



ICSC Solal Marketing Awards

2013 Winners

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

Award Categories

Traditional Marketing

PAGE 2

ADVERTISING

Strategic or tactical efforts to advertise a shopping centre that demonstrates creativity and effectiveness. The entry can be an integrated campaign across several mediums or be one single piece of creative work that addresses and achieves a specific objective.

PAGE 4

ALTERNATIVE REVENUE

This category recognises efforts that directly impact a centre's revenue performance or operational efficiency. The entry could show marketing-led initiatives that may comprise sponsorships, strategic alliances, endorsements, retailer partnerships, speciality leasing programmes that genuinely add to a centre's financial vitality or innovative ways of generating new revenue sources.

PAGE 5

BUSINESS-TO-BUSINESS

A campaign or programme designed to benefit the leasing/letting of an existing or new shopping centre.

PAGE 6

CAUSE RELATED MARKETING

A single or ongoing event, programme or project, whose objective is to benefit a community cause thereby building centre goodwill in its trade area. It may be charitable, promote a community cause or present an event that serves a local interest or lifestyle.

PAGE 8

GRAND OPENING, ANNIVERSARY, REFURBISHMENT OR EXTENSION

A complete campaign to introduce a new, refurbished or extended shopping centre.

PAGE 9

PUBLIC RELATIONS

A planned public relations programme or activity designed primarily to benefit the commercial interests of the shopping centre. The objective is to address a shopping centre/company need rather than a community need.

PAGE 12

SALES PROMOTION

Promotional or merchandising events or initiatives designed to stimulate increased sales. The promotion must take place in a centre and may involve joint activity with retailers.

New Media

PAGE 14

EMERGING TECHNOLOGY

The most current and innovative use of website, mobile, interactive or any other online component that creates a brand experience.

PAGE 15

INTEGRATED DIGITAL CAMPAIGNS

Programmes consisting of an integrated online, digital or social media campaign executed as a significant component of an in-mall event or sales promotion.

PAGE 16

SOCIAL MEDIA

Innovative and effective or creative use of social media sites in a media/marketing strategy.

Winners

GOLD



Gateway's Material World/
VDJ Fashion Preview,
Gateway Theatre of
Shopping, Durban,
South Africa

CentrO Christmas
Wonderland,
CentrO, Oberhausen,
Germany

Customer Satisfaction
Survey Campaign,
Strandtorget, Lillehammer,
Norway

Flash Stores,
Sierra Portugal SA
Lisbon, Portugal

My Baum Schoolmate,
CITYPARKGraz, Austria

Pink Ribbon Campaign,
Magasinet Drammen AS
Drammen, Norway

Lifted Campaign,
Cavendish Square
Cape Town, South Africa

Art Arrived at Colombo,
Centro Colombo, Lisbon,
Portugal

Tour de France - Post-it WR,
Galeries St Lambert, Liège,
Belgium

The Giant Ice Slide,
Canal Walk, Cape Town,
South Africa

My Forum Entertainment
Studio, Marmara Forum,
Istanbul, Turkey

Only for Oslo Cityzens
Oslo City, Oslo, Norway

Emporia Social Media for
Grand Opening
Emporia, Malmoe, Sweden

SILVER



'Experience the Magic,'
Bluewater, Greenhithe,
United Kingdom

Mirum Galleria -
A Rebranding
Overnight Challenge,
Mirum Galleria
Norrkoping, Sweden

Fashion Preview,
Plaza Mayor, Malaga, Spain

Black Fairytale,
Vestsjællands Centret
Slagelse, Denmark

Paper Deluxe,
Vestsjællands Centret,
Slagelse, Denmark

Parking Entrances Naming,
Almada Forum
Almada, Portugal

Gigli Pass,
I Gigli, Campi Bisenzio, Italy

Liverpool ONE - Fabulous
Figures, Liverpool ONE
Liverpool, United Kingdom

Gok WAN at Port Lodz,
Port Lodz, Lodz, Poland

Mums with Guts,
De Kopspijker/
Theaterplein, Spijkenisse,
Netherlands

Waste Is Not Just Trash.
It's A Resource.
Field's Copenhagen,
Copenhagen, Denmark

MULTI's "Dreams to Stars",
Multi Mall Management
Istanbul, Turkey

Restyling Primavera,
Centro Commerciale
Primavera, Roma, Italy

Dog-o-ween. We Are Back!,
MEGA Shopping and
Leisure Centre
Kaunas, Lithuania

Forum's International
Street Festival,
Marmara Forum and
Forum Istanbul
Istanbul, Turkey

