

# 2010 ICSC Solal Marketing Awards



## Call for Entries



Register for ICSC Solal Marketing Awards  
[www.icsc.org/solalawards](http://www.icsc.org/solalawards)

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## Message from the Solal Awards Chairman

Dear Solal Awards Entrant:

Welcome to the 2010 Solal Marketing Awards!

The ICSC Solal Marketing Awards bring together the best of retail marketing across Europe, recognising best practice and rewarding the most effective campaigns.

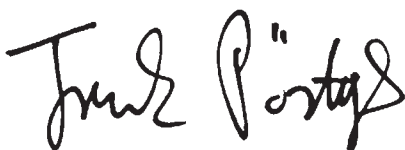
I am therefore delighted to invite you to take up the opportunity of presenting your best work to your industry peers and to enjoy the rewards of being recognised as a European leader in your field. Last year we received nearly 90 entries.

The method of online application remains as simple as ever—no fuss, no complicated requirements and no paper. You will be assisted all the way with plenty of information available to help you with your submission.

- A New Media category is being added to recognise achievements in this area. Facebook, Linked In, Twitter, Mobile Marketing and other new media continue to have a major impact on our industry. Programmes may also include e-newsletters, email or other digital communication.
- The “Community Relations” category is being renamed “Cause Related Marketing” to recognise a single or ongoing event, programme, project or campaign that involves the cooperative efforts of a shopping centre or company and a charitable or community need, interest or cause that reflect an altruistic intent as well as meet a business need.

The campaigns need to have been completed between 1 September 2008 and 31 December 2009. As before, all Solal winners will be automatically entered into the Global “Best-of-the-Best Awards” Programme!

I look forward to seeing your entry displayed amongst the winners at the ICSC European Marketing Conference on 17 June 2010 in Lisbon.



**Frank Pöstges**

Managing Director Marketing  
CentrO Management, GmbH  
*Solal Awards Jury Chairman 2010*

## Eligibility and Entry Requirements

Review this information thoroughly to ensure your entry is eligible and that you understand the entry requirements.

### Who Can Enter

The Solal programme is, first and foremost, a recognition programme for shopping centres and shopping centre companies. Although we welcome the work of advertising agencies, consulting firms and other support companies, all entries must be implemented and entered by a recognised shopping centre and/or shopping centre owner, developer and/or management company.

### How to Submit an Entry

All entries in the 2010 Solal Marketing Awards Competition must be submitted online at [www.icsc.org/solalawards](http://www.icsc.org/solalawards). Each entry must include a fully completed entry form along with a detailed entry summary, basically the Marketing Plan for the entry. This section includes details on the situation, objectives, strategy, tactics, expenses and results. Supporting materials in electronic format should be uploaded in the documentation, publicity, advertising, and website sections.

### Acceptable Language and Currency

All entry contents must be written in English or be accompanied by English translation. All references to costs must be made in euros. Costs in other currencies must be accompanied by euro equivalents at the time of entry preparation.

### Deadline

Solal entries must be submitted for judging by **Monday, 1 March 2010**.

### Entry Fee

Each entry must be accompanied by a payment of: ICSC members = €575 / Non-members = €775

### Payment

Payment for all entries must be received by **Monday, 1 March 2010**. Your entry will not be accepted for judging if payment is not received by **Monday, 1 March 2010**. All Payments by credit card only.

### Eligible Dates

The majority of your programme must have been implemented between **1 September 2008 and 31 December 2009**. If your programme is ongoing, extending beyond the eligibility period, you may only include the elements actually used during the eligibility period. Elements from an entry that has previously been awarded a Solal Gold Award or Silver Award are not eligible.

All ineligible materials will be deleted from the entry and not considered by the Solal judges.

### Rulings

The Solal Marketing Awards Judges will make all eligibility rulings. Both reserve the right to reclassify, re-categorise or disqualify entries, as well as delete any ineligible materials. All decisions are final.

### Multiple Entries

You may segment an overall marketing campaign and enter it into multiple categories, providing you write each entry for that specific category. For example, if you enter your holiday marketing programme into the Advertising, Sales Promotion or Cause Related Marketing, each entry must be written for that category and include only the components that relate to that category. It is not permitted to develop one general entry and submit it multiple times into different categories. Such duplications will be disqualified. To help you in submitting elements of an entry in other categories, the Solal Online process allows you to “copy” all material into a new entry. It is your responsibility to edit such work accordingly.

