

2012 WINNERS

YOUR TIME TO SHINE

US MAXI AWARDS























GGP congratulates the 2012 MAXI Award winners!

GGP

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The U.S. MAXI Awards recognize innovative events and programs that add value to shopping centers and companies across the nation. Gold winners of the ICSC U.S. MAXI Awards, along with winners from other regional awards programs, will be automatically entered into the VIVA Best-of-the-Best Awards to be presented at ICSC's annual RECon Las Vegas in May 2013.

Award Categories

Traditional Marketing

- Cause Related Marketing
- Advertising
- Event or Sales Promotion, including Grand Opening, Expansion & Renovation
- Public Relations
- Business-to-Business

NOI Enhancement

Programs and initiatives intended to generate revenue that directly enhances the net operating income (NOI) of a shopping center or company. Sub-categories for the NOI Enhancement category include:

- Marketing
- Operations
- Leasing
- Overall Shopping Center Management Team

New 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 center or company. Sub-categories for the New Media category include:

- Best Use of Social Media (Facebook/Twitter/Video/Blog)
- Video as part of a social media campaign



TRADITIONAL MARKETING - ADVERTISING

MORE Holiday Advertising

CBL & Associates Properties, Inc.

Chattanooga, Tennessee

SILVER MAXI

CBL & Associates Properties conducted market-by-market analyses to better understand consumers' response to advertising. CBL create its "MORE" 2011 holiday campaign featuring direct, clutter-free content and a simple message reinforcing the season's spirit.



Favorite Label Consumer Campaign

Natick Mall

Natick, Massachusetts

Owner/Management Company: General Growth Properties

SILVER MAXI

With this consumer marketing campaign, Natick Mall took an assertive and innovative approach towards changing the trade area's false perceptions of the center. The community has rallied around the use of real, local shoppers in the campaign.



Club Estrellas E-Magazine

The Shops at La Cantera and North Star Mall

San Antonio, Texas

Management Company: General Growth Properties

GOLD MAXI

The Shops at La Cantera and North Star Mall marketing team worked with a local e-magazine publisher to design an trendy, lifestyle focused e-magazine to attract the Mexican National Consumer. It was designed to give their existing 35,000 Club Estrellas members a sneak peek of the latest trends and fashions available to them at these shopping centers, as well as providing another media avenue to their exclusive business partners to showcase products and services.



TRADITIONAL MARKETING - BUSINESS-TO-BUSINESS

Think Retail. Create Value.

DDR Corp.

Beachwood, Ohio

SILVER MAXI

DDR Corp. rebranded its trade show exhibit with technology enhancements that improved everything from engagement to waiting time to the leasing portfolio. Each DDR leasing professional had pre-loaded iPad presentations and the company also implemented new intiatives to provide more opportunities for entrepeneurs and small business owners.



TRADITIONAL MARKETING - CAUSE RELATED MARKETING

CBL Brings Relief to Tornado-ravaged Joplin, MO

CBL & Associates Properties, Inc.
Chattanooga, Tennessee

GOLD MAXI



On Sunday, May 22, 2011, a devastating tornado struck Joplin, Missouri, destroying lives, whole neighborhoods and this close-knit community's sense of well-being. Northpark Mall responded instantly and dramatically with an emergency center providing clothing and personal care items, and by Tuesday, five more CBL centers in Missouri were collecting donations. The result was immediate help for thousands.

Chemo Duck

15 CBL Nashville Region Centers
Management Company: CBL & Associates Properties, Inc.

GOLD MAXI



CBL's Nashville Region marketing teams partnered with the non profit, Chemo Duck, to provide special plush educational toys to children fighting cancer. Equipped with a chemo port, blood pressure cuff and scrubs, doctors used Chemo Duck to demonstrate treatment procedures, thereby easing a sick child's fears. The marketing teams secured $168,700 in publicity and PSAs, $36,000 in sponsorships, and $30,000 in donations for this worthy charity.

CBL Cares

CBL & Associates Properties, Inc.
Chattanooga, Tennessee

SILVER MAXI

CBL cares For Kids

In the wake of recession, CBL felt a need to pull employees together while building social capital. CBL, with national partner, Coke, developed "CBL Cares" to boost morale and foster camaraderie. A $35,000 endowment was divided among CBL's six regions and corporate office, and employees were challenged to pursue "what is most important to you and your communities?" Individual teams grew this endowment into $129,700 for 45 charities coast-to-coast, while generating $455,087 in sponsorships and $520,868 in publicity.

