



RECON

2017 MAXI AWARDS WINNERS



#ICSCMaxi
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DIGITAL/EMERGING TECHNOLOGY

New/Emerging Technology

SHOPPING CENTERS UNDER 500,000 SQ. FT.

GOLD**Brookfield Place/Ritual**

Brookfield Place
New York, NY

Owner/Management Company:
Brookfield

The "Ritual" app allows registered users to preorder at sixteen of Brookfield's food and beverage retailers. Users receive incentives and discounts while reducing wait time and increasing retailer profitability.

**SILVER****Outlets at Tejon Twitter Tree**

Outlets at Tejon
Tejon Ranch, CA

Owner:
Tejon Ranch Company, Rockefeller Group

Management Company:
Tejon Ranch Company

The Outlets at Tejon invited three local charities to compete for a monetary donation by engaging the public to use designated hashtags to control the color of specialty tree lights on their Twitter Tree.



DIGITAL/EMERGING TECHNOLOGY

New/Emerging Technology

SHOPPING CENTERS OVER 500,001 SQ. FT.

SILVER

Elevate: An Art Exhibition at Arden Fair

Arden Fair
Sacramento, CA

Owner:

Arden Fair Associates, LLC

Management Company:

Macerich

Arden Fair invited local artists to submit their digital art for an opportunity to win cash prizes, engaging the community to select whose work would be displayed on the LED Media Tower at center court.



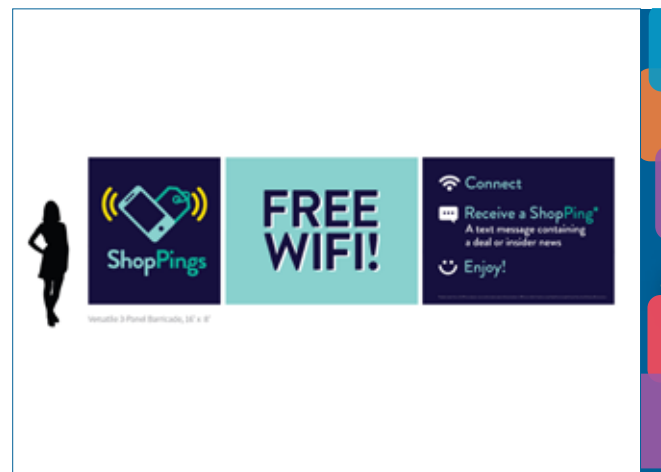
COMPANY

GOLD

JLL ShopPings

JLL
Atlanta, GA

JLL used the most advanced SMS mobile marketing technology and integrated it with their centers' preexisting Wi-Fi to create the ShopPings proximity marketing campaign.



DIGITAL/EMERGING TECHNOLOGY

New/Emerging Technology

SILVER

Gift-a-Day Giveaway: Holiday Scratch-Off Promotion

Starwood Retail Partners
Chicago, IL

The "Gift-a-Day Promotion" at Starwood Retail Partners gave registered players an opportunity to win daily prizes ranging in value from \$50-\$500 with their virtual scratch-and-win gaming experience



NOI ENHANCEMENT

Leasing/Specialty Leasing

SHOPPING CENTERS UNDER 500,000 SQ. FT.

SILVER

Colony Square "WOW's" Leasing Prospects

Colony Square
Atlanta, GA

Owner:

Lionstone & North American Properties

Management Company:

North American Properties

The "WOW" Room allows prospective Colony Square tenants to don headsets equipped with augmented and virtual reality to tour the space and view the development's proposed enhancements.



NOI ENHANCEMENT

Leasing/Specialty Leasing

SILVER

Behavioral Targeting = Sales = Percentage Rent

Vero Beach Outlets
Vero Beach, FL

Owner/Management Company:
Wharton Realty Group

The \$10,000 Designer Home Makeover Digital Contest helped Vero Beach Outlets reposition a key tenant, target new demographics, and substantially increase the center's digital customer database.



SHOPPING CENTERS OVER 500,001 SQ. FT.

SILVER

Atlantic Station Scores a Touchdown with NOI

Atlantic Station
Atlanta, GA

Owner:
Morgan Stanley

Management Company:
Hines

Atlantic Station capitalized on the city's burgeoning movie-making industry and the popularity of local professional sports teams to successfully boost their specialty leasing NOI by more than 100 percent.



