

Jointly organised by



2016 SHOPPING CENTRE & RETAILER AWARDS

Awards to be presented at the ICSC MENA Awards Gala
1 November 2016 at the Ritz-Carlton DIFC, Dubai, Uae

WINNERS






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2016 MIDDLE EAST AND NORTH AFRICA SHOPPING CENTRE & RETAILER AWARDS WINNERS





TRADITIONAL MARKETING

Advertising

	<p>SILVER</p> <p>A Whole New World of Flavours BurJuman Centre Dubai, United Arab Emirates</p> <p>Management Company: <i>BurJuman Centre LLC</i> Owner: <i>Saif Al Ghurair Group</i></p> <p>BurJuman's 'A Whole New World of Flavours' campaign used colourful hot air balloons in mall signage and media platforms to promote the launch of the center's new food court and restaurant offerings.</p>
	<p>SILVER</p> <p>Shaun the Sheep Entertainment City Centre Muscat and City Centre Qurum Oman</p> <p>Owner/Management Company: <i>Majid Al Futtaim Properties</i></p> <p>City Centre Qurum and City Centre Muscat hosted the 'Shaun the Sheep' event that included several daily performances of 'Dancing with Shaun', as well as the interactive 'Championsheeps' games zone.</p>
	<p>SILVER</p> <p>2015/2016 Advertising Campaign The Galleria Al Maryah Island Abu Dhabi, United Arab Emirates</p> <p>Management Company: <i>Gulf Related</i> Owner: <i>Gulf Related and Mubadala Real Estate & Infrastructure (MREI)</i></p> <p>The Galleria on Al Maryah Island employed nine social media influencers in their 2015/2016 Advertising Campaign to promote the centre's diverse fashion, food and beverage, and special event offerings.</p>

Cause Related Marketing

	<p>SILVER</p> <p>360 MALL Mother & Baby Lounge 360 MALL Kuwait, Kuwait</p> <p>Management Company: <i>GLA Property Management Co. W.L.L.</i> Owner: <i>Tamdeen Shopping Center Development Co. K.S.C.C.</i></p> <p>The Mother & Baby Lounge includes a reception area with a dedicated attendant, comfortable seating, subdued lighting, a kitchenette, and three cubicles equipped for breastfeeding and nappy changes.</p>
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	<p>SILVER</p> <p>Tree of Life Arabian Center Dubai, United Arab Emirates</p> <p>Management Company: Lals Group Owner: Mr. Lal Ganwani</p> <p>The 'Tree of Life' – Arabian Center's annual Ramadan initiative – symbolically displays the community's efforts to bring light, hope, faith, and change, to the lives of orphaned children.</p>
	<p>GOLD</p> <p>#GiftYourTime Campaign Centrepoint Dubai, United Arab Emirates</p> <p>Management Company: Landmark Group</p> <p>Based on insight revealing 48% of parents feel they don't spend enough time with their families, Centerpoint's Family Day campaign focussed on giving children the best gift of all – a parent's time.</p>
	<p>GOLD</p> <p>Not Just Special, But Super! City Centre Deira Dubai, United Arab Emirates</p> <p>Owner/Management Company: Majid Al Futtaim Properties</p> <p>The 'Not Just Special but Super!' campaign featured collaboration with 20 special needs children, to create and produce a 3-D printed figurine of each child's face on their favourite superhero's body.</p>
	<p>SILVER</p> <p>Building Hope, Brick by Brick Mubarak & Brothers Investments, UAE Abu Dhabi, United Arab Emirates</p> <p>The 'Building Hope, Brick by Brick' campaign generated awareness and raised funds for a Special Care Centre that provides medical practitioners, skilled teachers, and equipment, for people with disabilities.</p>

