



2015

ICSC Solal Marketing Awards

Finalists

Brand Awareness & (Re) Positioning

Istanbul's Most Amazing New Year Ever

Akmerkez
Istanbul, Turkey

Owner: Akkök Group, Tekfen Group, Dogu-Bati Group and publicly opened
Management Company: Üçgen Bakim ve Yönetim Hizmetleri A.S.

Art Everywhere

Alegro Setúbal Shopping Center
Setúbal, Portugal

Owner: Immochan / Auchan
Management Company: Immochan Portugal

The Aarhus Issue

Bruuns Gallery
Aarhus, Denmark

Due Cuori e Un Carosello

Carosello Shopping Center
Carugate, Italy

Owner/Management Company: Eurocommercial Properties Italia Srl

Cape Philharmonia Choir Christmas Game

Cavendish Square
Cape Town, South Africa

Owner: Old Mutual Property
Management Company: Old Mutual Life Assurance Company South Africa LTD and Business Venture Investments No1360 (Pty) Ltd

#CavendishCares

Cavendish Square
Cape Town, South Africa

Owner: Old Mutual Life Assurance Company South Africa LTD and Business Venture Investments No1360 (Pty) Ltd
Management Company: Old Mutual Property

Art Arrived at Colombo – The Pool by Jen Lewin

Centro Colombo
Lisbon, Portugal

Owner: Sierra Portugal SA and CBRE RPFi Fund
Management Company: Sierra Portugal, SA

Unforgettable Christmas Magic

City Center one East, City Center one - CC Real d.o.o.k.d., City Center one Split & City Center one West
Zagreb, Croatia

Merry Cresta

Cresta Shopping Centre
Johannesburg, South Africa

Owner/Management Company: Pareto Ltd.

De Woonindustrie - Nieuwegein

De Woonindustrie
Nieuwegein, Netherlands

Owner: CBRE Global Investors
Management Company: CBRE

Conferences in the Mall

Espacio Coruña
Coruña, Spain

Owner: Multi Veste España 1 SA
Management Company: Multi Spain Management SA

Christmas - Together is a Great Place to Be

Field's Copenhagen
Copenhagen, Denmark

Owner: Klepierre
Management Company: Steen & Strøm Denmark

'Istanbul Extreme Fest'

Forum Istanbul
Istanbul, Turkey

Owner: Multi Turkey
Management Company: Multi Yönetim Hizmetleri A.S.

Attention, Father Christmas Wanted

Galleria Borromea
Peschiera Borromeo, Italy

Owner: Immobiliare Ametista
Management Company: Cogest Retail

Your Dreams Have Never Been So Close

GranCasa
Zaragoza, Spain

Owner: Sonae Sierra / CBRE
Management Company: Sonae Sierra

2014 Destination Campaign

Gretna Gateway Outlet Village
Gretna, United Kingdom

Owner: Orchard Street Investment Management
Management Company: JLL

Man Cave

Hoog Catharijne
Utrecht, Netherlands

Owner/Management Company: Corio Nederland BV

'Live, Love Volleyball'

Kanyon
Istanbul, Turkey

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

Marmara Forum's 'Style Impacts Substance'

Marmara Forum
Istanbul, Turkey

Owner: Multi Turkey
Management Company: Multi Yönetim Hizmetleri A.S.

Our Dream is to Make Yours Come True

MEGA Dybenko & MEGA Parnas
Saint-Petersburg, Russia

Watch Radio

MEGA Rostov-on-Don
Aksay, Russian Federation

Owner: IKEA
Management Company: IKEA Shopping Centres Russia

Mega Mystery

MegaStores

The Hague, The Netherlands

Owner: ING Vastgoedontwikkeling B.V.