NOI ENHANCEMENT

Leasing/Specialty Leasing

SILVER/SPECIAL DISTINCTION: INNOVATION

Crocker Park Unveils Microretailing

Crocker Park
Westlake, OH

Owner/Management Company:
Stark Enterprises

Crocker Park provides shorter leases to local emerging brands at their Comet Alley—a unique pedestrian zone containing four 10 x 20 foot spaces fronted by garage doors decorated in graffiti-style street art.



SILVER

At Mayfaire You Get MORE

Mayfaire Town Center
Wilmington, NC

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

Mayfaire increased sales and visitor traffic with their short-term event series including auto, boat, and RV shows; 5k and half-marathon events; a Christmas tree farm; and Santa and Easter photo villages.



NOI ENHANCEMENT

Partnership Marketing/Sponsorship

SHOPPING CENTERS OVER 500,001 SQ. FT.

GOLD

Fayette Mall & UK Athletics #ForTheWin

Fayette Mall
Lexington, KY

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

Fayette Mall and UK Athletics converted their unique partnership into a #ForTheWin touchdown by bringing Lexington's two hallmark brands new and innovative ways to grow and succeed together.

SILVER

South County Center Resuscitates Its NOI

South County Center
St. Louis, MO

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

South County Center's pilot partnership with a local hospital included a series of signature events that generated extensive press coverage and resulted in a new and expanded three-year agreement.



TRADITIONAL MARKETING

Business-to-Business

SHOPPING CENTERS UNDER 500,000 SQ. FT.

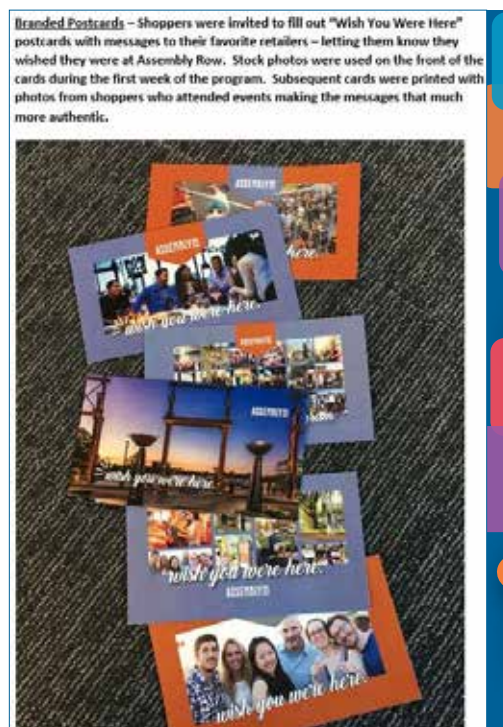
SILVER

Wish You Were Here

Assembly Row
Somerville, MA

Owner/Management Company:
Federal Realty Investment Trust

The “Wish You Were Here” campaign featured heartfelt pleas from shoppers to targeted retailers, imploring them to take a presence in Assembly Row’s phase two development.



JOINT CENTERS

SILVER

Washington’s Airports’ Merchant Development Program

Dulles International Airport, Dulles, VA
Reagan National Airport, Washington, D.C.

Owner/Management Company:
MarketPlace Development

The Merchant Development Program introduced new standards of customer service excellence at Washington’s airport concessions, resulting in an enhanced experience for travellers and employees.



TRADITIONAL MARKETING

Business-to-Business

COMPANY

GOLD

Grocery Focused. Retailer Centered.

Phillips Edison & Company
Salt Lake City, UT

Phillips Edison & Company's innovative campaign used grocery-themed images and slogans to position themselves as the nation's most experienced owner of grocery-anchored shopping centers.



SILVER

Phillips Edison & Company College Recruiting Brand: PECO

Phillips Edison & Company
Salt Lake City, UT

Phillips Edison & Company's multifaceted college intern program included the creation of the PECO brand, a recruitment web page, a social media campaign, and a video highlighting interns' experience.



TRADITIONAL MARKETING

Cause-Related Marketing

SHOPPING CENTERS UNDER 500,000 SQ. FT.

