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ICSC CANADIAN
SHOPPING CENTRE AWARDS PRESENTS

Reaching NEW Heights

SEPTEMBER 23, 2014

2014 FINALISTS



Marketing

Advertising

Get Your Red On
Cottonwood Mall
Chilliwack, British Columbia

It's The Little Things
Eglinton Square Shopping Centre
Toronto, Ontario

Colors of the Season
Avalon Mall Regional Shopping Centre
St. John's, Newfoundland

As we 'R'
Centre Les Rivières
Trois-Rivières, Québec

Rock. Your. Style.
Cornwall Centre
Regina, Saskatchewan

Let Your Shopper Out
Dixie Outlet Mall
Mississauga, Ontario

Just Another Walk in the Park
Park Place Shopping Centre
Lethbridge, Alberta

Fashion in the Fast Lane
Place Ste-Foy
Québec, Québec

LEGO Mania
Southgate Centre
Edmonton, Alberta

I Want It All - Je veux tout
Les Galeries de la Capitale
Québec, Québec

Business-to-Business

The Perfect Match
Dufferin Mall
Toronto, Ontario

BCC FashioniCITY B2B
Bramalea City Centre
Brampton, Ontario

Downtown Markham, the Place to Be
Downtown Markham
Markham, Ontario

Cause Related Marketing

Hazelton Lanes Arts Festival
Hazelton Lanes
Toronto, Ontario

Here's to the Best Things in Life...like being part of the community
Lynden Park Mall
Brantford, Ontario

Lights of Hope
Montreal Eaton Centre
Montreal, Quebec

May is Art Month
Capilano Mall
North Vancouver, British Columbia

KidsAbility "Kids Can't Wait!" Partnership
Conestoga Mall
Waterloo, Ontario

Walk 'n Roll with the King of Rock 'n Roll!
Eastgate Square
Stoney Creek, Ontario

Community Spirit Builds a Toy Mountain
Hillcrest Mall
Richmond Hill, Ontario

Under CANstruction
Lambton Mall
Sarnia, Ontario

Heart of Fashion
Shops at Don Mills
Toronto, Ontario

Baby Iver
Uptown
Victoria, British Columbia

Shop Green
Willowbrook Shopping Centre
Langley, British Columbia

Place d'Orléans "Mo Than Just a Pretty Face" Movember Campaign for Men's Health Campaign
Place d'Orleans Shopping Centre
Ottawa, Ontario

A Giftcard for You, A Gift for Human Rights
St. Vital Centre
Winnipeg, Manitoba

Bramalea City Centre Flower Power
Bramalea City Centre
Brampton, Ontario

Yellow Brick Road to Life
Devonshire Mall
Windsor, Ontario

STEP
Edmonton City Centre
Edmonton, Alberta

The Grand Tree Shines at Place Ville Marie
Galerie Place Ville Marie
Montreal, Québec

Customer Service Experience/Engagement

The Personal Shopping Room at Uptown
Uptown
Victoria, British Columbia

BCC FashioniCITY Customer Engagement
Bramalea City Centre
Brampton, Ontario

RBC Avion Holiday Boutique
Yorkdale Shopping Centre
Toronto, Ontario

The Oxford Commitment
Oxford Properties Group
Toronto, Ontario

Event or Sales Promotion (includes Grand Opening, Expansion, & Renovation)

To Paris with Love
Carrefour Rimouski
Rimouski, Quebec

Get The Fashion Scoop
Cloverdale Mall
Etobicoke, Ontario

The gift of sales
Place Montréal Trust
Montréal, Québec

Pop for P!NK
Village Green Centre
Vernon, British Columbia

Family First
Bonnie Doon Centre
Edmonton, Alberta

Countdown to The Oscars at Bower Place
Bower Place Shopping Centre
Red Deer, Alberta

