

HAVE YOU HAD YOUR
15 MINUTES
OF FAME?

IF SO...A FEW MORE COULDN'T HURT



ICSC
Global
Awards
U.S. MAXI

Winners
MAY 17, 2015



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FORESTCITY



THE LARSON GROUP

SILVER



MEDIA SPONSOR



CATEGORY SPONSOR



JUDGING

The Judging Committee judged and scored all eligible submissions according to official criteria in order to determine award winners. Jury members did not review entries from their own companies nor did they judge entries where there was a possible conflict of interest.

SCORING

Entries were scored using the following criteria:

TRADITIONAL MARKETING CATEGORY

Situation and Marketing Objectives (up to 10 points)

Action (up to 10 points)

Creativity (up to 10 points)

Results (up to 10 points)

Budget and Resulting Cost Effectiveness (up to 10 points)

NOI ENHANCEMENT CATEGORY

Situation and Business Objectives (up to 10 points)

Action (up to 10 points)

Innovation (up to 10 points)

Results (up to 20 points)

NEW MEDIA

Situation and Objectives (up to 20 points)

Actions (up to 10 points)

Results (up to 10 points)

Budget and Resulting Cost Effectiveness (up to 10 points)

To be considered for U.S. MAXI Gold, an entry was required to earn a combined average score of at least 40 points. To receive a U.S. MAXI Silver Award, an entry required a combined average score of no less than 35.



WINNERS

NEW MEDIA/EMERGING TECHNOLOGY

EMERGING TECHNOLOGY

COMPANY

Silver

CyberMonday Bonus Card
Forest City Enterprises
Cleveland, Ohio

Professional Recognition:

Leticia S. Willson, Director Digital Marketing, Forest City Enterprises
Brandon Castaneda, Digital Marketing Manager, Forest City Enterprises
Alan Schmiedicker, SVP, Property Management, Forest City Enterprises, CashStar, Inc.
Vanessa Gruenberg, Principal, Go2Group

According to the National Retail Federation, on CyberMonday, December 1, 2014, 52.3% of consumers were planning to shop online. Forest City, a technology pioneer in the shopping center industry, wanted in. Forest City launched "CyberMonday Bonus Card," a one-day-online-only program, to drive eGift Card sales at its shopping centers. It was the first program of its kind to be launched by a shopping center developer. The call to action was a \$10 Bonus card for purchasers of a \$50 e-Gift Card on CyberMonday only. The turnkey program capitalized on Forest City's website traffic and social media communities, alongside the CyberMonday hype. Advertising included social media, an e-blast, and website and mobile site takeovers. As a result, eGift Card sales for December 2014 were 91.9% higher than the previous year! as eGift Card sales for CyberMonday increased 272% over Forest City's highest single day eGift Card sales in 2013!

A promotional graphic for CyberMonday. At the top, it says "CYBERMONDAY FABULOUSNESS!" in red and white text on a green background with Christmas ornaments. Below that, a Santa Claus character points to the text "GIVE A \$50 eGIFT CARD. GET A \$10 BONUS CARD! WHILE SUPPLIES LAST". The "\$10" is in a large red box. At the bottom, there are two red buttons: "BUY NOW FOR DETAILS CLICK HERE" and "SHOP AND GET YOUR BONUS CARD NOW!". The text "TODAY ONLY!" is written in large red letters at the very bottom.



WINNERS

NEW MEDIA/EMERGING TECHNOLOGY

EMERGING TECHNOLOGY

COMPANY

Silver

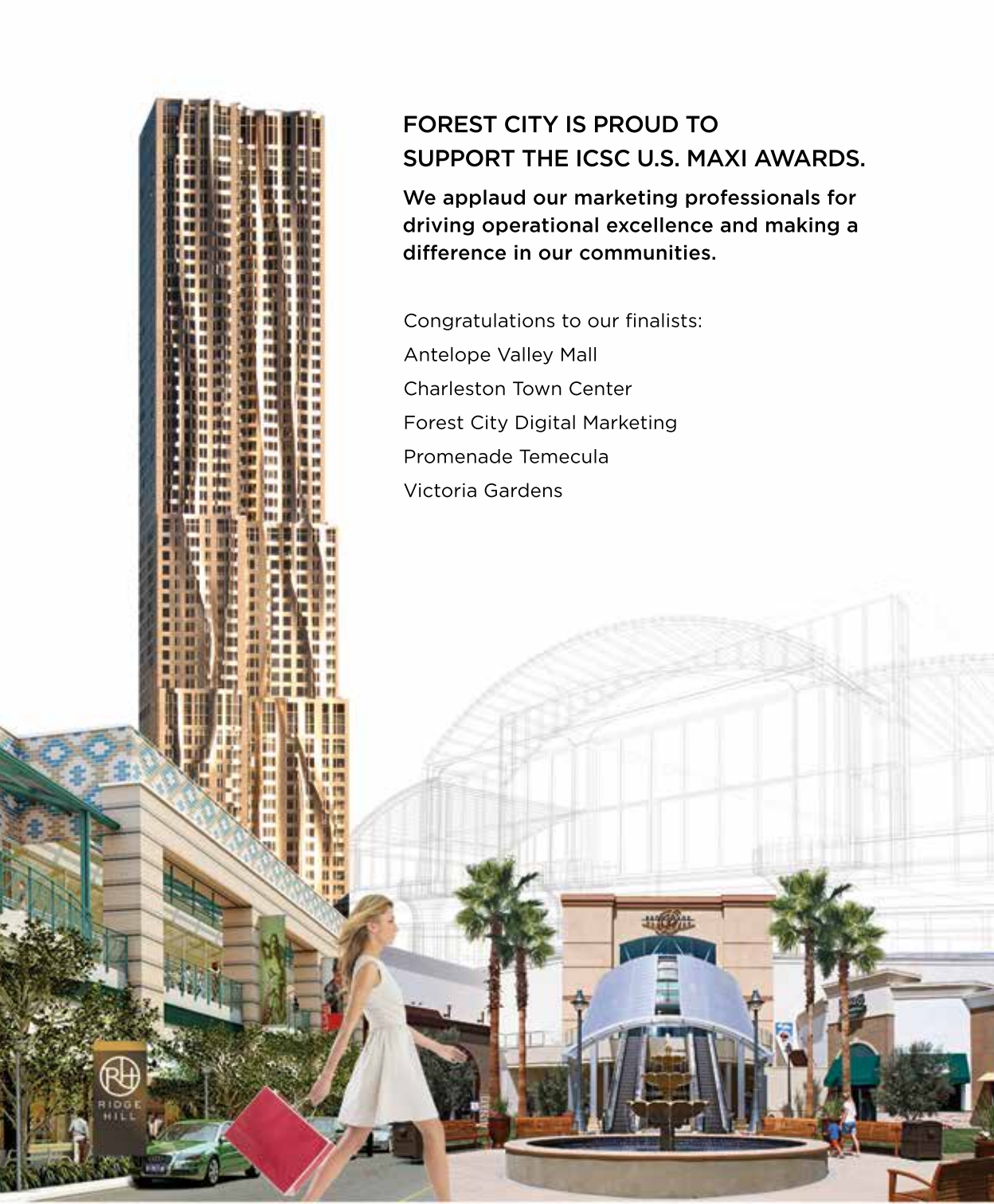
Santa HQ
Macerich
Santa Monica, California

Professional Recognition:

Ken Volk, SVP, Chief Marketing Officer, Macerich
Petra Maruca, VP, Business Development, Macerich
Kurt Ivey, VP, Marketing, Macerich
Nicole Flynn, AVP, Marketing, Macerich
Dawn Banket, AVP, Business Development, Macerich

Launched in November 2014 at 10 malls, Macerich's new Santa HQ offered a totally immersive, digital experience culminating in a real, live Santa visit — but the journey was interactive and entirely new for the mall industry. This breakthrough attraction, in partnership with HGTV, appealed to today's always-connected families with multiple special mobile apps, social-media-ready features, augmented reality and even make-ahead reservations online. The tech-forward holiday experience delivered tremendous shopper engagement: Macerich tallied nearly a 30% increase in Santa visits and more than a 25% increase in Santa photo sales, plus a sleigh full — 320+ million impressions — of positive national news.





