



Global
Awards
Canada

CANADIAN SHOPPING CENTRE AWARDS

WINNERS



ICSC Canadian Convention
Metro Toronto Convention Centre
Toronto, ON
October 4, 2017



MARKETING

ADVERTISING

Centres 750,000 to 1,000,000 sq. ft.
of total retail space



SILVER
Southcentre x Jasper Park Lodge
Southcentre Mall
Calgary, Alberta

**OWNER/MANAGEMENT
COMPANY**
Oxford Properties Group

Calgary's Southcentre Mall earns Maple Leaf Silver... to promote the opening of premium retailer Sporting Life, the centre developed an integrated campaign that included a luxurious contest, an in-centre lounge activation, and stunning images of the fall and winter collections set against the breathtaking backdrop of the Rocky Mountains and the Fairmont Jasper Park Lodge.

Centres more than 1,000,000 sq. ft.
of total retail space



GOLD
FW16: I Got You Babe
Square One Shopping Centre
Mississauga, Ontario

OWNER
Oxford Properties Group, AIMCo
(Alberta Investment Management Corp)

MANAGEMENT COMPANY
Oxford Properties Group

It's Maple Leaf Gold for Square One Shopping Centre...their innovative campaign to celebrate the opening of Holt Renfrew and the completion of their luxury wing included photographic stills and a fashion music video featuring newlywed couple Sean Avery and Hilary Rhoda. The fashion-forward initiative generated traffic increases of 7.4%, sales per square foot increases of more than 25%, and a staggering ROI of nearly 1,234%.

CAUSE-RELATED MARKETING

Centres 150,000 to 400,000 sq. ft.
of total retail space



SILVER
The Giving Tree
Carrefour Charlesbourg
Quebec City, Quebec

**OWNER/MANAGEMENT
COMPANY**
FPI Cominar

Maple Leaf Silver for Carrefour Charlesbourg... shoppers were invited to donate food to support a local food bank and purchase ornaments to be used during a celebrity tree-decorating challenge. The initiative generated extensive media coverage and community leader support, raising more than \$10,000 in funds and donations, and donations of 460 bags of food—enough to help 140 families in need.



SILVER
Be You 10: Mentors in 10 Days
Prairie Mall
Grande Prairie, Alberta

**OWNER/MANAGEMENT
COMPANY**
Morguard

Prairie Mall earns Maple Leaf Silver...as part of Morguard's Be You national program to empower girls aged 9 to 16 years old, the centre's series of workshops and activities in conjunction with the local Big Sisters chapter provided girls with valuable tools to encourage personal growth and self esteem, generated awareness for the organization, and secured 10 new Big Sister mentors in just 10 days.

MARKETING

CAUSE-RELATED MARKETING

**Centres 400,000 to 750,000 sq. ft.
of total retail space**



SILVER
A Greener Way to Clean Your Tray
Lansdowne Place
Peterborough, Ontario

OWNER
Lansdowne Mall Inc. (HOOPP)

MANAGEMENT COMPANY
20 VIC Management Inc.

Lansdowne Place earns a Maple Leaf Silver Award... as part of the centre's corporate sustainability pledge, they installed sorting stations and an organics programme in the food court. Supported by instructional graphics, green ambassadors, and a comprehensive marketing campaign, the successful launch helped to divert 71% of food court waste away from landfills.



SILVER
Peppermint Village Trading Post
Sherwood Park Mall
Sherwood Park, Alberta

OWNER/MANAGEMENT COMPANY
Primaris Reit a Division of H&R Reit

Sherwood Park Mall's *Peppermint Village Trading Post* earns Maple Leaf Silver...the custom-built installation allowed children to purchase a wide range of affordable gifts for their families. All proceeds were donated to a local shelter for abused women and their children—1,000 gifts were purchased in the first 25 hours, generating \$10,000 in donations.



GOLD
The Eco-Gourmet Event
Centropolis
Laval, Quebec

OWNER/MANAGEMENT COMPANY
FPI Cominar

Centropolis earns Maple Leaf Gold for The Eco-Gourmet Event...nearly 2,000 visitors participated in a celebration of sustainability, social responsibility, and fresh, locally grown food. Activities included cooking demonstrations and samplings, a vendor fair, and the harvesting of centre-grown herbs and produce, which produced 70 jars of delicious food for families in need. The Eco-Gourmet Event generated extensive media attention, drawing regional and provincial recognition for environmental leadership.

**Centres 750,000 to 1,000,000 sq. ft.
of total retail space**



GOLD
Kingsway Mall Fire Evacuee
Distribution Centre
Kingsway Mall
Edmonton, Alberta

OWNER
OMERS

MANAGEMENT COMPANY
Oxford Properties Group

Kingsway Mall earns Maple Leaf Gold...the centre converted a vacant anchor space into the city's only distribution centre during the Fort MacMurray crisis. From early May until mid-July 2016, semi-trailer trucks packed with donations from across the country were received by the centre and distributed. Kingsway Mall secured over \$170,000 worth of donations and resources and worked alongside local emergency relief services and 8,500 volunteers to provide essential care items to more than 72,600 evacuees.