## Previous Submissions

Work that is a continuation of a programme that has previously won a Solal Gold Award or Silver Award can be entered only if it is substantially different from the previous winning entry. You are responsible for demonstrating the difference between this year's entry and the one previously honoured. Without clear and sufficient documentation, your entry risks disqualification. Refer to the Entry Form for such explanation.

## Solal Marketing Awards Presentation

ICSC European Marketing Conference  
Thursday, 17 June 2010  
Lisbon, Portugal

## Publication

Solal Gold Award and Solal Silver Award winning entries will be featured in Shopping Centres Today, published by the ICSC, and on the ICSC Website at [www.icsc.org](http://www.icsc.org). Your entry constitutes permission for ICSC to reproduce, copy, publish and display the entry materials in any format it deems appropriate. Please evaluate your entry for publication appropriateness, making sure you are comfortable with the contents relative to any confidential or proprietary information.

## HELP

Do you need additional help or have more Solal questions? You may also contact us by phone +1 646 728 3462 or +44 20 7976 3107 or by e-mail at [solal@icsc.org](mailto:solal@icsc.org)

## ICSC Foundation European Community Support Award

This special distinction is designed to encourage and recognise outstanding community support executed by a shopping centre or company in its own neighbourhood who have made a significant contribution to a deserving community issue, cause or charity. For more details on how to enter, please visit the ICSC Foundation website, [www.icsc.org/foundation.org](http://www.icsc.org/foundation.org)

## Award Categories

### A. Cause Related Marketing (Formally Community Relations)

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. The shopping centre's goal should essentially reflect an altruistic intent, and, to a lesser degree, to be shown to meet a business need.

### B. 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. Results must be measured and quantified.

*Note: While paid media advertising may comprise a part of an overall public relations programme, such expenses should not comprise more than one third of the total programme expenses. Publicity coverage should be itemized and well-documented with print scans, audio and/or video clips, website visuals, etc.*

### C. 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.

#### **D. Sales Promotion**

Promotional or merchandising events or initiatives designed to stimulate increased sales. The promotion must take place in-centre and may involve joint activity with retailers. Please ensure you have adequate documented results and can show return on investment (ROI).

#### **E. Grand Opening, Anniversary, Refurbishment or Extension**

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

#### **F. Business-to-Business**

A campaign or programme designed to benefit the leasing/letting of an existing or new shopping centre. The marketing efforts and initiatives should be directed to a business audience rather than consumers, such as retailer or retailers, trade group, investment community, or other targeted commercial interests. Entries may include brochures, CDs, conference or exhibition activities, public relations efforts or temporary/speciality leasing support

#### **G. 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.

#### **H. New Media** (New category)

Strategic programmes 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. Programmes may also include e-newsletters, e-mail or other digital communication. Links to a live Website or an FTP should be provided as part of entries. For Website entries, a home page link and up to three additional pages should be included as part of your entry.

### **Entry Classification**

Please note that "Total Retail Space" includes all available square footage (square metres), leased and vacant, included in gross leasable area (GLA), all department stores, large-box retail or other anchorage footage (metres), cinemas, entertainment centres, and all peripheral (out-lot) space engaged in retail enterprise. Do not include office or hotel square footage in your figures while determining your entry classification.

- 1) Less 5,001 m2 up to 20,000 m2
- 2) From 20,001 m2 up to 40,000 m2
- 3) More than 40,000 m2
- 4) Joint Centre Campaign

### **Judging Process**

The Solal Judges, a group of leading industry experts, will review eligible submissions and score them confidentially. Judges will not review entries from their own companies or any entry that might constitute a conflict of interest.

Judges review each entry according to specific criteria and award points accordingly. Each entry can earn a maximum cumulative score of 50 points. An average score of 40 or more is required for a Solal Gold Award consideration and an average score of 35 or more is required for a Solal Silver Award consideration.

## Solal Awards Scoring Procedure

ICSC officials manage and monitor the entire judging process. Judges will score entries individually on a P.C. connected to a central server while ICSC staff carefully tabulates the results in a private office secluded from the judging area. The process validates each judging score, eliminates the highest and the lowest scores, and then averages the remaining judges' scores to calculate the total entry's score. ICSC announces the Finalists within 30 days of the judging.