**FOREST CITY IS PROUD TO
SUPPORT THE ICSC U.S. MAXI AWARDS.**

**We applaud our marketing professionals for
driving operational excellence and making a
difference in our communities.**

Congratulations to our finalists:

- Antelope Valley Mall
- Charleston Town Center
- Forest City Digital Marketing
- Promenade Temecula
- Victoria Gardens



WINNERS

NEW MEDIA/EMERGING TECHNOLOGY

EMERGING TECHNOLOGY

SHOPPING CENTER UNDER 500,000 SQ.FT.

Gold

Avalon's Santa Elevates the Experience

Avalon

Alpharetta, Georgia

Owner/Management Company: North American Properties

Professional Recognition:

Liz Gillespie, CMD, Partner, VP of Marketing, North American Properties

Carla Toro, Marketing Manager, Avalon/North American Properties

Hannah Spears, Event Manager, Avalon/North American Properties

Megan Thornton, Community Manager, Avalon/North American Properties

Avalon ExperienceMakers, Concierge, Avalon/North American Properties

In planning the holiday season at Avalon, a \$600 million, 86-acre mixed-use development in the northern Atlanta suburb of Alpharetta, North American Properties (NAP) looked for creative ways to offer a superior and an elevated Santa experience to their guests. They accomplished this by equipping Santa with RFID technology — a fitting solution for a property located near the top technology city of the South. RFID provided a personalized Santa experience for 588 children, allowing Santa to call them by name, and surprised them with personal information provided by their parents prior to the event. This custom application created a magical holiday experience for children and set the stage for families to establish new traditions by celebrating the holidays at Avalon each year.





NEW MEDIA/EMERGING TECHNOLOGY

INTEGRATED DIGITAL CAMPAIGNS

COMPANY

Silver

Game On!
Forest City Enterprises
Cleveland, Ohio

Professional Recognition:

Leticia S. Willson, Director Digital Marketing, Forest City Enterprises
Alan Schmiedicker, Forest City Enterprises, Forest City Enterprises
ARKADIUM
PlaceWise Media
Evan Wadsworth, Principal, Evan Wadsworth Creative

Forest City wanted to increase customer time on its websites and registered "INSiders," so it developed "Game On!," an addictive gaming initiative. The game was to match identical images before the clock ran out. The images were merchandise available at the 12 participating malls. Anyone could play, but only logged-in INSiders could win gift cards. Game On! ran on both desktop and mobile platforms August 5–29, 2014. It exceeded the goal of gaining 8,000 new INSiders by 22.4% and generated 1,200+ referrals, 42% of whom signed-up to be INSiders. Average number of monthly INSider sign-ups increased 569%. Average time on page increased 113%! Game On! was a game changer!





WINNERS

NEW MEDIA/EMERGING TECHNOLOGY

INTEGRATED DIGITAL CAMPAIGNS

JOINT CENTER

Gold

Putting JOY back into the holidays
JLL Centers
Chicago, Illinois

Professional Recognition:

JLL Retail Marketing, Retail Regional Marketing Team, JLL
The Dealey Group

People like to picture holiday shopping as a pleasant experience that's hassle-free. But that's rarely how it goes, which is why many shoppers skip the mall in favor of online shopping. This is the reality JLL Retail faced when the 2014 holiday shopping season was approaching. As always, JLL wanted to launch a holiday campaign that would increase traffic and sales at its centers. The first task was devising a plan that made people actually want to go to the mall. The idea: put JOY back into the holiday shopping experience. The results: astonishing and incredibly JOY-ful.





NEW MEDIA/EMERGING TECHNOLOGY

INTEGRATED DIGITAL CAMPAIGNS

JOINT CENTER

Gold

Fashion Show/Grand Canal Shoppes' Lunar New Year Partnership
Grand Canal Shoppes and Fashion Show
Las Vegas, Nevada

Management Company: General Growth Properties, Inc.

Professional Recognition:

Janet LaFevre, CMD, Senior Marketing Manager, Fashion Show & Grand Canal Shoppes/General Growth Properties, Inc.

Lisa Bell, VP of Marketing, General Growth Properties Corporate

Kathy Anderson, President, AZTM

Keith Salwoski, Director of Public Relations, The Venetian/The Palazzo

The Grand Canal Shoppes and Fashion Show, sister centers on the ultra-competitive Las Vegas Strip, needed to reach the growing Chinese tourism market. But how do you market inside a country where direct communication is blocked? The centers created an integrated digital marketing campaign and forged an exclusive Las Vegas partnership with UnionPay, China's largest debit/credit card service, to distribute their message throughout China. The exposure, which reached 2 billion+ cardholders, cost the centers just 1.2% of their combined marketing budgets and increased Chinese tourist transactions up to 90%, with transaction amounts up to 100% over the previous year.



On behalf of Irvine Company Retail Properties

CONGRATULATIONS

to all of this year's ICSC Maxi Award winners



IRVINE COMPANY
RETAIL PROPERTIES



WINNERS

NEW MEDIA/EMERGING TECHNOLOGY

INTEGRATED DIGITAL CAMPAIGNS

SHOPPING CENTER OVER 500,001 SQ.FT.

Gold

Westfield Dine On Time Food Experience
Westfield San Francisco Centre
San Francisco, California

Owner/Management Company: Westfield Corporation

Professional Recognition:

Alex Wong, Director, Product Marketing, Westfield Labs
Amy Benson, Senior Director, Marketing, Westfield San Francisco Centre
Gregory Udchitz, Manager, Marketing, Westfield San Francisco Centre
Lindsey Ann Thomas, VP, Marketing Communications, Westfield Labs
Kyle Spencer, SVP, Product Marketing, Westfield Labs

Westfield San Francisco Centre launched Westfield Dine On Time, a digital-ordering experience that allows shoppers to order food for pickup or downtown delivery using their iPhone, desktop, or smartphone. The development of the experience was in response to a specific challenge at Westfield San Francisco Centre. The challenge was to revitalize the food business despite increased competition in dining options in the immediate one-to-two block surrounding area, and no plans to re-tenant or revitalize the Centre's food court until 2016. With heavy competition in the digital food ordering space, Westfield marketing took a unique approach to drive-user acquisition and sales, which is documented within this entry. Notably, just two months after launch, not only did Dine on Time retailers improve their sales, there was a "halo" effect with marked improvement in food emporium retailer sales as a whole. Dine on Time participants were up 7.0% in 2014, with food retail experienced an +8.5% lift in Q4 2014.