MARKETING

CAUSE-RELATED MARKETING

Company



GOLD
Morguard's BeYou
Morguard
Toronto, Ontario

It's Maple Leaf Gold for Morguard and their national outreach program, BeYou...conducted in all 21 centres in their portfolio, BeYou offered females aged 9-16 personal and development tools to celebrate their growth, diversity, and self-worth. The four-month-long initiative raised over \$31,000 for the Big Sisters Canada organization and generated over 150 million impressions, resulting in nearly \$200,000 in added value.

Joint Center



GOLD
ACT: Always Consider Tomorrow
20 VIC Centres
Canada

MANAGEMENT COMPANY
20 VIC Management Inc.

Congratulations and a Maple Leaf Gold award goes to 20 VIC Management and their Always Consider Tomorrow national program...held concurrently across 14 centres, the program's series of initiatives included a customized manual for waste reduction, environmental sustainability activities, and special in-centre events that successfully collected more than 150,000 lbs of e-waste, clothing, and construction and renovation waste from communities across the country.

CUSTOMER SERVICE EXPERIENCE/ ENGAGEMENT

Centres 750,000 to 1,000,000 sq. ft.
of total retail space



GOLD
Mom & Baby on the Move
St. Laurent
Ottawa, Ontario

**OWNER /MANAGEMENT
COMPANY**
Morguard

St. Laurent earns Maple Leaf Gold for Mom and Baby on the Move...the free community program offered new moms a twice-weekly opportunity to participate in a postnatal exercise program led by a recognized fitness professional. Additional activities included a series of baby health practices, special retailer promotions and offers, and fun, infant-friendly, seasonal events. Over 1,700 parent/tot combos participated in the weekday morning classes from March 2016 through to April 2017.

DIGITAL CAMPAIGN/ EMERGING TECHNOLOGY

Centres 400,000 to 750,000 sq. ft.
of total retail space



GOLD
KP HappyBot
Kildonan Place Shopping Centre
Winnipeg, Manitoba

OWNER
H&R REIT and Montez Income
Properties

MANAGEMENT COMPANY
Primaris Management Inc,
A Division of H&R REIT

KP HappyBot earns Kildonan Place Shopping Centre a Maple Leaf Gold award...the innovative, touchscreen robot located in centre court offered shoppers the opportunity to interact with a bot and receive instant store discounts, special offers and perks or listen to a joke. Since the November 2016 launch, nearly 55,000 visitors have engaged with KP HappyBot, listened to 12,500 jokes, received almost 11,000 retailer coupons, and helped centre sales productivity grow by 7%.

MARKETING

DIGITAL CAMPAIGN/ EMERGING TECHNOLOGY

Centres more than 1,000,000 sq. ft.
of total retail space



SILVER
Get Your Gem On
Bramalea City Centre
Brampton, Ontario

**OWNER/MANAGEMENT
COMPANY**
Morguard

A Maple Leaf Silver for Bramalea City Centre... Get Your Gem On invited people to participate in a wide-scale scavenger hunt for a chance to win gift cards by following daily clues posted on the BCC app. The creative campaign resulted in 324 new app downloads, over 330 new loyalty club members, and generated sales increases of 4.4% in November and 6.5% in December.



GOLD
Slay
Square One Shopping Centre
Mississauga, Ontario

OWNERS
Oxford Properties Group, AIMCo
(Alberta Investment Management Corp)

MANAGEMENT COMPANY
Oxford Properties Group

It's Maple Leaf Gold for Square One...using the interactive and integrated parking tool on ShopSquareOne.com, visitors were able to receive online promotions, follow fashion influencers, and plot their shopping experience by receiving up-to-the minute information on parking spot availability nearest the retailer of their choice. The Slay campaign generated more than 4.5 million social media impressions and total sales increases of 11.8% in November and 11% in December.

EVENT OR SALES PROMOTION

Centres 150,000 to 400,000 sq. ft.
of total retail space



SILVER
A Christmas Pop-Up Shop
Complexe Desjardins
Montreal, Quebec

OWNER
Desjardins Sécurité Financière

MANAGEMENT COMPANY
Gestion Immobilière Desjardins

Maple Leaf Silver for Complexe Desjardins...their holiday pop-up store featured a variety of centre retailer products artfully displayed in a rustic log cabin. Dapper ambassadors provided gift tips and offered visitors the opportunity to enter contests or redeem vouchers for centre gift cards. The Marche drew more than 14,500 visitors and generated overall centre sales increases of 10.3% during December.



SILVER
Hot Seat Giveaway
Shoppers Mall
Brandon, Manitoba

**OWNER/MANAGEMENT
COMPANY**
Morguard

A Maple Leaf Silver goes to Shoppers Mall...Hot Seat offered food court visitors the opportunity to win \$100 centre gift cards by simply choosing the right seat. Held four times a week during the months of July and August, the highly successful initiative helped to maintain centre food court retailer sales, generated extensive social media coverage, and delivered a delicious ROI of 19%.

