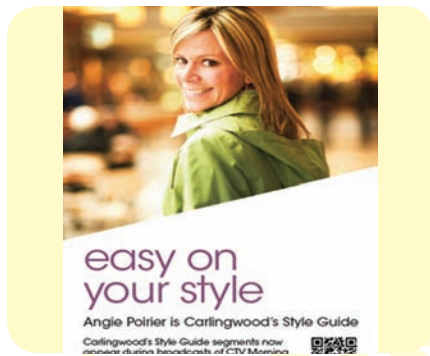


MARKETING TO THE MAX.



Category 1

**TRADITIONAL
MARKETING**

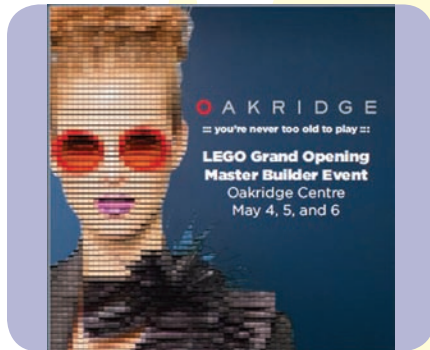


The Carlingwood Style Guide Campaign Carlingwood Shopping Centre, Ottawa, Ontario



Owner: Ontario Pension Board
Managed by: 20 VIC Management Inc.

In the first quarter of 2011, Carlingwood Shopping Centre's traffic had dropped. With this in mind, Carlingwood's management reexamined their media buying strategy and created unique style guide TV commercials, featuring Carlingwood merchants, with the hope of recapturing the 35-54 year-old woman demographic.



You're Never Too Old to Play Oakridge Centre, Vancouver, British Columbia



Owner/Managed by: Ivanhoe Cambridge

With a limited budget to promote the opening of LEGO's first British Columbia store, Oakridge devised a highly creative solution. They transformed one of their existing images to give the appearance that it was constructed from legos! Customers lined up for four hours before the store opened. 5,000 participated in the Master Build event and LEGO exceeded their opening weekend sales estimates!

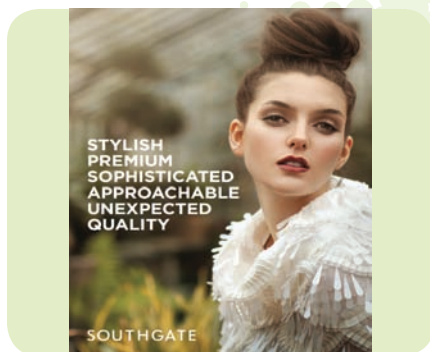


Project Happy Sevenoaks Shopping Centre, Abbotsford, British Columbia



Owner/Managed by: Morguard Investments Limited

In the spring of 2011, Sevenoaks Shopping Centre conducted a research study, as sales were flat for most of 2010. Perceptions of what the centre stood for were unclear, so Sevenoaks re-branded the look and overall feel of the centre with "Project Happy." The new branding campaign was upbeat and resonated with the community, as more of the targeted female and family demographic could identify with the fun new imagery.



The Style of Southgate Southgate Centre, Edmonton, Alberta



Owner: Ivanhoe Cambridge and OPB
Managed by: Ivanhoe Cambridge

To solidify Southgate's position as Edmonton's foremost fashion shopping destination, the centre launched a sophisticated new advertising campaign. Capitalizing on their iconic brand, a series of stunning seasonal fashion images were combined with bold inspirational headlines and the campaign broke through the highly competitive media landscape.



LAURIER Celebrates 50 Years

LAURIER, Québec, Montreal

Owner/Managed by: Ivanhoe Cambridge

To commemorate 50 years, LAURIER launched a powerful multi-media campaign that generated 61 million gross impressions. The centre saluted their milestone with a memorable 1960's inspired brand, eight customer testimonial television spots and a historical in-mall display. Through a \$50,000 contest giveaway, the introduction of a new mobile app and the integration of calls-to-action, the centre actively engaged response from 158,893 customers.



Find What You Love

Metropolis at Metrotown, Burnaby, British Columbia

Owner/Managed by: Ivanhoe Cambridge

Faced with flat sales and mounting competition, Metropolis at Metrotown responded by rejuvenating its brand to have more youthful appeal. "Find What You Love" highlighted the centre's breadth and diversity of shops and strengthened its association with the latest trends through a bright and fun 70's-inspired campaign.



Yorkdale & The Coveteur - Holiday 2011

Yorkdale Shopping Centre, Toronto, Ontario

Owner/Managed by: Oxford Properties Group

Yorkdale joined the ranks of Chanel and Vogue and established a strategic partnership with the internationally acclaimed fashion blog "The Coveteur." The blog's founders skillfully styled and photographed a series of stunning fashion visuals, provided their top gift picks for the centre's online gift guide and acted as the centre's holiday spokespeople.