WINNERS

NEW MEDIA/EMERGING TECHNOLOGY

INTEGRATED DIGITAL CAMPAIGNS

SHOPPING CENTER OVER 500,001 SQ.FT.

Silver

#WestfieldFashBash
Westfield Century City
Los Angeles, California

Owner/Management Company: Westfield

Professional Recognition:

Caitlin Boyd, Manager, National Marketing, Westfield
Shaun Swanger, VP, National Marketing, Westfield
Jill Blacford, Editor-in-Chief, Westfield
Erin Shems, Content & Creative Project Manager, Westfield
Jeff Adams, Sr. Director, National Marketing, Westfield

Westfield partnered with three leading fashion influencers and one media partner to present #Westfield FashBash, a fully integrated fall fashion campaign where online met offline to drive awareness of and traffic to the Westfield Style blog and strengthen the brand's fashion positioning, particularly in Los Angeles. To get as wide a reach in the fashion community as possible, the campaign consisted of an online lookbook curated by the three influencers; a VIP event hosted by those same names for 40 of LA's top fashion bloggers and their plus-one guests; a nationwide sweepstakes for two lucky shoppers to attend the VIP event; and a similar event open to the public two days later. All components of the campaign used the hashtag #WestfieldFashBash, creating Westfield's most successful fashion engagement promotion to date with over 8.5M hashtag impressions, 21.6M total media impressions and 5K contest entries.





WINNERS

NEW MEDIA/EMERGING TECHNOLOGY

INTEGRATED DIGITAL CAMPAIGNS

SHOPPING CENTER OVER 500,001 SQ.FT.

Silver

Adventure to Santa
Victoria Gardens
Rancho Cucamonga, California

Owner/Management Company: Forest City Enterprises

Professional Recognition:

Melina Ferraez, Director of Marketing, Victoria Gardens
Leticia Wilson, Director of Digital Marketing, Forest City Enterprises
Veronica Parga, Marketing Manager, Victoria Gardens
Lisa Kreiger, Director of Retail Marketing, Forest City Enterprises

Because of its suburban location, TV stations seldom go to Victoria Gardens to cover events. The center had BIG news to share for Holiday 2014! Victoria Gardens purchased a DreamWorks DreamPlace to host "Adventure to Santa," a revolutionary, immersive, eye-popping journey to visit Santa at the North Pole — with none other than Shrek! Instead of focusing on media it couldn't control, Victoria Gardens hired a digital correspondent. Together, they created and disseminated their own news, using Victoria Gardens' digital channels as the primary means of promoting Adventure To Santa. The campaign generated 2.73 million online impressions! The results were record-breaking! Over 2,000 guests attended Santa's Arrival, at which Victoria Gardens set a World Record for "The Most People In A Selfie With Santa!" From among the eight Adventure to Santa houses nationwide, Victoria Gardens' was: #1 in Reservations, #1 in Foot Traffic, and #1 in Sales Volume for a single day!





WINNERS

NEW MEDIA/EMERGING TECHNOLOGY

INTEGRATED DIGITAL CAMPAIGNS

SHOPPING CENTER UNDER 500,000 SQ.FT.

Gold

The Perfect Year
Avalon
Alpharetta, Georgia

Owner/Management Company: North American Properties

Professional Recognition:

Liz Gillespie, VP of Marketing, North American Properties
Carla Toro, Marketing Manager, Avalon/North American Properties
Hannah Spears, Event Manager, Avalon/North American Properties
Megan Thornton, Community Manager, Avalon/North American Properties
Rebecca Lightsey, Director of Digital Marketing, North American Properties

Avalon's mantra of living, "The Good Life," took on an entirely new meaning for the lucky winner of "The Perfect Year." Avalon's grand opening celebration included awarding The Perfect Year experience to a social media ambassador, who would share stories for the mixed-use property while living rent free in the luxury Haven residences and being lavished with over \$60K in home furnishings, fashions, fitness and dining benefits, like a free margarita each day. With a reach of tens of thousands on social networks, Lindsay, the lucky one, is impacting sales and sentiment — with stores selling out of her suggested fashion picks — and reinforcing Avalon as an immersive and interactive experience.





THE LARSON GROUP

CREATIVE MARKETING



We were honored to work on this year's ICSC Maxi Award campaign. Congratulations to all of the finalists and winners.

The Larson Group specializes in shopping center strategic marketing, advertising, design and photography. Visit our website for a glimpse at our award-winning work.

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WINNERS

NEW MEDIA/EMERGING TECHNOLOGY

SOCIAL MEDIA/DIGITAL

SHOPPING CENTER OVER 500,001 SQ.FT.

Silver

The Collection News Network (TCNN)
The Collection at RiverPark
Oxnard, California

Management Company: CenterCal Properties

Owners: Shea Properties, CenterCal Properties, Oak Tree Financial

Professional Recognition:

James Williams, VP, Marketing & Communications, Shea Properties
Erica Boatman Dixon, Marketing Director, CenterCal Properties
Michael Pynn, General Manager, CenterCal Properties
Marcelo Sandoval, Marketing Director, Shea Properties
Drew McGray, Social Media Manager, Shea Properties

The Collection News Network (TCNN) is a live-hosted video blog that brings dedicated content to very successful social media channels. TCNN was created to cover the latest news, openings, and events at the center — a backstage pass to everything going on at The Collection, from holiday celebrations, to charitable events, to new store openings. TCNN was announced in June of 2014 and has released 17 video posts to date, and aims to release between 12 and 15 entries annually going forward. In order to keep costs in check, TCNN has partnered with the Ventura Adult & Continuing Education (VACE) program which provides videography and production services in exchange for valuable, real-world, work experience for its students. The primary objective of TCNN is to drive customers to the center by highlighting all the great events happening. Secondary objectives include the creation of dedicated video content to drive TCNN social channels forward and helping the community through the partnership with VACE.





NOI ENHANCEMENT

LEASING

JOINT CENTER

Gold

Leasing Outreach for Washington's Airports
Washington Dulles International Airport and
Ronald Reagan Washington National Airport
Dulles, Virginia

Management Company: MarketPlace Development

Professional Recognition:

Kimberly Baldy, Marketing & Customer Service Manager, Reagan National Airport/
MarketPlace Development

Sidney Woods, Marketing & Customer Service Manager, Dulles International Airport/
MarketPlace Development

Kathy Viola, General Manager, Reagan National Airport/MarketPlace Development

Kierran Casey, General Manager, Dulles International Airport/MarketPlace Development

Brittanie Clement, Senior Account Manager, Reagan & Dulles Airports/Delucchi Plus

MarketPlace Development took over management of the airport food and retail concessions programs for the Metropolitan Washington Airports Authority (MWAA) at Ronald Reagan Washington National Airport and Washington Dulles International Airport in January 2013. Challenged by MWAA to redevelop 90% of the concessions program at both airports in a 36-month period, MarketPlace Development established a strategy to attract cutting-edge brands, innovative concepts and create competition.

In order to generate interest and educate prospective tenants about opportunities, the marketing team coordinated a series of Leasing Outreach Forums, attracting the industry's most experienced airport operators, along with the most sought-after local, regional and national brands to learn more about leasing space at Washington's airports. The marketing team planned Leasing Outreach events to support five phases of leasing. This submission includes results from Phases 1 and 2, and current progress of Phase 3.