MARKETING

EVENT OR SALES PROMOTION



GOLD

Toronto Light Festival
The Distillery District
Toronto, Ontario

OWNERS

Cityscape Development Corp,
Dream

MANAGEMENT COMPANY

Cityscape Development Corp.

Its Maple Leaf Gold for the Toronto Light Festival... the inaugural winter event featured 21 large-sized light sculptures that transformed Toronto's Distillery District into North America's largest open-air light art gallery. This first-to-market event drew more than 163,000 visitors, generated 83 + million impressions, extensive social media posts, raised over \$8,000 for local charities, and delivered an ROI of 91.3%.

**Centres 400,000 to 750,000 sq. ft.
of total retail space**



SILVER

All Aboard the Bower Place Express
Bower Place
Red Deer, Alberta

OWNER

bcIMC Realty Corporation

MANAGEMENT COMPANY

Bentall Kennedy (Canada) LP

Its Maple Leaf Silver for Bower Place...the centre's multi-faceted launch of their holiday attraction The Bower Express included children's activities, a selfie area, a custom storybook, gift with purchase, a charity event, and a grand prize of \$1000 a month for a year. The promotion increased Santa visits by 73%, drew over 9,900 contest ballots, and raised nearly \$55,000 for local charities.



SILVER

Pokemon Hunt
New Sudbury Centre
Sudbury, Ontario

OWNER

HOOPP Realty Inc.

MANAGEMENT COMPANY

Morguard

New Sudbury Centre's Pokemon Hunt earns Maple Leaf Silver...capitalizing on the global phenom around the release of Pokemon GO, the family-friendly event drew 200 participants, who were led by trainers throughout the centre in search of elusive characters. The one-day event generated a 19.8% increase in visitors, 68% increase in website visits, and 150% increase in Facebook engagement.



GOLD

What's on Your Bucket List
Hillside Centre
Victoria, British Columbia

OWNER

Hillside Centre Holdings Inc.

MANAGEMENT COMPANY

Bentall Kennedy (Canada) LP

Hillside Centre earns Maple Leaf Gold...their summer sales promotion, which offered visitors the opportunity to win their choice of a dream vacation or \$10,000 cash prize, generated 38,750 contest entries. Travel destinations were revealed every two weeks, and entries were only accepted in-centre. Social media contests, gift-with-purchase incentives, and weekly retailer promotions were part of the 13-week campaign that boosted foot traffic by 5%, centre sales by 6%, and database subscribers by 375%.

MARKETING

EVENT OR SALES PROMOTION

Centres 750,000 to 1,000,000 sq. ft.
of total retail space



SILVER
Welcome to Calgary, Sporting Life
Southcentre Mall
Calgary, Alberta

**OWNER/MANAGEMENT
COMPANY**
Oxford Properties Group

Southcentre Mall wins Maple Leaf Silver...six social media influencers fronted a series of videos and digital ads to promote and launch the Sporting Life brand in Alberta. The multifaceted strategy leveraged social media influencers and partnered with traditional media, in-centre branding, and product retailer vignettes to create a campaign that raised awareness and excitement for the brand's opening weekend.



GOLD
"Join the Build" March Break
Minecraft Event
Erin Mills Town Centre
Mississauga, Ontario

OWNER
Ontario Pension Board

MANAGEMENT COMPANY
20VIC Management Inc.

Erin Mills Town Centre earns Maple Leaf Gold... following their prolonged redevelopment period, the Join the Build event allowed participants to create the new Erin Mills within a Minecraft landscape. Located in a vacant anchor wing, the March Break event space included a lounge, gaming area with 30 laptop computers, a craft station, and a selfie area. 2400 children participated, boosting adjacent retailer sales by 18%, centre sales by 26%, and overall March sales by 15%.

Centres more than 1,000,000 sq. ft.
of total retail space



SILVER
Black Friday Mystery Box
Bramalea City Centre
Brampton, Ontario

**OWNER/MANAGEMENT
COMPANY**
Morguard

It's Maple Leaf Silver for Bramalea City Centre...their BCC Black Friday event featured an oversized black box outfitted with 60-inch 3-D screens that could be activated with a secret code to reward shoppers with as much as \$500 in centre gift cards. More than 3500 shoppers participated, generating double digit sales increases for many retailers, a 2% increase in traffic, and a 6.5% increase in centre sales.



GOLD
YORKDALE: 为中国游客做好准备 |
CHINA READY
Yorkdale Shopping Centre
Toronto, Ontario

OWNER
Oxford Properties Group & AIMCo

MANAGEMENT COMPANY
Oxford Properties Group

It's Maple Leaf Gold for Yorkdale...their China Ready promotion included an enhanced tourism outreach program, elevated guest experiences, a gift-with-purchase partnership with UnionPay, and a pilot program of the mobile payment solution WeChat Pay. Since the January 2017 launch, the successful initiative has generated \$14.5 million in centre sales and delivered an ROI of 8,692%.