Be Faux Fabulous!
Capilano Mall
North Vancouver, British Columbia

"... a Really Big Shopping Bag"
Carlingwood Shopping Centre
Ottawa, Ontario

Behind Closed Doors
Lansdowne Place
Peterborough, Ontario

Just Another Walk in the Park
Park Place Shopping Centre
Lethbridge, Alberta

Spring Style Find
Westshore Town Centre
Victoria, British Columbia

Rock That Coat
Coquitlam Centre
Coquitlam, British Columbia

Get The Black Carpet Treatment
Erin Mills Town Centre
Mississauga, Ontario

KidsPlay at Kingsway
Kingsway Mall
Edmonton, Alberta

Place d'Orléans "MY VIP NIGHT" Campaign
Place d'Orleans Shopping Centre
Ottawa, Ontario

\$10,000 Panic Room at Sunridge Mall
Sunridge Mall
Calgary, Alberta

Paris The Scene, 1889 – 1914
Laurier Québec
Québec, Quebec

Black Friday
Metropolis at Metrotown
Burnaby, British Columbia

PROMdale
Yorkdale Shopping Centre
Toronto, Ontario

Throwaway Thursday-Make Room for Black Friday
24 Ivanhoe Properties
Toronto, Ontario

Let's Make Some Noise! It's Gonna Get Loud!
Golden Mile Shopping Centre, Southland Mall and Town 'n' Country Mall
Regina, Saskatchewan

Eat N' Win
10 Dundas East
Toronto, Ontario

Holiday at Highstreet
Highstreet Shopping Centre
Abbotsford, British Columbia

A World of Shopping
Markville Shopping Centre
Markham, Ontario

Yours GTC
Guildford Town Centre
Surrey, British Columbia

The First Taste of a New Square One
Square One Shopping Centre
Mississauga, Ontario

Multi Channel Marketing

Pink in the Rink
Cataraqui Centre
Kingston, Ontario

Driving Change
Centerpoint Mall
Toronto, Ontario

As we 'R'
Centre Les Rivières
Trois-Rivières, Québec

Voice of Fashion
Halifax Shopping Centre
Halifax, Nova Scotia

Brighten the everyday.
Westmount Shopping Centre
London, Ontario

Getting Fit Together
Willowbrook Shopping Centre
Langley, British Columbia

Nail Art
Metropolis at Metrotown
Burnaby, British Columbia

Toronto Eaton Centre: Santa's Log Cabin
Toronto Eaton Centre
Toronto, Ontario

50 Years of Style
Yorkdale Shopping Centre
Toronto, Ontario

Catch the Spirit
Mississauga, Ontario

Toronto Eaton Centre: Olympics
Toronto Eaton Centre
Toronto, Ontario

Public Relations

The Art of Style 2
Complexe Les Ailes
Montreal, Québec

Battery Totem
Montreal Eaton Centre
Montreal, Quebec

Marlborough's Media Pursuit
Marlborough Mall
Calgary, Alberta

Zip Over Uptown
Uptown
Victoria, British Columbia

EMTC Transformation 'Better Not Bigger'
Erin Mills Town Centre
Mississauga, Ontario

Microsoft Opening
Square One Shopping Centre
Mississauga, Ontario

Changing Perceptions - Yorkdale's Crisis PR
Yorkdale Shopping Centre
Toronto, Ontario

Celebrate MasterCard Memorial Cup at Citi Plaza
Citi Plaza
London, Ontario

Revealing a 'Twas the Night to Remember
The CORE Shopping Centre
Calgary, Alberta

Digital Campaign

Drive in Style
Billings Bridge Centre
Ottawa, Ontario

Like The Look
Cloverdale Mall
Etobicoke, Ontario

Get a 'R'
Centre Les Rivières
Trois-Rivières, Québec

Snapchat Challenge
Mic Mac Mall
Dartmouth, Nova Scotia

WIN WHAT YOU BUY: Rockland Centre's Brilliantly Simple Strategy
Rockland Centre
Ville Mont-Royal, Quebec

