



ICSC
Global
Awards
Solal Marketing

ICSC Solal Marketing Awards

2017 Winners

The ICSC Solal Marketing Awards bring together the very best of retail marketing across Europe and South Africa to reward those with the most effective campaigns. By recognising best practices and outstanding marketing performances, the ICSC Solal Marketing Awards are seen as a benchmark of quality throughout the industry.



AWARD CATEGORIES

BRAND AWARENESS & (RE)POSITIONING

This category aims to reward entrants who have successfully and creatively changed or consolidated the customer perception of their centre. It may address a shift in the behaviour of shoppers or a change in their profile, a new competitor or a significant change in the centre. It should demonstrate innovation in the techniques used to bring about tangible, measurable results and could involve advertising, PR, social media, mobile technology and communication, research or events.

BUSINESS-TO-BUSINESS

This category acknowledges success in targeting a business audience rather than consumers and rewards creative originality and cost-effective results. It is geared toward campaigns as it relates to tenants, mall operators, trade groups, media or ideas that set out to maximise leasing opportunities. Initiatives can include those designed to raise the profile of assets and investments either as a single location or as a portfolio.

CORPORATE SOCIAL RESPONSIBILITY

This category recognises innovation and achievement for projects that aim to benefit the centre catchment area, be it the local or a wider community. It covers single or ongoing initiatives designed to educate, involve, influence or improve the well-being of a community. It can include a charity tie-up or a partnership with another organisation. Success is measured by the improvement to lives in the neighbourhood, rather than strict commercial goals. The campaign should ideally link to a clear corporate social responsibility (CSR) strategy. The scope includes aspects such as the environment, safety, health and social engagement, and not only charity.

CUSTOMER SERVICES

This category recognises excellence and innovation in customer service and experience detail. It may be driven by an individual centre, a group of centres or a portfolio. It could be a single initiative or an ongoing programme that exhibits effectiveness and efficiency against objectives.

EMERGING TECHNOLOGY

This category focuses on campaigns that are driven primarily via new technologies such as hardware, software, big data, digital tools and digital channels. Programmes can include any of the following elements as part of a clear marketing strategy: innovative and effective use of websites, mobile technology, augmented reality, location-based technologies, big data or any new integrated digital innovations.

FOOTFALL ACTIVATION

This category is geared towards campaigns and activities designed primarily to generate footfall traffic within the mall. The footfall could be for a one-off activity or for more long-lasting initiatives. It could relate to the type of shopper in terms of profile and quality and not merely to the volume of shoppers. It recognises innovative approaches to marketing that could involve advertising, PR, social media, mobile technology or events.

GRAND OPENING/EXPANSION/ REFURBISHMENT

This category recognises innovation and excellence in the marketing of a new centre opening or the reopening of a centre and rewards creative originality and cost-effective results. It can include the opening of a specific part of a scheme such as a refurbishment of a food court, mall decor or an extension.

SALES ACTIVATION

This category rewards campaigns and activities designed primarily to generate retail sales within the mall. The sales campaign could be for a one-off activity or for more long-lasting initiatives. It could relate to a specific sales promotion or be linked to an event, a leisure programme or relate to retailer online sales as well.

BRAND AWARENESS & (RE)POSITIONING

MANNEQUIN CHALLENGE

Market Place Shopping Centre

Bolton, United Kingdom

Owner: Inception Holdings Sarl

Management Company: Moorgarth

Market Place Shopping Centre's social media video documented centre staff, tenants, and shoppers, participating in the first mannequin challenge ever conducted in a UK Shopping Centre.



**GOLD
WINNER**



**SPECIAL
DISTINCTION**
BUDGETS UNDER
10 EUROS



'IN POSNANIA' CAMPAIGN

Posnania

Poznań, Poland

Owner: Apsys Group

Management Company: Apsys Poland

The 'IN POSNANIA' campaign included an album of black and white images from renowned photographer Syzmon Brodziak of ballet dancers artfully posed amidst the centre's raw construction areas.



**GOLD
WINNER**



#M1DANCEBATTLE

M1 Shopping Centres

Poland

Owner/Management Company: METRO Properties

M1's dance league competition held at shopping centres in 9 cities across Poland, attracted 95 teams of nearly 500 dancers who competed for an opportunity to advance to the grand finale competition.



**SILVER
WINNER**



CRYSTAL CAMERA SHORT FILM CONTEST

Marmara Forum

Istanbul, Turkey

Owner: Multi 25 Emlak Multi Turkey & ARES

Management Company: Multi Turkey

The 'Crystal Camera Short Film Contest' at Marmara Forum showcased 175 original films created by students from 67 universities, judged by a jury comprising professional actors, actresses, and directors.



