



ICSC Solal Marketing Awards

2014 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

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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.

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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.

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BUSINESS-TO-BUSINESS

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

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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.

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CUSTOMER SERVICE EXPERIENCE

A strategic customer service and/or customer experience initiative that demonstrates exceptional standards that may benefit consumers, employees, suppliers, shareholders and communities. The entry must address and achieve a specific objective related to the overall enhancement of a customer's shopping experience and must document measurable results attributable to the effort (i.e.: ROI, surveys, shopper loyalty, shopper length of stay and frequency of visitation, testimonials, etc.).

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GRAND OPENING, ANNIVERSARY, REFURBISHMENT OR EXTENSION

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

PAGE 8

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.

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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

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EMERGING TECHNOLOGY

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

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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.

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SOCIAL MEDIA

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

Winners

GOLD



OC Games
Oslo City
Oslo, Norway

The Exchange
Cavendish Square
Claremont, Cape Town, South Africa

Poetry Peep
EUROPARK Salzburg
Salzburg, Austria

Construction Yard for Kids
Wijnegem Shopping Center
Wijnegem, Belgium

Housewives Olympics
Shoppnig Complex Spice
Riga, Latvia

PromoFans Digital Campaign
(Portugal + Spain)
Sonae Sierra
Lisbon, Portugal

House of Temptations
Kolding Storcenter
Kolding, Denmark

SILVER



Lose Yourself in Fashion
Field's
Copenhagen, Denmark

Winter Wonderland
VestsjællandsCentret
Slagelse, Denmark

Champions League Final @ Golden Hall
Golden Hall
Athens, Greece

Content Innovation
Primedia Lifestyle
Sandton, South Africa

ESPLO! Moving Mall
CENTRO*Sesto
Sesto Fiorentino, Italy

Frozen World
Forum Gliwice
Gliwice, Poland

NASA: A Human Adventure Exhibition
Marmara Forum
Istanbul, Turkey

MEGAsupport of Universiade's 2013
Volunteers movement
MEGA Kazan Family Shopping Centre
Kazan, Russia

Mall 3.0 – Future Labs by ECE
ECE Projektmanagement
G.m.b.H. & Co. KG
Hamburg, Germany

Compromiso Xanadú
Madrid Xanadú
Arroyomolinos, Spain

The Beach 2013
Menlyn Park Shopping Centre
Pretoria, South Africa

We celebrate...YOU
Oslo City
Oslo, Norway

OZ, the Great and Powerful Movie
Turkey Sponsorship
Marmara Forum
Istanbul, Turkey

Student Lock-In 2013
at Land Securities
Shopping Centres
United Kingdom

Yellow Wednesday
City Center One Split
Split, Croatia

Kringlukuröss
Kringlan Iceland
Reykjavik, Iceland

Kanyon's "We Bubble"
Augmented Reality App
Kanyon
Istanbul, Turkey

Super Classifica Shopping
C. C. Carosello
Carugate, Italy

Be Part of (Y)Our Christmas Decoration
Wijnegem Shopping Center
Wijnegem, Belgium

TweetBox
Istanbul Cevahir Shopping and Entertainment Center
Istanbul, Turkey

Multi Development's: "Person of the Year"
Multi Development Turkey
Istanbul, Turkey

Bluewater's Christmas Cracker
Bluewater
Greenhithe, United Kingdom

Traditional Marketing Categories

ADVERTISING

LOSE YOURSELF IN FASHION FIELD'S

Copenhagen, Denmark

Management Company: Steen & Strøm Denmark
Owner: Klepierre

Field's 'Lose Yourself in Fashion' Spring campaign employed a comprehensive 360 degree cross channel media plan to surprise, inspire and entertain their targetted fashionista demographic, reinforcing their position as the leading fashion destination in its category.



WINTER WONDERLAND VESTSJÆLLANDSCENTRET

Slagelse, Denmark

Management Company: Steen & Strøm Denmark
Owner: Danica

VSC's partnership with the city of Slagelse to create a Winter Wonderland was both historic and innovative. With all proceeds donated to The Children's Aid Foundation, the campaign generated increased awareness for all and led to increased customer loyalty, footfall and revenue.

Traditional Marketing Categories

ALTERNATIVE REVENUE



CHAMPIONS LEAGUE FINAL @ GOLDEN HALL GOLDEN HALL

Athens, Greece

Owner: Lamda Development S.A
Management Company: ECE-Lamda Hellas S.A

With a full sponsorship from Heineken, Golden Hall held a spectacular and unforgettable event celebrating the 2012-2013 UEFA Champions League Final.

CONTENT INNOVATION PRIMEDIA LIFESTYLE

Sandton, South Africa

Primedia Lifestyle's NON-GLA business unit developed a world class content platform to provide an information solution to shoppers and generate advertising revenue, with the long term goal of becoming a self-sustaining marketing initiative.