Tickle the Ivories,
Liverpool ONE
Liverpool, United Kingdom

MMM - MTV VJ Casting,
10 Multi Mall Management
Centres, Portugal

TV Star of the Year,
Arkady Pankrac, Praha,
Czech Republic

World Largest Candy
Mosaic, VARENA
Betriebsgesellschaft m.b.H.
Vöcklabruck, Austria

MULTI's "Wipeout",
Forum Shopping Malls
Turkey

"ON THE BRINK",
Kanyon, Istanbul, Turkey

PromoFans,
Centro Colombo and
NorteShopping, Portugal

Shopping in the Dark
Mongolfiera Bari Japigia
Bari, Italy

Christmas in Stary Bower
Stary Bower
Poznan, Poland

The Battle for Trends:
Let the Fashion Win,
FORUM Gliwice
Gliwice, Poland

"QR Corridor",
Marmara Forum, Istanbul,
Turkey

MegaStores Den Haag,
MegaStores, Den Haag,
Netherlands

Gateway VIP Launch,
Gateway Theatre of
Shopping, Durban,
South Africa

Emporia Integrated
Digital for Grand Opening,
Emporia, Malmoe, Sweden

The Professional Shopper,
Musgrave Centre
Durban, South Africa

'Who Will Be Crowned?'
Bluewater, Greenhithe,
United Kingdom

Gateway Hotel Takeover,
Gateway Theatre of
Shopping, Durban,
South Africa

ICSC FOUNDATION COMMUNITY SUPPORT WINNER

High 5 for Demining
of Petrinja,
City Center One West
Zagreb, Croatia

Traditional Marketing Categories

ADVERTISING



GATEWAY'S MATERIAL WORLD / VDJ FASHION PREVIEW GATEWAY THEATRE OF SHOPPING

Durban, South Africa

Owner / Management Company: Old Mutual Property

Gateway's six week campaign culminated in a final event extravaganza featuring a fashion show from top designers. 26,000 people attended, reinforcing Gateway's position as the largest and most fashion forward shopping complex in the southern hemisphere

CUSTOMER SATISFACTION SURVEY CAMPAIGN STRANDTORGET

Lillehammer, Norway

Owner: Niam Fund V
Management Company:
Sektor Eiendomsutvikling

Strandtorget's unusual and sometimes humorous campaign incorporated the results of their customer satisfaction survey into a marketing campaign. A series of full page newspaper ads communicated both positive and negative feedback, reinforcing the centre's desire to build on the trust and loyalty they already enjoyed.

Strandtorget customer satisfaction survey says:

29% ARE UNHAPPY WITH OUR PARKING FACILITIES.



... WE AGREE!

This issue has a high priority on our agenda and we do whatever we can to make the traffic go more smoothly on busy days. Our goal is to increase the number of parking spots, but in the meantime we encourage you to come visit us on less busy days. We promise you great parking opportunities for your car and a pleasant shopping experience for you. Welcome!

Traditional Marketing Categories

ADVERTISING



MIRUM GALLERIA – A REBRANDING OVERNIGHT CHALLENGE

MIRUM GALLERIA

Norrköping, Sweden

Owner / Management Company: Steen & Strøm

The centre's extensive interior upgrades and the overnight rebrand of the centre's new name Mirum (which means surprise in Latin) has successfully repositioned Galleria within the market as an events based arena.



BLACK FAIRYTALE

VESTSJÆLLANDS CENTRET

Slagelse, Denmark

Owner: Danica

Management Company: Steen & Strøm

Vestsjællands Centret's Fall campaign produced a fairy tale spectacle with costumes from the Royal Danish Theatre incorporated into the centre's fall fashion presentation. Black Fairy tale was brought to life with visually strong graphics, transporting their audience into a world of adventure, fashion and fantasy.



FASHION PREVIEW

PLAZA MAYOR

Malaga, Spain

Owner / Management Company: Sonae Sierra

Fashion Preview at Plaza Mayor is a week long event offering free advice from personal shoppers with special and exclusive offers to its customers. The 2012 edition reinvented this annual campaign to renew the value promise, increase PR coverage and improve the glamorous image of the centre.