GOLD

Love Wins at Brookfield Place

Brookfield Place
New York, NY

Owner/Management Company:
Brookfield Properties

In celebration of PRIDE Week, Brookfield Place invited the community to fill the hollow letters of their rainbow-colored “LOVE WINS” art installation with love notes written on correspondingly colored paper.



SILVER

ARTboretum

Burr Ridge Village Center
Burr Ridge, IL

Owner:
Founder's Property

Management Company:
Trademark Property Company

The “ARTboretum” at Burr Ridge Village Center was an eye-catching and earth-friendly mural made from repurposed materials fashioned by 1,800 local elementary school students.



TRADITIONAL MARKETING

Cause-Related Marketing

SILVER

Military Matters

Manhattan Town Center
Manhattan, KS

Owner:

UrbanCal Manhattan Town Center, LLC

Management Company:

CBRE

Manhattan Town Center's "Military Matters" is a community welcome program focusing on the spouses and children of the more than 18,000 active soldiers stationed eight miles away at Fort Riley.



SILVER

Persimmon Place: Wine Stroll 2016

Persimmon Place
Dublin, CA

Owner/Management Company:

Regency Centers

The Wine Stroll at Persimmon Place led guests throughout the centre, with stops to enjoy wine and craft beer, food samples, and live entertainment. 100% of ticket sales went to a local food bank.



TRADITIONAL MARKETING

Cause-Related Marketing

SILVER

Shawnee Mall Hosts Sensitive Santa for Local Community

Shawnee Mall
Shawnee, OK

Owner/Management Company:
StreetMAC

Shawnee Mall partnered with AutismShawnee.org to host a free Santa photo event in a sensory-sensitive environment for more than 163 special guests and their families from across Oklahoma.



SHOPPING CENTERS OVER 500,001 SQ. FT.

SILVER

Acadiana Mall Floods Westside With Christmas Cheer

Acadiana Mall
Lafayette, LA

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

Acadiana Mall leveraged retailer, media, and community relationships to "flood" the devastated Westside community with holiday cheer and give gifts to every elementary student and teacher.



TRADITIONAL MARKETING

Cause-Related Marketing

GOLD

Positive Exposure: The Spirit of Difference

Chapel Hills Mall
Colorado Springs, CO

Owner:

Garrison Chapel Hills Owner LLC

Management Company:

CBL & Associates Properties, Inc.

Chapel Hills converted a vacant 1800 square foot space into an art gallery featuring stunning images of 127 individuals with disabilities to encourage the inclusion and acceptance of people with difference.



SILVER

Inaugural Columbus Mac & Cheese Fest at Easton

Easton
Columbus, OH

Owner:

Steiner + Associates, The Georgetown Company, Limited Brands

Management Company:

Steiner + Associates

Easton's "Columbus Mac & Cheese Fest" featured a variety of tastings prepared by 18 local restaurants, with proceeds supporting adolescent and young adult cancer research at Ohio State University.



TRADITIONAL MARKETING

Cause-Related Marketing

SILVER

A Passion for Arts, Entertainment and Charity

Grand Boulevard at Sandestin
Miramar Beach, FL

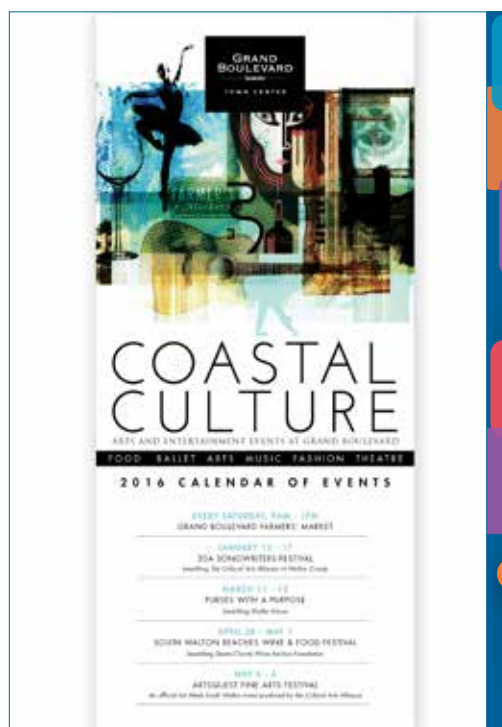
Owner:

GB Retail, LLC

Management Company:

Howard Group Grand Boulevard, Merchants Retail Partners

Grand Boulevard's year-long series of art and cultural performances, entertainment events, and community programs generated almost \$415,000 in contributions for their partner charities.