Traditional Marketing Categories

BUSINESS-TO-BUSINESS



OC GAMES OSLO CITY

Oslo, Norway

Owner: Dnb Næringsseidom
Management Company: Oslo City AS

Inspired by the Hunger Games film, Oslo City hosted 'The OC Games', featuring five retailer managers competing against each other for the 2013 'Cityzen of the Year' title. The creative social media campaign ensured OC's anniversary celebration was a great success.

ESPLO! MOVING MALL CENTRO*SESTO

Sesto Fiorentino, Italy

Owner: Unicoop Firenze
Management Company: SVICOM - Sviluppo Commerciale - S.r.l.

'ESPLO! Moving Mall' is an innovative experiment of a mall within a mall. The moveable pieces allow for multiple designs and shapes—easily changing to best reflect the style of its residents—making the experience more attractive and dynamic.



Traditional Marketing Categories

CAUSE RELATED MARKETING



MEGASUPPORT OF UNIVERSIADE'S 2013 VOLUNTEERS MOVEMENT MEGA KAZAN FAMILY SHOPPING CENTRE

Kazan, Russia

Owner: IKEA
Management Company: IKEA Shopping Centres Russia

MEGA's plan to be the volunteer centre for the XXVII World Student Games helped the centre reinforce its positioning within its community, and further strengthening the perception of being a centre that cares.

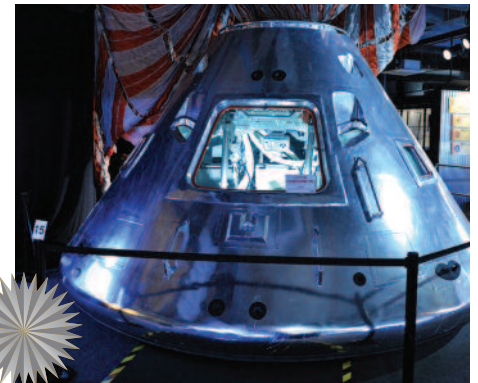


FROZEN WORLD FORUM GLIWICE

Gliwice, Poland

Owner: Deka Immobilien GmbH
Management Company: JLL

FORUM's Children's Day 2013 event featured an Augmented Reality show using exclusive content from BBC's renowned programme 'Frozen Planet', a series of workshops promoting ecological behaviours, and a give-away gift of educational materials.



NASA: A HUMAN ADVENTURE EXHIBITION MARMARA FORUM

Istanbul, Turkey

Owner: Multi Corporation BV & ARES
Management Company: Multi Mall Management

Marmara Forum's celebration of mankind's fascination with space was prominently displayed with artifacts and large scale objects from NASA's own collection. The 'NASA: A Human Adventure' exhibit offered visitors an up-close space experience filled with excitement.



THE EXCHANGE CAVENDISH SQUARE

Claremont, Cape Town, South Africa

Owner: Old Mutual Life Assurance (SA) LTD and Business Venture Investment No 1360 (PTY) LTD
Management Company: Old Mutual Property

Cavendish Square's thought-provoking and controversial public awareness campaign in support of the Organ Donor Foundation of South Africa, gave shoppers the opportunity to 'exchange' their organs for fashion items, proving (perhaps) consumerism can save lives.

Traditional Marketing Categories

CUSTOMER SERVICE EXPERIENCE



COMPROMISO XANADÚ MADRID XANADÚ

Arroyomolinos, Spain

Management Company/Owner:
Ivanhoé Cambridge

Xanadú Madrid reinforced its reputation as a social responsibility leader with their campaign to promote their in-centre recycling centre. Their multifaceted program gained customer and retailer engagement, diverting over 1.4 tonnes of waste from landfill in two months.



MALL 3.0 – FUTURE LABS BY ECE ECE PROJEKTMANAGEMENT G.M.B.H. & CO. KG

Hamburg, Germany

To achieve the goal of connecting the online world with offline retail, and to attract customers to the centre, ECE's project Mall 3.0 is a strategic initiative featuring a unique smartphone app, an interactive mega screen and a digital playground for children.



THE BEACH 2013 MENLYN PARK SHOPPING CENTRE

Pretoria, South Africa

Owner: Old Mutual Life Assurance Company
South Africa and Pareto Limited
Management Company: Old Mutual Property

Menlyn Park Shopping Centre brought the beach to their shoppers during their 2013 festive season campaign. The centre and city came alive with unique, eye-catching activations, capturing the imaginations of families, and further inspiring them to enjoy the magical holiday escape.



POETRY PEEP EUROPARK SALZBURG

Salzburg, Austria

Management Company/Owner: SES - Spar European Shopping Centers

'Poetry Peep' is one of EUROPARK's initiatives to incorporate art into their centre. For a €1 fee, visitors selected a category and were able to hear a celebrity exclusively recite a poem to them live.