'EXPERIENCE THE MAGIC'

BLUEWATER

Greenhithe, United Kingdom

Owner: Lend Lease and various investors

Management Company: Lend Lease Retail

Bluewater's focus for their Experience the Magic was to improve and communicate the guest experience and to maintain their market share. Targets for footfall, sales and visitors were exceeded, making this integrated marketing campaign highly successful.



PAPER DELUXE

VESTSJÆLLANDS CENTRET

Slagelse, Denmark

Owner: Danica

Management Company: Steen & Strøm

Vestsjællands Centret's campaign featured seven unique and handmade paper dresses as the focal point of the spring fashion line. The Paper Deluxe campaign received National television coverage – attracting a wider audience, increasing footfall and revenues and fortifying VSVs position as the fashion destination in the region.

Traditional Marketing Categories

ALTERNATIVE REVENUE



PARKING ENTRANCES NAMING ALMADA FORUM

Almada, Portugal

Owner: Commerz Real Investmentgesellschaft, mbH (CRI)
Management Company: Multi Mall Management Portugal

Portugal's Alameda Forum transformed the large, unused and undecorated areas around the parking lot entrances and created and branded the 3 main parking entrances – Fiat Forum, Honda Red Hall and Kia Mountain. Events now take place in the new leisure areas created by the brands, generating alternative revenue.



GIGLI PASS I GIGLI

Campi Bisenzio, Italy

Owner: Eurocommercial Properties Italia Srl
Management Company: Larry Smith Italia s.r.l.

The Gigli Pass is a loyalty advantage programme, that supports new marketing campaigns and creates opportunities for business relationships within the local community. This revenue-generating programme benefits both customers and retailers alike.



CENTRO CHRISTMAS WONDERLAND CENTRO

Oberhausen, Germany

Owner: Stadium & CPPIB
Management Company: CentrO Management GmbH

The revitalised marketing plan for the Traditional Christmas Market at CentrO, involved creating a themed entertainment concept along the lines of a leisure park. The heightened visitor appeal resulted in substantial increases to income, profit and ROI.

Traditional Marketing Categories
BUSINESS-TO-BUSINESS



FLASH STORES
 SIERRA PORTUGAL SA

Lisbon, Portugal

Sierra Portugal's Pop Up Store pilot programme helped attain seven new leasing contracts and significantly improved the shopping centre's image. The programme will be rolled out to Spain, Italy, Germany and Romania, and could attain revenue figures of up to half a million in 2013.



LIVERPOOL ONE – FABULOUS FIGURES
 LIVERPOOL ONE

Liverpool, United Kingdom

Owner: Grosvenor Liverpool Fund
Management Company: Liverpool ONE/Broadgate Estates

The Liverpool ONE-Fabulous Figures campaign employed a combination of tools designed to specifically engage target brands, resulting in securing a record breaking number of brands, greatly enhancing the tenant mix and achieving full occupancy ahead of expectations.



THE THREE E-CARDS, SENT SEQUENTIALLY OVER A FOUR-WEEK PERIOD, HAD AN OPEN RATE OF 35.4%, COMPARED TO AN INDUSTRY BENCHMARK OF 11.34%



Traditional Marketing Categories

CAUSE RELATED MARKETING



MY BAUM SCHOOLMATE CITYPARK

Graz, Austria

Owner: Bauvermietungsgesellschaft Poppmeier & Co KG
Management Company: SES Spar European Shopping Centers

Cardboard trees in the shape of the CITYPARK logo were delivered to 600 elementary school children to decorate for the Austrian Maypole Tradition. At the grand finale event, the students unveiled their trees at CITYPARK, where they remained for two weeks for the public to vote on.



PINK RIBBON CAMPAIGN MAGASINET DRAMMEN AS

Drammen, Norway

Owner: Storebrand
Management Company: Sektor Eiendomsutvikling

As part of Magasinet Drammen's unique Pink Ribbon Campaign, photographs of their female staff's breasts were on display with the caption: Today we show you the breasts of 40 of our employees. We want to keep every single one of them. The campaign generated widespread press coverage, as well as support from partners and enthusiastic customers.



MUMS WITH GUTS DE KOPSPIJKER/THEATERPLEIN

Spijkenisse, Netherlands

Owner / Management Company: Corio Nederland

DeKopsijker launched their Moeders met Lef campaign—a competition encouraging mothers to design their own shop, with the public having a final say in the winning shop concept. This entrepreneurial campaign produced a social media frenzy and helped a local Spijkenisse promotion achieve nationwide attention.