Operation Heartfelt Salute

CBL Carolina Region
Winston-Salem, North Carolina
Management Company: CBL & Associates Properties, Inc.

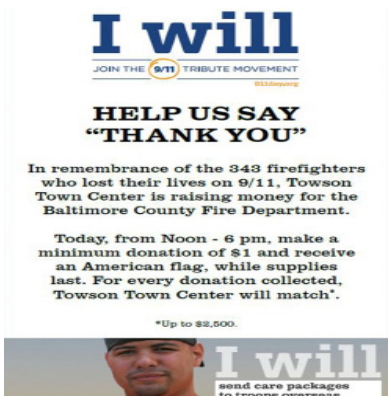
SILVER MAXI



A strategic partnership between CBL and Coca-Cola set the groundwork for an all-encompassing cause-marketing initiative in 2011. Each of CBL's six regional teams had the opportunity to rally around a specific cause. The Carolina Region chose the Armed Forces. With the South's 1.2 million veterans and active-duty personnel, "Operation Heartfelt Salute" tapped the region's military acumen and generated $30,000 in donations, $250,000 in sponsorships and $61,000 in PR.

9/11 Day of Service
General Growth Properties
Chicago, Illinois

Through a partnership with the 9/11 Day of Service, GGP malls hosted 119 local events, allowing neighbors to come together in service. More than 220 charity partners benefited from this innovative company-wide campaign.



Sensitive Santa
Glimcher Realty Trust
Columbus, Ohio

Glimcher rolled out the first annual "Sensitive Santa" program to 21 centers across its portfolio in the holiday season. The program allowed children with sensory processing disorders to visit Santa in a safe, calm environment. This event was a joint effort between each mall's staff, Worldwide Photography and local autism societies and organizations. 1,150 children participated throughout the country and the event went viral in blogs and on Twitter and Facebook, as well as traditional media coverage.



Paying It Forward Community Day
Jones Lang LaSalle
Atlanta, Georgia

The annual Retail Leadership Conference served as the perfect backdrop for Jones Lang LaSalle to host a community event targeting four charities: Dress for Success, Hope Hill Elementary, Nicholas House and Piedmont Park Conservancy. The results were phenomenal, with almost 300 volunteers across the nation, building science labs, planting 600 species of trees, preparing meals for homeless families and hosting an afternoon for women looking to enter the job force.



Crocker Park Casino Night Raises the Stakes
Crocker Park
Westlake, Ohio
Owner: Crocker Park LLC
Management Company: Robert L Stark Enterprises Inc.

Urban Active Gym in Crocker Park was transformed into a Las Vegas-style casino, where a sell-out crowd of more than 700 guests attended the event to benefit The Gathering Place, a local cancer support center. Over $130,000 was raised to support The Gathering Place's free programs and services for individuals and families touched by cancer.



It's a Gas! The Bright Side of Science

Galleria at Sunset
Henderson, Nevada
Owner/Management Company: Forest City Enterprises

SILVER MAXI

The yet-to-be-built Henderson Space & Science Center found a temporary home for its exhibit in a vacant space at the Galleria at Sunset. The exhibit drew 5,800 visitors and earned $14,000 in ticket sales. In-kind sponsor donations totaled almost $137,000 allowing kids in the community to reach for the stars!



NewPark Mall's Cultural Corner

NewPark Mall
Newark, California
Owner /Management Company: Rouse Properties Inc.

SILVER MAXI

NewPark Mall had become a veritable melting pot with the center's own employees representing 17 distinct languages. The center needed a common language to bring together this unusual mix of peoples and cultures. Since art offers a universal language, the center created Cultural Corner, a multicultural art program.



Oakbrook Center 9/11 Tribute to a Fallen Hero

Oakbrook Center
Oak Brook, Illinois
Owner/Management Company: General Growth Properties

SILVER MAXI

To mark the 10th Anniversary of the worst terrorist attacks on U.S. soil, Oakbrook Center participated in the 9/11 Day of Service national campaign by organizing a poignant community ceremony that generated over 2.3 million media impressions, and concluded with the presentation of $5,000 to F.D.N.Y. Memorial Fund.