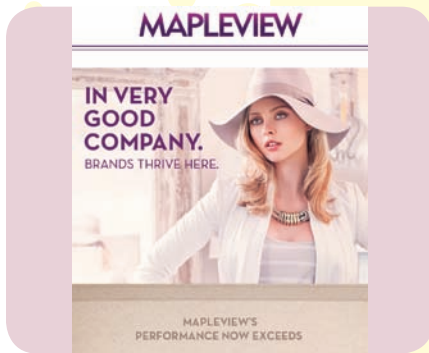


Saskatoon's Finest Mompreneurs & Entrepreneurs **The Centre Mall**, Saskatoon, Saskatchewan

Owner/Managed by: Morguard Investments Limited



Growing cart traffic and sales depends on finding new retailers. The centre wanted to provide an avenue for entrepreneurs to test new products while raising awareness for the specialty leasing program. In January 2011, the centre launched a competition to identify "Saskatoon's Finest MOMpreneur" and expanded the program in January 2012 to include "Saskatoon's Finest Entrepreneur & Kid Entrepreneur."



Maplevue Leasing B2B

Maplevue Shopping Centre, Burlington, Ontario

Owner: Ivanhoe Cambridge and Canapen (Halton) Ltd.
Managed by: Ivanhoe Cambridge



Maplevue Shopping Centre needed to heighten awareness of its revitalization and educate potential tenants about its desirable trade area; a task pertinent to securing first-to-market fashion retailers and maintaining a high-end brand. The centre rebooted its approach by arming the leasing team with iPad presentations, USB drives, and branded PowerPoints, all while reducing hardcopy leasing brochures by 50%. 90,446 sq. ft. was leased to 36 sought-after brands including Apple, Johnston & Murphy, Michael Kors, Victoria's Secret and True Religion.



Echo

Place Montréal Trust, Montreal, Québec

Owner/Managed by: Ivanhoe Cambridge



Place Montreal Trust reduced its environmental footprint through a new program entitled, "ECHO." Branded with an organic signature, ECHO, "every action creates a reaction" expressed the centre's commitment on recycling. An "Echo Ambassador", who dedicates 100% of his time to assist retailers and customers, was introduced to improve recycling results. Thanks to ECHO, 100% of retailers now recycle and the centre has made significant reductions in the amount of waste going to landfills.



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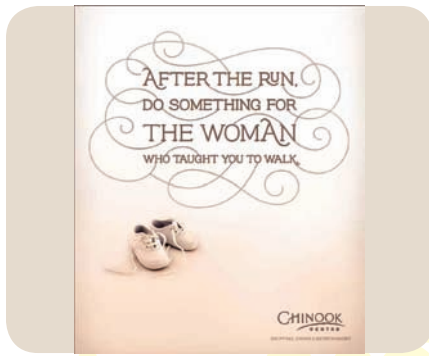
Congratulations
to all of the 2012
ICSC Award winners!



www.20vic.com

20 VIC Management Inc. manages a national
portfolio of retail, office and industrial properties.

CAUSE RELATED MARKETING



Sport Chek Mother's Day Run & Walk

Chinook Centre, Calgary, Alberta

Owner: ONTREA

Managed by: The Cadillac Fairview Corporation Limited



When the popular Sport Chek Mother's Day Run needed to move venues, Chinook Centre stepped in and offered to help. With two store grand openings happening the same weekend, the Chinook Centre team pulled off the most successful event yet, exceeding attendance and fundraising goals, and ensuring a safe and well-run event.



Ready to Shine

Kingsway Mall, Edmonton, Alberta

Owner/Managed by: Oxford Properties Group



The Ready to Shine project is a partnership between Kingsway Mall and the Edmonton Public Schools Foundation (ESPF) to encourage, mentor and challenge Edmonton high school students to design a collection of three garments, showcased in a professionally produced fashion show and gala. Currently in its second year, the event has added a customer-based fundraising component to support all-day kindergarten programs in socially vulnerable neighborhoods and raised over \$22,600 in much needed funds.



Sustainable Style

Mapleview Shopping Centre, Burlington, Ontario

Owner: Ivanhoe Cambridge and Canapen (Halton) Ltd.

Managed by: Ivanhoe Cambridge



With their eco-related concerns in mind, Mapleview Shopping Centre developed green initiatives and improved operations by implementing "Sustainable Style," which included the transformation of an abandoned bus shelter into a bike station and the installation of electric charging stations.



Habitat for Humanity & Hoardings

Pen Centre, St. Catharines, Ontario

Owner: Ontario Pension Board

Managed by: 20 VIC Management Inc.