GOK WAN AT PORT LODZ PORT LODZ

Lodz, Poland

Owner / Management Company: Inter IKEA Centre Poland

Port Lodz is a multibrand fashion centre tailored to the many demographics and income levels of the local inhabitants. Celebrity Gok Wan was invited to become the face of their cause related marketing campaign, with spectacular results. Gok's visit at Port Lodz resulted in extensive media coverage and ensured a presence on national television.

Traditional Marketing Categories

CAUSE RELATED MARKETING



WASTE IS NOT JUST TRASH. IT'S A RESOURCE FIELD'S COPENHAGEN

Copenhagen, Denmark

Owner: Steen & Strøm / Klepierre
Management Company: Steen & Strøm
Denmark

Steen & Strøm's sustainable development programme created more efficient and fun areas for their retailers. Today approximately 45% of the waste at Field's is source separated, with 75% being the overall objective level within the next two years.

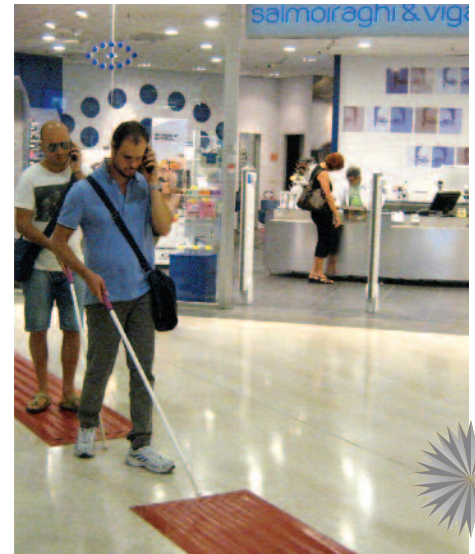


CHRISTMAS IN STARY BROWAR – TRADITION IS ART STARY BROWAR

Poznan, Poland

Owner: Grazyna Kulczyk
Management Company: Fortis Nowy
Stary Browar

Stary Browar's the Tradition Is Art campaign hosts activities and workshops supporting artistic rebellion against the commercialisation of Christmas. This campaign serves to highlight and praise the works and craftsmanship of local artisans whilst respecting the true traditions of the festive period.



SHOPPING IN THE DARK MONGOLFIERA BARI JAPIGIA

Bari, Italy

Owner: BNP PARIBAS REIM SGR PA
Management Company: SVICOM S.R.L.

The Mongolfiera Shopping Centre in collaboration with the Italian Association for the Blind, designed and built an interactive route for the visually impaired, allowing full mobility and autonomy throughout the shopping centre. This first-of-its kind initiative has been welcomed with enthusiasm by Italy's social, economic and political entities.



MULTI'S "DREAMS TO STARS" MULTI MALL MANAGEMENT

Istanbul, Turkey

Multi's Dreams to Stars Project sent 7,000 underprivileged boys to train with famous footballer Luis Figo, with the top 10 performers given the opportunity to attend the Milan summer camp. The national project boosted morale and reached more than 34 million people through its massive PR campaign.



ICSC FOUNDATION COMMUNITY SUPPORT WINNER

HIGH 5 FOR DEMINING OF PETRINJA CITY CENTER ONE WEST

Zagreb, Croatia

Owner: Gradski centar d.o.o.
Management Company: CC Real d.o.o. k.d.

City Centre One's campaign "High 5 for Demining Petrinja" helped raise more than €28,000. Located less than 50 km away, Petrinja (whose name incorporates the Croatian word for 5) is still covered and polluted with mines. The campaign's efforts helped demine more than 35,000 m².

Traditional Marketing Categories

GRAND OPENING, ANNIVERSARY, REFURBISHMENT OR EXTENSION

**LIFTED CAMPAIGN**
CAVENDISH SQUARE

Cape Town, South Africa

Owner: Old Mutual Property/Pareto Ltd.**Management Company:** Old Mutual Property

Cavendish Square's ambitious escalator upgrade project meant months of unavoidable disruption to its customers. The centre minimised the impact by featuring aesthetically pleasing and customer engaging areas along the way. The strategy ensured customers did not change their shopping patterns during the construction period.

