



ICSC Solal  
Marketing Awards  

---

2012  
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**

### **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.

### **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.

### **Consumer and Trade 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.

### **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.

### **Grand Opening, Expansion and Renovation**

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

### **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.

### **Business-to-Business**

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

### **Digital Media**

Strategic programs and plans that include Websites, Online Branding Campaigns, Social Media (Blogs, Social Media Sites) and/or Mobile Marketing (Text Messaging, Mobile Websites, Mobile Directories, etc.) to achieve brand and marketing communication goals for a shopping centre or company.

# CAUSE RELATED MARKETING

## Shoe Parade

8ª Avenida, São João da Madeira, Portugal, SA

**Owner/Management Company:** Sierra Portugal

8ª Avenida wanted to build a long term relationship with its community, so they developed an event that would promote local cultures and traditions by focusing on the region's main economic activity—the manufacturing of shoes. Engaging the participation of local schools, 8ª Avenida invited all students to decorate shoe prototypes that would be displayed and voted on. 4,200 students participated and the initiative won praise from the entire community.



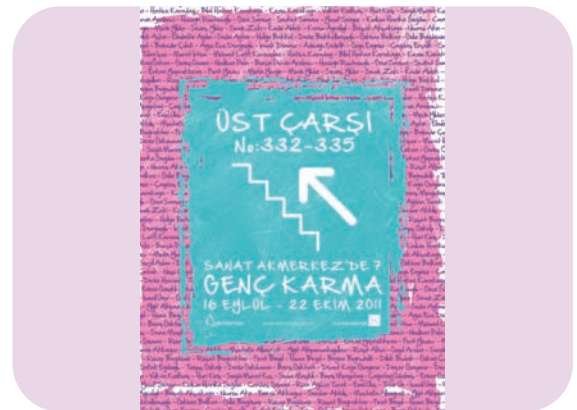
## Young Artists Group Exhibition

Akmerkez, Istanbul, Turkey

**Owner:** Akmerkez REIT

**Management Company:** Ucgen Bakim Yonetim Hizmetleri A.S.

With the fundamental understanding that art is an intergral part of society. Akmerkez has been supporting culture and arts since the day it opened. Through the “Young Artists Group Exhibition”, Akmerkez has continued its support of young artists and created a special area in the mall to help them gain public recognition. Thanks to this special event, paintings, photos, sculptures and other art, by over 70 young artists, were brought together.



## Spelling Bee Days

Atrio, Villach, Austria

**Owner/Management Company:** SES Spar European Shopping Centers

Located in Austria, but only a few kilometres from both the Italian and Slovenian borders, Atrio services three regions and has thus adopted a sezna confini, or without borders philosophy. To celebrate its multicultural background, Atria launched the 1st Senze Confini Spelling Bee Days, a cross-border event where 1,600 students participated in the spelling bee, along with other activities like a creativity and reading corner.



## Hope Pop-Up Store

Baneasa Shopping Centre, Bucharest, Romania

**Owner/Management Company:** Baneasa Developments

Using an empty store, Baneasa Shopping Centre opened a “Hope Pop-Up Store” to raise money for children suffering from cancer. In partnership with the Red Cross and PAVEL Foundation, donated merchandise was sold through a new retail concept—the pop-up store. The charitable effort succeeded in raising over 13,000 euros throughout the entire month it was open.



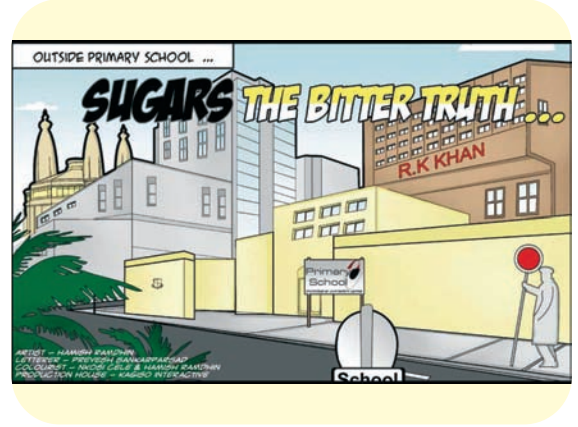
## Sugars: The Bitter Truth

Chatsworth Shopping Center, Durban, South Africa



**Owner:** Sanlam Life Insurance Pty Ltd  
**Management Company:** JHI

Situated in the heart of its community, Chatsworth Shopping Center was deeply affected by the widespread use of drugs, specifically ‘sugars’, a deadly combination of heroin and cocaine. With the assistance of the Chatsworth Anti-Drug Forum, the centre decided to take action and created a comic book addressing the serious effect of sugars. 20,000 copies were printed and distributed to the 60 schools in the Chatsworth community.



## Mammoths are Alive!

Forum Gliwice Shopping Center, Gliwice, Poland



**Owner:** DEKA Immobilien  
**Management Company:** Avestus Real Estate

In 2011, Forum Gliwice decided to widen their offer of events and opened an exhibit of ice age animals. To make this exhibit even more relevant to the community, the mammoth was selected as the campaign’s mascot. Mammoths and the city of Gliwice have a strong connection, with one of the only complete skeletons of the animal being found right in Gliwice. The center also added an educational component, including multimedia lectures, guided tours and workshops.



## Beauty & the Beast

Forum Gliwice Shopping Center, Gliwice, Poland

**Owner:** DEKA Immobilien  
**Management Company:** Avestus Real Estate

In its marketing program, Forum Gliwice relies on its social values and community outreach activities. In 2011, this centre launched a long-term initiative to support the fight against breast cancer. Auctions, free medical exams, concerts, workshops and other activities have not only improved the social image of the centre, but, more importantly, helped raise awareness about this cause.



## Blind-Friendly Customer Service

Forum Istanbul, Istanbul, Turkey

**Owner/Management Company:** Multi Development Türkiye

Even with all its unique aspects, Forum Istanbul wanted to differentiate itself even more in the highly competitive Turkish market. The centre aimed to make its mark through customer service initiatives and extended their handicap services to the visually impaired. The centre implemented several changes to the mall to make access and shopping easier for the blind and aptly kicked off these changes on World Blind Day.

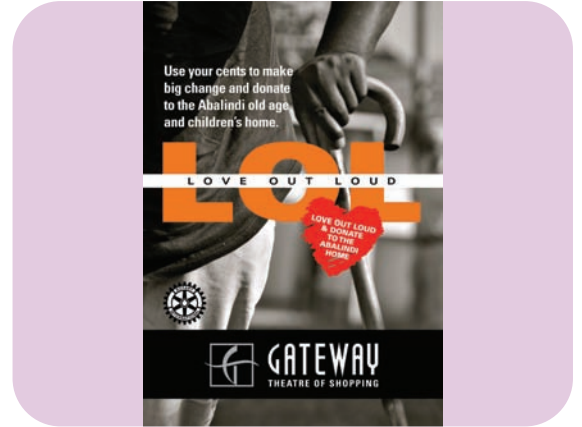


## Love Out Loud

Gateway Theatre of Shopping, Durban, South Africa

**Owner/Management Company:** Old Mutual Property

During April and May 2011 Gateway Theatre of Shopping launched the “LOL” or “Love Out Loud” campaign to start a local initiative to address the needs of the underprivileged communities. With poverty rife in South Africa, Gateway wanted to raise awareness about the needs of these communities by inviting customers and tenants to donate cash and goods towards a selected organisation or charity that directly addressed a broad spectrum of needs and make a contribution to better the living standards of the underprivileged.



## 23rd Kids Center

Gebze Shopping Center, Kocaeli, Turkey

**Owner:** Dogus Real Estate

**Management Company:** Jones Lang LaSalle

In celebration of National Sovereignty and Children's Day, Gebze Shopping Center implemented the 23rd Kids Center, an extensive social responsibility project where children are introduced to work life while still having fun. 2,000 kids participated by taking over the duties of the center's employees, from retail staff to mall management.



## Market Day Hoog Catharijne 2011

Hoog Catharijne, Utrecht, The Netherlands

**Owner/Management Company:** Corio Nederland

During their Market Day, Hoog Catharijne, one of the Netherlands busiest shopping centres, hosted over 500 budding entrepreneurial students, giving them the chance to present their products and services in a public market format. The event expressed the centre's commitment to Dutch youth and support their endeavors into business.