WINNERS

NOI ENHANCEMENT

LEASING

SHOPPING CENTER OVER 500,001 SQ.FT.

Gold

Just Lease It! Attracting Nike Flash Mob Style!
The Shops at SkyView Center
Flushing, New York

Owner/Management Company: Onex Real Estate Partners

Professional Recognition:

Karen Fluharty, Partner, Strategy+Style Marketing Group
Sue Helondovitch, Vice President of Public Relations, Strategy+Style Marketing Group
Sarah Chan, Marketing Director, The Shops at SkyView Center
Dave Brickman, Vice President, Onex Real Estate Partners

When Strategy+Style Marketing Group received an email on April 1, 2014 from The Shops at SkyView Center's leasing team informing them of an unexpected April 3 Nike site visit which represented a crucial deal to solidify the center's urban value position, and asked if Strategy+Style Marketing Group could ensure the center was busy with Nike's target audience that afternoon, the team immediately worked to develop and execute a memorable approach to keep the Flushing, Queens center top-of-the-mind among the six sites Nike would visit that day. With only 48 hours to deliver, the Strategy+Style team's motto became "JUST LEASE IT!"





WINNERS

NOI ENHANCEMENT

MARKETING/SPONSORSHIP

SHOPPING CENTER OVER 500,001 SQ.FT.

Silver

Atlantic Station Has Shaky Knees
Atlantic Station
Atlanta, Georgia

Management Company: North American Properties
Owners: North American Properties/CBREGI

Professional Recognition:

Hannah Spears, Event Manager, Atlantic Station/North American Properties
Daniel Easton, Director of Marketing, Atlantic Station/North American Properties
Liz Gillespie, Partner, VP of Marketing, North American Properties
Margo Akroyd, Graphic Design Rockstar, North American Properties

In only its second year, Shaky Knees, the hottest new indie music festival looked to Atlantic Station for a new location to grow their concert experience. Leveraging undeveloped land parcels and its stellar location in Midtown Atlanta, the city's creative class mecca, Atlantic Station was the perfect choice. Shaky Knees delivered the largest weekend event ever held at Atlantic Station with 50,000 attending the three-day festival — up from 9,000 in 2013. Atlantic Station retailers and restaurants benefitted from its millennial rich target audience — averaging a 16% increase in sales, with the property collecting \$119K in direct revenue.





WINNERS

NOI ENHANCEMENT

MARKETING/SPONSORSHIP

SHOPPING CENTER UNDER 500,000 SQ.FT.

Silver

The Seaport District x WWD for Ten of Tomorrow
South Street Seaport
New York, New York

Owner/Management Company: The Howard Hughes Corporation

Professional Recognition:

Phillip St. Pierre, Senior General Manager, South Street Seaport/
The Howard Hughes Corporation
Lincoln Palsgrove, Director, Marketing, South Street Seaport/
The Howard Hughes Corporation
Caryn Kboudi, Vice President, Corporate Communications,
The Howard Hughes Corporation
Enna Allen, Vice President, Field Marketing, The Howard Hughes Corporation

Despite being one of the world's top tourist destinations, the South Street Seaport is not considered relevant by most New Yorkers. However, The Howard Hughes Corporation is transforming it into the next great NYC neighborhood to serve the growing Lower Manhattan community. Building a reputation as an emerging fashion hub, the Seaport sponsored Women's World's Daily's "Ten of Tomorrow" program, honoring the fashion industry's rising stars. The Seaport and WWD hosted the "Ten of Tomorrow" reception in December 2014 in the Seaport Cube. The partnership also included advertising and editorial coverage to reintroduce fashion influencers, brands and top retailers to the Seaport.



DreamWorks would like
to congratulate
this year's
MAXI award winners.
We can't wait
to see what
you'll dream up next.



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the dream is everything

Come experience DreamPlace, an innovative Holiday retail adventure. **Booth #N2661**



WINNERS

TRADITIONAL MARKETING

ADVERTISING

COMPANY

Gold

MORE Electronic Advertising Campaign
CBL and Associates Properties, Inc.
Chattanooga, Tennessee

Professional Recognition:

Shannon Gonzalez, CMD, Director of Advertising and Creative Services, CBL & Associates Properties, Inc.

Mary Lynn Morse, CMD, Sr. Director, Marketing, CBL & Associates Properties, Inc.

Jim Ward, VP Marketing, Brand Development, Mobile Strategies, CBL & Associates Properties, Inc.

Missy Thompson, President/Owner, KMT Creative

CBL centers simply did not have all the tools they needed to advertise in today's media landscape — they needed MORE! While electronic and digital media was the answer, the cost of producing quality spots and video content was prohibitive. The CBL team created a campaign with kinetic type to reduce costs and permit an increase in media buys with an expanded number of spots. Production expenses were reduced by 36.5%, the campaign included more than double the number of spots, and 42% of CBL centers were able to advertise on two or more paid channels.





WINNERS

TRADITIONAL MARKETING

ADVERTISING

SHOPPING CENTER OVER 500,001 SQ.FT.

Silver

#myLPreason Campaign
La Palmera
Corpus Christi, Texas

Management Company: Trademark Property Co.
Owner: Miller Capital Advisory, Inc.

Professional Recognition:

Amanda Sanchez, Assistant General Manager, La Palmera
Fred Walters, General Manager, La Palmera
Kymberley Scalia, Director of Corporate Marketing, Trademark Property Co.
Amanda Garcia, Creative Director,
ArtFly Design, LLC

La Palmera uses traditional and social media marketing to increase sales, traffic and online interaction while basing campaign solely on their customers interactions and participation.



ACTION 1 Selfie Mirror Display
La Palmera Shopping Center



WINNERS

TRADITIONAL MARKETING

ADVERTISING

SHOPPING CENTER OVER 500,001 SQ.FT.

Silver

Arden Fair Radiates with a Rebrand
Arden Fair
Sacramento, California

Management Company: Macerich

Owner: Arden Fair Associates

Professional Recognition:

Jamie McDaniels, Senior Marketing Manager, Arden Fair/Macerich

Tod Strain, Senior Property Manager, Arden Fair/Macerich

Mark Friedman, Founder and President, Fulcrum Property

Stephen Jaycox, Chief Marketing Officer/Design Director, Fulcrum Property

In 2014, Arden Fair launched a comprehensive rebranding campaign that would re-energize the super-regional shopping center and connect with the broadest audience in one of the most diverse cities in America. Arden Fair designed a strategic plan to reframe the major retail, dining and entertainment destination, as a civic place to thrive within the urban center and diverse Sacramento region. The comprehensive campaign maximized the exposure of the brand at every touchpoint throughout the year and connected with the strengthened community pride resonating around Sacramento.