**RESTYLING PRIMAVERA**
CENTRO COMMERCIALE PRIMAVERA

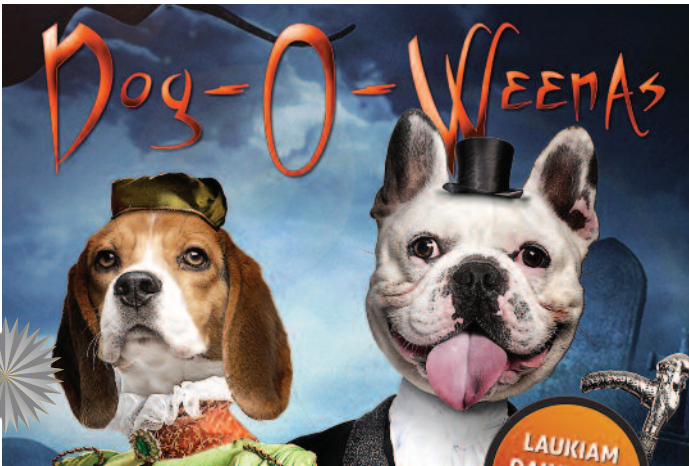
Roma, Italy

Owner: Primavera Shopping Srl (GE Commercial Finance Real)**Management Company:** CBRE Shopping Centre Management

The concept of a shopping centre as a new form of public space is the inspiration behind Restyling Primavera. Under the supervision of the European Institute of Design, junior designers were asked to design the interiors of the gallery – creating an environment by and for young people.

Traditional Marketing Categories

PUBLIC RELATIONS



DOG-O-WEEN. WE ARE BACK! MEGA SHOPPING AND LEISURE CENTRE

Kaunas, Lithuania

Owner: Baltic Shopping Centers
Management Company: Baltic RED

MEGA is known for its interesting and original family events and Dog-o-ween is one of them, transforming man's best friend into devils, mummies and spiders. This unusual competition has become a MEGA shopping centre tradition, attracting families and media coverage alike.



FORUM'S INTERNATIONAL STREET FESTIVAL MARMARA FORUM AND FORUM INSTANBUL

Istanbul, Turkey

Management Company: Multi Development Türkiye

With street entertainment forbidden in public places, Forum Istanbul and Marmara Forum capitalised on the rampant upheaval coverage dominating the media. Presented in a festival setting, this inaugural PR event featured street performers from all over the world, driving staggering visitor traffic into the centres.



ART ARRIVED AT COLOMBO CENTRO COLOMBO

Lisbon, Portugal

Owner: Sierra Portugal S.A. / CBRE RPFI Fund
Management Company: Sierra Portugal S.A.

'Art Arrived at Colombo' began in 2012, and is part of the centre's strategy to attract mass media coverage, whilst attaining and recovering visitors in an increasingly competitive market. To date, a return of almost 7 times the investment in equivalent advertising value has been achieved.

Traditional Marketing Categories

PUBLIC RELATIONS



TICKLE THE IVORIES LIVERPOOL ONE

Liverpool, United Kingdom

Owner: Grosvenor

Management Company: Liverpool ONE Management Company

Tickle the Ivories is a 12-week long initiative to generate press coverage, drive social media content and create a lively atmosphere. A tweet from The Liverpool Football Club suggesting Liverpool ONE keep the 5 reconditioned pianos year round reached more than 500,000 Liverpool FC supporters.



TOUR DE FRANCE - POST-IT WR GALERIES ST LAMBERT

Liège, Belgium

Owner: Galeries Saint Lambert s.a.

Management Company: SCMS - Shopping Center Management Services

This 20-day-long event to mark the end of the Tour de France, featured promotions and events relating to cycling and the creation of the world's largest sticky note mosaic. The centre also organised a Post-It sales promotion with proceeds being donated to an association working for integration through sport.

Traditional Marketing Categories

PUBLIC RELATIONS



TV STAR OF THE YEAR ARKADY PANKRAC

Praha, Czech Republic

Owner: ECE / Familie Otto, Unibail Rodamco

Management Company: ECE Projektmanagement GmbH & Co. KG

'Shopping World' is a unique partnership between Arkady Pankrac and Czech television station Prima. Eighteen television episodes were filmed at the centre, featuring a cast of well-known Czech actors and offered viewers an interesting and amusing behind-the-scenes look at a shopping centre.



MMM - MTV VJ CASTING 10 MULTI MALL MANAGEMENT CENTRES

Portugal

Management Company: Multi Mall Management

Portugal's Multi teamed up with MTV to search for the next MTV VJ. The six-month long campaign spanning 10 shopping centres found a finalist list of 10 hopeful presenters. The finale held at the Forum Sintra generated astonishing figures on the MTV platform.