## Green New Year Project

Istanbul Cevahir Shopping, Istanbul, Turkey

**Owner:** St. Martins

**Management Company:** Pradera

The Green New Year Project urged visitors of Istanbul Cevahir Shopping to live a greener lifestyle and bring their waste to the centre to be recycled. Waste paper was made into seed cards to be planted around the centre and create a new green space filled with trees. In addition to the 2,000 customers that participated, 24 tenants made substantial financial contributions.



## 'Ask Postanesi' (Love Post Office)

IstinyePark, Istanbul, Turkey

**Owner:** Dogus Real Estate & Orjin Group

**Management Company:** Istinye Yonetim Hiz. ve Tic. A.S.

With technology taking over communication, post cards and hand-written letters are becoming a thing of the past. But for Valentine's Day, IstinyePark wanted a nostalgic event and launched the "Love Post Office" to give people a romantic way to express their love. A temporary post office was built in the centre where customers could send a letter, postcard or telegraph to a loved one.



## Mending the Souls of Needy Children

Kanyon, Istanbul, Turkey

**Owner:** Eczacibasi Ilac San. and Is Real Estate Investment

**Management Company:** Kanyon Management and Marketing

Home to many luxury labels, Kanyon wanted to expand its market and soften its image, through a community service campaign that would benefit underprivileged children. The centre enlisted the local community, as well as celebrities, to come together and knit scarves for children in Turkey's state-run boarding schools. More than 1,500 scarves were made, culminating in a series of events in which the kids were presented with these special gifts.



## Xabor—From the Olive Tree to Twitter

Madrid Xanadú, Arroyomolinos, Spain

**Owner/Management Company:** Ivanhoe Cambridge

Since its opening, Madrid Xanadú has been involved in various campaigns with the goal of maintaining and improving its perception as an environmentally friendly facility. In 2011, the centre, which is surrounded by olive trees, decided to make its own olive oil and marketed it extensively through social media.



## Handicapped People W/O Battery Powered Wheel Chairs

Malatyapark, Malatya, Turkey

**Owner:** MGG Malatya Girişim Grubu a.s.

**Management Company:** Jones Lang Lasalle

With the slogan "Let There Be No Handicapped Person without Battery Powered Wheel Chairs", Malatyapark undertook a mission to provide these expensive, but much needed, wheelchairs to those without. Through the support of the Governor, non-profit organisations, tenants and consumers, 25 wheelchairs were purchased. The project not only succeeded in providing the much needed wheelchairs, but also inspired other businesses throughout the city to take on social responsibility campaigns.



## It's Good to Be Together. The Independence Day.

Manufaktura, Lodz, Poland

**Owner:** Horyzont

**Management Company:** Apsys Management

For many in Lodz, Poland, Independence Day is solemn, serious occasion, with only official services. In 2011, Manufaktura wanted to liven up the celebration and emphasize their position as the beating heart of the city. Because of the nature of this holiday, the event was focused on the military, with an exhibition of army equipment, photos, live history groups and a shooting range. Over 45,000 people participated in this lively event, making sure that future Independence Day celebrations will be fun and exciting.



## Ecological MEGAMarathon

MEGA, Kazan, Russia

**Owner/Management Company:** IKEA Shopping Centers Russia & CIS

In response to the growing environmental concerns among the people of Kazan, Russia, MEGA created a non-profit, ecological project to educate its customers. The "Ecological MEGA Marathon" combined the idea of improving the city's green zones, and the centre organized group clean-ups and gave participants the chance to win prizes as a thank you for their help.



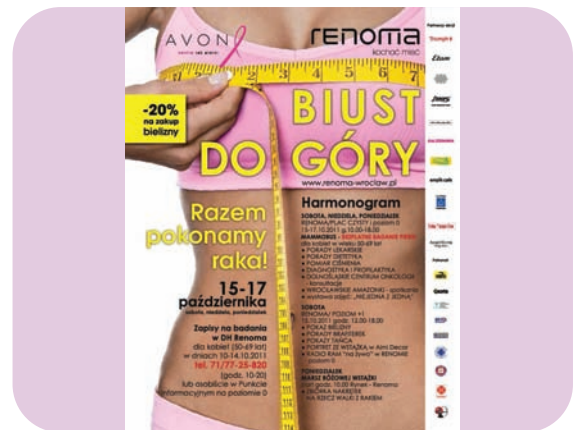
## Bust Forward

Renoma Shopping Centre, Wrocław, Poland

**Owner:** DH Renoma Sp. z o.o.

**Management Company:** Centrum Development and Investments Polska

Renoma Shopping Centre is located in the core of the city of Wrocław, in the district where the majority of inhabitants are aged 40 and over. From the very beginning, the shopping centre has focused on the local community by carrying out numerous educative and social programmes. "Bust Forward" was one such event that sought to inform the community about breast cancer and provided free exams for women.



## Classics Challenge

Riverside Mall, Nelspruit, South Africa

**Owner:** Old Mutual Property

**Management Company:** Primedia Lifestyle

As an integral part of the community, Riverside Mall wanted to give back, especially to their loyal elderly customers. The "Classics Challenge" was a fun event that aimed to raise money to improve the lives of Nelspruit seniors. Prominent community members participated in a challenge and lived in the mall for 2 days while they sought donations. The *Survivor*-like challenge was a huge success with all money raised going to nursing homes around the city.



## Celebrities Contribute Their Fantasy

Spandau Arcaden, Berlin, Germany

**Owner:** UIR

**Management Company:** mfi management für immobilien AG

Easter, a time for celebration and rebirth, was the perfect time for Spandau Arcaden to launch a multi-colored, socially responsible campaign that would benefit the disadvantaged. Keeping with the themes of Easter decorations, the centre recruited local celebrities to help create decorations and easter eggs, to then be raffled off, with the proceeds, over 15,000 euros, donated to an initiative for troubled youth.



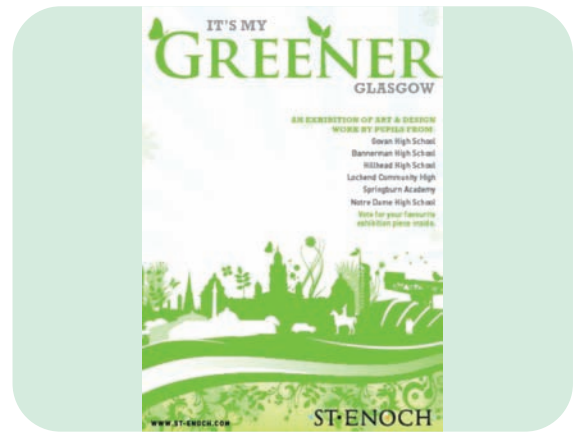
## My Greener Glasgow

St. Enoch Centre, Glasgow, United Kingdom

**Owner:** Ivanhoe Cambride

**Management Company:** St. Enoch Centre

2011 saw the first full year of trading for St. Enoch after completing its 150 million redevelopment. Eager to balance this impressive growth by reducing its impact on the environment, the centre embraced a green action plan encompassing waste, energy management and community engagement. St. Enoch launched “My Greener Glasgow”, an art and design competition for secondary school pupils. The project was also created as a vehicle to highlight the centre’s new status as being a zero waste shopping centre.



## Usce Stark Magical City

Usce Shopping Center Belgrade, Serbia

**Owner:** JV MPC Properties - Bank of America(Merrill Lynch)

**Management Company:** Confluence Property Management

Recognizing the Christmas period as one of the most important family holidays, Usce Shopping Center created a world class experience and transformed the centre into into a magical city, a fairytale that became reality. For 45 days, guests were able to visit an ice skating rink, attend performances, walk through Santa’s Museum and attend creative workshops.



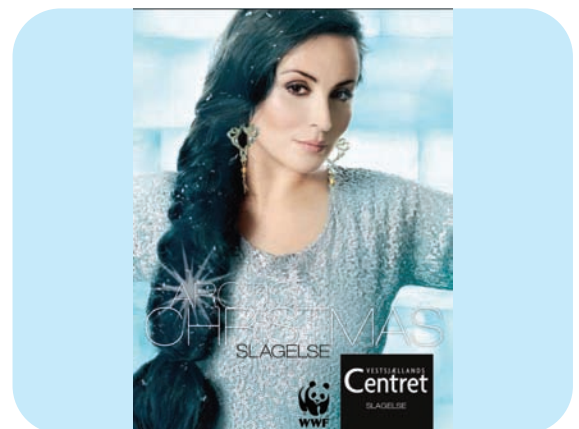
## Artic Christmas

Vestsjællandscentret, Slagelse, Denmark

**Owner:** Danica

**Management Company:** Steen & Strøm

The main objective for Vestsjællandscentret’s “Artic Christmas” was to heighten awareness of the World Wildlife Fund and to generate funds for foundations that work in arctic regions. The campaign was implemented over 4 weeks, using aggressive marketing tools, including 2 magazines dedicated to the cause, mall decorations and social media engagement, along with in-mall events like “Adopt a Polar Bear”.