In spring 2011, Pen Centre launched a \$13 million renovation with the aim to provide the best shopping experience with the least environmental impact possible. Pen Centre partnered with Habitat for Humanity Niagara & Habitat for Hoardings to support their mission of building affordable housing and to divert tons of material destined for landfills. 7,400 lbs. of materials were donated to Habitat's ReStore, reducing the demolition waste from landfill sites by 100%.



The Largest Human Star

Shops at Don Mills, Toronto, Ontario

Owner/Managed by: The Cadillac Fairview Corporation Limited

When Shops at Don Mills learned about Rachael Kingstone, a 9-year old Toronto girl whose wish was to make a Guinness Book Record attempt to create the largest human star, the centre was immediately inspired to help. In partnership with Make-A-Wish® Canada, the centre rallied the support of a local high school and successfully broke the world record with 326 people creating the largest human star formation. Over \$7,900 was raised for the organization.



Bust A Move

St. Laurent Centre, Ottawa, Ontario

Owner: Morguard REIT

Managed by: Morguard Investments Limited

The Ottawa Regional Cancer Foundation (ORCF) launched a major new fundraising event, “Bust-A-Move Ottawa” (BaM) with only 6 months to prepare and a limited budget. St. Laurent Centre not only committed their annual donation funds, but convinced Morguard Investments Limited to match their donation for a presenting sponsorship role. To drive sponsorship and media coverage, international fitness personality Richard Simmons also appeared.



Hope in Purple Heels

Upper Canada Mall, Newmarket, Ontario

Owner/Managed by: Oxford Properties Group

When Upper Canada Mall was asked to fundraise for Belinda’s Place, a shelter for homeless single women, they put on their heels and presented “Hope in Purple Heels.” Their gala night of food, fashion and fun was a sold-out event. Guests wore purple heels to show their support, viewed the latest fall fashions from 17 centre retailers and sipped on Hope-tini’s. Hope stood tall in purple heels when the centre presented Belinda’s Place with a \$50,000 cheque, 100% of the event’s proceeds.



SETTING THE GOLD STANDARD



Congratulations to this year's ICSC Canadian Shopping Centre Award winners and nominees for their achievements in innovation and excellence.

The Oxford Properties Group portfolio includes office developments in major urban centres, luxury resort hotels across the country and some of Canada's most prestigious shopping centres.

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www.oxfordproperties.com

EVENT OR SALES PROMOTION

All Fired Up at Centropolis!

Centropolis, Laval, Québec

Management Company: Ivanhoe Cambridge

To boost visibility and awareness, Centropolis was looking to host a high profile outdoor event. Laval's annual Fire Fighters Festival had outgrown its current venue, so Centropolis partnered with them and relocated the festival to the centre. In return for hosting the event and developing the creative, festival organizers covered all event and media expenses; two media partners (newspaper & radio) were added to enhance visibility. Drawing families from across the region, the 2 day event attracted 40,000 visitors!



Best-Dressed-for-Less Sale

Coquitlam Centre, Coquitlam, British Columbia

Owner: Pensionfund Realty Limited

Management Company: Morguard Investments Limited

After years of dwindling participation by retailers in sidewalk sales, Coquitlam Centre reinvented the sidewalk sale as the semi-annual "Best-Dressed-for-Less" sales event. This event targeted the post-holiday deal shopper and the summer bargain hunters with creative messaging featuring an oversized red price tag. Advertising was used both internally, through consistent brand messaging that was strategically placed throughout the Centre, and externally with newspaper, radio, and social media.



T'was the Night

The CORE Shopping Centre, Calgary, Alberta

Owner: AIMCO and Ivanhoe Cambridge

Management Company: 20 VIC Management Inc.

After 2 years of redevelopment construction, the CORE Shopping Centre needed to drive sales and reposition the brand to the Calgary marketplace. An extravagant grand opening event titled "T'was the Night," would be the biggest, private, after-hours shopping benefit that Calgary had ever seen. Local charities were strategically selected and Juno Award winner Chantal Kreviazuk delivered an exclusive performance.



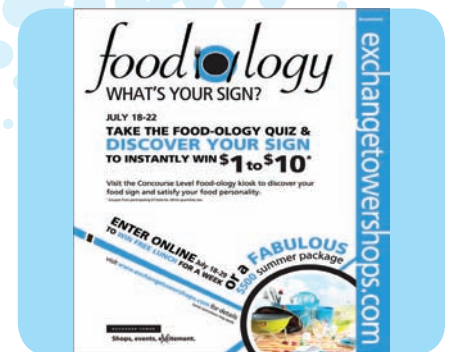
Foodology

Exchange Tower, Toronto, Ontario

Owner: Brookfield Properites Inc

Managed by: Brookfield Properties Management Corporation

To stimulate July sales for Exchange Tower's food retailers, they developed an interactive sales program called "Food-ology" and posed the question "What's Your Sign?" Their multidimensional program stimulated 6,478 total user engagements. With the assistance of fortune teller hostesses, over 600 people filled out a quiz at an in-mall kiosk and received a voucher valued from \$1-\$10 valid at a food eatery that satisfied their food personality.