WINNERS

TRADITIONAL MARKETING

CAUSE RELATED MARKETING

COMPANY

Gold

VIPINK Weekend
Westfield
Los Angeles, California

Professional Recognition:

Shaun Swanger, Vice President, Marketing, Westfield
Jeff Adams, Senior Director, Customer Service and Marketing, Westfield
Tracy Hurwitz, Marketing Consultant, Westfield
Erin Shems, Project Manager, Creative and Content, Westfield
Phuong Nguyen, Senior Designer, Creative and Content, Westfield

In 2014, Westfield teamed up with Bright Pink, a national breast and ovarian health organization, to help to save women's lives through a strategic cause-related marketing campaign, "The VIPINK Weekend." Through the combined efforts of 28 participating centers, VIPINK Weekend raised over \$96,000 for Bright Pink and reached over 800,000 women with vital information about early detection. The sale of the VIPINK cards with special merchant offers, along with an array of exciting style and beauty events, helped Westfield to increase its traffic by 73%, and boost sales for core tenants by as much as 35% at some centers. The VIPINK Weekend was supported by a dynamic public relations and social media campaign that generated over 375 news stories, 216 million impressions, and reached over 4 million social media users.





TRADITIONAL MARKETING

CAUSE RELATED MARKETING

JOINT CENTER

Gold

Heartfelt Hero Salute
Triangle Town Center, Hanes Mall and Cross Creek Mall
North Carolina

Management Company: CBL & Associates Properties, Inc.

Professional Recognition:

Brenda McNeeley, Director of Field Marketing, CBL & Associates Properties
Shannon Smith, Marketing Specialist, CBL & Associates Properties
Tammy Hyde, Marketing Director, CBL & Associates Properties
Jennifer Jones, Marketing Director, CBL & Associates Properties
Mary Lynn Morse, Senior Director, Corporate Marketing, CBL & Associates Properties

When marketing teams at three CBL malls heard a heartfelt story about a fallen World War II veteran, they were moved to act on behalf of America's military. The teams forged partnerships with several nonprofits to develop a multi-mall, multi-event campaign called "Heartfelt Hero Salute." The salute included a D-Day event to "welcome" WWII veterans who had never received a formal homecoming; a "Stand at Attention" competition that raised \$82,000 for struggling troops; and a letter-writing initiative that provided 10,000 postcards to the heros. Additionally, the Heartfelt Hero Salute campaign raised awareness and appreciation for America's heroes by tallying over \$76,000 in coverage.





WINNERS

TRADITIONAL MARKETING

CAUSE-RELATED MARKETING

SHOPPING CENTER OVER 500,001 SQ.FT.

Gold

Yes! We Use Bottled Water!
Charleston Town Center
Charleston, West Virginia

Management Company: Forest City Enterprises
Owners: Forest City Enterprises, Cafaro Company and QIC

Professional Recognition:

Jessi Fausett, CMD, VP Marketing, Forest City
Lisa Kreiger, Director of Retail Marketing, Forest City
Lisa McCracken, Marketing Director, Charleston Town Center
Olivia Smolder, Marketing Coordinator, Charleston Town Center
Thomas A. Bird, CSM, CMD, General Manager, Charleston Town Center

Home to over 20 restaurants, the Charleston Town Center was severely impacted by a major environmental disaster on January 9, 2014. A chemical spill contaminated the drinking water of three-hundred thousand residents and businesses in Charleston, West Virginia. Tap water could only be used for sanitary purposes. City restaurants were ordered closed. Reacting swiftly once restaurants reopened, the center developed a positive communication campaign called "Yes! We Use Bottled Water!", designed to inform and reassure the public while driving traffic back to center restaurants. The campaign's message brought diners back as the center implemented a water bottle recycling effort.





TRADITIONAL MARKETING

CAUSE-RELATED MARKETING

SHOPPING CENTER OVER 500,001 SQ.FT.

Gold

Northeast Mississippi Tornado Recovery Mediathon
The Mall at Barnes Crossing
Tupelo, Mississippi

Management Company: Rouse Properties, Inc.

Owners: Rouse Properties, Inc./David Hocker & Associates

Professional Recognition:

Cindy Childs, Common Area Coordinator, Rouse Properties

Jeff Snyder, General Manager, Rouse Properties

Missy Heanue, Vice President, Marketing, Rouse Properties

On April 28, 2014, an EF3 tornado plowed through West Tupelo and north towards the Barnes Crossing Business District, annihilating 2,000 homes and 100 businesses. The Mall at Barnes Crossing Team immediately established a unified tornado recovery fundraising effort — a powerful and positive media disruption fundraiser “Northeast Mississippi Tornado Recovery Mediathon.” Held on May 10th for two hours in the Food Court just 12 days after the devastation, the Mediathon was supported by mall merchants and community/civic organizations. Two radio stations broadcast the Mediathon in its entirety; six other stations did live remotes during the two-hour event. The Team partnered with The CREATE Foundation for easy access and distribution of monies. A pop-up Tornado Relief Information Center was located in the Food Court for two weeks in partnership with the Mississippi Emergency Management Association. The Mediathon raised \$228,847 in just two hours. The event generated \$53,700 in publicity/event support. The funds supported eight agencies and 2000+ people. Marketing cost — \$398.





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WorldWide Photography captures portraits in partnership with dozens of premier developers in more than 335 locations in 47 states.

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WWP is proud to give back. In 2015 we will surpass \$1 million in charitable contributions.



WINNERS

TRADITIONAL MARKETING

CAUSE-RELATED MARKETING

SHOPPING CENTER OVER 500,001 SQ.FT.

Silver

Fashion Forward, Giving Back
Beachwood Place
Beachwood, Ohio

Owner/Management Company: General Growth Properties

Professional Recognition:

Heidi Yanok, Sr. Marketing Manager, GGP-Beachwood Place
Rob Clarke, Sr. General Manager, GGP-Beachwood Place
Lisa Bell, VP-Field Marketing, GGP-Corp.
Mark Maher, Operations Director, GGP-Beachwood Place
Sarah Alter, Chief Marketing Officer, GGP-Corp.

Developed from a new relationship with The Cleveland Clinic, "Fashion Forward, Giving Back" was held Saturday, September 13th to drive business during a generally slow off season for retail. Shopping passes were distributed to top Cleveland Clinic partners as a "thank you" for all of their years of support, including Medical Mutual, The Cleveland Indians, The Cleveland Cavaliers, Sherwin Williams and 35,000 of The Cleveland Clinic employees. To further boost attendance, shopping passes were sold to the public, which offered exclusive retailer discounts, in-store events, family-friendly entertainment and food sampling. The focal point of the day was an entertaining runway fashion show featuring Cleveland Clinic families, doctors and local celebrities. All these factors, combined to help further strengthen the awareness of The Cleveland Clinic, their mission and their gratitude to all of its partners. With over 650 attendees, Fashion Forward, Giving Back raised over \$15K for The Cleveland Clinic Children's Hospital and earned over \$48K in alternative revenue for the mall itself.





WINNERS

TRADITIONAL MARKETING

CAUSE RELATED MARKETING

SHOPPING CENTER OVER 500,001 SQ.FT.