Customer Service Experience and/or Engagement

	<p>GOLD</p> <p>We Make Happy 360 MALL Kuwait, Kuwait</p> <p>Management Company: GLA Property Management Co. W.L.L. Owner: Tamdeen Shopping Center Development Co. K.S.C.C.</p> <p>The Mother & Baby Lounge, Mobile Phone Chargers, Porters, Chilled Water Bottles, Wet Wipes, and Child Safety Wrist Bands, are amongst the 24 free customer service amenities available at 360 Mall.</p>
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	<p>SILVER</p> <p>360 MALL Mother & Baby Lounge 360 MALL Kuwait, Kuwait</p> <p>Management Company: GLA Property Management Co. W.L.L. Owner: Tamdeen Shopping Center Development Co. K.S.C.C.</p> <p>Nearly 5,000 mothers visited 360 MALL's Mother & Baby Lounge – a dedicated area for mothers to breastfeed and care for their babies in a calming and tranquil environment.</p>
	<p>SILVER</p> <p>Customer Service Training Program Majid Al Futtaim Properties Dubai, United Arab emirates</p> <p>The Majid Al Futtaim Management Team designed and executed a specialised customer service training program for its 146 team members in centers across the UAE, Oman, Bahrain, Lebanon, and Egypt.</p>

Grand Opening, Expansion & Renovation

	<p>SILVER</p> <p>Unboxed at BOXPARK BOXPARK Dubai, United Arab Emirates</p> <p>Owner/Management Company: Meraas - Box Park LLC</p> <p>The 'UNBOXED' grand opening campaign included themed performers, acrobats, contortionists, dancers and magicians, leaping unexpectedly out of large gift boxes placed around the BOXPARK development</p>
	<p>SILVER</p> <p>Grand Opening Celebration City Centre Muscat Muscat, Oman</p> <p>Owner/Management Company: Majid Al Futtaim Properties Owner: Majid Al Futtaim</p> <p>City Centre Muscat's redevelopment celebrations included a grand opening event, live entertainment, community and cultural initiatives, National Day celebrations, and a series of fashion shows.</p>
	<p>GOLD</p> <p>Expansion Grand Opening Mall of the Emirates Dubai, United Arab Emirates</p> <p>Owner/Management Company: Majid Al Futtaim Properties</p> <p>Mall of the Emirates celebrated the unveiling of their new luxury wing with an exclusive grand opening event featuring live performances, luxury gift giveaways, and the latest in technological innovations.</p>


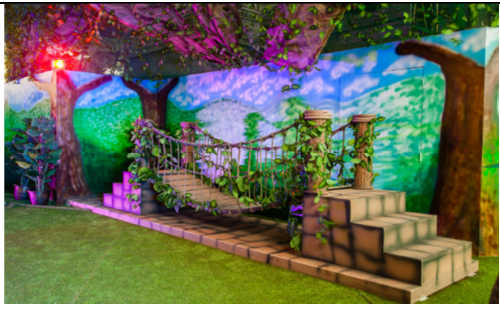
	<p>SILVER</p> <p>Snow City- Grand Launch Snow City Riyadh, Saudi Arabia</p> <p>Management Company: <i>Al Othaim Leisure & Tourism Company</i></p> <p>Snow City's Grand Opening campaign included a multi-faceted and comprehensive teaser campaign that generated more than 12 million views, and 230,000 likes or shares on social media platforms.</p>
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Public Relations

	<p>SILVER</p> <p>Park Right Campaign City Centre Bahrain Manama, Kingdom of Bahrain</p> <p>Owner/Management Company: <i>Majid Al Futtaim Properties</i></p> <p>Led by one of Bahrain's renowned social media influencers, The 'Park Right' campaign attracted extensive attention and significantly helped spread community awareness for correct parking conduct.</p>
	<p>SILVER</p> <p>Fashiontainment Mall of the Emirates Dubai, United Arab Emirates</p> <p>Owner/Management Company: <i>Majid Al Futtaim Properties</i></p> <p>The Mall of the Emirates collaborated with luxury concept store Etoile 'La boutique' to stage the region's first 'Fashiontainment' event, an extraordinary and unique fusion of fashion and entertainment.</p>
	<p>GOLD</p> <p>World of Fashion - House of Bazaar Mall of the Emirates Dubai, United Arab Emirates</p> <p>Owner/Management Company: <i>Majid Al Futtaim Properties</i></p> <p>The House of Bazaar was an immersive full fashion house and lifestyle experience, with unique and engaging rooms featuring the latest trends in fashion apparel, cosmetics, and healthy living offerings.</p>