Office Scene

Exchange Tower and First Canadian Place, Toronto, Ontario

Managed by: Brookfield Office Properties

Fighting declining fashion sales, First Canadian Place and the Exchange Tower pooled their resources and fashioned a multidimensional merchandising campaign called “The Office Scene”. An exclusive microsite provided an insider guide to their retailers’ new fall acquisitions and reached 46,833 total users. They hosted 7 free lunch hour “Style Sessions”, attended by 2,800.



Rich History. Bright Future.

Guildford Town Centre, Surrey, British Columbia

Owner/Managed by: Ivanhoe Cambridge

Faced with 36 months of invasive construction, Guildford Town Centre responded with a multidisciplinary strategic and communication plan. By unifying their 70+ person team they navigated through a \$280-million redevelopment project. The vibrant “Rich History. Bright Future.” campaign was launched at groundbreaking and was carried to 30 touchpoints. A covered walkway to their new Walmart, a shuttle service and \$10,000 contest allowed the centre to achieve a 35% cross shopping rate.



Patine-O-Fun - The Wonder of Winter

Le Boulevard, Montreal, Québec

Owner/Managed by: Crofton Moore

To build high, sustained holiday traffic, retain market share and reconfirm its position as an integral part of the community, Le Boulevard relied on a 100% Canadian tactic: build an indoor skating rink! In a neighbourhood where people from all over the world live together, ice skating provided a fresh taste of winter Canadian style. With crucial partnerships providing skates, figure skating shows, lessons and more, Le Boulevard became the first shopping centre in Montreal to feature this kind of event.



Tailor Your Pleasures

Mail Champlain, Brossard, Québec

Management Company: Ivanhoe Cambridge

With a fabulous mall makeover nearing completion, Mail Champlain set out to reclaim its position as the premiere fashion destination and embarked on a celebration of style tailored to the mall’s fashion savvy clients. The mall partnered with the museum of Costume and Textile to collaborate on a style exhibit and collected swatches from retailers to stitch together a unique designer original for all to see.



Believe at Richmond Centre

Richmond Centre, Richmond, British Columbia

Owner: The Cadillac Fairview Corporation Limited/Ivanhoe Cambridge
Managed by: The Cadillac Fairview Corporation Limited

Focused on delivering an unmatched and unrivalled experience, Richmond Centre is both boosting traffic and sales to their retailer, with the “Believe” campaign, that continues to build belief in the hearts and minds of the young and the not-so-young. From a host of elves interacting one-on-one with customers, in-mall interactive theatre, to showcasing the different cultural traditions of Christmas, Richmond Centre has redefined the mall experience.



Unlock Your New Life

Southgate, Edmonton, Alberta

Owner: Ivanhoe Cambridge and OPB (Southgate Inc)
Managed by: Ivanhoe Cambridge

With a passion for innovation, Southgate Centre became the first shopping centre in Canada to give away a \$350,000 home in their “Unlock your New Life” contest. The centre secured strategic sponsorships with home developer Creekwood Chappelle, CTV and the Edmonton Journal that was valued at over \$1,000,000 and penetrated the market with a total of 88 million gross media impressions.



Urban Eatery

Toronto Eaton Centre, Toronto, Ontario

Owner/Managed by: The Cadillac Fairview Corporation Limited
Managed by: Ivanhoe Cambridge

With a goal to redefine quick-service dining in Toronto’s downtown, the Cadillac Fairview Corporation Limited announced the public opening of the Urban Eatery at the Toronto Eaton Centre, a major highlight of its \$120 million revitalization. Through a multifaceted consumer campaign that included social media and guerilla marketing tactics, the Urban Eatery was positioned as a fresh and trendy food experience.



Summer Movie Magic

Westshore Town Centre, Victoria, British Columbia

Owner: bcIMC Realty Corporation
Managed by: Bentall Kennedy (Canada) LP

Recognizing the opportunity to ride the wave of publicity and excitement that was being received at Westshore Town Centre by the opening of a state of the art Cineplex Theatre, the marketing team implemented “Summer Movie Magic”, a series of 4 movie themed events that drove centre wide sales up by 3.8% and sales in the quick service food category up by 7.2%.





White Out Domestic Violence ICSC Foundation Community Support Award Winner
Edmonton City Centre, Edmonton, Alberta



Owner: OMERS
 Management Company: Oxford Properties Group

Startled by alarming statistics of domestic violence, Edmonton City Centre partnered with the Alberta Council of Women's Shelters and became a powerful voice to white out domestic violence in their community! They launched a public service campaign that brought together 24 celebrities who donated their time, including the Mayor of Edmonton, to lend their voices to the cause. Edmonton City Centre collected 90 bags of clothing and raised \$5,000 for their partner, the Alberta Council of Women's Shelters.