## The Biggest Clothline On Earth

Multi Mall Management, Portugal

**Management Company:** Multi Mall Management Portugal



Amid the economic crisis, Multi Mall Management Portugal got back to basics and implement a nation-wide Christmas campaign appealing to the fundamental value of Christmas: solidarity. Teaming up with Portuguese NGO Entrajuda, who helped identify the needs of hundreds of families, and the public TV channel RTP1 who helped pass the message and broke a Guinness World Record by donating clothing for the “Biggest Cloth line on Earth” Christmas campaign. In the end, 33,000 pieces of clothing was donated.

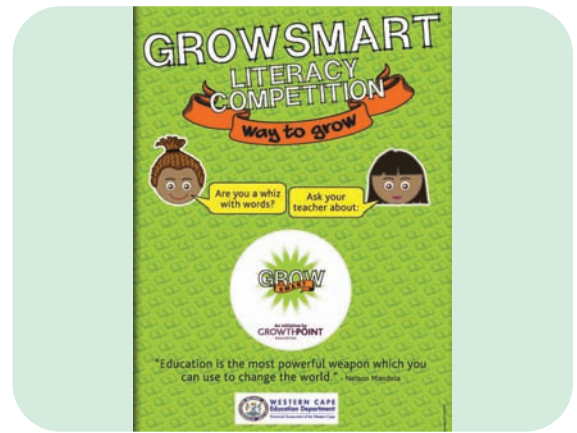


## Growsmart

Growthpoint Properties (Pty) Ltd, Claremont, South Africa



In South Africa, schools continue to face a major literacy crisis, leaving hundreds of thousands of children to face their future unprepared and unskilled. Growthpoint Properties initiated a campaign aimed at generating awareness of the importance of literacy and changing learning behaviour. The Growsmart initiative encourages the improvement of literacy skills, facilitates reading practice and dictionary work and substantially rewards schools and learners. The Growsmart vision is to expand its footprint annually, embracing more schools and improving the chances and choices of thousands of children along the way.



## Ladies Clubs

Gordion and Erzurum Shopping Centers, Turkey

**Management Company:** Redevco



“Ladies Clubs” was developed as a unique project to recognise the busy and often selfless women of Turkey. To provide women with opportunities to socialize, learn new things or enjoy hobbies, a “Ladies Club” was set up in both Goridon and Erzurum and members of the clubs were able to recieve special discounts and offers.



# PUBLIC RELATIONS

## Big City Life Dance Weeks

Allee Shopping Center, Budapest, Hungary

**Owner/Management Company:** SES Spar Shopping Centers



During the spring of 2011, Allee Shopping Center wanted to emphasize its fashion offering through a dance show series with the theme of big city life. The campaign also included a prize trip to New York City, conveying the message, that like New York, Allee Shopping Center never sleeps.



## The Campania Garden

Campania, Marcianise, Italy

**Owner/Management Company:** Corio Italia srl

Campania, in Marcianise, Italy, implemented an internal waste management policy and an educational program to combat the widespread trash crisis that faced the city. The program was intended to spread awareness, and, as a symbol of this new mission, Campania built L'Orto, an education garden, where all organic waste from the center is transformed into compost.



## The Center of Taste

Campania, Marcianise, Italy

**Owner/Management Company:** Corio Italia srl

In collaboration with Slow Food, an international non-profit organization, Campania implemented "The Center of Taste", giving customers the chance to participate in workshops focused on a variety of gastronomy topics, taught by Slow Food's master chefs. The event was free for Campania's customers and bolstered positive publicity.



## Cavendish Square Royal Winter

Cavendish Square Shopping Centre, Claremont, South Africa

**Owner:** Old Mutual Property and Pareto Ltd. Property

**Management Company:** Old Mutual Property



The royal theme for Cavendish Square winter strategy was inspired by two celebrity international royal weddings that took place in 2011. The campaign embraced flowers, art, displays, food demonstrations, fashions, a bridal show and a princess party. As a result, media and publicity increased, and, by creating an innovative campaign strategy that tied in with events of global and regional significance, Cavendish Square was able to dominate local media space, and sustain that dominance over the winter months.



## Inspiring Healthy Living for a Healthy Planet Cavendish Square Shopping Centre, Claremont, South Africa

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

The inspiration for the 2011 Cavendish Square summer campaign was drawn from global trends—healthy living and a healthy planet. The Cape Argus cycle tour of Capetown was the perfect fit for Cavendish to make their message heard, and the centre became the official partner of the cycle tour. The partnership earned more than 200,000 euros worth of publicity for the centre.



## 1000 auguri a impatto 0 (A 1000 no-impact wishes)

Centro Commerciale Carosello, Carugate, Italy

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

The 2011 holiday event for Centro Commercial Carosello stemmed from the refurbishment of the centre that was focused on sustainability. The “1,000 No Impact Wishes” event fell within the centre’s mission of environmentally friendly campaigns. Through this event, the centre wanted to eliminate energy waste, including decorations made from scrap and recycled material and Christmas trees lit up by alternative energy. This event proved that energy conservation is possible, even for a large centre.



## Art Arrived at Colombo

Colombo, Lisboa, Portugal

**Owner:** Sonae Sierra/CBRE RPFIFund  
**Management Company:** Sierra Portugal, SA

Wanting to change its perception in its customers eyes, Colombo partnered with Berardo Museum to exhibit artwork in the centre. “Art Arrived” was designed to attract and retain urban customers who are modern, educated and sophisticated. The exhibit featured four internationally renowned artists and each piece was chosen carefully by the museum’s curator and was exhibited over the course of a month.



## Marmara Forum's Holiday Lighting Ceremony

Forum Marmara, Istanbul, Turkey

**Owner:** Multi Corporation  
**Management Company:** Multi Development Türkiye

As Forum Marmara is still a new centre, creating brand awareness and image is essential. A simple holiday tree lighting ceremony was not enough to make a high impact, so Forum Marmara created a multi-faceted illumination ceremony that garnered a 267% return in media exposure. A top celebrity was tapped to turn the lights on, along with a social media contest, and a celebrity meet and greet.



## Gebze Center Kral FM & TV Studio

Gebze Center Shopping Center, Kocaeli, Turkey

**Owner:** Dogus Real Estate

**Management Company:** Jones Lang LaSalle

Even before its opening in 2010, Gebze Center had already established an permanent, active radio studio in the centre. In partnership with Kral Group, one of the leading music channels in Turkey, the studio was built in just three months, and is now a major draw, with many famous musicians performing there. In addition, the radio station features a complete program with interviews and concerts.



## The Dark Side of Ducale

Il Ducale, Vigevano, Italy

**Owner:** Beni Stabili siiiq, Coop Lombardia, Il Sagittario

**Management Company:** Cogest Italia Srl

Il Ducale had always based its activities on service, with the objective of being a social meeting point, not just a shopping centre. With this in mind, Il Ducale created "The Dark Side of Ducale", to celebrate Halloween. This innovative event, unique in Italy, focused on family entertainment, including face painting, themed photoshoots and games.



## Retail in a Box

Kanyon, Istanbul, Turkey

**Owner:** Eczacıbasi Ilac San. and Is Real Estate Investment

**Management Company:** Kanyon Management

Kanyon pioneered pop-up retailing when they commissioned a top Turkish architect to transform a classic cargo container into a mini retail space. Each month, a different retailer would design and brand the pop-up, giving the space its own unique look. Over the course of 12 months, 16 different retailers utilized the space, and promotions, discounts and other incentives were offered to shoppers who visited.



## Kids Dino Dig

Kanyon, Istanbul, Turkey

**Owner:** Eczacıbasi and Is Real Estate Investment Trust

**Management Company:** Kanyon Management

Getting young parents, much less children, to spend time in a shopping mall located in a massive metropolis is a daunting challenge for retailers. But Kanyon found a way to draw parents and children with a clever public relations event. "Dino Dig" was conceived as a fun, yet educational, exploration and excavation activity for children. The 24 day event drew nearly 2,000 children and 1,273 parents.