Sales Promotion and Events

	<p>SILVER</p> <p>Winter Tale 'Cinderella' 2015 City Centre Bahrain Manama, Kingdom of Bahrain</p> <p>Owner/Management Company: <i>Majid Al Futtaim Properties</i></p> <p>City Centre Bahrain's Winter Tale performances and activities took visitors on a magical journey to an enchanting place, where the sights of the timeless fairytale classic 'Cinderella' were brought to life.</p>
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	<p>SILVER</p> <p>Candy Crush Campaign City Centre Deira Dubai, United Arab Emirates</p> <p>Owner/Management Company: Majid Al Futtaim Properties</p> <p>The Candy Crush Kingdom installation challenged visitors to complete candy-themed activities to earn points towards instant rewards, and to be entered into City Centre’s 20th anniversary grand prize draw</p>
	<p>GOLD</p> <p>The Jungle Book at CITY WALK CITY WALK Dubai, United Arab Emirates</p> <p>Management Company: Meraas Retail and Hospitality LLC Owner: Meraas Holding</p> <p>The Dubai Summer Surprises campaign at City Walk gave children of all ages the opportunity to immerse themselves in the world of Mowgli, Baloo, and Bagheera, at their in-centre Jungle Book installation</p>

NEW MEDIA



Social Media

	<p>GOLD</p> <p>Park Right Campaign City Centre Bahrain Manama, Kingdom of Bahrain</p> <p>Owner/Management Company: Majid Al Futtaim Properties</p> <p>City Centre Bahrain’s ‘Park Right’ video highlighting correct parking conduct became a social media sensation, and resulted in generating extensive attention from traditional media outlets.</p>
	<p>SILVER</p> <p>Father's Day - Social Media Campaign City Centre Beirut Beirut, Lebanon</p> <p>Owner/Management Company: Majid Al Futtaim Properties</p> <p>City Centre Beirut’s video of children asking their fathers questions they’ve never asked before became an internet sensation, generating 286,000 views and more than 700 shares on social media platforms.</p>
	<p>SILVER</p> <p>Eid Al Fitr Social Media Campaign City Walk Dubai, United Arab Emirates</p> <p>Management Company: Meraas Holding</p> <p>The ‘Share your Eid Smile’ campaign incited users to upload a picture of their smiling faces using a designated tag for an opportunity to win vouchers worth AED 1,000 redeemable at centre retailers.</p>

Emerging Technology


	<p>SILVER</p> <p>Arabian Centres Mobile App Arabian Centres Riyadh, Saudi Arabia</p> <p>The innovative ACCL Mobile App allows Arabian Centre shoppers to receive up to the minute promotions, connect with centre staff, and to easily navigate throughout the mall.</p>
	<p>GOLD</p> <p>Technology Paves the Way Al Wahda Mall Abu Dhabi, United Arab Emirates</p> <p>Management Company: Line Investments and Property LLC (Lulu Group International) Owner: Mr. Yusuffali M.A.</p> <p>Al Wahda Mall's Hitech Virtual Wayfinding Solution Technology offers visitors an interactive centre directory and customer engagement portal, whilst creating opportunities for advertising revenue.</p>
	<p>GOLD</p> <p>Hologram Mall of the Emirates Dubai, United Arab Emirates</p> <p>Owner/Management Company: Majid Al Futtaim Properties</p> <p>Mall of the Emirates fused fashion with an innovative event featuring a hologram of Supermodel Chanel Iman dressed in luxury fashions journeying through the streets of Paris, London, Milan, and New York.</p>

Integrated Digital Campaigns

	<p>GOLD</p> <p>Crave Carnival-Dubai Food Festival City Centre Mirdif and City Centre Deira Dubai, United Arab Emirates</p> <p>Owner/Management Company: Majid Al Futtaim Properties</p> <p>Several City Centre malls hosted a series of events and activities in conjunction with the Dubai Food Festival, including an in-mall digital activation that allowed players to win instant food related rewards.</p>
	<p>SILVER</p> <p>Free Movie invite through Mobile Application City Centre Ajman and City Centre Fujairah Ajman, United Arab Emirates</p> <p>Owner/Management Company: Majid Al Futtaim Properties</p> <p>Two City Centres launched a social media initiative incenting users to download, engage, and share via the centre's mobile app, for a chance to attend a special screening of Bollywood Blockbuster 'Sultan'.</p>