**SILVER
WINNER**



BRAND AWARENESS & (RE)POSITIONING

FEAST ON THE SKY

Mavibahçe Shopping Center

İzmir, Turkey

Owner: Opera Real Estate

Management Company: ECE Turkey

Mavibahçe's 'Feast on the Sky' initiative provided visitors with an opportunity to enjoy a splendid and unique feast prepared by centre restaurant chefs, whilst being suspended 55 metres above the ground.



SILVER
WINNER



HAPPY EVER AFTER

Rødovre Centrum

Rødovre, Denmark

Owner/Management Company: A/S Rødovre Centrum

Twelve Rødovre Centrum shoppers were chosen from more than 4,000 online applicants to represent the centre in the multifaceted 'Happy Ever After' Christmas campaign.



SILVER
WINNER



BUSINESS-TO-BUSINESS

SPARKS OF ISTANBUL

Mall of Istanbul

Istanbul, Turkey

Owner: Torunlar Reic

Management Company: Torun Mall Investment & Management

In partnership with the Anatolian Fire Dance Organization, the Mall of Istanbul's 'Sparks of Istanbul' initiative is a dance-based training programme held twice weekly for children aged four to sixteen years old.



FOODTOPIA – THE PERFECT PLACE FOR FOOD

MyZeil

Frankfurt, Germany

Owner: Deutsche Asset Management, ECE / Otto Family

Management Company: ECE Projektmanagement

MyZeil hosted an exclusive one night only event for prospective tenants to promote 'Foodtopia' — a unique food and entertainment zone located on the Frankfurt centre's fourth floor.



MALL ACTIVATION PLATFORM

Sonae Sierra

Lisbon, Portugal

Sonae Sierra's innovative B2B platform allows shoppers and tenants to access centre-specific information, whilst the back end manages all received queries, requests, and potential tenant leads.



CORPORATE SOCIAL RESPONSIBILITY

TEN THOUSAND WARM HEARTS

Forum Bornova

Izmir, Turkey

Owner: Commerz Real Investment Gesellschaft mbH

Management Company: Multi Turkey

As part of their 10th anniversary celebrations, Forum Bornova launched the multifaceted 'Ten Thousand Warm Hearts' to generate donations towards providing winter coats for 10,000 children in need.



THE SPACE OF TIME / 'ESPAI DEL TEMPS'

Espai Gironès

Salt, Spain

Owner: Commerz Real Investmentgesellschaft mbH

Management Company: Multi Spain

'The Space of Time' initiative brought 18 charitable foundations, NGOs, local institutions and the community together, inviting Gerona citizens to donate the most essential gift of all — their time.



RESIDENCE OF FATHER FROST

MEGA Ekaterinburg

Ekaterinburg, Russian Federation

Owner/Management Company IKEA Centres Russia

MEGA invited community children to visit the fairy tale residence where retired 'Father Frosts' and their wives live, and to learn how these residents assist the current Father Frost prepare for the season.



FABLAB: BE FAB!

Pieter Van Aelst Shopping Center

Aalst, Belgium

Owner: AXA REIM Belgium s.a/n.v

Management Company: SCMS-CEUSTERS part of GROUP HUGO CEUSTERS-SCMS

The 'FabLab' at Pieter van Aelst offers a series of weekly workshops in which visitors of all ages learn to use cutting-edge technology to create, share, and learn from each other's designs.



CUSTOMER SERVICES

MAVI'S PLACE – PET DROP OFF POINT

Forum Bornova

Izmir, Turkey

Owner: Commerz Real Investment Gesellschaft mbH

Management Company: Multi Turkey

'Mavi's Place' is a free, pet drop-off service that allows Forum Bornova visitors to enjoy shopping, dining, and leisure activities, with absolute peace of mind their beloved pets are safe and well cared for.



KINGS CLUB: A REFINED PLACE INSPIRED BY GENTLEMEN

Akmerkez

Istanbul, Turkey

Management Company: Ucgen Bakim ve Yonetim Hizmetleri A.S

The 'Kings Club' is a gentlemen-only lounge with free amenities including pool tables, PlayStations, Apple TV, a barber shop, an accessories shop, and a fully-equipped meeting room.



CRESTA MAGIC – CUSTOMER SERVICE

Cresta Shopping Centre

Johannesburg, South Africa

Owner: Pareto Ltd

Management Company: Mowana Properties

The 'Cresta Magic — Customer Service' Christmas campaign featured a team of brand ambassadors who answered queries, gave directions, wrapped gifts, and assisted elderly and disabled guests.



EMERGING TECHNOLOGY

DIGITAL MARKET INTELLIGENCE

CBRE Spain

Madrid, Spain

CBRE's 'Digital Market Intelligence' system collects detailed customer data, performs robust analytics, and is the central platform for content used to feed social media, centre websites, and their mobile App.