MARKETING

EVENT OR SALES PROMOTION

Mixed Use



GOLD

In Good Taste
Edmonton City Centre
Edmonton, Alberta

OWNER
OMERS

MANAGEMENT COMPANY
Oxford Properties Group

Edmonton City Centre earns Maple Leaf Gold... their series of In Good Taste events, designed to highlight new food offerings, included a gingerbread decorating contest, a food-inspired fashion show, and a VIP launch party that was attended by 400 guests, including a selection of social media influencers. Opening day sales were matched by the centre and raised \$5000 for a local charity. The delicious promotion engaged 9664 diners, elevated November food court sales by 10%, and provided 100 families in need with a festive meal.

GRAND OPENING, EXPANSION AND RENOVATION

**Centres 400,000 to 750,000 sq. ft.
of total retail space**



SILVER

Too Pretty to be a Food Court
Halifax Shopping Centre
Halifax, Nova Scotia

OWNER
Ontario Pension Board

MANAGEMENT COMPANY
20 VIC Management, Inc.

Maple Leaf Silver for Halifax Shopping Centre...the multifaceted launch campaign included a VIP event, an impressive range of food samples, wine and beer, live entertainment, and champagne served by acrobats suspended from the ceiling. The launch results were pretty great, generating more than 850,000 earned media impressions and sales per square foot increases of 28.6% in food court sales.



GOLD

Hello Hillcrest Mobile Collection
Hillcrest
Richmond Hill, Ontario

OWNERS
Oxford Properties, Montez
Holdings Inc.

MANAGEMENT COMPANY
Oxford Properties Group

It's Maple Leaf Gold for Hillcrest...their charming Hello Hillcrest campaign featured an innovative pop-up display truck that travelled throughout the streets of Richmond Hill, Thornhill, and Vaughan. The mobile collection attracted more than 3500 visitors, generating excitement and anticipation for the opening of the centre's newest retailers, and delivered year-over-year sales increases of 13%, 56 million impressions, and an impressive 22.2% ROI.

MARKETING

GRAND OPENING, EXPANSION AND RENOVATION

Centres more than 1,000,000 sq. ft. of total retail space



SILVER
Love Everything About It
Tsawwassen Mills
Tsawwassen, British Columbia

OWNER/MANAGEMENT COMPANY
Ivanhoé Cambridge Inc.

Tsawwassen Mills earns Maple Leaf Silver...the centre's six-day celebration attracted 284,000 visitors to enjoy themed entertainment, \$100,000 worth of gift card giveaways, gift-with-purchase incentives, and an opportunity to win a \$10,000 shopping spree. The Love Everything About It campaign delivered over 270 million impressions, an 80% ad recall level, and opening month sales of more than \$29 million dollars.



GOLD
The New OC |
Unwrap More to Love
Oshawa Centre
Oshawa, Ontario

OWNER/MANAGEMENT COMPANY
Ivanhoé Cambridge Inc.

Oshawa Centre earns Maple Leaf Gold...their multi-platform campaign to promote the grand unwrapping of their dramatic \$230 million redevelopment project included out-of-home, TV, radio, print, and digital advertisements, as well as an "OC Sweet Treat Boutique" Citroën Van—collectively achieving 65 million total gross impressions. More than 175,000 shoppers enjoyed sweet treats, a tote bag gift-with-purchase, giveaways from a branded vending machine, and live entertainment during the 4-day celebration.

MULTI-CHANNEL MARKETING

Centres 400,000 to 750,000 sq. ft. of total retail space



SILVER
Our Favourite Things
Park Place
Lethbridge, Alberta

OWNER
H&R REIT

MANAGEMENT COMPANY
Primaris Management Inc.

It's Maple Leaf Silver for Park Place...the centre generated extensive media coverage with their year-long campaign featuring an entry-with-purchase grand prize draw for a 2016 Jeep Renegade and a series of charitable initiatives. The successful multipurpose strategy generated 2270 entries, valued at \$340,000 in centre sales, and supported four charities with \$15,000 worth of in-kind contributions.



GOLD
Virtual Reality Adventure Lounge
Dixie Outlet Mall
Mississauga, Ontario

OWNER/MANAGEMENT COMPANY
Cominar REIT

The Virtual Reality Adventure Lounge at Dixie Outlet Mall earns Maple Leaf Gold...the experiential lounge featured the latest in VR technology and offered visitors the opportunity to play a different themed game each week. The back-to-school initiative exceeded all objectives, securing \$27,000 in sponsorship support, generating a 1.47% increase in traffic, and achieving more than 7 million unpaid impressions from print and online publications.

MARKETING

MULTI-CHANNEL MARKETING

Centres 750,000 to 1,000,000 sq. ft.
of total retail space



SILVER
Spark
St. Vital Centre
Winnipeg, Manitoba

OWNER
Ontario Pension Board

MANAGEMENT COMPANY
20 VIC Management Inc.