## Go Racer

Kanyon, Istanbul, Turkey

**Owner:** Eczacıbası and Is Real Estate Investment Trust

**Management Company:** Kanyon Management and Marketing

Typically, attracting teenagers is not a major issue for shopping malls. But engaging them in order to turn them into loyal customers is another challenge altogether. Kanyon found a way to interact with them in a fun way with a clever month long PR event. Kanyon created Turkey's first ever motor scooter tournament of university students to be conducted at a shopping centre.



## Ask the Author

Kanyon, Istanbul, Turkey

**Owner:** Eczacıbası and Is Real Estate Investment Trust

**Management Company:** Kanyon Management and Marketing

Kanyon wished to amplify its image, expand its market, and enable its shoppers to interact with the media first hand. They brought one of Turkey's most popular and respected social journalists for a fabulous four-day program involving the local community, celebrities, students, media to ask the famous journalists whatever they wanted.



## Walk the Talk On the Catwalk

Kolding Storcenter, Kolding, Denmark

**Owner:** Kolding Storcenter

**Management Company:** Steen & Strøm

“Walk the Talk On the Catwalk” focused on fashion, and with 120 shops, gave Kolding Storcenter a perfect platform to showcase its offerings. A catwalk was built throughout the centre, and, in addition to the physical presence of the catwalk, social media outlets were also used to widen the impact of this event, including a special mobile phone app and QR codes.



## Toy Tester

Meadowhall, Sheffield, United Kingdom

**Owner:** (Joint) British Land & London Stamford Properties

**Management Company:** Smith Young Partnership

Drawing attention to the launch of their 2011 “Passport to Summer” campaign, Meadowhall Shopping Centre carefully crafted a publicity stunt that would see the appointment of its first Toy Quality Control Analyst. This position would eventually be filled by a 12-year old schoolboy. Recognising that summer is a notoriously difficult time for parents to keep children entertained, this quirky approach worked perfectly to engage Meadowhall's family consumers while capturing the imagination and attention of the national media.



## Elvis Live

Polus City Center, Bratislava, Slovak Republic

**Owner:** Immofinanz Immobilien Anlagen AG

**Management Company:** EHL Real Estate Slovakia, s.r.o.

With growing competition in the market, Polus City Center embarked on a public relations campaign intended to attract both customers and media during the summer months. "Elvis Live" was a unique exhibition of Elvis Presleymemorabilia. To kick of the once-in-a-lifetime event, Polus held an opening ceremony featuring Las Vegas-style fake weddings, and two Elvis impersonators to entertain the crowd.



## The Big British Break

The Chantry Centre, Andover, United Kingdom

**Owner:** Axa

**Management Company:** CIS Ltd

In order to capitalize on spring break 2011, The Chantry Centre created a vibrant garden setting for families, with a full lineup of free events for Easter, Mother's Day and in celebration of the royal wedding. The garden created an open space for children and parents to spend their free time, all while driving footfall to the centre.



## Leonardo: Inventions Beyond Time Exhibition

Metro Properties Shopping Centres, Turkey

**Management Company:** Metro Properties

The mission of Metro Properties is to carry out innovative and creative events that support the communities, both socially and culturally. The exhibition "Leonardo: Inventions Beyond Time" was one of these initiatives. The exhibit featured replicas of DaVinci's interactive mechanical inventions and drawings, all open to the public, increasing footfall by 21%.

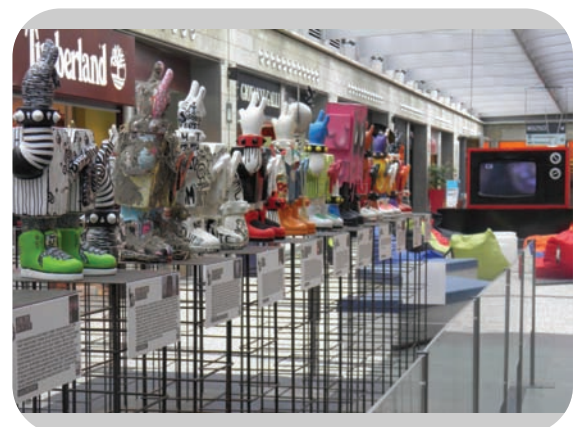


## MMM & MTV Toy Exhibition

Espaço Guimarães, Forum Aveiro, Forum Coimbra, Forum Viseu, Portugal

**Management Company:** Multi Mall Management Portugal

Following its strategy to partner with established, strong brands, Multi Mall Management Portugal partnered with MTV to celebrate its 7th anniversary in Portugal. A unique exhibition, MTV toys were customized and decorated by Portugese music artists, and traveled throughout all of Multi Mall's properties.



# CONSUMER AND TRADE ADVERTISING

## Opera Show

Akmerkez, Istanbul, Turkey

**Owner:** Akmerkez REIT

**Management Company:** Ucgen Bakim Yonetim Hizmetleri A.S.

“Opera Show” was the first of its kind in Turkey, bringing singers from the Istanbul State Opera to perform at Akmerkez. Dressed up as customers and employees of the centre, the singers surprised mall guests by breaking into spontaneous song. In two days, word had spread about the impromptu performances and sixty thousand people visited the centre for the chance to witness these amazing moments live.



## Armazéns do Chiado Lisbon Meeting Point

Armazéns do Chiado, Lisbon, Portugal

**Owner:** CRI - Commerz Real Investmentgesellschaft mbH

**Management Company:** Multi Mall Management Portugal

With the goal of further enforcing Armazéns do Chiado as the official Lisbon meeting point, this centre created a vintage piece, set up at the entrance of this historic centre. A strategic communications campaign, “My Heritage is Where I Find You”, was set up to spread the word.



## Relaunching Campaign

Bonarka City Center, Krakow, Poland

**Owner:** Roland Investment sp z o.o.

**Management Company:** Bonarka Management sp z o.o.

Despite a successful opening and 2009 Christmas season, footfall and turnover fell significantly at Bonarka City Center. After an analysis showed that people perceived the centre as unattractive and expensive, Bonarka launched a strategy that would revitalize the center. Based on a “Sex & the City” theme, the centre wanted to convey urban fashion and glamour, and created ten advertising sets to redefine Bonarka’s image.



## Black Issue - Spring Fashion

Bruun's Galleri, Århus C, Denmark

**Owner/Management Company:** Steen & Strøm Denmark A/S

Since its opening, Bruun's Galleri runs a large spring fashion campaign aimed at retaining customer loyalty and maintaining its position in the marketplace. For their 2011 campaign, Bruun's concept was simple—“The Black Issue”, playing with the concept of strong black and white images, combined with vibrant colors. Bruun's also distributed a magazine that reinforced the theme, along with in mall events, including a photo exhibition.



## Fashion Week CascaiShopping

CascaiShopping, Cascais, Portugal

**Owner:** Sonae Sierra and Rockspring

**Management Company:** Sierra Portugal, S.A.

CascaiShopping's "Fashion Week" celebrates the arrival of new collections, ranging from fashion and accessories to technology. The 11-day event offered customers free fashion consultations, where not only advice from experts was given, but customers were taken around the mall by fashion experts to give them the best possible service. Total sales increased by 20%.



## Once Upon a Time

Colombo, Lisboa, Portugal

**Owner:** Sonae Sierra/CBRE RPFIFund

**Management Company:** Sierra Portugal, SA

To reinforce its positioning as the number one mall in Lisboa, with over 400 shops, Colombo developed a unique advertising campaign, "Once Upon a Time", that reflects the centre's image. Through the use of 3D image technology, the ad campaign, featuring surreal, fairytale themed images, conveyed that Colombo is "everything you could imagine".



## Fashion is Cool. Styling is Everything.

Field's Copenhagen, Copenhagen, Denmark

**Owner/Management Company:** Steen & Strøm Denmark A/S

In Copenhagen's highly competitive market, Field's stands out among the rest, but wanted to inspire its female customers even more by creating the greatest walk-in closet in Denmark. Field's introduced new fall styles and collections, and through its new advertising campaign, invited customers to participate in fashion events and competitions. The campaign focused on strong visuals, using black and white elements to contrast the vibrant colors of the clothing.



## Local Stars

Forum Kayseri, Kayseri, Turkey

**Owner:** Union Leasing

**Management Company:** Multi Development Türkiye

When Multi Development Türkiye decided to expand its shopping centre empire to Kayseri in December 2011, they were taking on a major challenge. To succeed in popularizing the new centre would require localizing it and winning the support of people 'in the know'. The advertising concept focused on local people and were chosen through a Facebook competition and turned the winners into Kayseri stars.