ICSC seeks to honour entrants in every category and classification but remember, the Solal Awards programme is designed to recognise the highest level of marketing excellence, so entries must achieve a minimum number of points to be considered for an award. In each category and classification there is the potential for honouring one Solal Gold Award and two Solal Silver Award winners. The single highest score, above the minimum 40-point requirement, is honoured with a Solal Gold Award and the next two highest, above the 35-point minimum, are honoured with a Solal Silver Award. In the case of a tie, more Solal Gold Awards or Solal Silver Awards will be presented.

Given this high standard of excellence, there may not be winners in all categories and classifications.

An entry may have the highest score in its category and classification, but not receive a Solal Gold Award or Solal Silver Award because it did not meet the 35-point minimum standard.

## Judging Criteria

All judges use the same guidelines to assess the strength of the programme. Consider this information in your entry preparation. Entries are scored based on the following criteria:

### > Marketing Objectives and Strategy (UP TO 10 POINTS)

This fundamental area addresses the appropriate use of research, formulation of overall marketing rationale and the ability to realistically achieve stated measurable goals. The judges look for the following when assigning a score:

- Based on strategic insights and facts, rather than opinion?
- Directly address the situation?
- Identifies a clear problem or opportunity that is realistically addressed?
- Strategies appear capable of accomplishing goals?
- Efforts were business-based; i.e. owner's interests considered?
- Goals are specific and time-based?
- Can goals be measured quantitatively? If not, can qualitative goals be objectively measured?

### > Tactics and Implementation (UP TO 10 POINTS)

This area measures the degree to which the programme supported its original objectives and strategies, and the level of competence and proficiency demonstrated in execution. The judges ask themselves these questions regarding tactics and implementation:

- Were the tactics appropriate to the strategies?
- Was the implementation consistent with the objectives, strategies and tactics?
- Was a high level of competence and professionalism exhibited in the implementation?
- Did the entry properly document all the claims made; i.e. was it believable?
- Were materials and documentation appropriate for achieving the desired results?
- What tangible evidence can be provided?

### > Creativity (UP TO 10 POINTS)

Creativity relates to developing an original concept or devising an innovative approach to a familiar programme or marketing effort. Judges evaluate creativity by asking the following questions:

- What was the big idea that considerably improved the programme delivery or message?
- Was it attention-getting or ground-breaking?
- Are the strategies original and/or creative?
- Did the solutions maximize the opportunity to succeed?
- Did the tactics enhance the creative message and capitalize on the media selected?
- What obstacles or difficulties were overcome in terms of size, scope, budget limitations, etc.?

### > Cost Effectiveness (UP TO 10 POINTS)

Cost effectiveness evaluates the appropriateness with which centre/company funds were spent in achieving stated goals. Were the right resources invested in the right efforts to generate the best possible results? Judges ask questions like these:

- Did the amount spent appear to be a wise use of funds?
- Did the results obtained merit the expense?
- Was creativity and resourcefulness shown in budgeting without compromising quality and the ability to get results?
- Did the efforts generate maximum impact for every euro spent?

### > Results and Impact (UP TO 10 POINTS)

The results and impact reveal how competently the programme's results were measured, documented and reported, and the degree to which they supported the programme's stated objectives.

- Was strong detail provided in results documentation?
- Did the results relate to original objectives?
- Are the results credible?
- How was the centre/company impacted?
- Were the shopping centre owner's interests well-served?
- Is this entry worthy of emulation by the rest of the industry?

## How To Enter

**Your entry must be submitted online** online according to a specific format, as outlined herein.

Please read this information carefully before you begin your entry preparation so you can resolve any question in advance.

### **Note: File Uploads**

You will need to upload various files throughout your entry. You are responsible for making sure that the file(s) you are uploading are viewable, playable in the format defined by ICSC or downloadable after the upload is complete.

Submitting an entry is simple and convenient, as the ICSC Solal Website allows the option to set up an account and manage all the entries you will be submitting.

Register for a User Name and Password. You only need register once and will use your User Name and Password to log on in the future.

**The Main Menu:** after registering or logging in, the Main Menu will appear with the following navigational selections:

**Step 1: Complete/Review Your Application Form**—this Entrant Form need only to be completed once. The person listed under Contact Information must be the person representing the award and will be the person contacted should the entry be chosen as a finalist.