Management Company: CBRE

Crazy Combos

Menlyn Park Shopping Centre

Pretoria, South Africa

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

Management Company: Old Mutual Property

The Menlyn Brand

Menlyn Park Shopping Centre

Pretoria, South Africa

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

Management Company: Old Mutual Property

The Best Kept Secret

Rødovre Centrum

Rødovre, Denmark

Owner/Management Company: Rødovre Centrum A/S

Senior Fitness

Strandtorget Shopping Center

Lillehammer, Norway

Owner/Management Company: Sektor Gruppen

Magnum Jo'burg

The Zone @ Rosebank

Johannesburg, South Africa

Owner/Management Company: Old Mutual Property

Waterfall Mall 'FOR YOU'

Waterfall Mall

Rustenburg, South Africa

Owner/Management Company: Growthpoint Properties Ltd

Zorlu Fall Festival 2014

Zorlu Shopping Mall

Istanbul, Turkey

Business-to-Business

MOOZA Pop Up Store

Baneasa Shopping City
Bucharest, Romania

Owner/Management Company: Baneasa Developments

Hofgarten Solingen - B2B Campaign 2014

Hofgarten Solingen
Solingen, Germany

Owner: Sonae Sierra / MAB

Management Company: Sonae Sierra (Sierra Germany GmbH)

New MEGA Food & Beverage Concept Presentation

IKEA Shopping Centres Russia
Khimki, Russia

Science Tunnel

Mall of Istanbul
Istanbul, Turkey

Owner: Torunlar GYO A.S.

Management Company: Torun AVM Yatirim ve Yönetim A.S.

Meadowhall Launch Mallcomm

Meadowhall Shopping Centre
Sheffield, United Kingdom

Owner: British Land

Management Company: Smith Young

The OC Games 2

Oslo City
Oslo, Norway

Owner: DNB

Management Company: Dnb Næringseiendom

Property Owners / Partners The Pareto Retail Tenant Support Programme

Pareto Ltd
Sandton, South Africa

TroiaShopping - First Flash Mall Sonae Sierra

Sierra Portugal, SA
Lisboa, Portugal

PromoFans: B2B Exclusive Plan

Sonae Sierra Centers (21 different shopping Centers)

Portugal

Corporate Social Responsibility

Bluewater Giving Tree

Bluewater

Greenhithe, United Kingdom

Owner: Land Securities and a number of other investors

Management Company: Land Securities

"Bonarka Podgórska" Locality Community Identity

Bonarka City Center

Kraków, Poland

Owner/Management Company: TriGranit Development Corporation

Management Company: TriGranit Management Poland

tWW1tter

Chantry Shopping Centre

Andover, United Kingdom

Owner: Friends Life Limited

Management Company: Capita

"Urban Orchard"

Espacio Coruña

La Coruña, Spain

Owner: Multi Veste España 1 SA

Management Company: Multi Spain Management SA

"Let's Paint Christmas"

Espai Gironès

Salt, Spain

Owner: Commerz Real Investmentgesellschaft mbH

Management Company: Multi Spain Management SA

Campaign "Ajudar está na Moda" (Helping is Fashionable)

Forum Castelo Branco
Castelo Branco, Portugal

Owner: Multi 20 - Rockspring
Management Company: Cushman & Wakefield

The Disabled are Able

Forum Gliwice
Gliwice, Poland

Owner: DEKA Immobilien
Management Company: JLL

Gateway & IBV SuperCar Charity Parade

Gateway Theatre of Shopping
Durban, South Africa

Owner/Management Company: Old Mutual Property

Growsmart

Growthpoint Properties
Claremont, South Africa

NEST: Nurturing Environment For Inspiring Entrepreneurship

Hoog Catharijne
Utrecht, Netherlands

Owner/Management Company: Corio

One Extra Gift

Kringlan
Reykjavík, Iceland

Owner: Reitir
Management Company: Rekstrarfélag Kringlunnar

The Empty Shop Manchester

Manchester Arndale
Manchester, United Kingdom

Owner: M&G and intu
Management Company: CBRE

'1 Lira Can Change A Life'

Marmara Forum
Istanbul, Turkey

Owner: Multi Turkey
Management Company: Multi Yönetim Hizmetleri A.S.