## Gateway Theatre of Shopping Holiday Line-Up

Gateway Theatre of Shopping, Durban, South Africa

**Owner/Management Company:** Old Mutual Property

Gateway Theatre of Shopping prepared for the arrival of 3 million tourists in December 2011 by arranging a host of activities to keep shoppers entertained and ensure that Gateway is the ultimate entertainment destination in Durban. The lineup was put together to cater to a diverse customer base and included several concerts by international artists like Lil' Wayne and Dead Mau5. Promoted through an integrated marketing campaign, the events brought more than 3.4 million people through Gateway's door.

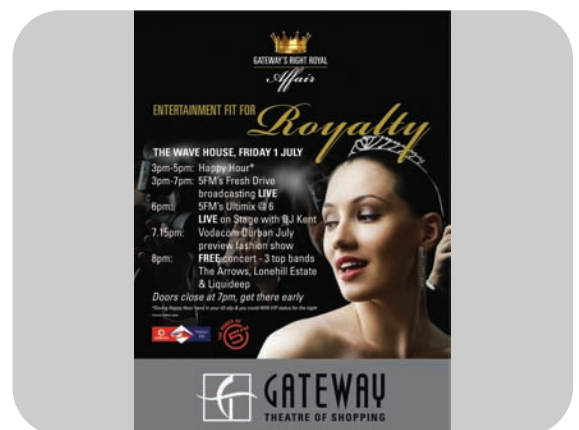


## Gateway Theatre of Shopping Right Royal Affair

Gateway Theatre of Shopping, Durban, South Africa

**Owner/Management Company:** Old Mutual Property

For the third year in a row, Gateway wanted to capitalize on Vodacom Durban, a revered horse race in the city. Breaking from the last two years, Gateway grew the annual events into a day and night entertainment extravaganza, supported by a six-week integrated marketing campaign. The "Right Royal Affair" took this annual event to a whole new level and foot traffic increased 86% from the previous year.



## Face of Gordion

Gordion Shopping Center, Ankara, Turkey

**Owner/Management Company:** Redevco

As result result of fierce competition, Gordion had to make a clear statement differentiating their offering from the other malls in the area. They decided to recruit celebrities to be the "Face of Gordion". Cagla Sikel was chosen to represent the centre, and meet and greets were planned, as well as a photo shoot and a behind-the-scenes-film. The campaign succeeded in raising awareness of Gordion and footfall increased by over 30%.



## Sales in the Shade

Gran Shopping Mongolfiera, Molfetta, Italy

**Owner:** Forumapulia s.r.l.

**Management Company:** Svicom s.r.l.

During the summer of 2011, a massive heat wave hit and people flocked to the coastal beaches for relief. Knowing that their target customer was at the beach, Gran Shopping took the sales to them. Coming up with an interactive, original communications strategy was the inspiration behind this tactic and the centre offered unexpected services to beach goers, like free umbrellas and water bottles, all branded by the centre's logo. The strategy worked and had everyone talking!



## X-mas Choir Clash

Gränby Centrum, Uppsala, Sweden

**Owner/Management Company:** Atrium Ljungberg AB



Wanting to do something different for their holiday campaign, and use this opportunity to entertain and involve its loyal customers, Gränby Centrum reached out to community choirs to participate in a competition, with the winner taking home an extravagant prize after customers voted on their favorite through Facebook. The event was promoted through social media, in addition to traditional marketing outlets.



## Go Racer

Kanyon, Istanbul, Turkey

**Owner:** Eczacıbası and Is Real Estate Investment Trust

**Management Company:** Kanyon Management and Marketing

Typically, attracting teenagers is not a major challenge for shopping malls, but engaging and turning them into loyal customers is a harder task. When Kanyon launched “Go Racer”, they created a comprehensive campaign that consisted of various print materials, along with student brand ambassadors. The event culminated in a final race followed by a massive rock concert, winning the loyalty of the teenage customer base.



## Retail in a Box

Kanyon, Istanbul, Turkey

**Owner:** Eczacıbası and Is Real Estate Investment Trust

**Management Company:** Kanyon Management and Marketing

In an effort to boost its brand and revitalize its advertising strategy, Kanyon launched “Retail in a Box”, pioneering pop-up retail in Turkey. Through online and print promotion, along with retailer public relation activity, hundreds of shoppers visited this new retailing concept.



## Corte WebStar

La Corte Lombarda, Bellinzago Lombardo, Italy

**Management Company:** Cogest Italia Srl



During the summer of 2011, La Corte Lombarda launched “Corte Webstar”, a campaign to increase involvement and entertainment of La Corte’s loyal customers. A stage was built in the plaza of the centre, and was opened to any and all who wished to perform and become a “webstar”. All performances were broadcasted and shared through Facebook and Youtube, bolstering the centre’s web presence and create an online community of La Corte customers.



## Markedet Fashion Team

Markedet, Haugesund, Norway

**Owner:** Steen & Strøm/Kleppiere

**Management Company:** Markedet



The goal of Markedet's "Fashion Team" was to reinforce their position and to increase footfall and turnover. A team of five people with a passion for fashion and unique style were made into ambassadors of the centre. The combination social media, events at the centre and prizes spread enthusiasm throughout the community and sales increased by 25%!



## Feast

Riverside Mall, Nelspruit, South Africa

**Owner:** Old Mutual Property

**Management Company:** Primedia Lifestyle

Riverside Mall served up "Feast", a month-long explosion of food and fun. The integrated campaign composed of promotions, events and competitions focused on food. "Feast" culminated in a food fair and the World Chef's Tour Against Hunger event, with campaign results showing a 19% year-on-year increase in foot traffic, turnover reaching an 11% increase, and more importantly, almost \$60,000 worth of food was raised to help the plight of starving children in South Africa.

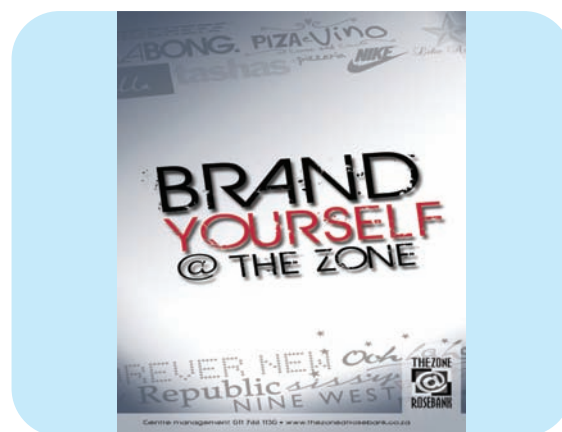


## Brand Yourself

The Zone@Rosebank, Rosebank, Johannesburg, South Africa

**Owner/Management Company:** Old Mutual Property

The Zone@Rosebank underwent a major refurbishment, and after four years of construction, the center was re-launched in 2012 with the "Brand Yourself" campaign. Social media was recognized as the key tool and was implemented through SMS messaging, website and Facebook, focusing on the Zone shoppers and the unique offerings at this centre.



## Art & Fashion

Vestsjællandscentret, Slagelse, Denmark

**Owner:** Danica

**Management Company:** Steen & Strøm

By creating "Art & Fashion", VestsjællandsCentret (VSC) managed to break away from the mainstream and present shoppers with something truly unexpected and original. Six nationally recognized artists were invited to create unique works of art based on items found in the VSC shops. It was up to them to create pieces with enough star quality so they could enter a text message auction. All proceeds from the auction were donated to the Danish Cancer Society. The resulting 13 works of art became the centrepiece for the graphically arresting campaign, unique events and a broad mix of media.



## SALES PROMOTION AND EVENTS

### Acerte no Preço/Get the Price Right

Dolce Vita Coimbra, Dolce Vita Douro, Dolce Vita Ovar, Dolce Vita Porto, Dolce Vita Tejo, Portugal

**Management Company:** Dolce Vita Shopping Centres

In a joint action of the brand, the Dolce Vita Shopping Centres launched an innovative campaign called "Acerte no Preço (Get the Price Right)". This unique initiative, never before held in Portugal, consisted of an unusual partnership with an appliances brand, LG Electronics Portugal, and intended to boldly mark the season of summer promotions. The challenge made to visitors was to guess the total price of a showcase featuring products of the LG brand, such as LED displays and home cinemas, among others.