St. Vital Centre earns Maple Leaf Silver...the centre used transit and billboard ads, boosted social media posts, an email campaign, and weekly web posts to promote their fashion blog, Spark. Content was added each week, including photo shoots, tutorial videos, contests, and more. The campaign generated over 54 million gross media impressions and increases of 2% in centre traffic and 9% in sales per square foot.



SILVER
St. Laurent Spring Campaign 2016
As Fresh as the Tulips
St. Laurent
Ottawa, Ontario

OWNER/MANAGEMENT COMPANY
Morguard

St. Laurent wins Maple Leaf Silver...the fully integrated marketing campaign showcasing style and personality to the Ottawa community included a grand scale contest that generated more than 6 million gross media impressions, significant sales increases in the specialty apparel, fashion accessories and health and beauty categories, and delivered an ROI of 431%.

MULTI-CHANNEL MARKETING

Centres more than 1,000,000 sq. ft.
of total retail space



SILVER
TASTE MRKT: TASTE THE WORLD
Scarborough Town Centre
Scarborough, Ontario

OWNER
Aimco & Omers Realty

MANAGEMENT COMPANY
Oxford Properties Group

It's Maple Leaf Silver for Scarborough Town Centre... the TASTE MRKT launch included a partnership with influential bloggers, a Taste the World promotion, and themed floor-art decals. The campaign delivered a reach of over 1.8 million, nearly 15 million media impressions, a 30% increase in sales volume, a 7% increase in traffic, and an average monthly productivity increase of 88%.

Centres more than 1,000,000 sq. ft.
of total retail space



GOLD
The Centre of Style
Yorkdale Shopping Centre
Toronto, Ontario

OWNERS
Oxford Properties Group, AIMCo

MANAGEMENT COMPANY
Oxford Properties Group

A Maple Leaf Gold for Yorkdale...their bold and powerful multichannel marketing campaign to launch the east expansion featured epic fashion photography across all media channels and the inaugural FashionCan event, which generated more than 156 million impressions. The Centre of Style campaign exceeded all opening sales projections for expansion retailers and produced overall sales increases of 18% in October, 23% in November, 19% in December, and delivered an ROI of 155% .

MARKETING

MULTI-CHANNEL MARKETING

Mixed Use



SILVER

Always Something New
Quartier DIX30
Brossard, Quebec

OWNER

Oxford Properties, Carbonleo

MANAGEMENT COMPANY

Oxford Properties Group

Maple Leaf Silver for Quartier DIX30...their in-house magazine features fresh and fashionable retailer content to showcase the centre's 30 new and existing stores. A clever sidewalk wayfinding system, combined with a series of contests, strategic media buys, and social media buzz, helped to promote the centre's newest and marquee brands, resulting in strong overall centre sales.



GOLD

Find Christmas Downtown
The CORE
Calgary, Alberta

OWNER

Ivanhoe Cambridge, AIMCO

MANAGEMENT COMPANY

20 VIC Management Inc.

It's Maple Leaf Gold for The CORE...the multichannel campaign featured a tree scavenger hunt, holiday photo studio, a variety of entertainment and themed activities, and a charitable tree-decorating event that provided 106 Christmas trees to families in need. The campaign produced 635,000 impressions on Twitter, over 480 Instagram posts, and more than 91,000 Facebook impressions, resulting in the #FindChristmasDowntown hashtag trending number one in Canada—against the CFL awards.

PUBLIC RELATIONS

Centres 400,000 to 750,000 sq. ft.
of total retail space



SILVER

Le Banquet
Rockland Centre
Montréal, Quebec

OWNER/MANAGEMENT COMPANY

Cominar REIT

Rockland earns Maple Leaf Silver for Le Banquet... Rockland hosted an exclusive event for journalists, leasing prospects, and the fashion elite with a gourmet evening celebrating signature fashion, music, and haute cuisine. The celebration generated instantaneous social chatter and media buzz, collectively generating over 8.4 million impressions in prominent fashion-focused publications.



GOLD

Hats Off for a Guinness World
Record at North Hill Centre
North Hill Centre
Calgary, Alberta

OWNERS

Westpen North Hill LP,
BIM North Hill Inc.

MANAGEMENT COMPANY

Bentall Kennedy (Canada) LP

Its Maple Leaf Gold for North Hill Centre...leveraging the popularity of the Calgary Stampede, North Hill set out to achieve the Guinness World Record for the largest hat mosaic comprised of cowboy hats. The successful attempt used over 2,000 hats and required more than 160 hours to complete. The initiative generated over 28 million impressions, recorded the largest sales increase for the year, and in conjunction with corporate sponsors, helped to raise over \$10,500 for the local cystic fibrosis chapter.

MARKETING

PUBLIC RELATIONS

Centres more than 1,000,000 sq. ft. of total retail space



GOLD
FashionCAN
Yorkdale Shopping Centre
Toronto, Ontario

OWNERS
Oxford Properties Group, AIMCo

MANAGEMENT COMPANY
Oxford Properties Group

Yorkdale's FashionCAN earns Maple Leaf Gold... their two-day event showcasing the Spring/Summer '17 collection of 16 Canadian designers featured a series of runway and fashion events in their unveiled expansion wing and a unique pop-up retail outlet that encouraged the "See Now, Buy Now" trend. The event trended on twitter with 23 million impressions, generating a further 70 million event impressions and an additional 84 million impressions for the centre's yet-to-be-opened expansion.