SILVER

Perkins Rowe: Relief at the Rowe

Perkins Rowe
Baton Rouge, LA

Owner/Management Company:

Trademark Property Company

Perkins Rowe partnered with the local St. Vincent de Paul chapter to host a one-day event that raised more than \$36,000 to benefit local victims affected by the historic 2016 Louisiana floods.



TRADITIONAL MARKETING

Cause-Related Marketing

GOLD

Let it Snow!

Queen Ka'ahumanu Center
Kahului, HI

Owner:

The Seligman Group

Management Company:

QKC Maui Owner LLC

Professional Recognition:

Toni Rojas, CMP, Marketing Director,
Queen Ka'ahumanu Center

Hawaii's QKC "Let it Snow" holiday campaign featured Jingle Ambassadors, an Angel Tree, a toy drive, and gift wrap stations, with proceeds benefitting 14 nonprofit organizations.



SILVER

Celebrate Art... a Community Collaboration

Regency Square
Richmond, VA

Owner:

1420 N. Parham Road, LC

Management Company:

Cushman & Wakefield | Thalhimier

Regency Square brought professional artists together with 216 community high school art students to convert a blank storefront barricade wall into a 30 x 12 foot mural of the Richmond skyline.



TRADITIONAL MARKETING

Cause-Related Marketing

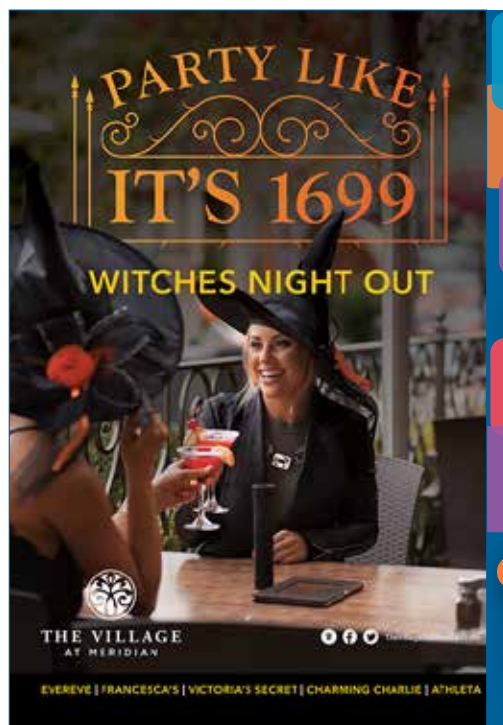
GOLD

Witches Night Out

The Village at Meridian
Meridian, ID

Owner/Management Company:
CenterCal Properties, LLC

The Village at Meridian's "Witches Night Out" was a one-night event of frightful frivolity that generated awareness for the Women's and Children's Alliance and raised more than \$12,000 in funds.



GOLD

Words Matter

Valdosta Mall
Valdosta, GA

Owner:
GF Valdosta Mall LLC

Management Company:
CBL & Associates Properties, Inc.

An estimated 450,000 messages have been left on Valdosta Mall's permanent public art expression—a 44-foot long glass-paneled installation for visitors to create, compose, design, and leave messages.



TRADITIONAL MARKETING

Cause-Related Marketing

SILVER

"Can"structing For The Win at West Towne Mall

West Towne Mall
Madison, WI

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

West Towne Mall partnered with a local agency to host a week-long food drive event featuring 22 teams competing to build the most can-tastic structures, generating an impressive 63 tons of food.



JOINT CENTERS

SILVER

Flint Water Drive

Birchwood Mall, Lansing Mall, Westwood Mall,
Southland Center, MI

Owner/Management Company:
Rouse Properties

Four Michigan malls joined forces to conduct a water drive that resulted in the collection of more than 3,300 gallons of safe drinking water to benefit and support the Flint community.



TRADITIONAL MARKETING

Cause-Related Marketing

GOLD

Shop & Text, Don't Text & Drive

The District at Green Valley Ranch, Henderson NV
Pacific Commons, Fremont, CA
Peninsula Shopping Center, Rolling Hills Estates, CA

Owner/Management Company:
Vestar Properties

Three Vestar properties joined forces with AT&T and three celebrity teens to deliver an extraordinary back-to-school event while raising awareness of the dangers of texting while driving.