Frogs, Flowers & Fantasy 'InBloom'

Oakbrook Center
Oak Brook, Illinois
Owner/Management Company: General Growth Properties

GOLD MAXI

HCS Family Services approached Oakbrook Center, aspiring to activate the center's renowned gardens with a whimsical exhibit that would bring charity, community and culture together. The resulting collaboration showcased 34 works of art sponsored by community organizations and retailers and raised $90,230 for charity,



Congratulations to the 2012 Winners of

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"VEGAS Gives"

The Shoppes at The Palazzo

Las Vegas, Nevada
Owner/Management Company: General Growth Properties

The Shoppes at The Palazzo partnered with eight top socialites who represented their favorite charities. The event was attended by 362 of the area's most affluent residents and earned $42,000, doubling the center's goal and proving that ...VEGAS Gives.



The Festival of Trees

Southlake Town Square

Southlake, Texas
Owner: Retail Properties of America
Management Company: Inland Southwest Management Company

The team at Southlake revamped the marketing efforts by partnering with Trish Biddle, a popular local artist, to create a unique ad campaign and a signature limited edition ornament. The campaign generated over 1.3 million impressions with all ticketed events sold out, including the sale of 400 ornaments.



Welcome Home Heroes

St. Louis Union Station

St. Louis, Missouri
Owner: Union Station Holdings LLC
Management Company: Jones Lang LaSalle

Partnering with organizers to host a national event to thank veterans for their service in the Iraq war, St. Louis Union Station created the nation's first Welcome Home Heroes Parade and Vendor Resource Village. The Station opened their doors to pre- and post-activities, which included more than 75 vendors offering vital services to the veterans as they acclimate to civilian life.



Through the Eyes of a Child

Westland Shopping Center

Westland, Michigan
Owner: Hudson Advisors
Management Company: Trademark Property Property

Westland Shopping Center teamed up with community partners for "Through the Eyes of a Child," an educational program designed to support the arts through photography, as art education continues to get cut in public schools.



TRADITIONAL MARKETING - EVENT OR SALES PROMOTIONS

This Is the SPOT!

Atlantic Station
Atlanta, Georgia
Owner: North American Properties; CBRE Investors
Management Company: North American Properties



A key component in the transformation of Atlantic Station involved creating unique, inviting and family-friendly events to resonate with the community. Atlantic Station hosted 167 events in 2011 from beer-themed carnivals and live concerts to movies in Central Park and outdoor fitness classes.

Lexus Style Event

Beachwood Place
Beachwood, Ohio
Owner/Management Company: General Growth Properties



Through the new partnership with Playhouse Square, a historical arts center in downtown Cleveland, the opportunity was presented for Beachwood Place to be featured as a contributing member of an exciting yearly event where local Lexus dealerships introduce their new line of vehicles. Beachwood Place utilized this as an opportunity to connect the center to the affluent shopper, while driving traffic and sales back to the center.

Neiman Marcus Grand Opening

Broadway Plaza
Walnut Creek, California
Owner: Macerich & Northwestern Mutual Life
Management Company: Macerich



It was critically important that the new Neiman Marcus achieved immediate momentum and strong sales. In a unique strategy, Broadway Plaza created a full-scale marketing program around the store's own grand opening from sweepstakes, pre-parties and tours to a special morning-of community breakfast.

iMall

Charleston Town Center
Charleston, West Virginia
Owner: Forest City Enterprises and Cafaro, Inc.
Management Company: Forest City Enterprises



Tapping into the zeal for iTechnology, the Charleston center stayed engaged in the public conversation and drove smart phone users to the center through the iMall campaign. The campaign focused on a series of signature events in March designed to build membership and participation on their social media channels, and increase traffic and sales.

Fashion Place 11-11-11 Grand Re-Opening

Fashion Place

Salt Lake City, Utah

Owner/Management Company: General Growth Properties

SILVER MAXI

As Fashion Place approached it's 40-year anniversary the center faced some aggressive competition. A two-phase expansion and renovation was strategically timed to complete just prior to the opening of a brand-new competitor. The center concentrated on attracting the best retail names and first-to-market stores, counting on its reputation and a stellar grand re-opening marketing plan to re-solidify it as the shopping destination of choice.