Traditional Marketing Categories

GRAND OPENING, ANNIVERSARY, REFURBISHMENT OR EXTENSION



WE CELEBRATE...YOU OSLO CITY

Oslo, Norway

Owner: DNB Næringseiendom
Management Company: Oslo City AS

Oslo City celebrated their 25th anniversary with an extensive campaign that refreshed both the centre and their brand. The 'We Celebrate You!' campaign also featured unique VIP evenings at OC, with one customer winning a grand prize worth €60,000 worth of shopping at the centre.



CONSTRUCTION YARD FOR KIDS WIJNEGEM SHOPPING CENTER

Wijnegem, Belgium

Owner: AXA and CBRE Global Investors
Management Company: Group Hugo Ceusters-SCMS

To counteract the risk of losing families during their refurbishment, Winjegem turned the remodeling into an event by offering children their own construction yard. The initiative not only achieved its objective, it also registered a 4% increase in centre visitors during the event.

Traditional Marketing Categories

PUBLIC RELATIONS

OZ, THE GREAT AND POWERFUL MOVIE TURKEY SPONSORSHIP MARMARA FORUM

Istanbul, Turkey

Owner: Multi Corporation BV. & ARES

Management Company: Multi Mall Management

Marmara Forum created a great and powerful campaign around the premiere of Disney's remake of the classic film The Wizard of Oz. Online trivia contests and special events featuring fashion designers helped reinforce the perception that Marmara Forum is the place to meet.



HOUSEWIVES OLYMPICS SHOPPING COMPLEX SPICE

Riga, Latvia

Owner: E.L.L. Real Estate

Management Company: "Tirdzniecības centrs Pleskodale" Ltd.

Spice Home's annual 'Housewives Olympics' featured 181 competitors—including one man—competing to be named Latvia's best housewife, with a celebrity jury evaluating their performance in household chores. The event achieved excellent publicity and centre awareness.

Traditional Marketing Categories

SALES PROMOTION

YELLOW WEDNESDAY CITY CENTER ONE SPLIT

Split, Croatia

Owner: Kaufmann i Hofmann d.o.o.
Management Company: CC Real d.o.o.k.d.

The 'Yellow Wednesday' project at City Center One features great discounts, a chance to shop for free and the granting of the most original wish on the centre's Facebook page. Held on the first Wednesday of each month, centre sales are substantially higher than other weekdays.



STUDENT LOCK-IN 2013 AT LAND SECURITIES SHOPPING CENTRES

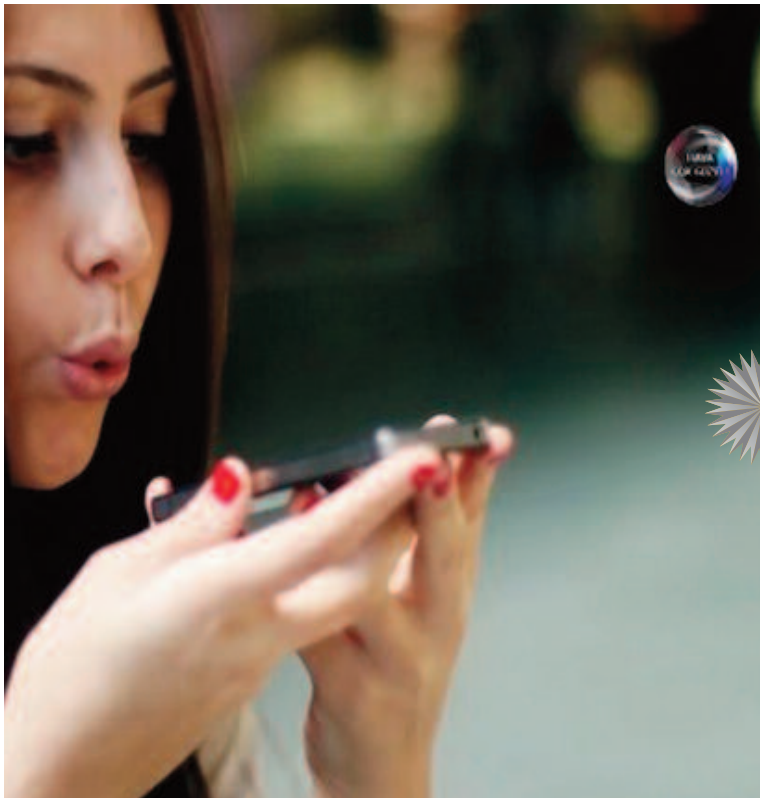
United Kingdom

Participating Centres: St David's Dewi Sant, Cardiff, Trinity Leeds, Cabot Circus, Bristol, Gunwharf Quays, Portsmouth, Princesshay, Exeter, The Galleria, Hatfield, The Bridges, Sunderland, Overgate, Dundee Buchanan Galleries, Glasgow, Bon Accord & St Nicholas, Aberdeen.