Silver

Keep Your Mall-Mentum Campaign
SouthBay Pavilion
Carson, California

Management Company: Vintage Real Estate, LLC
Owner: Fred Sands

Professional Recognition:

Sweeney Montinola, Marketing Director, SouthBay Pavilion
Julie Cruz, General Manager, SouthBay Pavilion
Cheryl Roberts, Specialty Leasing Manager, SouthBay Pavilion
John Desco, Asset Manager, Vintage Real Estate, LLC
Fred Sands, Owner, Vintage Real Estate, LLC

SouthBay Pavilion's "Keep Your Mall-Mentum" campaign drew hundreds of weekly enthusiastic participants committed to wiping out obesity. This innovative and synergistic community-based "Active Lifestyle" campaign addressed the issue of child and adult obesity in Carson, California. SouthBay Pavilion (SBP) partnered with the City of Carson, community leaders and numerous organizations to rally hundreds of local residents to participate in high- and low-impact activities and gain access to numerous health-related resources and services. The strategy and implementation of showcasing alternative healthy choices and changing the detrimental habits of a city was that it was going to happen one resident at a time.





WINNERS

TRADITIONAL MARKETING

CAUSE-RELATED MARKETING

SHOPPING CENTER OVER 500,001 SQ.FT.

Silver

Dreams Come True Fashion Show
Acadiana Mall
Lafayette, Louisiana

Owner/Management Company: CBL & Associates Properties, Inc.

Professional Recognition:

Jamie Stelly, Marketing Director, Acadiana Mall
Todd Anderton, Regional Director of Marketing, CBL & Associates Properties, Inc.
Mary Lynn Morse, Senior Director of Marketing, CBL & Associates Properties, Inc.
Nikki Nugier, Assistant General Manager, Acadiana Mall
Bryan LeBlanc, General Manager, Acadiana Mall

Dreams Come True, a charity that grants wishes to Louisiana children who have life-threatening illnesses, had a wish of its own. The homegrown nonprofit had a small fashion event with potential to be a big hit given the right partners. They made a wish upon a star—a reality star—to be exact. Project Runway All Stars Season 2 winner Anthony Ryan Auld, a cancer survivor, teamed with Acadiana Mall, University of Louisiana at Lafayette and the local Coca-Cola bottler to help the charity give back to its "Dream Kids" with an unforgettable back-to-school fashion show poised to become an annual mall signature event.





TRADITIONAL MARKETING

CAUSE-RELATED MARKETING

SHOPPING CENTER OVER 500,001 SQ.FT.

Silver

Twin Peaks Mall Opens Doors to Flood Relief for Devastated Northern Colorado
Twin Peaks Mall
Longmont, Colorado

Management Company: NewMark Merrill Mountain States

Owner: NewMark Merrill Companies, LLC

Professional Recognition:

Allen Ginsborg, Managing Director & Principal, NewMark Merrill Mountain States
Luke McFetridge, Regional Property Manager, NewMark Merrill Mountain States
Kyle Koch, Property Manager, NewMark Merrill Mountain States
Malaika Jenkins, Marketing Director, NewMark Merrill Companies
Ross Carpenter, Leasing Associate, NewMark Merrill Mountain States

Immediately following the devastating floods of September 2013 — which FEMA called “the largest disaster Colorado has ever endured” — NewMark Merrill Mountain States, owner of Twin Peaks Mall in Longmont, stepped up to donate a fully finished, 37,357 square-foot space to house the region’s Disaster Assistance Center. More than a dozen key agencies, from FEMA and the American Red Cross to The City of Longmont and Boulder County Public Health, working side by side with mall employees, served more than 3,000 local families in need in the aftermath of this tragic natural disaster.





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WINNERS

TRADITIONAL MARKETING

CAUSE-RELATED MARKETING

SHOPPING CENTER OVER 500,001 SQ.FT.

Silver

Honoring a Fallen Officer
The Mall at Greece Ridge
Rochester, New York

Owner/Management Company: Wilmorite Management Group, LLC

Owner: Wilmorite Management Group, LLC

Professional Recognition:

Melanie Fazio, Marketing Director, The Mall at Greece Ridge/Wilmorite
Janice Sherman, CRX, Corporate Director of Marketing,
Wilmorite Management Group, LLC

Jim Hofford, General Manager, The Mall at Greece Ridge/Wilmorite

Mark Rossney, Founder of Operation Patriot Foundation, Operation Patriot Foundation

On September 3, 2014, Officer Daryl Pierson was shot and killed in the line of duty with the Rochester Police Department. He was the first RPD officer to be killed in the line of duty in 50 years. Officer Pierson left behind a wife, Amy and two young children. On September 20th, The Mall at Greece Ridge, partnered with a local not-for-profit, Operation Patriot Foundation, hosted a walk to benefit the family. All proceeds from the walk went to Officer Pierson's family.

The Rochester and Greece Ridge community, fellow police officers, EMTs, firefighters and families that attended the walk that day donated over \$10,000 to the Pierson family. This event was the largest one-day donation for the Operation Patriot Foundation. All marketing efforts were done through press releases and social media. The ultimate goal of this event was to honor a fallen hero in the community, help his family in their time of need and spur further fundraising efforts in the community for years to come.





TRADITIONAL MARKETING

CAUSE-RELATED MARKETING

SHOPPING CENTER OVER 500,001 SQ.FT.

Silver

Christmas Tree Lane
Promenade Temecula
Temecula, California

Management Company: Forest City Management

Owner: Forest City Enterprise

Professional Recognition:

Kym Espinosa, Director of Marketing, Forest City Management, Inc.

Melina Ferraez, Director of Marketing, Forest City Management, Inc.

Lisa Kreiger, Director of Corporate Marketing, Forest City Management, Inc.

Promenade Temecula is located in a thriving community known for its wine country and privileged lifestyle. But even in this prosperous community, the economic crisis hit the area hard, leaving the Inland Valley with a significantly higher proportion of foreclosure homes than in many parts of the United States. No organization was more familiar with the need in this special community than Habitat Inland Valley. When Promenade Temecula learned of the critical needs within their market, they partnered with the organization to develop a fundraising effort that would also build awareness and involvement within the community at large. Christmas Tree Lane was introduced in 2008 and has become an annual event at the center. In its seventh year, the project was ready to evolve and grow in size and in funds raised. With involvement from area businesses, designers and community members, the project raised record funding and produced a destination traffic driver for the center that is a source of pride within the community.





WINNERS

TRADITIONAL MARKETING

CAUSE-RELATED MARKETING

SHOPPING CENTER OVER 500,001 SQ.FT.

Silver

Grand Central Mall's Magical Season
Grand Central Mall
Vienna, West Virginia

Owner/Management Company: WP GLIMCHER

Professional Recognition:

Katrina Stephens, Marketing Director, Grand Central Mall
Christy Swisher, General Manager, Grand Central Mall

Since 1998, Grand Central Mall had hosted its holiday charitable program, "Magical Night of Giving." However, participation in the one-day event had dropped off in recent years. The mall converted to a "Magical Day of Giving" in 2011, but the change had little impact. Marketing Director Katrina Stephens knew it was time to try a completely new approach that would maintain community ties and give retailers the boost they needed for the holiday season. The resulting Magical Season of Giving and its components resonated with shoppers and retailers and it became a resoundingly successful event, effectively revitalizing the center's holiday program and its place in the community. Through creative work, the campaign cost less than the previous year's one-day event, and it garnered an enormous amount of shopper involvement and publicity for the center and the participating charities.





TRADITIONAL MARKETING

CAUSE-RELATED MARKETING

SHOPPING CENTER OVER 500,001 SQ.FT.