DESIGN & DEVELOPMENT


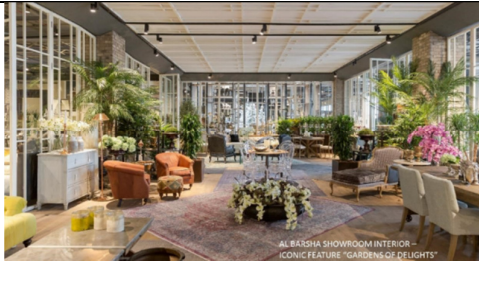


Renovations/Expansions

	<p>GOLD</p> <p>Mall of the Emirates Dubai, United Arab Emirates</p> <p>Owner/Development/ Management Company: Majid Al Futtaim Design Architects: DLR Group, F+A Architects, DSA Production Architects: Arcadis, Hyder</p> <p>The multi-stage expansion and renovation project of the Mall of the Emirates included two new domes, three major glass barrel roof lights, nine new bridges, four escalators and a new 1,300 car park deck.</p>
	<p>SILVER</p> <p>Unified Centers Riyadh, Saudi Arabia</p> <p>Owner/Development/Management Company: UNIFIED Real Estate Development Production Architects: Q Design Design Architects: Q Design / Benoy</p> <p>Unified Centers is the largest and fastest growing outdoor shopping center developer in Saudi Arabia with more than 50 shopping centers around the Kingdom, and a growth rate of five new centers each year.</p>

New Developments

	<p>GOLD</p> <p>Last Exit Dubai, United Arab Emirates</p> <p>Owner/Development/Management Company: Meraas Holding Design Architects: Meraas Holding & Engineers Office</p> <p>Last Exit is a unique food truck park destination home to the UAE's most popular restaurant brands, and offers travellers a wide selection of fresh and tasty street food options, as well as convenient services.</p>
	<p>SILVER</p> <p>Murouj Safat, Kuwait</p> <p>Owner/Development /Management Company: Al Jazeera Real Estate Devt. Co. Design Architects: R204 Design Production Architects: Lab 100</p> <p>The exclusive mixed-use development Murouji includes unique food and beverage offerings, high-end brands, health, fitness, and recreational options, leisure living, and business convention centers.</p>

Retail Store Design

	<p>SILVER FabyLand Dubai Festival City Mall Dubai, United Arab Emirates</p> <p>Architects: <i>Wouter Van Wemmel</i> Designers: <i>Madhu</i></p> <p>FABYLAND at Dubai Festival City Mall is a vibrant fun-filled family destination, offering an indoor games arcade, amusement rides, climbing walls, and a selection of trendy food and beverage offerings.</p>
	<p>GOLD Marina Home Barsha Flagship Store Dubai, United Arab Emirates</p> <p>Architects/Designer: <i>In House</i></p> <p>Marina Home's 40,000 square foot flagship store design was inspired by the Hamburg warehouse district and New York's industrial lofts, and is the largest home furnishings destination in the UAE.</p>
	<p>SILVER Nahdi Pharmacy Red Sea Mall Jeddah, Saudi Arabia</p> <p>Architects: <i>Pascal Abukalil</i> Designers: <i>Storee LTD</i></p> <p>Nahdi's store of the future concept incorporates leading edge technology, luxurious materials, subtle accents, and warm lighting to produce a calming, and easily navigable customer environment.</p>
	<p>GOLD Snow City Al Othaim Mall-Rabwa Riyadh, Saudi Arabia</p> <p>Architects/Designers: <i>Al Othaim Leisure & Tourism Company</i></p> <p>Al Othaim Mall is home to the first snow themed park in the Riyadh region, and offers more than 20 different recreational activities for working professionals, tourists, and families of all ages to enjoy.</p>

NOI ENHANCEMENT

Leasing

	<p>SILVER From Nominal to Phenominal Al Wahda Mall Abu Dhabi, United Arab Emirates</p> <p>Management Company: <i>Line Investments & Property LLC (Lulu Group International)</i> Owner: <i>Mr. Yusuffali M. A.</i></p> <p>Al Wahda Mall's implementation of a Sports lounge in the unused basement parking levels has generated new revenue for the centre, whilst driving increases to footfall and overall centre sales.</p>
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SILVER

Leasing - Mall of the Emirates Re-Merchandising & Expansion

Mall of the Emirates
Dubai, United Arab Emirates

Owner/Management Company: Majid Al Futtaim Properties

Mall of the Emirates implemented a strategic plan to relocate more than 100 stores, and introduce several new to market brands with minimal disruption to the centre's day to day business operations.