Metropolis Glee Club
Metropolis at Metrotown, Burnaby, British Columbia



Owner/Management Company: Ivanhoe Cambridge

To change the community's negative perception of local youth and create a first-to-market signature initiative, Metropolis at Metrotown launched a Glee show choir. An online casting call attracted over 100 hopefuls. The 20-member choir performed at high-profile community events, parades and flash mob appearances, reaching an audience of 905,000 and shed a positive light on youth following the Vancouver Stanley Cup riots.



Fragile
Montreal Eaton Centre, Montreal, Québec



Owner/Management Company: Ivanhoe Cambridge

In keeping with its efforts to leverage its high profile downtown location to promote socially responsible initiative, the Montreal Eaton Centre commissioned a unique, environmentally themed sculpture made entirely from recycled materials, unveiled at the height of Montreal's tourist season. Mirroring an eco-system, this dramatic presentation entitled, "Fragile" spanned all five levels of the mall's expansive atrium.



May the Fourth Be with You - Lego Grand Opening
Oakridge Centre, Vancouver, British Columbia



Owner/Management Company: Ivanhoe Cambridge

To launch British Columbia's first LEGO store into the market, Oakridge Centre decided to lay the foundation and help the retailer achieve their best opening yet. By creating a strategic PR plan, the centre generated 35 hits of coverage and 20 minutes of television coverage that delivered a phenomenal 12.5 million gross coverage. A Facebook contest created pre-opening buzz by providing an opportunity to like the model choice for the Master Build, in which 5,000 children participated.



Men's Den

Pickering Town Centre, Pickering, Ontario

Owner: Ontario Pension Board

Management Company: 20 VIC Management Inc.

In an effort to stand out in a competitive market and generate mass market buzz, Pickering Town Centre introduced a first-to-market amenity, a "Men's Den," specifically designed as an oasis for men to retreat to while their wives or girlfriends shopped. Utilizing a strategic public relations outreach plan and bringing male shopping to the forefront, the centre captured the attention of the local media, as well as national and international news media including, CNN and The Huffington Post.



Montreal Hockey

Place Montréal Trust, Montreal, Québec

Owner/Management Company: Ivanhoe Cambridge

Located steps from the Bell Centre, Place Montreal Trust showed its support for the game loved by Montrealers—hockey! PMT acquired ownership of a famous statue of Canadian hockey great Ken Dryden, and to kick off the centre's new commitment to amateur sports, a rededication press reception attended by Dryden, past and present Canadiens, media and other VIPs, was held in the centre. To coincide with the statue's rededication and the 2011/12 hockey season, PMT also presented an exhibit celebrating hockey's rich history.



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SHINE
Upper Canada Mall, Newmarket, Ontario

Owner/Management Company: Oxford Properties Group



Upper Canada Mall implemented an employee incentive program titled, “SHINE” to unify staff and build support for a new property vision. A customized branded microsite allowed staff to share an idea, view an idea and observe ideas in action. It also facilitated staff nominations for delivering a 5-star shopping experience. Launched at a star-studded event, “SHINE” actively engaged 80% of their staff, 111 new ideas were generated and 36 employees were pinned for delivering a 5-star shopping experience.



TEC Revitalization
Toronto Eaton Centre, Toronto, Ontario

Owner/Management Company: Cadillac Fairview Corporation Limited



During the \$120 million revitalization of the Toronto Eaton Centre, it was imperative that shoppers and retailers didn’t equate the project with disruption and inconvenience. By generating sustainable and upbeat buzz, and conveying the message “business as usual,” through key media outlets, centre sales remained strong.



Driving Holiday PR - “The Key to More Time”
Yorkdale Shopping Centre, Toronto, Ontario

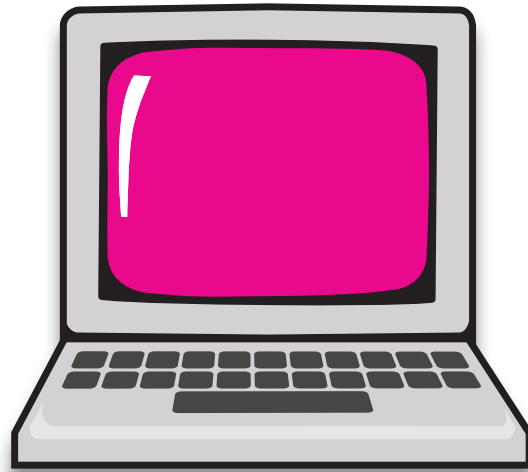
Owner/Management Company: Oxford Properties Group



Faced with the loss of 1,000 parking spaces as a result of its redevelopment, Yorkdale decided to take a pro-active PR approach to mitigate the potential backlash by customers and the media during the holiday season. The introduction of 7 key initiatives including a free valet parking, real time parking map and a live video feed of their lot and gift card incentives for TTC passholders, allowed Yorkdale to minimize customer complaints.