Silver

Spin for Din Helps Feed Hungry Families
Crocker Park
Westlake, Ohio

Owner/Management Company: Stark Enterprises

Professional Recognition:

Robert Stark, President & Chief Executive Officer, Crocker Park/Stark Enterprises
Ezra Stark, Chief Operating Officer, Crocker Park/Stark Enterprises
Hank Rapport, Vice President of Operations, Crocker Park/Stark Enterprises
Lisa Schwan, Director of Communications, Crocker Park/Stark Enterprises

In August 2014, Crocker Park brought this dynamic form of exercise outside and called it "Spin for Din," a day of spin classes to benefit The Hunger Network of Greater Cleveland, a system of over 100 pantries and hot meal programs placed where there is the most need throughout the county. Crocker Park partnered with a local spin studio to facilitate the classes. Crocker Park tenants, outside vendors and food trucks set up around the perimeter of the space, rounding out the Spin for Din event. The studio provided all of its services, including bike transportation to and from its studio, free of charge. The studio also donated all of its class fees back to The Hunger Network. Due to high demand, one class was increased to four classes, all of which sold out. Proceeds from the event totaled \$7,000, nearly tripling the original goal. The donation translated into 28,000 meals for those in need.





WINNERS

TRADITIONAL MARKETING

CAUSE-RELATED MARKETING

SHOPPING CENTER UNDER 500,000 SQ.FT.

Gold

The Perfect Taste – No Kid Hungry
Avalon
Alpharetta, Georgia

Owner/Management Company: North American Properties

Professional Recognition:

Liz Gillespie, Partner, VP of Marketing, North American Properties
Lauren Cranston, Marketing Coordinator, North American Properties
Hannah Spears, Event Manager, Avalon/North American Properties
Carla Toro, Marketing Manager, Avalon/North American Properties
Megan Thornton, Community Manager, Avalon/North American Properties

The grand opening of Avalon delivered an unprecedented selection of fresh, chef-driven dining experiences — all new to Alpharetta. An exclusive sneak peek of the much anticipated offerings was truly the “Perfect Taste” where 1,100 guests, including media, foodie bloggers, city leaders and influencers, attended this sneak peek event held the evening before Avalon’s official grand opening. Not just a tasting event, this crowd of enthusiastic “Avaloniacs” raised \$40,000 for Share Our Strength’s “No Kid Hungry” program — doubling the planned fundraising goals — while introducing the community to Avalon’s elevated dining choices.





TRADITIONAL MARKETING

CAUSE-RELATED MARKETING

SHOPPING CENTER UNDER 500,000 SQ.FT.

Silver

Snowflake Garden Gives Back for Autism
Eton Chagrin Boulevard
Woodmere, Ohio

Owner/Management Company: Stark Enterprises

Professional Recognition:

Robert Stark, President & Chief Executive Officer, Eton Chagrin Boulevard/
Stark Enterprise

Ezra Stark, Chief Operating Officer, Eton Chagrin Boulevard/Stark Enterprises

Hank Rapport, Vice President of Operations, Eton Chagrin Boulevard/Stark Enterprises

Lisa Schwan, Director of Communications, Eton Chagrin Boulevard/Stark Enterprises

Eton Chagrin Boulevard created an indoor/outdoor Snowflake Giving Garden to benefit and raise awareness for the Monarch Center for Autism, a local school that offers a comprehensive array of programs and services for individuals with Autism Spectrum Disorders. The garden was a collaborative effort of six local schools and 1,800 elementary students to help raise awareness and funds for autistic students. Students handmade snowflakes using a variety of materials including clay, metal and beads, which were all hung outside Eton in the property's garden beds. Inside the mall was an extraordinary collection of self-portraits, created by students ages 3-22 from the Monarch Center for Autism. The project was a therapeutic exercise that afforded Monarch School students the opportunity to express themselves visually and highlighted the tremendous capabilities of individuals on the Autism Spectrum. On-site collections and sponsor commitments total an over \$5,000 donation for the Monarch Center for Autism.





WINNERS

TRADITIONAL MARKETING

EVENTS OR SALES PROMOTION (including Grand Opening)

COMPANY

Silver

Instant Holiday Deals Online
CBL & Associates Properties, Inc.
Chattanooga, TN

Professional Recognition:

Shannon Gonzalez, CMD, Director of Advertising and Creative Services,
CBL & Associates Properties, Inc.
Mary Lynn Morse, CMD, Sr. Director, Marketing, CBL & Associates Properties, Inc.
Jim Ward, VP Marketing, Brand Development, Mobile Strategies,
CBL & Associates Properties, Inc.
Missy Thompson, President/Owner, KMT Creative

As Holiday 2014 approached, the CBL team knew they needed a new concept for communicating Holiday Deals. The CBL team crafted an Instant Holiday Deals Online program that would incorporate both traditional and digital elements. One hundred percent (100%) of the old coupon book-printing costs were eliminated and 93.9% of the program production costs were covered by income from partners. Traffic to the Instant Holiday Deals section of the websites increased by 113%. Total website traffic increased by 20%, with more than 12.8 million page views. More than 2.8 million (conservative estimate) digital impressions on consumer social media feeds using the #ElfieSelfie hashtag were created. Portfolio sales increased by 4.77% for Holiday 2014.





TRADITIONAL MARKETING

EVENTS OR SALES PROMOTION (including Grand Opening)

SHOPPING CENTER OVER 500,001 SQ.FT.

Gold

Ala Moana Center's Fukubukuro
Ala Moana Center
Honolulu, Hawaii

Owner/Management Company: General Growth Properties, Inc.

Professional Recognition:

Robyn Gee Tucker, CMD, Marketing Manager, Ala Moana Center/
General Growth Properties, Inc.

Scott Creel, CRX, CMD, Senior Marketing Manager, Ala Moana Center/
General Growth Properties, Inc.

Kristin Kilburn, CMD, Retail Services Manager, Ala Moana Center/
General Growth Properties, Inc.

On January 1, 2015, Ala Moana Center hosted Fukubukuro (foo-koo-boo-koo-row), which can be translated as "happy grab bag." This event, started in Japan by the Ginza Matsuya department store more than 100 years ago, has become an exciting New Year's Day tradition in Japan. The concept is simple: store employees fill special bags with merchandise, seal them so as to hide the contents from the customer, and sell them for a discount of at least 50 percent from the retail value. Borrowing on the success of this event in Japan, especially when considering the large number of Asian shoppers from its international and local markets, Ala Moana Center created its own version of Fukubukuro which focused on multiple store participants, providing the opportunity to move merchandise in a fun and exciting way. More than 60 merchants participated creating 8,488 bags, the most expensive of which was valued at \$10,000. Participating stores' sales were up 88.74 percent on January 1 compared to the prior year.





WINNERS

TRADITIONAL MARKETING

EVENTS OR SALES PROMOTION (including Grand Opening)

SHOPPING CENTER OVER 500,001 SQ.FT.