Grand Opening for Pinto Ranch, Vegas Style

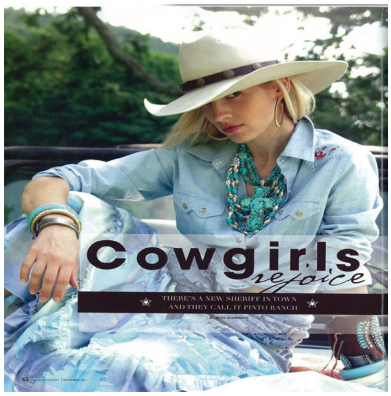
Fashion Show

Las Vegas, Nevada

Owner/Management Company: General Growth Properties

SILVER MAXI

When Fashion Show added Pinto Ranch to its tenant mix, the mall knew the retailer would need help marketing to Vegas tourists. The center extended Pinto Ranch's grand opening marketing plan, including advertising at strategic times to reach rodeo enthusiasts and used PR to garner significant TV, print and online coverage.



Galleria Dallas Celebrates Fashion's Night Out

Galleria Dallas

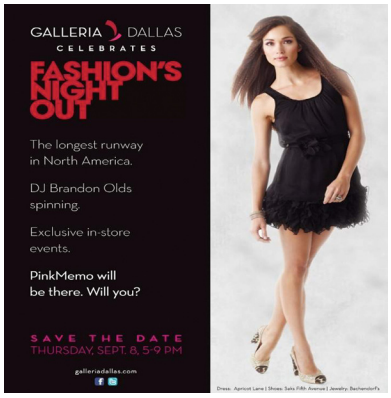
Dallas, Texas

Owner: Institutional Investors

Management Company: Simon Property Group

GOLD MAXI

Galleria Dallas celebrated Fashion's Night Out, the largest fashion event in the country, in a sophisticated and highly visible manner. Fashion's Night Out received over $200,000 in pre and post event media coverage and showcased Galleria retailers on North America's Longest Runway, stretching a quarter-mile long.



L.L. Bean Grand Opening

Paramus Park Mall

Paramus, New Jersey

Owner/Management Company: General Growth Properties

SILVER MAXI

Paramus Park set their sites on landing a "big fish" destination retailer that would further strengthen their tenant mix and act as a de facto third anchor store. When they succeeded in landing L.L. Bean, a tremendous team effort was undertaken to ensure an exciting and successful grand opening. The resulting campaign was so intriguing and innovative, that it became an attraction unto itself, drawing interest and traffic from throughout the trade area.



Concert in Lights: Ignite the Night

Spotsylvania Towne Centre

Fredericksburg, Virginia
Owner: Spotsylvania Mall Company
Management Company: Warner Management Company

The Village at Towne Centre created "Concert in Lights" to increase sales and traffic and support leasing efforts. The centerpiece was a computer-synchronized concert of holiday music and lighting performed four times nightly in the open-air section of The Village at Towne Centre.



Pearl of an Anniversary

Tanger Outlet Centers

Greensboro, North Carolina

Tanger Outlets officially marked the company's 30th year of business with a Pearl Anniversary Celebration that was both fashionable and record breaking. Honoring the founder and his "Think BIG and make it happen" motto, the events were just that.



Spring Fashion Week National Promotion

Tanger Outlet Centers

Greensboro, North Carolina

Tanger's multi-channel branding campaign sought to elevate the brand within the style and fashion arena while seeking consumer preference for Tanger apparel brands. 22 Tanger centers planned and executed an exclusive Spring Fashion Week promotion during the month of April 2011. Signature sales events were developed, including the "Create Your Own Style" contest, "Style Spotters," a "Stiletto Sprint," and other local fashion centric events.



Style Social: Fashion & Lifestyle Bloggers Series

The Americana at Brand

Glendale, California
Owner/Management Company: Caruso Affiliated

The Americana at Brand joined forces with some of the leading LA-based fashion and lifestyle bloggers to host a series of in-store events. Capitalizing on the style-conscious and shopping-driven followers, Spring 2012 marked the first Style Social: A Fashion and Lifestyle Blogger Series.



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Summer Arts at Dos Lagos
The Shops at Dos Lagos
Corona, California
Owner: CW Capital
Management Company: Cypress Equities



Summer Arts at Dos Lagos was inspired by a focus group study reporting strong consumer interest in the arts. The month long celebration of music, art, theater and dance exceeded all goals and drew participants from 35 cities, increased center traffic and sales and generated $27,000 in PR.

Kris Kringle's Inventionasium and Toy Shoppe
Tower City Center
Cleveland, Ohio
Owner: Forest City Enterprises
Management Company: Forest City Commericial Management



Tower City Center partnered with a local holiday memorabilia collector to create a new twist on the traditional holiday visit with Santa. The attraction is a four-room, psychedelic showcase of colorful holiday exhibits, where children collaborate with Santa and his brightly costumed inventologists to work on the toys of tomorrow and share their holiday wishes in a private visit with Kris Kringle.