WORLD LARGEST CANDY MOSAIC VARENA BETRIEBSGESELLSCHAFT M.B.H.

Vöcklabruck, Austria

Owner: SPAR AG

Management Company: SES Spar European Shopping Centers

As part of their birthday celebration, Varena invited children and parents to join them in their attempt to create the world's largest candy mosaic. This interactive event gained the centre and its customers a listing in the Guinness Book of World Records.

Traditional Marketing Categories

SALES PROMOTION



THE GIANT ICE SLIDE CANAL WALK

Cape Town, South Africa

Owner: Hyprop Investments & Ellerine Bros
Management Company: Hyprop Investments

Canal Walk delivered another unique event during the peak December holidays by erecting a 40m Giant Ice Slide within the centre. Outside it was sweltering but inside Canal Walk it was a winter wonderland with an ice climbing wall, a thrilling toboggan and an ice cave with Santa Claus himself.



MULTI'S "WIPEOUT" FORUM SHOPPING MALLS

Turkey

Management Company:
Multi Development Türkiye

Based on the TV contest Wipeout, prospective contestants provided shopping receipts from the centre's retailers in order to be eligible to participate. The PR event helped Multi Development reinforce their status as the place where sports and entertainment come together, whilst doing its part to promote sports for the morale of the country.

Traditional Marketing Categories

SALES PROMOTION

“ON THE BRINK” KANYON

Istanbul, Turkey

Owner: Eczacıbasi and Is Real Estate Investment Trust

Management Company: Kanyon Marketing and Management Company

Kanyon employed public relations, social media and sales incentives tools to attract and integrate students into the community. On the Brink university events were first of their kind in Turkey and were accessed online by more than 50,000 people, enabling older teens to experience the Kanyon brand in a fresh and exciting way.



PROMOFANS CENTRO COLOMBO AND NORTESHOPPING

Portugal

Management Company: Sonae
Sierra

PromoFans® is an innovative platform that allows visitors to see all promotions available in real time, including exclusive PromoFans® offers. The interface provides multi-access from the Website, FaceBook, or any smartphone, and allows tenants to upload promotions anytime and anywhere.



THE BATTLE FOR TRENDS: LET THE FASHION WIN FORUM GLIWICE

Gliwice, Poland

Owner: DEKA Immobilien

Management Company: Avestus Real Estate

Traditional fashion shows are a widely used sales tool and FORUM Gliwice wanted new ways to promote new collections and engage their customers. FORUM added innovative twists to the traditional and created The Battle for Trends: Let the Fashion Win Events to promote both the Spring and Autumn 2012 collections.

New Media Categories

EMERGING TECHNOLOGY



MY FORUM ENTERTAINMENT STUDIO MARMARA FORUM

Istanbul, Turkey

Owner: Multi Corporation BV & Area Property
Management Company: Multi Mall Management

My Forum Entertainment Studio – both a physical and digital place – is the first free social community in the Multi Development family, and has quickly become a successful source of alternative revenue, generating profits of nearly 50%.



GATEWAY VIP LAUNCH GATEWAY THEATRE OF SHOPPING

Durban, South Africa

Owner/Management: Old Mutual Property

The Gateway VIP Programme uses technology to bridge the gap between customer and business needs. More than 21,000 people signed up for the programme, providing customers with a shopping experience tailored to their needs and interests, and rewarding them for their loyalty and feedback.



MEGASTORES DEN HAAG MEGASTORES

Den Haag, Netherlands

Owner: ING RED
Management Company: CBRE Shopping Centre Management

MegaStores developed a unique product-related website that features the complete range of products available at the shopping centre. The website has attained a number 1 position on Google Ranking, with visitation increasing substantially each month.



"QR CORRIDOR" MARMARA FORUM

Istanbul, Turkey

Owner: Multi Corporation BV & Area Property
Management Company: Multi Mall Management

Marmara Forum's QR Corridor allows shoppers to use their mobile devices to scan more than 1,000 quick response codes, to win surprise gifts as well as store discounts of up to 50%. The impact of this pioneer promotion has resulted in a 20% boost in sales.