CUTTING EDGE & GNARLY, DUDE!



Category 2

NEW MEDIA



NEW FOR 2012

EMERGING TECHNOLOGY



E-Style
Bayshore Shopping Centre, Ottawa, Ontario

Owner/Managed by: Ivanhoe Cambridge and Kingsett Capital



Bayshore Shopping Centre partnered with a high-tech mogul to introduce “E-STYLE,” an upscale holiday program featuring a state-of-the-art virtual shopping application. Designed to make gift shopping easier and enjoyable, shoppers could visit the posh E-Lounge and get gift suggestions, tailored to the recipient from a Bayshore E-STYLIST. Gift information could also be emailed directly to consumers home computers or smart phones.



Bloom!
Halifax Shopping Centre, Halifax, Nova Scotia

Owner: OPB Realty
 Managed by: 20 VIC Management Inc.



Several new-to-market retailers would be opening at Halifax Shopping Centre, however, the transitional period created a compromised shopping environment. The centre needed to build excitement for the new brands coming soon. A spring engagement campaign included a mobile site and online contest. To enter, shoppers collected a digital seedling by scanning QR codes on hoardings. The next morning their flower would bloom and the colour determined their prize.

CONGRATULATIONS **AWARD WINNERS**

- Strategic Partnerships • National Tours • PR
- Sponsorship • Comprehensive Grass Roots Initiatives
- Integrated Experiential Marketing Programs

Logos on film strips: Nickelodeon DORA EXPLORER, SpongeBob SquarePants, Guess with Jess, OLIVIA, Teehouse Live!, My Little Pony, CHUCK, The Wiggles, CORUS ENTERTAINMENT.

Characters: Thomas the Tank Engine, Bob the Builder, Barney the Dinosaur, a ballerina, a penguin, and a boy in a blue helmet.

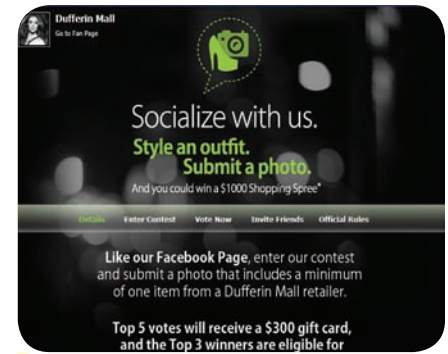
SOCIAL MEDIA

Really Social

Dufferin Mall, Toronto, Ontario

Owner/Management Company: Primaris REIT

Dufferin Mall, located in downtown Toronto, has made significant efforts over the past few years to shift perceptions about its brand image into an affordable fashion centre located in the middle of a highly competitive market. Taking one giant step forward, Dufferin Mall took its position in the social stratosphere with its “Really Social” plan aimed straight at increasing its online fashion voice and following.



Search for a Star

Northgate Shopping Centre, North Bay, Ontario

Owner: HOOPP Realty Inc.

Management Company: Morguard Investments Limited

Northgate Shopping Centre wished to improve their marketing communications while harnessing the power of social media and the power of local talent while driving awareness for the new Northgate website. With the popularity of talent shows, they created their own version of “Canada’s Got Talent” with a contest called “Search for A Star.” Northgate connected with customers: 795 new facebook fans, one million facebook views, 15,026 votes, 7,130 unique web visitors, 24,514 pageviews and 600 You Tube video views.



Yorkdale's Prom Pinterest Contest

Yorkdale Shopping Centre, Toronto, Ontario

Owner/Management Company: Oxford Properties

Inspired by the sweeping success of Pinterest, Yorkdale made Canadian shopping centre history by becoming the first mall to secure an account on the social media site. To launch their presence, Yorkdale created an in-mall contest where young shoppers curated their own prom fashion pinboard using retailer fashion that were photographed and uploaded to Pinterest. A total of 976 pins and 316 followers were achieved.



INTEGRATED DIGITAL CAMPAIGN



The Smile Shop Billings Bridge Centre, Toronto, Ontario

Owner/Management Company: 20 VIC Management Inc.



With its Facebook fanbase and other digital assets seeming to have hit a plateau, Billings Bridge Centre activated an online and in-mall response with a one-day pop-up store. In under four hours, “The Smile Shop” gave away 500 centre gift cards for the price of a good deed. Shoppers could select a deed of their choice and post photographic proof of them doing their deed on the Billings Facebook page.



The Experience eMagazine The Cadillac Fairview Corporation Limited, Toronto, Ontario

Owner/Management Company: The Cadillac Fairview Corporation Ltd.