**Step 2: Add an Entry**—this form allows you to add a new entry. Once an entry is added, you will be able to view and edit it at any time when logging on. Select the appropriate Category and Classification and enter the Entry Title. Click Add Entry and the page will reload, listing the new entry. You may then choose to enter additional entries or pay for your entry and proceed with completing it. Payment is by credit card only.

**Note:** *You do not have to pay before you start. Payment must be received by 1 March 2010. Entries will not be accepted for judging if payment is not received.*

**Step 3: View/Edit Existing Entry**—when you click on this Step, a list of all your entries will appear. Click on the one you wish to view or edit.

**Step 4: Submit Payment**—Each entry must be accompanied by a payment of the fees: ICSC members = €575 Non-members = €775. All Payments by credit card only.

**Note:** *Payment must be received for all entries by 1 March 2010. Your entry will not be accepted for judging if payment is not received by 1 March 2010.*

**Step 5: Review Entries and Submit for Judging**—Deadline: 1 March 2010.

**Owner/Management Company Authorisation**—All entries must have the electronic authorisation of the owner/management company to authorise the submission of the entry and agreed to abide by all rules of the ICSC Solal Marketing Awards Programme. The authorized individual will certify that there are no persons or organizations responsible for creating or collaborating on the submitted entry other than those listed in the professional recognition section of this form. Additionally, as duly authorised, will grant ICSC the rights to publish any information contained in the entry in any form to include news releases, advertising, books, periodicals, galleries and other publications.

An e-mail confirmation will be sent to the Entrant and Owner Representative/Managing Agent to confirm this authorisation.

**Step 6: Print Entry Forms**—You can print any page of your entry prior to submitting for judging and will be able to print your entire submission at the time you submit your entry for judging. You can also save copies of the material you uploaded. Keeping a copy of your entry is only for your purposes, such as for later reference or for sharing with colleagues.

## General Information

### Description of Entry

The Description of Entry is used to compose commentary about the finalist and winning entries (**max. 100 words**). The Description of Entry will be available for viewing by the judges.

### Images for Awards Presentation

Upload up to 8 images related to your entry.

- These images will not be viewed by the judges and if your entry is awarded a Solal Gold Award or a Solal Silver Award, some of the images will be used to display your entry for the Solal presentation, ICSC Website and *Shopping Centres Today*.
- We ask that one of the images be a photo of yourself or your team that will best represent those to be honoured if you should be a Solal Gold Award or Solal Silver Award winner. Please indicate name(s) of individual(s) in the caption provided. Accepted image file formats: Photoshop, TIFF, EPS, JPEG (light or no compression). Size minimum 640 x 480 @ 72 DPI or larger. Preferred high resolution, approximately 300 DPI of a minimum of 5 x 7.

**Note:** *Please test your images by previewing after upload.*

## Entry Summary

The Entry Summary is basically the Marketing Plan for the entry.

- The Entry Summary is limited to five Web pages—one page for each element of the Summary (**max. 500 words per page**). It includes: The Situation, Objectives and Strategies, Tactics and Implementation, Expense Summary and Results.
- The entry should synergistically relate the Situation that existed when the programme was inspired to address each of the Objectives and Strategies stated, each Tactic employed, and each Result achieved.
- To demonstrate the relationship between Objective and Results, you are required to restate each Objective on the Results page along with its corresponding Result.
- Facilitate the judges' review by providing an easy-to-read entry. We recommend bullet points rather than narrative paragraphs.

## The Situation

Background information on what inspired you to create and implement the programme or project. Discuss unique problems or opportunities that influenced your goals, strategies and tactics.

## Objectives & Strategies

A clear and specific statement of each quantifiable objective, along with a crisp description of the corresponding Strategy that was employed.

## Tactics and Implementation

A concise description of each Tactic used to achieve your Objective(s) and support your Strategy (strategies).

## Expense Summary

A one page detailed list (in an Adobe PDF or Microsoft Word document) of actual euros (or currency with euros equivalent) spent in implementing your plan. All expenses including primary and secondary expenses must be included. This should include all production costs, media and labour costs, fees, services and incidentals. List donated expenses separately, and do not include with actual expense totals.

Explanations should accompany any unusual cost savings or efficiencies. For joint campaigns, also indicate the costs for each participant.

Sponsorship funds received should not be subtracted from total expenses when calculating the percentage of budget allocated. Also, please include all creative fees and agency retainers in your expense summary.