New Media Categories

INTEGRATED DIGITAL CAMPAIGNS



GATEWAY HOTEL TAKEOVER GATEWAY THEATRE OF SHOPPING

Durban, South Africa

Owner/Management: Old Mutual Property

The Gateway Hotel Takeover awarded one customer and 100 of her friends an all expenses paid weekend at a luxurious hotel. Competitors used social media platforms to refer to their milestone event encouraging the contest to go viral. The technologically-innovative competition at the forefront of marketing innovation and Brand awareness.



EMPORIA INTEGRATED DIGITAL FOR GRAND OPENING EMPORIA

Malmoe, Sweden

Owner: Klepierre
Management Company: Steen & Strøm

Emporia's marketing strategies run throughout the whole communication platform – Long live choice! All activities follow the same brand and communication strategy, optimising the development of consumer dialogue whilst establishing Emporia's own communication channels.



THE PROFESSIONAL SHOPPER MUSGRAVE CENTRE

Durban, South Africa

Owner: SA Corporate Real Estate Fund
Management Company: Old Mutual Property

This integrated digital campaign at the Musgrave Centre required shoppers to apply for a job vacancy as a Personal Shopper. The successful candidate received centre vouchers to spend as she pleased – requiring she document her purchases and experiences online via social media, giving value to both the retailers and centre alike.

New Media Categories

SOCIAL MEDIA



ONLY FOR OSLO CITYZENS OSLO CITY

Oslo, Norway

Owner: DNB

Management Company: Dnb Næringsseidom

'Only for Oslo Cityzens' is a social media tool that allows staff at Oslo City to discuss everyday issues to find the best solutions for the centre and its Cityzens. The results of this innovative strategy include a closer cooperation between employees and management, generating enthusiasm, and involvement.



EMPORIA SOCIAL MEDIA FOR GRAND OPENING EMPORIA

Malmö, Sweden

Owner: Klepierre

Management Company: Steen & Ström

Emporia is Steen & Ström's single largest shopping centre enterprise and launched in October 2012 with an extensive integrated campaign on Facebook. They quickly built a large group of Likes and by year-end had a substantial number of followers with which they could communicate the development of Emporia.



'WHO WILL BE CROWNED?' BLUEWATER

Greenhithe, United Kingdom

Owner: Lend Lease and various owners

Management Company: Lend Lease Retail

The 'Who Will Be Crowned?' social media campaign successfully sold the Bluewater fashion message to new and existing online customers, increasing its fan base by 47% during the eight-week run.

2013 Jury

CO-CHAIRMEN



Manuela Calhau
Director Marketing & Innovation
Sonae Sierra
PORTUGAL



Jacques Sinke
Director of International Retail
MAB Development
NETHERLANDS

JURY



Sofie Brammer
Marketing Manager
Steen & Strøm Danmark A/S
DENMARK



Filipa Fernandes
Head of Research and Innovation
SES Spar European Shopping
Centers
AUSTRIA



Agnieszka Nowak
Marketing Director
Jones Lang LaSalle
RUSSIAN FEDERATION



João Xavier
Managing Director SCs Istanbul
Multi Corporation/Forum
Turkey Fund
TURKEY



Kirsty Crawford
Clelland Marketing Limited
UNITED KINGDOM



Frank Geuze
Project Manager
CBRE Retail Development Services
NETHERLANDS



Hans Van Laer, CMD
Marketing Manager
SCMS (Shopping Center
Management Services)
BELGIUM



Zelmira Zelenayova
Retail Marketing Manager
HB Reavis Slovakia A.s.
SLOVAKIA



Michelle Daniels
Managing Director UK
Toolbox Marketing
UNITED KINGDOM



Iveta Lace
Managing Director/Board Member,
Shopping Centres "Spice" and
"Spice Home"
E.L.L. Real Estate Ltd.
LATVIA



Marijke Vogelaar
Head of Corporate PR &
Communication
CORIO
NETHERLANDS



Marta Drzewiecka
Marketing Director
EHL Real Estate Poland Sp Z.o.o
POLAND



Douglas W. Mayne
Managing Director
Primedia Lifestyle
SOUTH AFRICA



ICSC Europe Office

29 Queen Anne's Gate
London
SW1H 9BU
United Kingdom

PHONE: +44 20 7976 3100
FAX: +44 20 7976 3101
EMAIL: info.europe@icsc.org
www.icsc.org/europe

Visit ICSC's Global Awards Gallery, www.icsc.org/awardswebgallery.com
for complete details for finalists.