COMPANY

SILVER

Our City READS

Hull Property Group
Augusta, GA

The "Our City READS" events, held throughout the school-year at 29 Hull centers nationwide, inspire and encourage student readers and culminate in a community event to recognize reading success.



TRADITIONAL MARKETING

Cause-Related Marketing

SILVER

The Fight Against Cancer: Letters of Inspiration

Olshan Properties
New York, NY

1,000 team members from Olshan Properties' portfolio of shopping centers united in a year-long philanthropic goal to make a meaningful impact in their respective communities' "Fight Against Cancer".



SILVER

COOL KIDS CAMPAIGN

Vintage Real Estate
Los Angeles, CA

The COOL KIDS events are a platform to engage families with children in fun learning experiences while maintaining Vintage Real Estate's five regional properties as community gathering places.



TRADITIONAL MARKETING

Digital/Social

SHOPPING CENTERS OVER 500,001 SQ. FT.

GOLD

Influencers Take Over Avalon

Avalon
Alpharetta GA

Owner:
PGIM

Management Company:
North American Properties

Nine key influencers were hand-selected to “takeover” Avalon and report about it on Instagram, delighting the center’s loyal social media audience and generating a 274% increase in total followers.



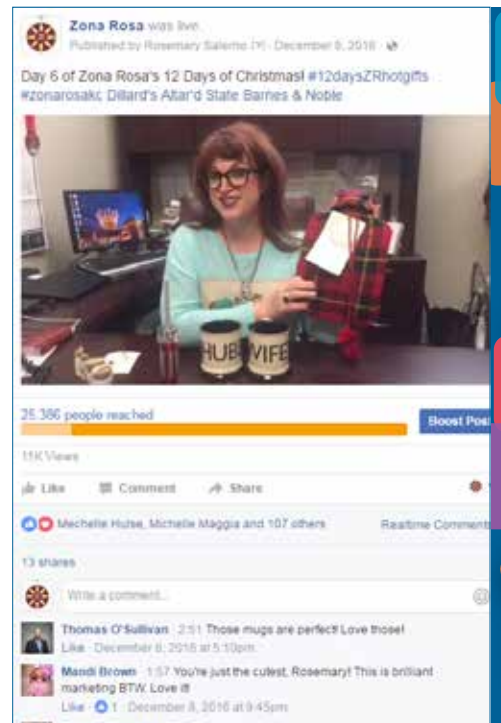
GOLD/SPECIAL DISTINCTION: BUDGETS UNDER 10K

The 12 Days of Facebook Live

Zona Rosa
Kansas City, MO

Owner/Management Company:
Olshan Properties

Zona Rosa successfully utilized Facebook Live during their 2016 holiday season campaign, using simple videos to promote the season’s “hot gifts” and unexpectedly creating a new social media influencer.



TRADITIONAL MARKETING

Digital/Social

COMPANY

SILVER

Santa Delivers Subscribers

CBL & Associates Properties, Inc.
Chattanooga, TN

CBL created an incentivized campaign that added more than 25,300 new e-mail addresses and 400 new text subscribers across their portfolio, at a staggeringly efficient media cost of \$2.55 per acquisition.



SILVER

Captivating Content

CBL & Associates Properties, Inc.
Chattanooga, TN

CBL's portfolio-wide strategy to produce all digital and creative content in-house generated increases of 63.4% in website traffic, 88.6% in social media engagement, and 182% in organic social media content.



TRADITIONAL MARKETING

Digital/Social

GOLD

JLL #LetsGoShopping

JLL
Atlanta, GA

The “#LetsGoShopping” campaign uploaded simple videos targeting key calendar dates to JLL’s Facebook and Instagram channels, offering gift card incentives to drive engagement and center traffic.



SILVER

otgexp.com

OTG Management
New York, NY

The cornerstone of OTG’s new website is the “preFlight” online magazine that offers interesting company insight and a journalistic view on in-terminal dining, special events, media, and new retailers.