Tweet a Tree

Marmara Park Shopping Center
Istanbul, Turkey

Management Company: ECE Türkiye Proje Yönetimi A.S - Marmara Park Alisveris Merkezi

Colour Does Matter

MEGA Kazan
Kazan, Russia

Owner/Management Company: IKEA Shopping Centres Russia

Loud Steps

MetroCity
Istanbul, Turkey

Owner: Metrosite Insaat Müsavirlik Hizmet ve Ticaret A.S.
Management Company: ECE Türkiye Proje Yönetimi A.S.

Fantasy Award

MURPARK Shopping Center
Graz, Österreich

Owner/Management Company: SES - Spar European Shopping Centers

NuMiracle

Pareto Limited
Johannesburg, South Africa

Annual Corporation With Shopping Center And Public Education

M1 Merkez KONYA Shopping Center
Selçuklu/Konya, Turkey

Owner/Management Company: Metro Properties

Junior Rangers

Pyramids Shopping Centre
Birkenhead, United Kingdom

Owner: LaSalle Investment Management
Management Company: JLL

The Empty Shop at Sandton City

Sandton City
Sandton, South Africa

Owner: Liberty Properties and Pareto Ltd.
Management Company: Liberty Properties

HelpSpot - Get Connected to Volunteering

Sierra Portugal, S.A.
Lisboa, Portugal

If I Were in Your Skin

Sonae Sierra Centres (Dos Mares, Luzdel Tajos, Max Center & Zubiarte)
Spain

Saeima Elections in the Shopping Centre Spice

Spice
Riga, Latvia

Owner: E.L.L. Real Estate
Management Company: Tirdzniecibas centrs Pleskodale, Ltd

The Latvian Farmers Market

Spice Home & Spice
Riga, Latvia

The Buckaroo Bailout

Vincent Park
East London, South Africa

Owner: K2012150042 (South Africa) Pty Ltd
Management Company: Old Mutual Property

Fashion For Relief Pop Up

Westfield London
London, United Kingdom

Owner: Westfield/CRI
Management Company: Westfield Europe

Christmas Decoration in Times of Possible Blackouts

Wijnegem Shopping Center
Wijnegem, Belgium

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

Zorlu Disney Princess Project

Zorlu Shopping Mall
Istanbul, Turkey

Customer Service

My Lisbon City Tour Begins at My Meeting Point

Armazéns do Chiado
Lisboa, Portugal

Owner: CRI - Commerz Real Investmentgesellschaft mbH
Management Company: Multi Portugal

Baneasa Stylist Contest

Baneasa Shopping City
Bucharest, Romania

Owner/Management Company: Baneasa Developments

Gui - Forum Sintra's Customer Care Ambassador

Forum Sintra
Rio de Mouro, Portugal

Owner: Multi Asset Management
Management Company: Multi Portugal

Shopping and Engaging - I GIGLI digital strategy

I GIGLI
Campi Bisenzio, Italia

Owner: Eurocommercial Properties Italia S.r.l., Pam Panorama S.p.a.
Management Company: Larry Smith S.r.l.

Planet Lollipop

SES Spar European Shopping Centers GmbH
Salzburg, Austria

The Health Center

Val di Chienti
Piediripa di Macerata, Italy

Owner: various owners
Management Company: Cogest Retail

Emerging Technology

We Make Fun

ARKAD Szeged Bevasarlokozpont
Szeged, Hungary

Owner: Szege KG.
Management Company: ECE Projektmanagement

Happy from Carosello

Carosello Shopping Center
Carugate, Italy

Owner/Management Company: Eurocommercial Properties Italia Srl

You Are Santa Claus

Devimo Consult
Bruxelles, Belgium

ECE // Click & Collect

ECE Projektmanagement GmbH & Co. KG
Hamburg, Germany

Sky Presents

Espark
Eskisehir, Turkey

Owner: ECE Projectmanagement G.m.b.H. & Co. KG
Management Company: ECE Turkiye Proje Yonetimi A.S.