"Ignite" Voorhees Town Center
Voorhees Town Center
Voorhees, New Jersey
Owner/Management Company: Pennsylvania Real Estate Investment Trust



Marketing ignited a flurry of leasing activity at Voorhees Town Center with a plan designed to re-position the mixed-use center as the new downtown of Voorhees Township. Beginning with the relocation of the Town Hall in May 2011, almost every month of the next year featured noteworthy events spotlighting new tenants while enticing regional retailers and restaurants to join the center.

In-Fashion: VIP Lounge @WaterTowerPlace
Water Tower Place
Chicago, Illinois
Owner/Management Company: General Growth Properties



As part of "The Magnificent Mile Shopping Festival", Water Tower Place hosted 25 unique events in their "In Fashion: VIP Lounge" during the festival's two week flight. Bravo TV's "The Real Housewives" event drew unprecedented crowds and 28 million media impressions, positioning the center as a fashion and lifestyle icon.

TRADITIONAL MARKETING - PUBLIC RELATIONS

The Evolution of Atlantic Station

Atlantic Station

Atlanta, Georgia
Owner: North American Properties; CBRE Investors
Management Company: North American Properties



When North American Properties acquired Atlantic Station, the property was in decline. NAP's strategy for turning around Atlantic Station was to actively listen to the Midtown Atlanta community. Authentic conversation built a sense of trust and shaped NAP's strategic plan, which included four key elements: media relations, social media, community outreach and employee training programs.

Random Acts of Kindness

11 CBL St. Louis Region Centers

Management Company: CBL & Associates Properties, Inc.



CBL' s St. Louis Regional team partnered with local non-profits to celebrate Random Acts of Kindness Week, generating an incredible $316,615 in earned media. The unique twist was having non-profits become gift-givers by "paying it forward" via thousands of retailer-donated shopper gifts.

Liquor Referendum Campaign

Moorestown Mall

Moorestown, New Jersey
Owner: Pennsylvania Real Estate Investment Trust
Management Company: PREIT Services LLC



PREIT needed to reverse the negative trajectory of Moorestown Mall and developed a strategy that included the key components of entertainment and fine-dining, but first PREIT had to overcome a major obstacle—convincing township residents to overturn a century-old, deep rooted ban on liquor sales. With a combination of targeted public relations, grassroots efforts, community engagement, social media and supplemental advertising, PREIT's sponsored referendum passed by a two-to-one margin, paving the way for a transformation of Moorestown Mall.

NOI ENHANCEMENT - LEASING

This Is the SPOT!

Atlantic Station

Atlanta, Georgia
Owner: North American Properties; CBRE Investors
Management Company: North American Properties



North American Properties established a goal to lease 110,000 square feet between 2011 and 2012. Using social media to engage the community, the team employed innovative strategies like pop-up shops and restaurants, leveraged onsite events to create VIP experiences for prospects and utilized technology such as QR codes and a custom iPad app.

Specialty Retail Asset Management Program

Provenzano Resources, Inc.

Denver, Colorado



Denver International Airport made the strategic decision to implement a world class and innovative specialty retail program that brought 38 RMU's and kiosks to three concourses. Through the collaboration of Provenzano Resources, Inc. and the City of Denver, the program succeeded in meeting all retail goals.

Parking Perils

Thruway Plaza

Cheektowaga, New York
Owner/Management Company: DDR Corp.



After recognizing an opportunity to increase revenue, Thruway Plaza pursued a contract with the Veterans Hospital to use Thruway's parking lots while the hospital was rebuilding a ramp. Despite an extensive bidding process, Thruway secured the contract, generating over $300,000 in revenue

NOI ENHANCEMENT - MARKETING AND NON-TRADITIONAL PARTNERSHIP

The Avenue & GA Aquarium Partnership

5 Cousin Properties Centers

Georgia

Owner/Management Company: Cousins Properties Incorporated

SILVER MAXI



A strategic plan was designed to establish relationships with local business partners that would translate into retail sales through mutually beneficial, co-op promotional programs. By aligning The Avenue brand with the largest aquarium in the world, Georgia Aquarium, the center leveraged its existing marketing assets to create a no-cost program that alleviated marketing expenses and supported tenant retention efforts while increasing sales.