CHATBOT

ÁRKÁD Budapest

Budapest, Hungary

Owner/Management Company: ECE Projektmanagement

ÁRKÁD Budapest innovatively use their Facebook and Viber channels with the free 24/7 'Chatbot' service to communicate promotional deals, centre information, and answer customer queries.



RØDOVRE CENTRUM LIVE

Rødovre Centrum

Rødovre, Denmark

Owner/Management Company: Rødovre Centrum A/S

'Rødovre Centrum Live' was a 12 episode Facebook Live series featuring two hosts receiving online and in-centre advice on which zany challenges and entertaining stunts they should perform at the centre.

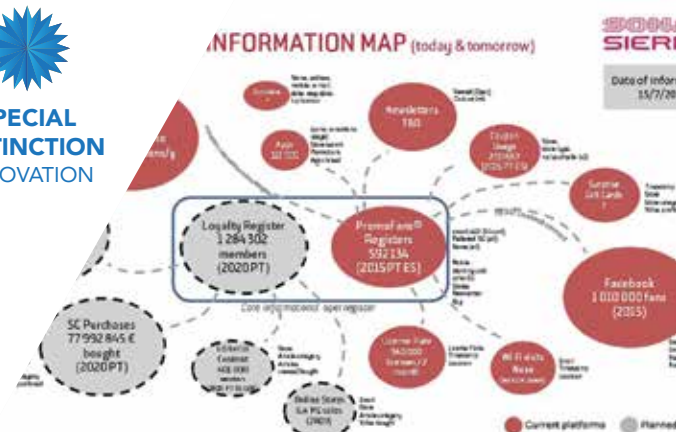


CONSUMER KNOWLEDGE MODEL

Sierra Portugal, S.A.

Lisbon, Portugal

Sierra Portugal's innovative 'Consumer Knowledge Model' is a powerful central platform capable of intuitively storing and processing complex data mined from all of their digital communication channels.



FOOTFALL ACTIVATION

ZORLU CENTER EMOJI EVENT

Zorlu Center

Istanbul, Turkey

Owner/Management Company: Zorlu Property Group

Zorlu Center's first of its kind 'Emoji Event' featured an extensive variety of themed activities, interactive workshops, and social media activations, set amidst 20 giant Emoji sculptures.



BABA YEGA

K in Kortrijk

Kortrijk, Belgium

Owner: Union Investment

Management Company: SCMS-CEUSTERS part of GROUP HUGO CEUSTERS-SCMS

K in Kortrijk engaged the 'Digital Generation' demographic with a Facebook post announcing the live appearance of the Belgium's Got Talent Competition winners 'Baba Yega'



50 YEARS OF FAIRYTALES

Rødovre Centrum

Rødovre, Denmark

Owner/Management Company: A/S Rødovre Centrum

Rødovre Centrum used more than 4,000 hand-crafted paper decorations as the focal point of a multifaceted campaign to honour centre founder Aage Knudsen and celebrate their 50th anniversary.



GRAND OPENING/EXPANSION/REFURBISHMENT

POSNANIA GRAND OPENING

Posnania

Poznań, Poland

Owner: Apsys Group

Management Company: Apsys Poland

Posnania's four-day grand opening celebrations included a lifestyle-themed show hosted by a well-known television presenter, that was broadcast live each hour from an in-centre studio.



**GOLD
WINNER**



TASTY BOULEVARD GRAND OPENING

MEGA Teply Stan

Moscow, Russian Federation

Owner/Management Company: IKEA Centres Russia

MEGA launched their 'Tasty Boulevard' zone with a carnival-themed event complete with roving entertainers, live musical performances, food demonstrations, contests, and unique promotions.



**SILVER
WINNER**



SALES ACTIVATION

WEBUBBLE V2

Kanyon Shopping Center

Istanbul, Turkey

Owner: Eczacıbaşı Group and İŞGYO of Turkey

Management Company: Kanyon

Kanyon's innovative 'WeBubble' app engaged visitors to catch bubbles with their mobile device to earn instant discounts, and to accumulate points redeemable for gifts and services at participating retailers.



'SHOW YOUR ID, GET YOUR DISCOUNT'

Forum Erzurum

Erzurum, Turkey

Owner/Managements Company: Multi Turkey

Forum Erzurum partnered with a local university to offer discounts to all registered students and faculty at 35 of the centre's retailers, and promoted it for free using the university's communication tools.



FORUM: HELPING YOUTH TO STAY CONNECTED!


Forum Erzurum, Forum Istanbul and Marmara Forum

Istanbul, Turkey

Management Company: Multi Turkey

Marmara Forum, Forum Erzurum, and Forum Istanbul capitalised on the launch of Turkey's national 4.5G network to offer internet data packages to shoppers meeting the minimum purchase amount.





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