Gateway's "So You Think You Can Shop?" Competition

Gateway Theatre of Shopping
Umhlanga Ridge, South Africa

Owner/Management Company: Old Mutual Property

Virtual Bouquet

Kanyon
Istanbul, Turkey

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

Interactive Window Display

Marikenstraat Nijmegen
Nijmegen, The Netherlands

Owner: Syntrus Achmea Real Estate & Finance, Generali & MN
Management Company: CBRE SCM

Marmara Forum's 'QR Man'

Marmara Forum
Istanbul, Turkey

Owner: Multi Turkey
Management Company: Multi Yönetim Hizmetleri A.S.

Gift Factory

Marmara Park Shopping Center
Istanbul, Turkey

Management Company: ECE Türkiye Proje Yönetimi A.S - Marmara Park Alisveris Merkezi

Meadowhall Uses Beacon Technology to Gamify Shopper Experience

Meadowhall Shopping Centre
Sheffield, United kingdom

Owner: British Land
Management Company: Smith Young Partnership

Viral Video "People Didn't Expect Presents"

MEGA Dybenko & MEGA Parnas
Saint-Petersburg, Russia

Let's Play Bingola!

Multi Turkey
Istanbul, Turkey

Palladium TV

Palladium Antakya
Hatay, Turkey

Owner: Dost Insaat Turizm Ticaret A.S.
Management Company: AVM Partners

Add Value To MKT Using Colour Maps

Sierra Portugal SA

Lisboa, Portugal

Footfall Activation

Bluewater's '#packyourbags'

Bluewater

Greenhithe, United Kingdom

Owner: Land Securities and various investors

Management Company: Land Securities

"Guzman El Buenismo"

Espacio León

León, Spain

Owner: Espacio León Propco

Management Company: Multi Spain Management SA

"Espaidart 2"

Espai Gironès

Salt, Spain

Owner: Commerz Real Investmentgesellschaft mbH

Management Company: Multi Spain Management SA

2nd Europark's Creative Week with Shop Partner Art

EUROPARK d.o.o.

Maribor, Slovenia

Owner: Parig Beteiligungs – UND Vermögensverwaltungsgesellschaft M.B.H.

Management Company: SES Spar European Shopping Centers

Flash Fashion

Forum Gliwice

Gliwice, Poland

Owner: DEKA Immobilien

Management Company: JLL

Forum Istanbul's 'Extreme Fest'

Forum Istanbul
Istanbul, Turkey

Owner: Multi Turkey
Management Company: Multi Yönetim Hizmetleri A.S.

Bonjour Kanyon

Kanyon
Istanbul, Turkey

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

Legendary Opening

Mall of Istanbul
Istanbul, Turkey

Owner: Torunlar GYO A.S.
Management Company: Torun AVM Yatirim ve Yönetim A.S.

School For Mums-To-Be

MEGA Ekaterinburg
Ekaterinburg, Russia

Owner/Management Company: IKEA Shopping centres Russia

NoVa Park, Poland

NoVa Park
Gorzów Wielkopolski, Poland

Owner: Futureal
Management Company: Apsys Polska

Oriocenter "The Sixth Continent"

Oriocenter
Oriental Serio, Italy

Owner: Commerz Real AG
Management Company: Oriogest

Skype With Santa

Overgate
Dundee, Scotland

Owner: Legal & General
Management Company: JLL

Dry Slide

Palladium Antakya
Hatay, Turkey

Owner: Dost Insaat Turizm Ticaret A.S.
Management Company: AVM Partners

AiriGami - Alice in Wonderland

Palladium Atasehir AVM
Istanbul, Turkey

Owner: Kozken Insaat Taahhüt Turizm A.S.
Management Company: AVM Partners

25 Years Fall of the Berlin Wall

Potsdamer Platz Arkaden
Berlin, Germany

Owner: SEB
Management Company: ECE Projektmanagement GmbH & Co.KG

VIArtes Contest

ViaCatarina Shopping
Oporto, Portugal

Owner: Sonae Sierra (50%) CBRE Global Investors (50%)
Management Company: Sonae Sierra