### Queues ARE BACK!

Bonarka City Center, Krakow, Poland

**Owner:** Roland Investment sp z o.o.

**Management Company:** Bonarka Management sp z o.o.

To position Bonarka City Center as the place to go for the best retail offering, BCC set up an interactive promotion using Rabatomats (rebate machines), located in key areas to distribute coupons and carry out promotions and lotterys. Almost 70,000 promo codes were registered and 50,000 coupons were given, increasing footfall by 15%.



### Fashion@cube

Forum Aveiro, Aveiro, Portugal

**Owner:** CBRE Global Investors

**Management Company:** Multi Mall Management

With their new event, Fashion@cube, Forum Aveiro replaced traditional fashion shows with an innovative way to present its retailers' offerings. Using live shop windows, models display a diverse range of products in the fashion cubes, as well as fashion advice for customers from well-known fashion and TV personalities. The centre promoted this event through a Facebook competition.



### "TAKE OFF" with Marmara Forum

Forum Marmara, Istanbul, Turkey

**Owner:** Multi Corporation

**Management Company:** Multi Development Türkiye

"Take Off" with Formum Marmara was a 360 degree experience in the shopping center to stage its first sales promotion event since its opening. A one-week consumer event, just before the summer vacation season when other shopping centres were relatively quiet promotionally, was conducted. The approach was to entice shoppers to make a minimum purchase that would qualify them to participate in a flying game—a virtual jumping activity that was filmed from above with 360-degree technology on dozens of video cameras, then broadcast on social media. Facebook fans voted on their favorites. The winner won a vacation for two in Amsterdam.



## Surprise Season

Kanyon, Istanbul, Turkey

**Owner:** Eczacıbasi and Is Real Estate Investment Trust

**Management Company:** Kanyon Management and Marketing

To get a jump on New Years sales, Kanyon conceived a novel, month-long sales promotion campaign that had shoppers flocking to its retailers. Kanyon designed a surprise gift house in the centre of the mall, where retailers contributed gifts for shoppers who entered into the contest by submitting receipts of 40 euros or more. An Ipad lottery was also held. Along with a print campaign, Kanyon also used a multi-dimensional online promo, “New Year @Kanyon”.



## In the Bag

Kanyon, Istanbul, Turkey

**Owner:** Eczacıbasi and Is Real Estate Investment Trust

**Management Company:** Kanyon Management and Marketing

Kanyon set out to create a sales promotion event to capitalize on the success of a new retail tenant, Paul Frank, an American cartoonist, artist and fashion designer, whose creations adorn clothing, accessories and other products. Kanyon energized the promotion through a comprehensive ad campaign with print, online and radio outreach. More than 4,000 spent at least 65 euros and redeemed a special bag branded by both Kanyon and Paul Frank.



## Midnight Explosion

Kringlan, Reykjavik, Iceland

**Owner:** Reitir

**Management Company:** Rekstrarfelag Kringlunnar

The goal of Kringlan’s “Midnight Explosion” was to create an event that would not only bring in more customers, but reinforce this centre as a leading force in fashion. For the first time in Icelandic history, Kringlan stayed open until midnight and hosted fashion shows, concerts and art events, as well as a photoshoot for Facebook. With deep discounts, this event drew almost 30,000 visitors in one day.



## The Beach is Back 2011

Menlyn Park Shopping Centre, Pretoria, South Africa

**Owner:** Old Mutual Properties/Pareto Ltd.

**Management Company:** Old Mutual Property

December is usually a time when most South Africans head to the beach for vacation, but in 2009, at the peak of the world wide recession, Menlyn Park recognized that many of its customers would not be able to afford such a vacation. Instead, Menlyn Park brought the beach to them. Since then, “The Beach has Landed” has been expanded, and in 2011 “The Beach is Back” was even better than ever. With jam packed entertainment, along with prize giveaways and discounts, Menlyn has ensured that the event will continue throughout the years.



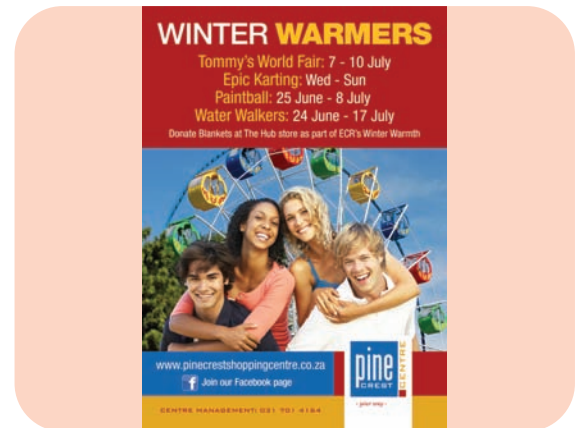
## Winter Warmers School Holiday Program

Pine Crest Centre, Pinetown, South Africa

**Owner:** SA Corporate Real Estate Fund and Vukile

**Management Company:** Old Mutual Property

While Pine Crest Centre's retail offering is strong, it lacked an entertainment element. In winter 2010, Pine Crest saw the perfect opportunity to improve the entertainment factor and hosted a variety of events including a model search, go-karting, a fair and paintball. The initiative succeeded in increasing footfall and sales.



## Grukey: Pre-Sales

Shopville Le Gru, Grugliasco, Italy

**Management Company:** Cogest Italia Srl

Shopville Le Gru is equipped with an effective rewards program which collects the data of its 36,000 members. Each member, using their GRUkey card can collect purchase and frequency points, which then transfer to discounts. The pre-sales initiative was Le Gru's chance to show their appreciation for members and converted their points to GRUkey money to be spent in the mall. By offering a huge discount to their loyal customers, the program generated a significant increase in sales.



## Angry Birds Live

The Chantry Centre, Andover, United Kingdom

**Owner:** Axa

**Management Company:** Capita Symonds

With a Facebook page to launch and six phone shops to promote, The Chantry Centre in Andover created a unique event featuring the hottest smartphone app for enthusiastic mobile gaming fans. Angry Birds Live, an accurate recreation of the mobile phone game, created an exciting interactive display in the heart of the centre during the autumn school holidays. The results were a very social launch of the centre's social networking, double digit increases in smartphone sales and the second strongest footfall of the year.



## WOW Shopping

Steen & Strøm Denmark, Denmark

**Management Company:** Steen & Strøm Denmark

While Steen & Strøm Denmark operates 16 shopping centres, each mall has its own distinct brand. But in 2011, they launched a comprehensive national joint sales promotion. The campaign "WOW" shopping was spread across 15 centres, with 1,000 stores participating by lowering prices and offering steep discounts for 10 days.



# GRAND OPENING, EXPANSION AND RENOVATION

## We Share Passions

Area12, Torino, Italy

**Owner:** Nordiconad - CMB Carpi - Unieco

**Management Company:** CBRE srl

Area12 is an avant-garde shopping centre fully integrated with the Juventus Stadium of Turin, the first stadium owned by an Italian soccer team. Area12 is the first shopping centre in Italy to combine shopping and major sporting events. The launch and positioning campaign “We Share Passions” had to exploit the relationship with Juventus, in conventional advertising and throughout the social medias, in order to maximize the brand awareness in a highly competitive context.



## A Totally Different Music

Eurosia, Parma, Italy



**Owner:** Mediolanum Gestione Fondi SGR

**Management Company:** CBRE srl

Eurosia Shopping Centre was opened in March 2011 and has been conceived as a fundamental, sustainable and high-quality element to the town of Parma, Italy. An original launch strategy was designed in order to connect with the community, starting with an opening ceremony and campaign focused on Parma-born musician Giuseppe Verdi.



## In the Know

Forum Kayseri, Kayseri, Turkey



**Owner:** Union Leasing

**Management Company:** Multi Development Türkiye

When the Multi Development conglomerate in Turkey decided to expand its shopping center empire to Kaseryi in December 2011, they were taking on a major challenge. To succeed, the new center would need to win the support of the local people in the know, and they became the subject of the opening campaign. Through an online Facebook audition and voting process, hundreds entered, culminating in a grand opening celebration and concert.



## 10th Birthday 2011

Gateway Theatre of Shopping, Durban, South Africa



**Owner/Management Company:** Old Mutual Property

In 2011, after 10 years of success, Gateway Theatre wanted to celebrate its birthday with its customers, who have been instrumental to its success. The marketing team ran campaigns to highlight the history of the centre, showcase accomplishments and celebrate this milestone. As a part of its anniversary celebration, a competition was run, offering incredible prizes, including a car, vacations and 1-year rent-free living at a luxurious resort.