Eager to provide its shoppers with a richer online experience, Cadillac Fairview dramatically redesigned their online marketing program and created a dynamic life-style eMagazine called “The Experience” for their 22 shopping centres. By retaining a national editor, the company cost efficiently established high-quality fashion and lifestyle content that featured 19% of its retailers in one year. A sophisticated content management platform allowed properties to easily customize their content for the centres’ individual needs.



1 Elevator. 2 Strangers. 3 Colourful Adventures Rockland, Ville Mont-Royal, Québec

Owner/Management Company: Ivanhoe Cambridge



Rockland chose to step out of reality to take its shoppers on a fantastical fashion adventure in a campaign that made the most of digital tools. Three colourful videos created in computer generated imagery and featuring fashion and accessories sold at Rockland were produced and pushed online, drawing clientele both online and in mall. The goals: to offset major roadwork, which in its first phase had wreaked havoc on footfall and retail sales, but also to create a social media wild fire!



New Media Challenge: It's the Thrill of the Find! Vaughan Mills, Vaughan, Ontario

Owner/Management Company: Ivanhoe Cambridge



Recognizing the opportunities that exist within the social media landscape, Vaughan Mills set out to get the online community talking about the relaunch of their shopping shuttle and their new retailers. The new media challenge was developed and the mall’s top social media influencers were invited to compete in finding the ultimate fashion find.





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Category 3
**DEVELOPMENT
& DESIGN**

INNOVATIVE DESIGN & DEVELOPMENT OF A NEW RETAIL PROJECT

Shoppes on Queen West Toronto, Ontario

Total Retail Space: 89,773 sq. ft.
Number of Stores: 6



The Shoppes on Queen West is a unique development, located on the corner of Queen and Portland. The unique glass design encases three double height retail floors and a five-story 90 unit residential condominium that includes a rooftop terrace with evergreen framed sidewalks. The complex incorporates a large format grocery retailer and fashion trendy shops catering to young urbanites within the area and beyond. The design functions well to permit the high traffic movements while embracing the latest in environmental technology. The Shoppes on Queen West integrates culture, lifestyle condo living and urban retail together in one dynamic environment.



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RENOVATION OR EXPANSION OF AN EXISTING PROJECT



Promenades Cathédrale Montreal, Québec

Total Retail Space: 135,825 sq. ft.
Number of Stores: 13

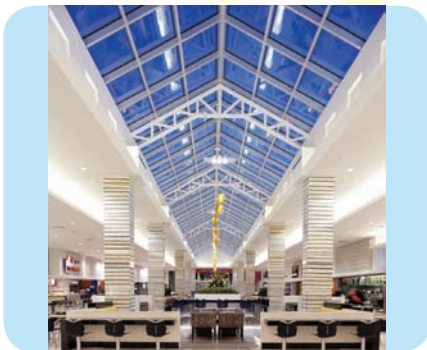
The new food court at Promenades Cathédral is located at the subterranean level in the heart of Montreal's expansive underground city. Bearing no resemblance to its former self, the food court is a refuge of serenity and freshness amidst the constant rush of passerby. The new food court is punctuated by large circular columns that act as the main structural support, with the addition of hot new tenants and more seating.



Richmond Adelaide Centre Toronto, Ontario

Total Retail Space: 40,259 sq. ft.
Number of Stores: 36

The \$1.6 million renovation of the food court at the Richmond Adelaide Centre created three distinctive zones below the under-utilized exterior walkway. The interior terrace zone, the custom metal woven ceiling and the modern gazebo all contribute to enhancing the customer experience and the new skylights flood the walkway with daylight.



Mail Champlain Brossard, Québec

Total Retail Space: 723,096 sq. ft.
Number of Stores: 139

After a decade of declining sales, Mail Champlain completed a \$40 million renovation to recapture its position as the South Shore's premiere fashion destination. The common areas, food court and entrances were completely renovated to create a brighter, modern and more inviting upscale aesthetic and an improved shopping experience with central courts and corridors with comfortable and contemporary seating areas, additional skylights, high-gloss porcelain tiles replaced ceramics and the food court was redone to include fireplaces, wood finishes, bistro-style seating and an outdoor patio.



Lansdowne Place Peterborough, Ontario

Total Retail Space: 435,440 sq. ft.
Number of Stores: 104

The multimillion dollar renovation of Lansdowne Place saw the addition of over 160,000 sq. ft. and 40 new retail units. The design created a bold and contemporary identity, with a new food court design reflecting a grand dining room, complete with a fireplace. Amenities were upgraded with new seating, skylights and flooring.



CORE - TD Square
Calgary, Alberta

Total Retail Space: 604,768 sq. ft.
Number of Stores: 153

Located in the heart of Calgary's central business district, the CORE is a prime example of an ambitious urban renewal project consisting of the redevelopment of three previously disjointed properties into a single integrated multi-use complex. Under a canopy of structural glass, the largest of its kind in North America, visitors relish a vibrant streetscape experience awash in natural light. The expansive glass roof emulates outdoor plazas and promenades, distinguishing itself with high street retail energy.