Hot Dog! Partnership with Oscar Mayer Helps Kids

East Towne Mall

Madison, Wisconsin

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

GOLD MAXI



Securing Oscar Mayer to sponsor its new play area was a tremendous accomplishment for East Towne Mall in Madison, WI. To engage this national brand, the mall partnered with the United Way of Dane County to design the play area as a home for United Way's innovative "Play and Learn" program for preschoolers.



PASSION THAT DRIVES AWARD WINNING RESULTS.

DDR shines the spotlight on our team of MAXI finalists and Foundation winners.

It takes passion, creativity and a focus on results to create innovative solutions for our company. We celebrate the achievement of our marketing and management teams who demonstrate these core values everyday. Congratulations!

ddr

ThinkRetail. CreateValue.

NOI ENHANCEMENT - OPERATIONS

Drought Conditions in San Antonio

The Shops at La Cantera
San Antonio, Texas
Owner: General Growth Properties & USAA Realco
Management Company: General Growth Properties, Inc.



Known for its landscaped gardens and extensive water features, the Shops at La Cantera were deeply affected by the 2011 drought and resulting water restrictions. To continuing supplying the water features, this center developed a program that would sustain an alternate water source that was cost effective and did not use drinking water, saving the center $65,000 a year.

Solar Solution

The Shops at Midtown Miami
Miami, Florida
Owner/Management Company: DDR Corp.



The Shops at Midtown Miami strives to reach customers not only through it accessibility and on-trend retail offer, but also through its environmental initiatives. Their new solar towers have taken this property into the future with an envrionmentally-friendly, self-sustaining operation with the potential of generating $100,000 in additonal revenue annually.

NOI ENHANCEMENT - OVERALL SHOPPING CENTER MANAGEMENT TEAM

Rockville Town Square VIP (Very Important Parker)

Rockville Town Square
Rockville, Maryland
Owner/Management Company: Federal Realty Investment Trust



Rockville Town square revamped their paid parking program in order to encourage longer visitor stays and stop revenue loss caused by an ineffective parking system. The new parking program featured the newest technology, sales incentives, on-site customer service and red carpet garage enhancements that aligned perfectly with the customer-focused brand identity of Rockville.

NEW MEDIA - BEST USE OF SOCIAL MEDIA

We're Listening!
Atlantic Station
Atlanta, Georgia
Owner: North American Properties; CBRE Investors
Management Company: North American Properties

When North American Properties acquired Atlantic Station in December 2010, the property was suffering. Social media was the key to rebranding and redefining Atlantic Station's reputation through community engagement. With a strong digital plan and online toolbox, the property gathered critical insight to guide decisions ranging from new retailers to facility improvements.



Freebie-licious
Eastwood Towne Center
Lansing, Michigan
Owner/Management Company: Retail Properties of America, Inc.

Targeting MSU students through a variety of marketing efforts is an ongoing goal for the team at Eastwood. Freebie-licious was created as an effort to increase the number of likes from MSU students on Eastwood's Facebook page by offering free food and promos through their Facebook page.



Making Social Simple—and Effective
Jones Lang LaSalle
Atlanta, Georgia

Intent on sustaining online growth and meaningful interaction with customers, Jones Lang LaSalle developed a series of digital promotions that were scalable, cost-efficient and easy to implement. Each promotion was unique to meet diverse marketing objectives and surpassed the orignal goals set in place.



Spring Fashion: Facebook, Frames & Featured Videos
The Bellevue Collection
Bellevue, Washington

To test the growth potential of their social media program, Bellevue used it as the core component to the spring fashion campaign by executing a strategic and integrated program between multiple social media platforms, including a web micro-site, a Look Book, fashion events, QR codes, FB and Twitter and videos.

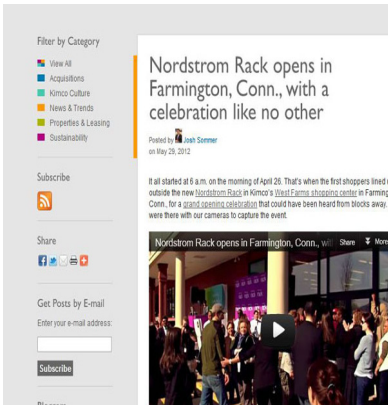


Kimco Realty Launches New Blog

Kimco Realty Corp.
New Hyde Park, New York

SILVER MAXI

Kimco Realty designed and implemented a social media plan rooted in a new blog to correspond with the 20th anniversary of its IPO. The Kimco Realty Blog provides a resource for tenants, investors, industry professionals, and retailers.