## MegaStores

MegaStores, Den Haag, Netherlands

**Owner:** ING RED

**Management Company:** CBRE Shopping Centre Management

During its renovation, MegaStores launched an integrated marketing campaign to inform customers of the major improvements, give the mall a new image and encourage customers to continue visiting during the redevelopment. Through both print and digital communications and guerilla marketing tactics, MegaStores promoted the centre and its retailers, increasing turnover despite construction.



## Accentuate an Icon

Musgrave Shopping Centre, Durban, South Africa

**Owner:** SA Corporate Real Estate Fund

**Management Company:** Old Mutual Property



Musgrave Centre had struggled for years with a deteriorating building, lack of visible advertising, declining foot traffic and high vacancy, so after a refurbishment, a new campaign was launched to revive the Musgrave brand. The “Accentuate an Icon” campaign reflected the centre’s iconic architecture and a new logo and website was designed to convey Musgrave’s new, fashionable image.



## Shopping with Paris Hilton

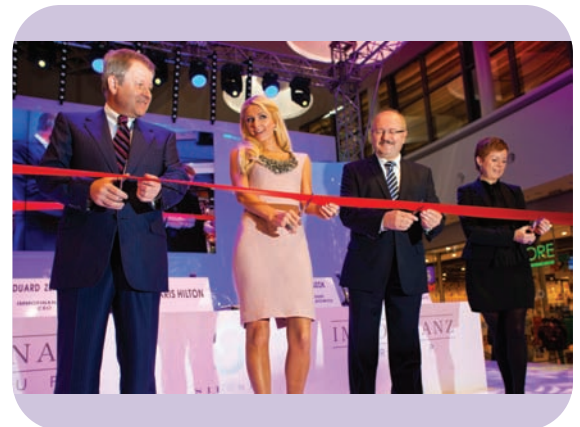
Silesia City Center, Katowice, Poland

**Owner:** Immofinanz

**Management Company:** EHL Real Estate Poland



For the opening of a new part of Silesia City Center, Paris Hilton, an international celebrity, was tapped to be the star of the opening. Known for luxurious fashion, Hilton’s presence reinforced Silesia’s positioning as one of the biggest and best shopping centres in Poland. The opening, and Hilton’s appearance, was regarded as the event of the year, earning the most publicity in the centre’s history.



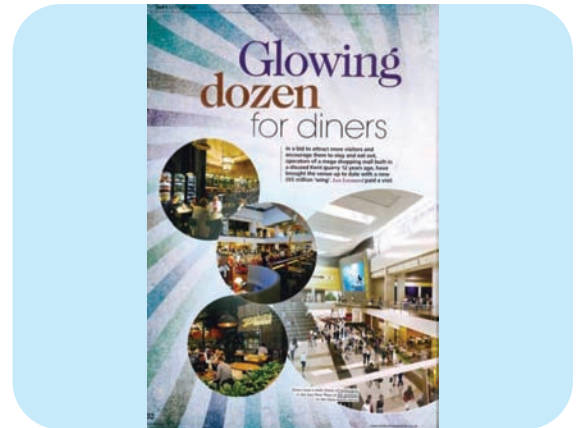
# BUSINESS-TO-BUSINESS

## Evolution and Innovation - Bluewater's Trade PR

Bluewater, Greenhithe, United Kingdom

**Owner/Management Company:** Lend Lease

Evolution and Innovation was the communication theme of a proactive trade public relations campaign devised and implemented for Bluewater to maintain its position as the industry's frame of reference. In addition, a specific element of the campaign targeted the events and exhibition industry in preparation for the launch of Glow, a new breed of events venue, in November 2011.



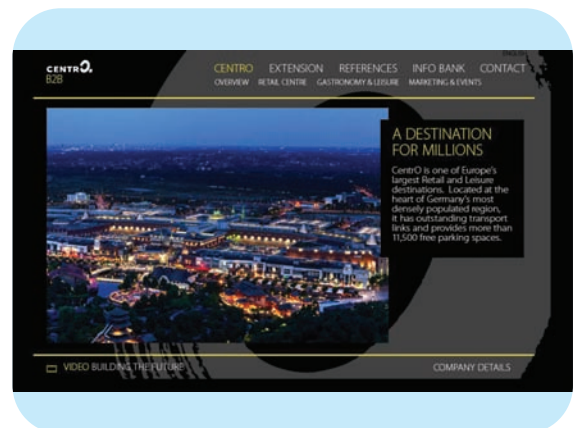
## CentrO B2B World

CentrO Oberhausen, Oberhausen, Germany

**Owner:** Stadium & CPPIB

**Management Company:** CentrO Management GmbH

In fall 2010 CentrO faced some changes: the successful sale of a 50% CentrO share into the investment market and the leasing of CentrO's 17,000 sqm. extension. CentrO developed a high-class image-building coffee table book for top decision makers and a state-of-the-art web-based B2B application with all relevant CentrO information at one's fingertips. Both instruments helped to successfully sell the 50% company share, as well as the successful leasing of 90% of the available retail extension space within 9 months.



## Money Making Machine

Forum Gliwice Shopping Center, Gliwice, Poland

**Owner:** DEKA Immobilien

**Management Company:** Avestus Real Estate

After the global financial crisis and the growing competition in the region, Forum Gliwice needed an extraordinary business-to-business campaign to acquire new brands and extend existing leases. The year-long "Money Making Machine" campaign did just that and placed the center as a venue of good business, where turnover has increased, despite economic hardships.



## Gründer Kit

Sektor Eiendomsutvikling as, Oslo, Norway

The global financial crisis impacted shopping centres and retailers throughout the world, and Sektor Eiendomsutvikling as wanted to support vulnerable, non-chain retailers and bring them into the center. With Gründer Kit, the centre was able to guide potential tenants through the important task of developing business plans, budgets and marketing strategies. Through this campaign, the centre signed three new contracts and are negotiating with another ten.



# ALTERNATIVE REVENUE

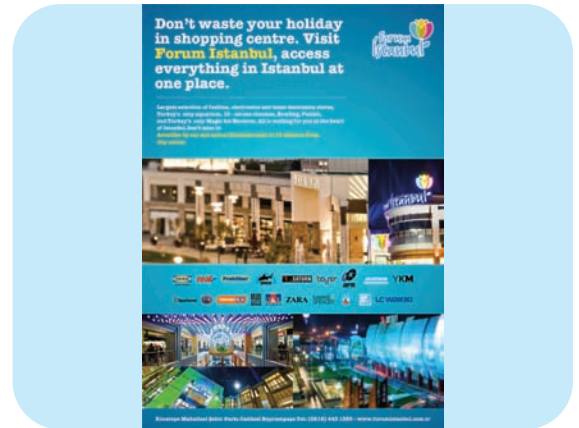
## Forum Istanbul Tourism Program

Forum Istanbul, Istanbul, Turkey

**Owner/Management Company:** Multi Development Türkiye



Forum Istanbul is Europe's biggest shopping centre in terms of leasable area. Due to its size, stakeholder interests and economic sustainability, Forum Istanbul wanted an integrated tourism program to make themselves known to that sector and to create demand. After creating a database of hotels, travel agencies and tour guides, a tax-free refund program was established for customers of hotels and agencies, as well as a monthly newsletter and tours of the centre for key members of the tourism industry.



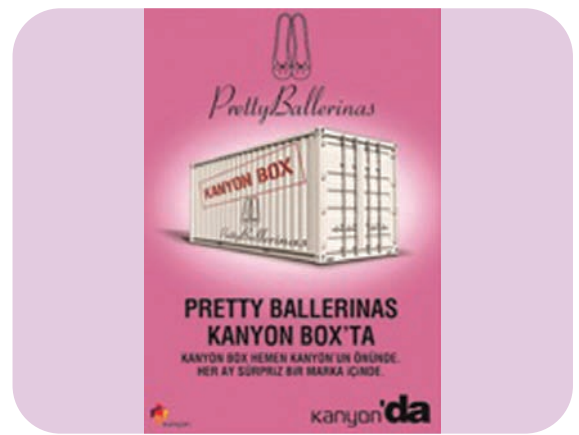
## Retail in a Box

Kanyon, Istanbul, Turkey

**Owner:** Eczacıbasi and Is Real Estate Investment Trust  
**Management Company:** Kanyon Management



To spur on a new revenue source, Kanyon pioneered the pop-up store concept, becoming the first shopping centre in Turkey to do so. The "Retail in a Box" program gave a variety of retailers a new opportunity to increase sales and promote their brands, all while increasing traffic to Kanyon.