Mixed-Use



GOLD
DIX30 Eggs-Pressionist
Quartier DIX30
Brossard, Quebec

OWNERS
Oxford Properties, Carbonleo

MANAGEMENT COMPANY
Oxford Properties Group

Quartier DIX30 earns Maple Leaf Gold...the centre hosted the country's first Eggs-Pressionist art exhibit, a six-week long art installation celebrating spring, Easter, and artistic diversity. The event featured a dozen giant eggs measuring three feet tall, painted by nine of Quebec's most established and emerging visual artists. The outdoor exhibit attracted coverage from 26 local, regional and national media outlets, and collectively generated more than 42 million impressions.

Company



GOLD
Morguard's What Is Wrong With
Playing Like a Girl?
Morguard
Toronto, Ontario

Morguard's national campaign earns Maple Leaf Gold...shocked by sobering facts regarding low self-esteem and lack of personal self-worth amongst growing numbers of Canadian girls, the company's engaging and educational activities offered valuable tools to encourage positive personal growth. Emotional statements and success stories provided by young girls were shared with the media, generating 175 original stories and over 82 million impressions.

MARKETING

SOCIAL MEDIA

Centres 400,000 to 750,000 sq. ft. of total retail space



SILVER
24 Magical Days of Social Santa Giveaways!
Southland Mall
Regina, Saskatchewan

OWNER/MANAGEMENT COMPANY
OneREIT

Southland Mall earns Maple Leaf Silver...their engaging campaign encouraged shoppers to follow social media platforms to find daily "Social Santa Posts," and share, using designated hashtags, for an opportunity to win centre retailer prizes. Southland's Social Santa became an instant star, generating over 170% increase in Instagram followers, more than 907,000 impressions, and over 36,700 engagements.

Centres more than 1,000,000 sq. ft. of total retail space



SILVER
#SQ1Babe
Square One Shopping Centre
Mississauga, Ontario

OWNERS
Oxford Properties Group, AIMCo
(Alberta Investment Management Corp)

MANAGEMENT COMPANY
Oxford Properties Group

Square One earns Maple Leaf Silver...capitalising on their social media audiences to promote the centre as the place to shop for Valentine's Day, their #SQ1Babe contest offered Instagram, Facebook and Twitter users the opportunity to win a \$2,000 shopping spree and a date night. Over an 11-day period, the contest attracted more than 500 new Instagram followers, generated over 190 posts, and over 545,000 impressions.



SILVER
#SQ1Prom
Square One Shopping Centre
Mississauga, Ontario

OWNERS
Oxford Properties Group, AIMCo
(Alberta Investment Management Corp)

MANAGEMENT COMPANY
Oxford Properties Group

It's Maple Leaf Silver for Square One...the #SQ1Prom campaign featured an influencer event, contests, and digital advertising, as well as content from fashion influencers, who shared their prom shopping experiences through Instagram. The engaging campaign increased visitor traffic by 4.8%, attracted over 130 new Instagram followers, and generated nearly 230 posts and over 1.3 million impressions.



GOLD
STC MRKTS
Scarborough Town Centre
Scarborough, Ontario

OWNER
Aimco & Omers Realty

MANAGEMENT COMPANY
Oxford Properties Group

Scarborough Town Centre earns Maple Leaf Gold...expanding on their successful Taste Market launch, STC introduced a pop-up Sweet Market, and a Holiday Market that featured a virtual reality sleigh ride. In partnership with over 70 media influencers, the engaging events generated 58 media stories that produced more than 27.3 million impressions, nearly 260,000 engagements, and helped the centre reach a sales per square foot average of \$838—one year ahead of the three-year set target.

RETAIL STORE DESIGN

RESTAURANTS



GOLD
Nando's
Smart Centres Oshawa North II
Oshawa, Ontario

SIZE OF STORE 3,000 sq. ft.
TYPE OF MERCHANDISE
Restaurant

COMPANY Nando's Canada
ARCHITECT Jeremiah Jeffrey Edmonds (Architect of Record)
INTERIOR DESIGNER II BY IV DESIGN
GENERAL CONTRACTOR Horne Construction

It's Maple Leaf Gold for Nando's Oshawa North II complex...fronted by a distinctive wood-plank façade, the voluminous restaurant features rich colours, earthy textures, oak tables interspersed with brightly patterned table tops, and vibrant South African artwork. An oculus-shaped coffered wood ceiling anchors the room, offering warmth and authenticity and creating an inviting and lively environment that celebrates the brand's history and culture.