Miracle Mile Shops' Follow Friday Program

Miracle Mile Shops
Las Vegas, Nevada
Owner: Boulevard Invest LLC
Management Company: RFR Realty LLC, Tristar Capital, RKF & Associates

SILVER MAXI

In order to increase and engage its Twitter and Facebook followers and encourage them to visit, Miracle Mile Shops implemeneted a new Twitter Follow Friday program. This initiative rewarded followers by featuring them on LED screens on the Las Vegas Strip, giving them the chance to be a star on the strip.



Rules of Engagement

Plaza Las Americas
San Juan, Puerto Rico
Owner/Management Company: Plaza Las Americas, Inc.

GOLD MAXI

With no social media program, Plaza Las Americas built an aggressive social media intiative into its 2011 marketing plan. Requiring less than 2% of their budget, the successful plan doubled the center's Facebook fans and grew its Twitter following through proactive customer service, relavent content and user engagement.



NEW MEDIA - EMERGING TECHNOLOGY

Buzz Control
Ala Moana Center
Honolulu, Hawaii
Owner/Management Company: General Growth Properties

SILVER MAXI

Buzz Control created engaging new ways to interact with customers via Twitter. It's proprietary software program allowed for the numerous Tweets to be filtered and displayed on the center's video screen during its Fall Fashion Event. As a result, the center's event was the most-tweeted about topic in Hawaii, involving over 200,000 online customers.



ValuText
DDR Corp.
Beachwood, Ohio

SILVER MAXI

DDR was challenged with limited budgets, regulated signage and low property name recognition among consumers. The solution: ValuText, a first-of-its-kind mobile couponing program that utilizes emerging geo-fence technology to send real-time offers to opted-in consumers when they are at or near a participating DDR center.



Forest City SWIVEL Technology Introduction
Forest City Enterprises
Cleveland, Ohio

SILVER MAXI

In partnership with FaceCake Marketing Technologies, Inc., Forest City debuted Swivel, the first Full-Motion 3D Virtual Dressing Room at three of Forest City's California regional malls. The technology gave shoppers a unique experience and a chance to "try on" a vast inventory of clothing and accessories in virtual reality. Guests tried on 14,237 during the 10-day premier event.



Get Fueled Up For Back-to-School
Retail Properties of America, Inc.
Oakbrook, Illinois

SILVER MAXI

Get Fueled Up for Back-to-School Shopping was developed as part of the overall strategy to utilize social media programs to make direct mail more effective and to drive new traffic to the consumer websites and social media pages. QR code technology was used to promote the back to school offering and increase online customer engagement.



NEW MEDIA - INTEGRATED ONLINE CAMPAIGN

Holiday Gift Giving Campaign

DDR Corp.
Beachwood, Ohio

SILVER MAXI

Centros Isla Gift Giving Campaign featured a Facebook application and a Giving Tree that contained QR codes to drive traffic, generate buzz, facilitate gift card sales and reward customer loyalty. Retailers through the mall particiapted in the campaign, giving away over $30,000 in prizes.



Sing! Live and Online

DDR Corp.
Beachwood, Ohio

SILVER MAXI

With the introduction of QR code technology, DDR Corp was able to expand their online presence by directing customers to a competition that supported performing artists. Participants were able to cast their votes through text messages and over 38,000 votes were received.



Beauty Live at Galleria Dallas

Galleria Dallas
Dallas, Texas
Owner: Instituational Investors
Management Company: Simon Property Group

SILVER MAXI

To aggressively target a younger, tech savvy consumer for Galleria Dallas' signature Beauty Live event, the team focused their promotional efforts online to create buzz about the event. Using Facebook, Twitter, eblasts, websites, Youtube and blogs, Galleria Dallas was able to leverage this successful live in-center event as a vehicle to engage an increasingly tech-focused customer.



'Merrier Shopping' Integrates Best Practices

General Growth Properties
Chicago, Illinois

SILVER MAXI

Merrier Shopping was developed to integrate all 167 of GGP's malls for a holiday promotion across all digital channels. Utilizing Foursquare, QR codes, mobile apps and other digital platforms, GGP's program resulted in unprecedented online engagement.





BRAVO!

Congratulations to the Maxi Award winners who dared to dream,
and proved that dreams can come true.

And a tip of the mouse ears to our clients – the optimists, dreamers, doers
and believers who make the shopping center industry shine.