## ZEHNER

Atrio, Europark, Fischapark, Forum 1, max.center, Murpark, Q19 Einkaufsquartier Döbling, Sillpark, Varena, Zimbapark, Austria

**Management Company:** SES Spar European Shopping Centers

The Zehner is a successful service design project introduced by SES in Austria. The objective was an overhaul of an existing voucher system with the aim of achieving savings, while simultaneously creating a more attractive offer for existing and new customers. Instead of vouchers that were only valid at each individual centre, a new, uniform voucher was created with a value of 10 euros, valid on an inter-centre basis. Following the successful launch in Austria, work is already under way with regard to the integration of additional centres in Slovenia.



# DIGITAL MEDIA

## Agora Shopping Centre Application

Agora Shopping Centre, Izmir, Turkey

**Owner/Management Company:** ODAK CONS.ENG.MIN.

As the first adopter of mobile applications in Izmir, Agora Shopping Centre offers many brand new features with their new app. With features such as parking reminders, special offers, shopping lists, a pedometer to track calories burned while shopping and a store finder, Agora pioneered mobile apps in the Turkish retail sector.



## Quest For 7 Elephants Application

Akmerkez, Istanbul, Turkey

**Owner:** Akmerkez REIT

**Management Company:** Ucgen Bakim Yonetim Hizmetleri A.S.



For the first time, an application was put to life in a shopping mall as an event, bringing together the real and cyber worlds. The “Quest for 7 Elephants” app offered customers the experience of mobile entertainment while shopping at Akmerkez. Using location-based technology, guests were led on a quest throughout the mall to win various prizes. The digital game not only succeeded in longer customer stays, but opened a new channel of customer communication.



## Power of the People

Forum Kayseri, Kayseri, Turkey

**Owner:** Union Leasing

**Management Company:** Multi Development Türkiye

In order to win the support of the community for Multi Development's new centre in Kaseryi, the “Power of the People” campaign was launched, focusing on the power of digital media. The online competition became part of the advertising campaign, using Facebook as the primary tool.



## Fashion Week

Forum Marmara, Istanbul, Turkey

**Owner:** Multi Corporation

**Management Company:** Multi Development Türkiye

Facing increasing competition, Forum Marmara launched “Fashion Week” to jump start sales in the first corner. It was a multi-layered campaign, with a focus on digital media as the main component, utilizing Facebook, Twitter, blogging and a macrosite specifically designed for Fashion Week.



## Magic Video Cards

Galleria Borromea, Peschiera Borromeo, Italy

**Owner:** Immobiliare Ametista S.r.l.

**Management Company:** Cogest Italia S.r.l.

A few days after its grand opening, Galleria Borromea launched the "Magic Video Cards" project as the main event of its Christmas programme. With the aim of displaying the new mall, customers were invited to choose different virtual settings and record a magic video card for a loved one. All the videos were then uploaded onto YouTube and made available to share.



## WIN EEN KOT

K in KORTRIJK, Kortrijk, Belgium

**Owner:** Union Investment Real Estate

**Management Company:** SCMS - Shopping Center Management Services



Located in a university town, K in Kortrijk wanted to show that it is a student-friendly center. They implemented an online video contest for students, with an apartment for 1-year in the centre, as the prize. Each student made a video to be shared and voted on via Facebook and Twitter.



## Kanyon's Blog "SerKANYONca"

Kanyon, Istanbul, Turkey

**Owner:** Eczacıbasi and Is Real Estate Investment Trust

**Management Company:** Kanyon Management



Knowing that soap operas are widely popular in Turkey, Kanyon decided to use this theme in a social media campaign to increase their online presence. "serKANYONca" was conceived as a soap opera love story written as a blog, that drew 80,000 viewers.



## Casting Competition Via Social Media

Kragujevac Plaza, Kragujevac, Serbia

**Owner:** Plaza Centers

**Management Company:** SEK.doo

The main goal of Kragujevac Plaza's casting competition was to engage the regional population and directly involve them in the centre's branding. With a limited budget, the centre turned to social media. Using Facebook, the competition spurred online involvement, and 15,000 likes were received in just eight days, creating a virtual database and an online community of Kragujevac customers.



## www.markedet.com

MARKEDET, Haugesund, Norway

**Owner:** Steen & Strøm/Kleppiere

**Management Company:** Markedet



As a small centre, Markedet must find new ways to compete with the larger malls in the region and position itself as the best centre for fashion and digital media. In order to achieve this goal, digital channels were used exclusively to communicate with customers, including Markedet's own website, Facebook and YouTube. Constantly updated and monitored, Markedet has certainly made its online impact.



## Merry Norte

NorteShopping, Senhora da Hora, Portugal

**Owner:** Sonae Sierra/TIAA-CREF

**Management Company:** Sierra Portugal, SA



To continue being the leading choice for shopping and leisure, NorteShopping felt the need to improve the Christmas experience and an entirely new, digital initiative was implemented. "Merry Norte" was an interactive event using QR code technology to lead customers to an augmented Christmas reality, allowing them to customize holiday cards and other memorabilia. 34,000 people participated in the fun Christmas event.



## Where Is Paul?

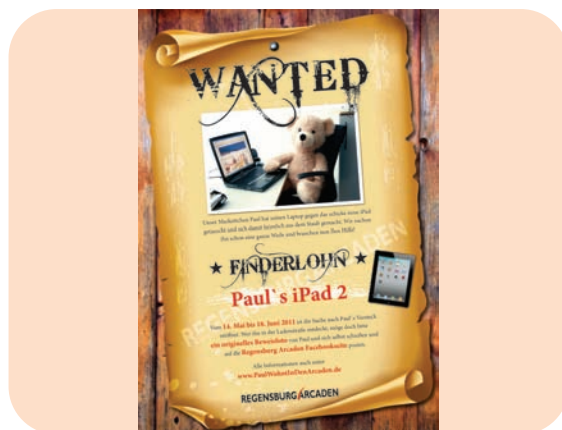
Regensburg Arcaden, Regensburg, Germany

**Owner:** Commerz Grundbesitz

Investmentgesellschaft



In an effort to expand its online community, Regensburg Arcaden launched the "Where is Paul" campaign, sending customers on a mission to find Paul, a stuffed teddy bear hidden somewhere in the mall. Once he was found, customers took pictures and posted them to Regensburg's Facebook page. After the competition was complete, the photo with the most likes won an iPad2.



## Grukey Opening Up New Worlds

Shopville Le Gru, Grugliasco, Italy

**Owner/Management Company:** Corio Italia srl



Shopville Le Gru's CRP (Customer Relationship Platform) tool was designed to establish a special relationship with its customers using an integrated digital system. The CRP is connected by means of digital communication aimed at customers through texts, e-mail, newsletters, and push-app notifications, allowing the centre to remain in contact with customers, during and after purchases.



## 2012 SOLAL MARKETING AWARDS JURY

---

Jacques Sinke  
2012 Chairman  
MAB Development  
The Netherlands

Sofie Brammer  
Steen & Strøm Danmark A/S  
Denmark

Douglas W. Mayne  
Primedia Lifetsyle  
South Africa

Kirsty Crawford  
MadisonSoho  
United Kingdom

Ülker Melek  
Jones Lang LaSalle  
Turkey

Michelle Daniels  
Toolbox Marketing  
United Kingdom

Florence Ricou  
Multi Mall Management Portugal  
Portugal

Roxana Dumitru  
Baneasa Development SRL  
Romania

Joan Rouras  
Desigual  
Spain

Marta Drzewiecka  
EHL Real Estate Poland Sp Z.o.o.  
Poland

Barbara Somogyiova  
List Fashion Group S.P.A  
Italy

Filipa Fernandes  
SES Spar European Shopping Centers  
Austria

Amanda J. Stops  
South African Council of Shopping Centres  
South Africa

Frank Gueze  
SCM Europe  
The Netherlands

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

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.

For more information or to register for an ICSC global awards competition  
visit [www.icsc.org/globalawards](http://www.icsc.org/globalawards)



Visit ICSC's Global Awards Gallery, [www.icsc.org/awardswebgallery](http://www.icsc.org/awardswebgallery)  
for complete details for finalists.