Home Decor Showdown
Southgate Centre
Edmonton, Alberta

Dina's Closet
Yorkdale Shopping Centre
Toronto, Ontario

Holiday Gift Giving Seasonal SEM Campaign
Cadillac Fairview
Toronto, Ontario

Emerging Technology

myHSCcloset
Halifax Shopping Centre
Halifax, Nova Scotia

Mobile Engagement with Loodo
Devonshire Mall
Windsor, Ontario

Social Media

Fashion Influence
Holt Renfrew Centre
Toronto, Ontario

Are You FANtastic?
Shoppers Mall
Brandon, Manitoba

Social Style 2013
Dufferin Mall
Toronto, Ontario

Our Highstreet Blog
Highstreet Shopping Centre
Abbotsford, British Columbia

LEGO Gets Social at North Hill Centre
North Hill Centre
Calgary, Alberta

Countdown to Christmas
Sevenoaks Shopping Centre
Abbotsford, British Columbia

Place d'Orléans "LIKE is the New Love" Campaign
Place d'Orleans Shopping Centre
Ottawa, Ontario

Spring Spin to Win
Metropolis at Metrotown
Burnaby, British Columbia

H&M Facebook Fan Faves Campaign
Cadillac Fairview
Toronto, Ontario

Spring Scratch & Win
Ivanhoe Cambridge
Burnaby, British Columbia

Design and Development

Renovation and Expansions of an Existing Centre

Broadmead Village
Grosvenor Americas
Saanich, British Columbia

St-Vital Centre
GH+A
Winnipeg, Manitoba

Harbour Centre
Harbour Centre Complex Limited
Vancouver, British Columbia

New Developments

Highstreet Shopping Centre
Shape Property Management Corporation - Highstreet Shopping Centre
Abbotsford, British Columbia

120 Lynn Williams Shopping Centre
Kasian Architecture Ontario Incorporated
Toronto, Ontario

Retail Store Design

Kiosks and Carts

Metalsmiths Sterling
Great Toronto Airports Authority
Edmonton, Alberta

Toronto Eaton Centre – Starbucks
Starbucks Coffee Company
Toronto, Ontario

Loto-Québec kiosk
Ruscio Studio
Montreal, Quebec

BlueGrass Landscaping Ltd.
Park Place Shopping Centre, Primaris Management Inc.
Lethbridge, Alberta

Restaurants

Vinifera
Great Toronto Airports Authority
Toronto, Ontario

Spring Rolls
FUEL* DESIGN LAB INC.
Hamilton, Ontario

Stores Less than 1,000 sq. ft. in Area

Saje Natural Wellness at Guildford Town Centre
Saje Natural Wellness
Surrey, British Columbia

LCBO St. Catharines - Our Wine Country Ontario
Fiorino Design Inc.
St. Catharines, Ontario

LIV Nail Bliss
IDX Design + COM
Belleville, Ontario

Stores Between 1,001 and 2,500 sq. ft. in Area

First Calgary Financial -The Core
Karo Group
Calgary, Alberta

Chemins D'Or
IDX Design + COM
Montreal, Quebec

Popino
Ruscio Studio
Gatineau, Quebec

Spareparts St. Vital
Cutler
Winnipeg, Manitoba

Flagship BCLC Lotto! Signature Store
Maxam Design International Inc.
Burnaby, British Columbia

Stores Between 5,001 and 10,000 sq. ft. in Area

Eleganza
Ruscio Studio
Chicoutimi, Quebec

Store in Excess of 10,001 sq. ft. in Area

5 Saison Fine Food Store
Pappas Design Studio
Westmount, Quebec

La Maison Simons Galeries D'Anjou
figure3
Anjou, Quebec

Mark's
Ruscio Studio
Winnipeg, Manitoba

The Duty Free Store and Boutiques
Great Toronto Airports Authority
Mississauga, Ontario