Marketing/Sponsorships



GOLD

Urban Beats by Vans at THE BEACH

THE BEACH
Dubai, United Arab Emirates

Owner/Management Company: THE BEACH – Meraas JBR LLC

Urban Beats transformed THE BEACH into an adrenaline fueled arena of fun for Dubai's young and trendy, to host a wide variety of show stopping entertainers, performers, and daredevil escapades.



SILVER

Union Pay - Global Shopping District Campaign

Mall of the Emirates
Dubai, United Arab Emirates

Owner/Management Company: Majid Al Futtaim Properties

Mall of the Emirates leveraged their exclusive partnership with Union Pay International to target the Chinese tourist demographic, positioning itself and Dubai as a global shopping and lifestyle destination.

Operations/Overall Team



SILVER

Teamwork makes the Dreamwork

Dalma Mall
Abu Dhabi, United Arab Emirates

Management Company: Dalma Mall Management

Owner: The Developers

Dalma Mall's enhancement plan includes the implementation of industry best practices in energy consumption, manpower management, and recycling and waste management initiatives.

RETAIL EXCELLENCE

Gold, Jewellery, and Watches



SILVER

Jewel Corner (Soft Touch Jewellers LLC)

Dubai, United Arab Emirates

Jewel Corner features affordable quality jewellery products fashioned by award winning designers available at unique shop-in-shop counters and stand alone kiosks, and for purchase via an online site.

Sportswear and Goods



GOLD

GO Sport

Dubai, United Arab Emirates

The GO Sport store concept offers a diverse mix of apparel, nutritional products, and sporting equipment, combined with best in class customer service, and technical sport fittings and maintenance.

Entertainment, Music and Leisure



GOLD

Trampo

Sabhan, Kuwait

The innovative 'Trampo' is a recreation-lover's dream, offering a trampoline arena, dodgeball and basketball zones, a foam pit, an overhead obstacle course, zip line, and Kuwait's first indoor skate park.





SILVER

Ezdan Mall

Doha, Qatar

Ezdan Mall's comprehensive and elevated customer service offerings include concierge services, complimentary coffee and fruit, free wifi, mobile charging stations, and modern and accessible facilities.

Restaurants

	<p>GOLD</p> <p>Burger Boutique Kuwait, Kuwait</p> <p>The Burger Boutique offers burgers made from antibiotic and hormone free Black Angus beef, cooked to order in a wood oven and customisable by a vast selection of breads, fresh toppings, and side dishes.</p>
	<p>SILVER</p> <p>Butcha Steakhouse and Grill Dubai, United Arab Emirates</p> <p>As the first of its kind in Dubai, the Butcha Steakhouse and Grill offers visitors a wide variety of dry-aged meats available to purchase or to enjoy onsite, specially prepared over a wood fire or charcoal grill.</p>

BEST MENA RETAIL BRAND

	<p>GOLD</p> <p>BRANDS Dubai, United Arab Emirates</p> <p>With their comprehensive marketing strategy combined with a focus on enhanced customer service, BRANDS has increased its revenue by 7%, and is maintaining a growth rate of three stores per year.</p>
	<p>SILVER</p> <p>Centrepoint Dubai, United Arab Emirates</p> <p>Centrepoint's successful rebranding campaign included a comprehensive 360 degree strategy to communicate and reinforce its new brand messaging of FAMILY. FASHION. ONE DESTINATION.</p>

RETAIL PROFESSIONAL OF THE YEAR



GOLD

Malik Qaiser Awan
Ezdan Holding Group
Doha, Qatar

A committed, highly experienced senior management retail professional, who has enjoyed a long and distinguished career spanning over 24 years in the retail industry. Malik has worked in a number of high impact leadership roles with some of the world's leading high-end retail chains across the MENA region and Asia, including Saks, Harvey Nichols and Paris Gallery.

Key professional achievements of the last 12 months include going beyond the scope of his expertise and taking an active role in redesigning Ezdan Mall to entice a more varied mix of high-end retail tenants, resulting in what is arguably the best tenant mix in Qatar. Malik has also been responsible for introducing a number of new high-quality brands to the Qatari market.

Malik's involvement in bringing 33 new brands into Ezdan Mall and has assisted existing brands to increase their sales. Of these, 31 of the outlets have achieved regional awards since launching in Ezdan Mall.