Stores between 1,001 and 2,500 sq. ft. in area



SILVER
Spareparts
Yorkdale Shopping Centre
North York, Ontario

SIZE OF STORE 1580
TYPE OF MERCHANDISE Apparel

COMPANY Spareparts
INTERIOR DESIGNER Cutler

A Maple Leaf Silver for Spareparts Yorkdale...the stunning open-concept design incorporates a bold black-and-white palette interspersed with oak accents, glass, and powder-coated metal. Layered lighting fixtures draw attention to the merchandise display cases and the suspended, custom wood pendants, while the printed graphics offer bursts of colour, adding balance to the high-fashion aesthetic.



GOLD
Icebreaker
Rideau Centre
Ottawa, Ontario

SIZE OF STORE 1,139 sq. ft.
TYPE OF MERCHANDISE Apparel

COMPANY Icebreaker
INTERIOR DESIGNER Ruscio Studio Inc.
GENERAL CONTRACTOR Construction Vergo

Icebreaker earns Maple Leaf Gold...the innovative space features weathered wood planks, a moss wall, multilevel merchandise display units complemented by scenic props and visuals, and is anchored by a wall of frameless LED screens, providing brand content and history. Fitting rooms are fronted by sliding barn doors with inspirational quotes and contain full-height mirrors and benches made of rope and pulley.

Stores between 5,001 and 10,000 sq. ft. in area



SILVER
Pusateri's
Toronto, Ontario

SIZE OF STORE 9,883 sq. ft.
TYPE OF MERCHANDISE
Supermarket

COMPANY Pusateri's Fine Foods
ARCHITECT Peter A. Gabor
INTERIOR DESIGNER GH+A Design

Pusateri's earns a Maple Leaf Silver...the transformed flagship store contains glass panels, high-gloss mosaic tiles, stainless steel, polished marble slabs, a herringbone-pattern tile floor, a working kitchen, and the iconic parmigiano reggiano cheese fridge. The façade has also been transformed with new signage, an abundance of windows, and a distinctive two-story glass fronted entrance.

RETAIL STORE DESIGN

RESTAURANTS



GOLD
LCBO Eglinton & Dunfield
The Madison Condos
Toronto, Ontario

SIZE OF STORE 7,476 sq. ft.
TYPE OF MERCHANDISE
Supermarket

COMPANY Liquor Control Board of Ontario (LCBO)
ARCHITECT IBI Group Architects
INTERIOR DESIGNER II BY IV DESIGN
GENERAL CONTRACTOR ACCEL Construction Management, Inc.

A Maple Leaf Gold goes to LCBO...the intimate ground-floor entry leads to a linear cash-desk backed by subtle vineyard graphics and opens into a double-height space with concrete columns accentuating the various selections. The Urban Infill concept incorporates open wine crates and wooden kegs, amidst herringbone tile floors, bleached wood accents, bold signage, and colourful graphics to artfully showcase more than 150 Ontario wines and a vast selection of Ontario craft beers.

Stores in excess of 10,001 sq. ft. in area



SILVER
Calgary Co-op
Auburn Location
Calgary, Alberta

SIZE OF STORE 35,000 sq. ft.
TYPE OF MERCHANDISE
Supermarket

COMPANY Calgary Co-op
ARCHITECT Calgary Co-op
INTERIOR DESIGNER Shikatani Lacroix Design

It's Maple Leaf Silver for the Calgary Co-op... playful graphics, bright colours and interesting textures create a contemporary and fun customer experience. The uniquely open design incorporates expansive sight lines and departmental visuals, allowing visitors to navigate the store easily. Value-added amenities include a pharmacy, a café, and an expansive selection of fresh to-go meal offerings.



SILVER
Nordstrom
Yorkdale Shopping Centre
North York, Ontario

SIZE OF STORE 194,472 sq. ft.
TYPE OF MERCHANDISE Apparel

COMPANY Nordstrom
ARCHITECT CallisonRTKL
INTERIOR DESIGNERS Nordstrom Store Design, CallisonRTKL

Nordstrom Yorkdale earns Maple Leaf Silver...the three-story building is innovatively topped by a 50% green roof, while its interior features open sightlines, straightforward circulation, and subtle wayfinding. Clear linear fritted glazing, eucalyptus ceilings, textural area rugs, blackened metal fixtures, and curated artwork complement the neutral palette while providing a warm and welcoming environment.



GOLD
Saks Food Hall by Pusateri's
Hudson's Bay Queen Street
Toronto, Ontario

SIZE OF STORE 24,000 sq. ft
TYPE OF MERCHANDISE
Restaurant

COMPANY Pusateri's Fine Foods
ARCHITECT Alex Rebanks
INTERIOR DESIGNER GH+A Design
GENERAL CONTRACTOR Jasper Construction

Saks Food Hall by Pusateri's earns Maple Leaf Gold... located in the heart of downtown Toronto with direct connectivity to the city's underground PATH and subway system, the iconic space features a variety of engaging culinary stations, seating areas, and a vast selection of high-end merchandise. Luxurious materials such as marble and granite are interspersed with metal, mirror, aluminum, and glass to create a bright and refined market atmosphere.