Zorlu Fall Festival 2014

Zorlu Shopping Mall
Istanbul, Turkey

Grand Opening/Expansion/ Refurbishment

Grand Combo

Baneasa Shopping City
Bucharest, Romania

Owner/Management Company: Baneasa Developments

Eastgate to the Max

Eastgate Shopping Centre
Johannesburg, South Africa

Owner: Stanlib
Management Company: Liberty Properties

Legendary Opening

Mall of Istanbul
Istanbul, Turkey

Owner: Torunlar GYO A.S.
Management Company: Torun AVM Yatirim ve Yönetim A.S.

New Multilevel Car Park – More Than A Space!

Manufaktura
Lodz, Poland

Owner: Union Investment
Management Company: Apsys Management

The New Menlyn

Menlyn Park Shopping Centre
Pretoria, South Africa

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

Primemall Gaziantep Shopping Center Grand Opening

Primemall Gaziantep
Gaziantep, Turkey

Owner: PD THREE
Management Company: Prime Development

Rondo S.C. Re-Opening Campaign With A New Logo

Rondo S.C.
Bydgoszcz, Poland

Owner: CH Bydgoszcz Sp. z o.o managed by Valad Polish Retail Fund
Management Company: Apsys Polska S.A.

Fashion Capital

The Pavilion
Westville, South Africa

Owner/Management Company: Pareto Limited

Ülemiste Center Reopening

Ülemiste Center

Tallinn, Estonia

Owner: Linstow AS

Management Company: Ülemiste Center OÜ

Sales Activation

Special Sundays

Armazéns do Chiado

Lisboa, Portugal

Owner: CRI - Commerz Real Investmentgesellschaft mbH

Management Company: Multi Portugal

Cavendish Square 2014 Sales Strategy

Cavendish Square

Cape Town, South Africa

Owner: Old Mutual Life Assurance Company South Africa LTD and Business Venture Investments No1360 (Pty) Ltd

Management Company: Old Mutual Property

Centro Sicilia - My Special Card

Centro Sicilia

Misterbianco, Italy

Owner: Felix S.r.l.

Management Company: CBRE

Gateway's Celebrity Chef Showdown

Gateway Theatre of Shopping

Durban, South Africa

Owner/Management Company: Old Mutual Property

Gateway's "So You Think You Can Shop?" Competition

Gateway Theatre of Shopping

Durban, South Africa

Owner/Management Company: Old Mutual Property

Shoes Must Go On

I GIGLI

Campi Bisenzio, Italy

Owner: Eurocommercial Properties Italia S.r.l., Pam Panorama S.p.a.

Management Company: Larry Smith S.r.l.

Love Sundays

The Mall Blackburn , Camberley, Luton, Maidstone, Walthamstow and Wood Green
United Kingdom

Management Company: Capital & Regional

Aquarium Stories: The Secret Of Balloon-Fish

MEGA Shopping and Leisure Center

Kaunas, Lithuania

Owner: Baltic Shopping Centers

Management Company: Baltic RED

A Star-Studded Festive Season

Menlyn Park Shopping Centre

Pretoria, South Africa

Owner: Pareto Limited and Old Mutual Life Assurance Company South Africa (50%)

Management Company: Old Mutual Property

Money Card

Multi Turkey

Istanbul, Turkey

100% Yellow

VestsjællandsCentret

Slagelse, Denmark

Owner: Danica

Management Company: Steen & Strøm

S.O.S. Valentine

Wijnegem Shopping Center

Wijnegem, Belgium

Owner: Axa Reim and CBRE Global Investors

Management Company: Group Hugo Ceusters-SCMS