Silver

Downtown Summerlin Grand Opening
Downtown Summerlin
Las Vegas, Nevada

Owner/Management Company: The Howard Hughes Corporation

Professional Recognition:

Sarah Vasquez, Executive Vice President, Management & Operations,
The Howard Hughes Corporation
Andrew Ciarrocchi, General Manager, Downtown Summerlin/
The Howard Hughes Corporation
Vicki Rousseau, Director, Marketing, Downtown Summerlin/
The Howard Hughes Corporation
Enna Allen, Vice President, Field Marketing, The Howard Hughes Corporation
Caryn Kboundi, Vice President, Corporate Communications,
The Howard Hughes Corporation

The Howard Hughes Corporation officially welcomed Downtown Summerlin on October 9, 2014 in Las Vegas — the largest retail development to open in the U.S. since the economic downturn. The long-awaited destination for fashion, dining and entertainment serving the Summerlin community and the entire Las Vegas Valley kicked off a four-day celebration with a spectacular light and music show. Along with numerous special events and artistic performances, visitors to Downtown Summerlin enjoyed a variety of fashion and family activities, promotions and pop-up food options along the pedestrian-friendly streets, which received over 250,000 visitors during the grand opening street festival.





TRADITIONAL MARKETING

EVENTS OR SALES PROMOTION (including Grand Opening)

SHOPPING CENTER UNDER 500,000 SQ.FT.

Silver

Hello Texas Block Party at The Shops at Legacy
The Shops at Legacy
Plano, Texas

Owner/Management Company: RPAI

Professional Recognition:

Kelsey Ishmael, Marketing Manager, The Shops at Legacy/Retail Properties of America
Karla Chase, Senior Marketing Director, The Shops at Legacy/
Retail Properties of America
Tim Moorehead, General Manager, The Shops at Legacy/Retail Properties of America
Daniel Upton, Vice President - Property Management, The Shops at Legacy/
Retail Properties of America
Niall Byrne, EVP & President - Property Management, The Shops at Legacy/
Retail Properties of America

In April 2014, Toyota announced that its North American Headquarters would be relocating to a one-million-square-foot facility in the Legacy Business Park. With traditional groundbreaking events attracting less attention, Toyota was eager to celebrate their relocation by partnering with The Shops at Legacy and together planned a Hello Texas Block Party, which was a free and memorable event for the community. The party was a huge success with 12,000 people attending and hundreds of customers boasting their compliments on social media. Eighteen of The Shops at Legacy's restaurants provided over 70,000 lite bites and garnered \$115,000 in additional sales throughout the event! The Hello Texas Block Party received national media coverage with 23 million impressions, showcasing The Shops at Legacy and the great partnership Toyota is bringing to Texas.





WINNERS

TRADITIONAL MARKETING

PUBLIC RELATIONS

JOINT CENTER

Gold

CBL St. Louis Back-To-School Denim Drive
CBL Centers
St. Louis Region

Management Company: CBL & Associates Properties, Inc.

Professional Recognition:

Jim Ward, Vice President - Marketing, Brand Development, Mobile & Digital Strategies, CBL & Associates Properties, Inc.

Mary Lynn Morse, CMD, Senior Director, Marketing, CBL & Associates Properties, Inc.

Sean Phillips, CMD, Regional Marketing Director-Madison & St. Louis, CBL & Associates Properties, Inc.

Amber Westerson, Marketing Director, CBL & Associates Properties, Inc.

Priscilla Visintine, Owner, Carden Group Communications

Eight media markets plus 13 malls plus 35 days added up to more than one million media impressions and a back-to-school public relations coup for CBL's St. Louis Region and Cotton Incorporated's denim recycling program. The region's unprecedented partnership with Blue Jeans Go Green™ generated \$250,000 in publicity for the program which recycles denim into home insulation to help communities rebuild after natural disasters. Customers responded to the call bringing nearly four tons of denim—sometimes by the truckload—to the participating malls.





TRADITIONAL MARKETING

PUBLIC RELATIONS

SHOPPING CENTER OVER 500,001 SQ.FT.

Silver

#WestfieldFashBash
Westfield Century City
Los Angeles, California

Owner/Management Company: Westfield

Professional Recognition:

Caitlin Boyd, Manager, National Marketing, Westfield
Shaun Swanger, VP, National Marketing, Westfield
Jill Blacford, Editor-in-Chief, Westfield
Erin Shems, Content & Creative Project Manager, Westfield
Jeff Adams, Sr. Director, National Marketing, Westfield

Westfield partnered with three leading fashion influencers and one media partner to present Westfield Fash Bash, a fully integrated fall fashion campaign where online met offline to drive awareness of and traffic to the Westfield Style blog and strengthen the brand's fashion positioning, particularly in Los Angeles. To get as wide a reach in the fashion community as possible, the campaign consisted of an online lookbook curated by the three influencers, a VIP event hosted by those same names for 40 of LA's top fashion bloggers and their plus-one guests, a nationwide sweepstakes for two lucky shoppers to attend the VIP event and a similar event open to the public two days later. All components of the campaign used the hashtag #WestfieldFashBash, creating Westfield's most successful fashion engagement promotion to date with over 8.5M hashtag impressions, 21.6M total media impressions and 5K contest entries.





WINNERS

TRADITIONAL MARKETING

PUBLIC RELATIONS

SHOPPING CENTER OVER 500,001 SQ.FT.

Silver

Fan Fest Scottsdale
Scottsdale Fashion Square
Scottsdale, Arizona

Owner/Management Company: Macerich

Professional Recognition:

Emily Ginzl, Sr. Manager, Marketing, Scottsdale Fashion Square
Christina Lanoue, Assistant Vice President, Property Management, Scottsdale Fashion Square
Kate Birchler, Assistant Vice President, Tourism Marketing, Macerich
David Madrid, Assistant Vice President, Business Development, Macerich
Sherry DeCovich, Assistant Vice President, Marketing, Macerich

How did Scottsdale Fashion Square, located miles away from the Super Bowl, intercept the ball — and the buzz — from everything else happening around Phoenix? The answer was Fan Fest Scottsdale, a groundbreaking, large-scale, free public event built around ESPN's full week of live Super Bowl coverage, outdoors at this luxury retail property. This impressive marketing play created a major PR win, resulting in nearly 500,000 weekly shopper visits, significantly increased sales for mall retailers, expanded partnerships with more than a dozen top sponsors and spectacular local and national news coverage that yielded more than 240 million impressions.





WINNERS

TRADITIONAL MARKETING

PUBLIC RELATIONS

SHOPPING CENTER UNDER 500,000 SQ.FT.

Gold

The Capital Wheel – Launching DC's Newest Attraction
National Harbor
National Harbor, Maryland

Owner/Management Company: Peterson Companies

Professional Recognition:

Angela Sweeney, CRX, CMD, Vice President - Marketing & Communications, Peterson Companies
Stephanie Lynch, Executive Vice President, Delucchi Plus
Molly Hippolitus, Senior Account Manager - Public Relations, Delucchi Plus
Eli Stovall, Managing Partner, Icon Attractions
Kent Digby, SVP, National Harbor Operations, Peterson Companies

One of the key strategies for launching The Capital Wheel at National Harbor was centered around a comprehensive public relations plan. A robust public relations campaign was created to drive awareness of the new attraction through national and international media coverage, generate excitement for the first attraction of its kind in the Northeast, build momentum leading up to Grand Opening weekend, and ultimately contribute to a broader campaign aimed in driving ticket sales. The public relations campaign to launch The Capital Wheel generated more than 380 million impressions and \$1.5 million in publicity value for the month of its Grand Opening alone. It was featured on Saturday Night Live's "Weekend Update," Good Morning America, World News Tonight with Diane Sawyer, USA Today, Associated Press, ESPN and all of the Washington DC's local media outlets.



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