DESIGN AND DEVELOPMENT

NEW DEVELOPMENTS

Centres more than 1,000,000 sq. ft. of total retail space



SPECIAL DISTINCTION
Tsawwassen Mills
Tsawwassen, British Columbia

TOTAL RETAIL SPACE
1.1 million sq.ft.
NUMBER OF STORES 216

DEVELOPMENT COMPANY/OWNER Ivanhoé Cambridge Inc.
DESIGN ARCHITECT JPRA Architects
EXECUTIVE ARCHITECT Stantec Architecture Ltd.

Tsawwassen Mills earns a special distinction for their work with the Tsawwassen First Nation. Located on Tsawwassen First Nation Land, the 1.2 million-square foot hybrid centre combines fashion brands, outlets, food and entertainment. Five skylit neighbourhoods house 200 stores, 16 anchors, entertainment amenities, and an 1100-seat food court. The centre's interior features an abundance of original art crafted by local artisans, and in combination with its distinctive architectural design, pays homage to the rich culture and history of the Tsawwassen First Nation's people.

RENOVATIONS/EXPANSIONS

Centres between 400,001 and 750,000 sq. ft. of total retail space



SILVER
Place Ste-Foy
Québec City, Quebec

TOTAL RETAIL SPACE 620,835 sq. ft.
NUMBER OF STORES 122

DEVELOPMENT COMPANY Ivanhoé Cambridge Inc.
OWNER Ivanhoé Cambridge Inc.
DESIGN ARCHITECT Lemay Michaud Architecture

It's Maple Leaf Silver for Place Ste-Foy...the stunning \$110 million redevelopment project made way for two premium restaurants, a vibrant streetscape, four trend-forward brands and Quebec's first Saks OFF 5th. The multi-phased project included a complete interior renovation, elevated customer amenities, and a relocated and expanded food court to produce a chic and contemporary shopping environment.

DESIGN AND DEVELOPMENT

RENOVATIONS/EXPANSIONS



GOLD
Halifax Shopping Centre
Halifax, Nova Scotia

TOTAL RETAIL SPACE 882,695 sq. ft.
NUMBER OF STORES 122

PROFESSIONAL RECOGNITION:

DEVELOPMENT COMPANY 20 VIC Management, Inc.
OWNER Ontario Pension Board
DESIGN ARCHITECT MMC Architects
GRAPHIC DESIGNERS GH+A Design
LIGHTING DESIGNER MMC Architects in collaboration with
Hammerschlag & Joffe
GENERAL CONTRACTOR GH+A Design
LEASING COMPANY 20 Vic Management
FINANCE COMPANY Ontario Pension

Halifax Shopping Centre earns Maple Leaf Gold... their two-year \$70 million renovation project included the addition of 45,000 square feet of new retail space, and the creation of the Terrace—a stylish and enhanced dining environment. With 122 stores, including exclusive retailers Apple, Aritzia, Browns, Michael Kors, Sephora, and Victoria's Secret, HSC is quickly establishing itself as Atlantic Canada's fashion destination.

Centres more than 1,000,000 sq. ft.
of total retail space



SILVER
CF Rideau Centre
Ottawa, Ontario

TOTAL RETAIL SPACE 920,370sq. ft.
NUMBER OF STORES 183

DEVELOPMENT COMPANY The Cadillac Fairview Corporation Limited
OWNER The Cadillac Fairview Corporation Limited
DESIGN ARCHITECT GH+A Design

A Maple Leaf Silver for CF Rideau Centre...the \$380 million redevelopment of the centre and adjacent lot has given Rideau Street a high-street retail presence. The multilevel design is fronted by a seamless façade that houses a clean, crisp, bright environment and superior integration with street levels and transit connections, while harmoniously connecting the centre's interior and exterior retailers.

DESIGN AND DEVELOPMENT

RENOVATIONS/EXPANSIONS



GOLD

Yorkdale Shopping Centre
Toronto, Ontario

TOTAL RETAIL SPACE 2,046,749 sq. ft.
NUMBER OF STORES 228

DEVELOPMENT COMPANIES Oxford Properties Group Inc., Ellis Don
OWNERS Oxford Properties Group Inc., AIMCo.
DESIGN ARCHITECT MMC International Architects Ltd.
GRAPHIC DESIGNER Kramer Design Associates Ltd.
LIGHTING DESIGNERS Hammerschla, Joffe Inc.
LANDSCAPE ARCHITECT NAK Design Group Inc
GENERAL CONTRACTOR Ellis Don
LEASING/FINANCE COMPANY Oxford Properties Group Inc.

It's Gold for Yorkdale Shopping Centre...the multi-year \$331 million expansion project included a new, curved glass-fronted entrance, a three-level Nordstrom anchor store, a five-level underground parking facility, and a 124,000-square foot retail wing with soaring ceilings, an abundance of natural light, and dynamic retail store fronts. The high-end design of the east expansion continues to visually reinforce Yorkdale's positioning as one of Canada's most in-demand retail destinations.