DODIER & company inc.

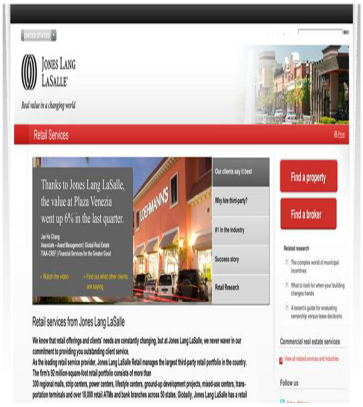
seasonal direct response programs • retailer coordination • web design • social media

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Retail Intelligence Means Valuable Online Presence

Jones Lang LaSalle
Atlanta, Georgia



Jones Lang LaSalle successfully expanded and redefined their existing online programs into one fully integrated strategic approach to improve the online experience. Their new retail service website leveraged new search engine technology to propel Jones Lang LaSalle beyond property searches and into a more comprehensive database.

Style Multiplier

Pennsylvania Real Estate Investment Trust
Philadelphia, Pennsylvania



With teens using technology to aid in shopping decisions, PREIT Malls launched the Back-to-School Style Multiplier website. The website featured five teen characters wearing one key fashion piece used in 5 completely different outfits, along with school dress codes, store offers, Shopping Buzz Twitter feed, and more. A 5-week Facebook contest was tied-in, with participating malls giving away a $100 gift card each week.

Using Online Marketing to Cross the Border

The Mall at Sierra Vista
Sierra Vista, Arizona
Owner/Management Company: Rouse Properties Inc.



The Mall at Sierra Vista had a problem: cross-border Mexican nationals were bypassing the dated center in favor of standalone big box retailers and glitzier malls to the north. To redirect them, the center created an interactive platform for communication with targeted cross-border shoppers. Strategic use of a Spanish-language email and social media campaign consistently engaged them in mall discussions and activities, while geographically targeted gift-with-purchase offers aided in defining and tracking results.

NEW MEDIA - LOCATION-BASED MARKETING

Four Square Free Grub

Lansing, Michigan
Owner/Management Company: Retail Properties of America, Inc.

To celebrate Eastwood's 1-year anniversary and reward its loyal customers, this center utilized Foursquare during their annual grub crawl to give away tickets to shoppers who checked in. As a result of the high imapct promotions, Eastwood's Foursquare check-ins increased by over 200%!



ValuText

DDR Corp.
Beachwood, Ohio

DDR embarked on identifying a marketing solution for its community and neighborhood center portfolio. DDR realized they needed a straightforward, location-based mobile campaign. The solution: ValuText, a first-of-its-kind mobile couponing program that utilizes geo-fence technology to send real-time offers to opted-in consumers when they are at or near a participating DDR center.



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NEW MEDIA - MOBILE APP

The Club Mobile App to Connect, Shop & Save

General Growth Properties
Chicago, Illinois

GOLD MAXI



GGP's digital marketing team was among the first in the shopping center industry to launch a category-leading mobile application. The free app provided consumers with an entertaining and functional shopping tool that delivered the marketing brand promise to "Connect, Shop and Save", increasing the relevance of GGP malls, while driving traffic and sales to retail and restaurant partners.

NEW MEDIA - WEBSITE

Using Websites to Engage Shoppers and Retailers

Forest City Enterprises
Cleveland, Ohio

GOLD MAXI



Forest City sought to change the dynamic of the mall website and create a more engaging online experience that connected the shopper with retailers, improved SEO and encouraged repeat visits. Forest City worked with PlaceWise Media to develop a site with compelling content, customized user profiles, empowered retail managers to connect with shoppers and integrated mobile technology,

Weaving a Better Web

Jones Lang LaSalle
Atlanta, Georgia

SILVER MAXI



Jones Lang LaSalle evaluated their existing website platform and determined things needed to be taken to the next level. Forging a strategic partnership with a new web provider, Jones Lang LaSalle launched new, cohesive and innovative websites featuring unique live retailer and center social media feeds. The new web platform was cost effective, included mobile optimized sites and exceeded all goals in search result rankings, website traffic and page views.

Holiday Fun For All

Retail Properties of America, Inc.
Oakbrook, Illinois

SILVER MAXI



For the 2011 holiday season, Retail Properties of America, Inc. wanted to add some fun to their traditional direct mailers by creating an interactive microsite. Customers could enter a contest, download holiday traditions books, recipes and create shopping lists.

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