TRADITIONAL MARKETING

Digital/Social

SILVER

Phillips Edison & Company's RECon 2016 Social Media Strategy

Phillips Edison & Company
Cincinnati, OH

Phillips Edison & Company's creative social media strategy invited RECon attendees to like, tag, or tweet using the hashtag #REConRefresh to receive a pair of flip-flops for their conference-weary feet.



GOLD

Westfield's Holiday Hub

Westfield
Los Angeles, CA

Westfield's immersive "Holiday Hub" experience included curated gift guides, must-win sweepstakes, exclusive promotions, and events that produced an abundance of user-generated social media content.



TRADITIONAL MARKETING

Grand Opening/Redevelopment/Expansion/Renovations

SHOPPING CENTERS UNDER 500,000 SQ. FT.

GOLD

**"International Market Place... The Story Continues..."
Food Truck Tour with Michael Mina**

International Market Place
Honolulu, HI

Owner:

Taubman Centers, Inc., CoastWood Capital Group

Management Company:

Taubman Centers, Inc.

Chef Michael Mina travelled across Oahu during a two-day food truck tour to promote his two unique-to-market concepts available at the New International Market Place.



SILVER

Mililani Makeover: A Grand Unveiling Celebration

Town Center of Mililani
Mililani, HI

Owner:

M & J Wilkow/MetLife

Management Company:

M & J Wilkow

The "Mililani Makeover" included an innovative grand unveiling event featuring snow, special events, promotions, and charitable tie-ins to celebrate the center's reopening after a major renovation project.



TRADITIONAL MARKETING

Grand Opening/Redevelopment/Expansion/Renovations

SILVER

Waterside by Fort Worth

Waterside
Fort Worth, TX

Owner/Management Company:
Trademark Property Company

The inaugural Waterside by Fort Worth was a full-day grand opening celebration focused on community, art, food, drink, health, music, and giving, with proceeds benefitting three local nonprofit organizations.

GOLD

The Grand Opening of Westfield World Trade Center

Westfield World Trade Center
New York, NY

Owner:
The Port Authority of New York and New Jersey

Management Company:
Westfield

Westfield's official opening day began with a color guard ceremony paying tribute to 911 victims and heroes, as well as a series of family-friendly activities, events, and performances throughout the day.



TRADITIONAL MARKETING

Grand Opening/Redevelopment/ Expansion/Renovations

SHOPPING CENTERS OVER 500,001 SQ. FT.

GOLD

Every Community Needs a Heart, Welcome to Ours

Ka Makana Ali'i

Kapolei, HI

Owner:

DeBartolo Development, OPTrust

Management Company:

JLL

The Pageantry of the Islands featured prominently in the grand opening campaign of Ka Makana Ali'i included a charity gala evening and a three-day launch with more than 165 events.



TRADITIONAL MARKETING

Integrated Advertising

SHOPPING CENTERS OVER 500,001 SQ. FT.

SILVER

Cross County Shopping Center Re-Brands With "A Cross Between" Campaign

Cross County Shopping Center

Yonkers, NY

Owner:

Brooks Shopping Centers, LLC

Management Company:

Macerich

Cross County's on-going strategy to use bold colors with straight forward taglines and images has created a strong and cohesive brand easily identifiable across all of their communications channels.



TRADITIONAL MARKETING

Public Relations

SHOPPING CENTERS UNDER 500,000 SQ. FT

SILVER

Block 37: Next Great Pop-Up

Block 37
Chicago, IL

Owner/Management Company:
CIM Group

Block 37's "Next Great Pop-Up" contest gives startups and entrepreneurs the opportunity to access local consumers, with the winner receiving prize money and free real estate during the fall shopping season.

GOLD

7 Letters Mark the Hottest Spot in Town

Colony Square
Atlanta, GA

Owner:
Lionstone and North American Properties

Management Company:
North American Properties

The installation of seven brightly colored letters spelling "MIDTOWN" was part of Colony Square's strategy to anchor the iconic center in the hearts of Atlantans and within its vibrant arts community.



TRADITIONAL MARKETING

Public Relations

SILVER

The OUTBOX

Downtown Silver Spring
Silver Spring, MD

Owner:

Peterson Companies, Foulger-Pratt, ARGO Investments

Management Company:

Peterson Companies

The OUTBOX was Downtown Silver Spring's winner in a competition that challenged architecture technology students to create a 40 by 10 foot office space outside the urban center.