Toronto Eaton Centre
Toronto, Ontario

Total Retail Space: 1,665,788 sq. ft.
Number of Stores: 219

In 2012, the Toronto Eaton Centre underwent a comprehensive refinishing of the entire retail common space, including new quartz tile flooring, more seating areas, replacement of outdated material with stainless steel and glass, and LED lighting. The upgrade touched nearly every surface of the common area, ushering the mall into a new era with sleek and contemporary design features.



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The idea - **BRILLIANT**

The execution - **FLAWLESS**

The results - **OUTSTANDING**

The Maple Leaf - **YOURS!**

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Category 4
RETAIL STORE DESIGN

RETAIL STORE DESIGN

TA-ZE

Toronto, Ontario

Type of Merchandise: Furniture and Furnishings

TA-ZE, meaning fresh in Turkish, is a unique retail experience for the gourmet chef and food enthusiast. Inspired by the unique offering, premium olive oils and related products, the atmosphere is reminiscent of a gourmet food store, with marble mosaic patterned tiles, an applied light green olive wall graphic and matte black powder-coated frames.



Starbucks Coffee

Calgary, Alberta

Type of Merchandise: Restaurant

Starbucks Coffee at Market Mall in Calgary, Alberta, is the hottest place to grab your morning fix. Completed in May 2012, this particular Starbucks is designed as an artisan store under the brand's new concept stores. Customers are greeted at both entrances with views to the street, recycled leather bar and led down a colonnade of wood elements. Warehouse lighting is sensitively used to create drama and ambiance. Seating areas around the space allow customers a quiet conversation with a friend or a front and center perch to experience the continual hustle and bustle of the crowd.



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Solara Shoes
St-Jean sur Richelieu, Québec

Type of Merchandise: Apparel

Solara Shoes takes a big step forward to the next level of retailing by redeveloping its store image. With oversized black floor display islands, bold visuals, new brand identity and a unique ceiling design feature entitled the “shoe cloud,” which is made up of over 6,500 actual women shoes, this new store concept is bound to make heads turn while it sharply focuses on its target market.



HotFudge
Trois-Rivières, Québec

Type of Merchandise: Apparel

HotFudge is a Québec retailer specializing in branded fashion accessories for young men and women. A unique design was conceptualized with the goal of being out of the box. At the entrance, an unusual metallic glass storefront is accentuated by a large colourful logo. From there, the customer steps into a dark funnel entrance illuminated by lines of hypnotic LED lights. This tunnel leads into a space where the colors, lights and dynamic displays work together to create a sense of mystery and innovation. It is a unique space where accessibility to enticing merchandise becomes a reality.



Shepherd's Ottawa, Ontario

Type of Merchandise: Apparel

Shepherd's outlet store, a 5,000 sq. ft. retail space, incorporates a mix of cutting-edge design and inviting sales areas to provide an inspiring environment to shop for clothing, accessories and home decor. The approach was to develop and "shop in shop" concept with each boutique area reflecting the various styles of merchandise. The choice of background materials was based on wood panels with moldings, in a timeless style with varied colors and finishes and an assortment of presentation and display fittings that resemble residential and antique furniture.



Dynamie & Garage Flagship Montreal, Québec

Type of Merchandise: Apparel

Driven by creativity and innovation, the Garage & Dynamite brands are now living under the same roof. On one side, the Dynamite storefront serves as a transitional space where its window display, built as a linear tunnel, guides customers as they enter. A strong illuminated poster, lit drop ceiling and an oversize quartz runway capture the customer's attention. On the other side, the Garage window display sets the tone for the shopping experience. Its storefront and large vestibule, distinguished by an archway and accentuated by the reclaimed doors and window setup, create a uniquely vibrant and happy environment showcasing the merchandise.



Shoppers Drug Mart Toronto, Ontario

Type of Merchandise: General Merchandise

The Shoppers Drug Mart in York Mills Garden Store evolves and refines the brand by achieving an inspiring up scale in store experience. Differentiated flooring, ceiling, fixtures, colours and graphics are used to create a distinct look and feel in the different zones of the store. Natural light pouring through the glazed storefront and windows create an airy, bright atmosphere. The exterior is that of an urban store and the interior focal Beauty Boutique is a wow experience.



Linen Chest Repentigny, Québec

Type of Merchandise: Home Goods

In order for Linen Chest to expand beyond the borders of its province, the current store concept had to be revitalized into a modern and bold look. It all starts with the store front windows, each showcasing items from a specific department. LED-lit shelves create highlights, while the 3D lifestyle images reinforce brand properties. The charcoal ceiling was a bold move, however, this dark ceiling adds warmth, creates a bit of drama, and allows for the merchandised walls to stand out when properly lit.





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