New Media Categories

EMERGING TECHNOLOGY


KANYON'S "WE BUBBLE" AUGMENTED REALITY APP
 KANYON

Istanbul, Turkey

Owner: Eczacibasi Holding and Is Real Estate
Management Company: Kanyon Yonetim Isletim ve Pazarlama

Kanyon's mobile application engaged customers to 'catch' bubbles to obtain special offers from participating retailers. The successful campaign more than tripled the targeted number of users, generating nearly 1,200 retail coupons and realising a 15% increase in centre sales.


KRINGLUKRÖSS
 KRINGLAN ICELAND

Reykjavik, Iceland

Owner: Reitir
Management Company: Rekstrarfelag Kringlan

Kringlan's innovative Christmas app, available on Android and iPhone platforms and through Facebook, featured a simple match three game offering customers the opportunity to earn points towards discounts and rewards at participating retailers.

New Media Categories

INTEGRATED DIGITAL CAMPAIGNS



BE PART OF (Y)OUR CHRISTMAS DECORATION WIJNEGEM SHOPPING CENTER

Wijnegem, Belgium

Owner: AXA and CBRE Global Investors
Management Company: Group Hugo Ceusters-SCMS

Wijnegem Shopping Center's campaign featured a centrally located tree integrating 18 screens in the form of Christmas decorations. More than 18,000 customers uploaded photos on the centre's website to appear onscreen, and received a take-home bauble for their own tree.



SUPER CLASSIFICA SHOPPING C. C. CAROSELLO

Carugate, Italy

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

Carosello's online contest invited customers to vote for their favourite retailer and the friendliest staff. Every €5 purchase gave them an opportunity to win instant prizes and one of three €1,000 gift cards. The successful strategy enriched online databases and stimulated centre sales.



PROMOFANS DIGITAL CAMPAIGN (PORTUGAL + SPAIN) SONAE SIERRA

Lisbon, Portugal

Sonae Sierra's PromoFans® platform allows visitors to see (in real time) all promotions available at each of their shopping centres. Its innovative multi-access interface allows access from all types of platforms, seamlessly connecting customers with centre retailers.

New Media Categories

SOCIAL MEDIA


BLUEWATER'S CHRISTMAS CRACKER
BLUEWATER

Greenhithe, United Kingdom

Owner: Lend Lease and co-owners
Management Company: Lend Lease

Bluewater's unique 'Christmas Cracker' social media campaign combined a festive based prize draw and discount promotion supported by 65 centre retailers. Bluewater's Facebook fan base increased by 12,446 fans, generating an estimated commercial worth of \$2.3 million.

Hediye kazanmak, bi' Tweet'ine bakar.

50 TL ve üzeri alışveriş yap, "İstanbul Cevahir'de alışveriş keyfini anlatan bir slogan yaz, #hediyelercevahirde hashtagiyle Twitter'da paylaş, Cevahir TweetBox'tan sürpriz hediyeler kazanma şansını yakala."

Tarih: 25 Haziran - 1 Temmuz **Yer:** 1. Kat Orta Alan
Saat: 12:00 - 20:00

TWEETBOX
İSTANBUL CEVAHIR SHOPPING AND ENTERTAINMENT CENTER

Istanbul, Turkey

Owner: St Martins Property Corporation Ltd
Management Company: Pradera - AM PLC

Cevahir's innovative 'TweetBox' combined gamification with random acts of kindness, asking players to tweet slogans to the hashtag #hediyelercevahirde (#gifts at Cevahir) for an opportunity to win gifts. 12,000 Tweets were generated by more than 5,500 engaged mall shoppers.


MULTI DEVELOPMENT'S: "PERSON OF THE YEAR"
MULTI DEVELOPMENT TURKEY

Istanbul, Turkey

Forum's novel 'Person of the Year' campaign utilising a Facebook App, enabled users to 'appear' in TV news broadcasts and on city billboards according to their preferred category. The successful campaign engaged more than 800,000 in the desirable 18-26 demographic.


HOUSE OF TEMPTATIONS
KOLDING STORCENTER

Kolding, Denmark

Owner: Danica Pension
Management Company: Steen & Strom

'House of Temptations' featured an in-centre glasshouse where participants competed in fashion and retailer tasks viewable in centre or streamed online. Every third day customers voted out their least liked participant, with the final four competing for a brand new car.

2014 Jury

CHAIR



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Communication Officer
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CBRE Retail Development Services
NETHERLANDS



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Managing Director
Primedia Lifestyle
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for complete details for finalists.