GOLD

Truffle Week at the Terminal

Newark Liberty International Airport, Terminal C
Newark, NY

Owner:

Port Authority of NY & NJ

Management Company:

OTG Management

Chefs from six new restaurants at Newark's Terminal C incorporated 200 pounds of white truffles, valued at more than \$600,000, into inspirational dishes during the "Truffle Week in the Terminal" event.



TRADITIONAL MARKETING

Public Relations

SHOPPING CENTERS OVER 500,001 SQ. FT.

SILVER

Citadel Outlets Public Relations Program

Citadel Outlets
Los Angeles, CA

Owner/Management Company:
Craig Realty Group

Citadel Outlets attracted extensive television coverage with their unique charity events and world-record setting award for holiday décor, worth a reported ad value of more than 1.85 million dollars.



SILVER

Downtown Summerlin Holiday Parade

Downtown Summerlin
Las Vegas, NV

Owner/Management Company:
The Howard Hughes Corporation

The Second Annual Downtown Summerlin Holiday Parade drew 70,001 visitors on its opening day alone and more than 1.2 million visitors throughout the 17-day long family-focused festival.



TRADITIONAL MARKETING

Public Relations

SILVER

KO the Competition with PR

Park Plaza
Little Rock, AR

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

Park Plaza's Marketing Director teamed up with four local Little Rock television stations to host a series of live and taped segments showcasing merchandise and products available from center retailers.



SILVER

Destination Waterfront

The Waterfront
Homestead, IL

Owner:
M & J Wilkow, BIG Shopping Centers

Management Company:
M & J Wilkow

Destination Waterfront was a series of five family focussed events—each with a charitable component—that successfully strenghtened the urban center's image of being a safe and family-friendly destination.



TRADITIONAL MARKETING

Public Relations

SILVER

The Incredible Science Machine

Westland Shopping Center
Westland, MI

Owner:
Hudson Advisors

Management Company:
Spinoso Real Estate Group

The “Incredible Science Machine” event at Westland Shopping Center featured 18 domino builders from four different countries who worked together to set two new Guinness world records.



COMPANY

GOLD

Make Thanksgiving Yours: CBL Brings Holiday Tradition Back

CBL & Associates Properties, Inc.
Chattanooga, TN

CBL's decision to close all of its centers on Thanksgiving Day and make Black Friday the official start of the holiday shopping season resonated deeply with employees, retailers, and its many communities.



TRADITIONAL MARKETING

Public Relations

SILVER

The American PHL Terminal B Experience: First Look Event

OTG Management
New York, NY

An airline hangar with a massive A330 Airbus aircraft was the backdrop for OTG's announcement to bring chef-driven dining, leading edge technology, and trendsetting design to PIA's Terminal B.



SILVER

Santa's Flight Academy: Rediscovering the Magic and Tradition of the Holiday Season

Taubman Centers, Inc.
Bloomfield Hills, MI

"Santa's Flight Academy" combines a reimagined North Pole and state-of-the-art technology, offering each visitor a unique, immersive experience to save the day by helping Santa load his sleigh.



TRADITIONAL MARKETING

Sales Activation

SHOPPING CENTERS UNDER 500,000 SQ. FT

GOLD

College Night Out at Paseo Nuevo

Paseo Nuevo Shops & Restaurants
Santa Barbara, CA

Owner/Management Company:
Pacific Retail Capital Partners

Paseo Nuevo's College Night Out was a center-wide promotional event for students featuring beauty bars, a video game tournament, food sampling, DJ's, a live band, dancing, and a silent disco.



SHOPPING CENTERS OVER 500,001 SQ. FT.

SILVER

Pokémon GO? Yes!

Atlantic Station
Atlanta, GA

Owner:
Morgan Stanley
Management Company:
Hines

As home to 10 Pokéstops and dozens of Pokémon, Atlantic Station capitalized on the craze that swept the nation with the Pokémon Go Scavenger Hunt: a one-day event that drew more than 700 visitors.



TRADITIONAL MARKETING

Sales Activation

SILVER

The Perfect Holiday at Avalon

Avalon

Alpharetta, GA

Owner:

PGIM

Management Company:

North American Properties

The “Perfect Holiday at Avalon” created magical moments and featured twinkling holiday lights, an ice skating rink, Santa’s arrival by sleigh, festive music, and the lighting of Avalon’s giant Christmas tree.



SILVER

Avalon Derby Day

Avalon

Alpharetta, GA

Owner:

PGIM

Management Company:

North American Properties

Avalon’s eight-hour celebration drew Kentucky Derby enthusiasts to cheer on their favorite horses while enjoying signature cocktails, live entertainment, and themed retailer and restaurant promotions.



TRADITIONAL MARKETING

Sales Activation

SILVER

Avalon Mardi Gras Pub Crawl

Avalon
Alpharetta, GA

Owner:

PGIM

Management Company:

North American Properties

To combat the winter blues, Avalon leveraged its stellar dining and drinking offerings with an innovative open-container policy during The Mardi Gras Pub Crawl—a memorable Fat Tuesday celebration .



SILVER

Colonie Center Pokémon Go Seek

Colonie Center
Albany, NY

Owner:

Pacific Retail Capital Partners

Management Company:

Pacific Retail

Colonie Center converted their center court into a Pokémon Go Gym, and launched the 4-week long Pokémon Go Seek campaign with live broadcasts, giveaways, and social media activations.



TRADITIONAL MARKETING

Sales Activation

SILVER

Fashion Show's Chinese Invitation Takes Flight

Fashion Show
Las Vegas, NV

Owner/Management Company:
GGP Inc.

Fashion Show's exclusive relationship with Hainan Airlines invited guests on the airline's nonstop flights to Vegas to visit center retailers and redeem incentives worth more than \$140 per person.



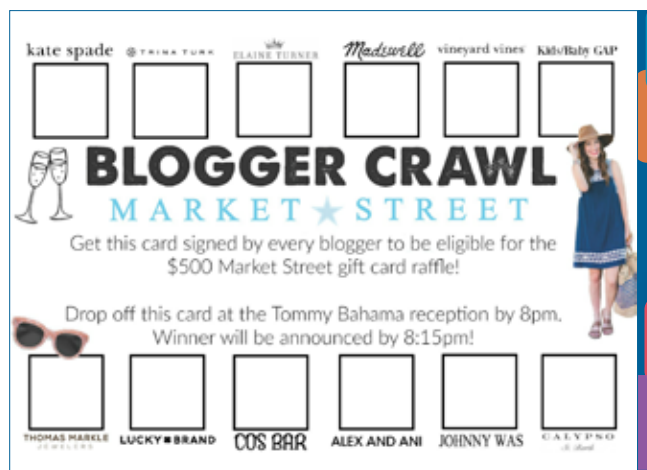
SILVER

2016 Market Street: The Woodlands Blogger Crawl

Market Street - The Woodlands
Fort Worth, TX

Owner/Management Company:
Trademark Property Company

The Woodlands Blogger Crawl featured influential fashion bloggers hosting live chats at Market Street retailers, a \$500 gift card raffle draw, and a reception with complimentary food and live entertainment.



TRADITIONAL MARKETING

Sales Activation

GOLD

Kylie Jenner Pop-Up Holiday Experience

Westfield Topanga & The Villas
Canoga Park, CA

Owner/Management Company:
Westfield Corporation

The Kylie Jenner Pop-Up Holiday Experience at Westfield Topanga & The Villas was the world's first physical pop-up store to feature the social media celeb's eponymous cosmetics line.

JOINT CENTERS

SILVER

Stronger Together

Dogwood Festival, Dogwood Promenade, Lakeland Commons
and Market Street Flowood
Flowood, MS

Management Companies:
Inland Commercial Retail Estate Services LLC,
Aronov Realty Management, Inc., Chase
Properties and Trademark Property Group

Flowood Mississippi centers teamed up to launch the "Stronger Together" campaign, reinforcing a "shop-local" message and the importance of supporting local, civic, and community organizations.



TRADITIONAL MARKETING

Sales Activation

SILVER

Amazing Fashion...Amazing Prices...Amazing Primark Openings!

Danbury Fair, Danbury, CT

Freehold Raceway Mall, Freehold NJ

Owner/Management Company:

Macerich

Three Macerich centres partnered with Primark's corporate team to develop a comprehensive strategy introducing the "Amazing Fashions...Amazing Prices" messaging and concept to the American market.



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MAXI AWARDS