**Note:** *You must also show expenses as a percentage of your total annual marketing budget. Failure to do so may negatively affect the entry's score.*

## Results

Restate each of your Objectives from the Objectives and Strategies page and relate each to its corresponding Result. Results should be specific and quantitative. Show documented facts resulting from the implementation and explain how objectives were met through outlined strategies.

Post-sales gains as percentages, define as either comparable sales or total sales, and include the period of measurement. (Where possible, show actual numbers on which percentages are based.) You may also include traffic counts, valid primary research results and other quantified measurement methods. Publicity results should be shown in actual time and space received only and not as estimated or explained using any formula-derived values. You are required to provide a Publicity Summary in your Publicity Section, which can be more concisely summarised in your results page if publicity samples are provided. Your results should reflect the integrity intended in the ethics statement on your Entrant Form.

Providing return on investment (ROI) data is suggested for entries submitted in the Sales Promotion and Business-to-Business (B2B). ROI demonstrates the euro-for-euro return that is achieved from your efforts and the resources invested.

## Advertising

Include one digital file documentation of all of your advertising. The Advertising Section must contain images of printed samples of advertising elements. This file can contain as many pages as necessary and be in one or two acceptable formats. One is a Microsoft Word document. The other is an Adobe PDF file. File should not exceed 10 MB. Preferred file format: PDF at screen resolution (low).

- The first page(s) of the file must contain a summary of all your advertising. Next to each element, indicate whether the element is included in the uploaded file. List all publications where your ads appeared.
- Include only one sample or tear sheet for each ad. (Ads that did not run during the eligibility period may not be included in your document.)
- Images of catalogues, booklets, and elements, such as leasing brochures, are permitted.
- Images of three-dimensional elements such as buttons, balloons, shopping bags or pencils are permitted.
- You may insert up to 5 hyperlinks of a Web page that relates to your entry as a form of advertising or customer service in the Website Section. You are not permitted to link from the Advertising Section.
- Video or audio cannot be uploaded in this section. Refer to Audio and Video section.

**Note:** *Please test your file by previewing after upload. This file will be used for judging. Make sure that you are able to read any written materials contained in your file when viewed on the screen, such as the copy on the ads.*

## Website

The Website Section allows you to add up to five links, if they are pertinent to your entry, for judges to view. Links should go directly to the relevant page(s). Do not link your centre's website (or other websites) unless it specifically contains elements that are pertinent to your entry.

If your entry is a Web-based programme, you are encouraged to use your Print Screen button to copy and paste Web pages into your Documentation Section.

**Note:** *Please test the hyperlinks. These links will be used for judging.*

## Publicity

Include one digital file documentation all of your publicity. This file can contain as many pages as necessary and be in one or two acceptable formats. One is a Microsoft Word document. The other is an Adobe PDF file. File should not exceed 10 MB. Preferred file format: PDF at screen resolution (low).

- The first page(s) of the file must contain a summary of all your publicity coverage. Next to each element, indicate whether the element is included in the uploaded file. The summary should include:
  - Name of the publication/broadcast station/website.
  - Date of publication/airing.
  - Amount of space/time coverage received (column inches for print and website, minutes and seconds for broadcast).
  - Intended audience of the PR efforts, and the number of persons/impressions reached within the target audience.
  - Indicate whether each of these was included in your uploaded file or Audio and Video Section.
- The Publicity Section may include images of news clippings (actual or photocopied).
- Each page of your publicity file should depict the date and source of each news clipping included:
  - If numerous similar articles have been published, submit a representative sample.
  - Highlight the portion of the printed news coverage that relates to your entry.
  - Web pages of publicity coverage should be copied and pasted on your document.
  - Use the **Print Screen** key to copy Web pages. You are not permitted to link from the Publicity Section.
  - Radio and television coverage may include public service announcements and news stories, which can be uploaded to the Audio and Video Section. Video or Audio cannot be uploaded in this section.
  - Publicity outcome should relate directly to the initial needs and objectives of the programme.

**Note:** *Please test your file by previewing after upload. This file will be used for judging. Make sure that you are able to read any written materials contained in your file when viewed from the screen, such as the copy on the ads.*

## Documentation

Include one digital file that has up to 15 pages of information and images related to your entry.

- This file can be in one of two acceptable formats. One is a Microsoft Word document. The other is an Adobe PDF file. Either should be of low resolution preferably limiting the file size to under 10 MB.
- Use your 15 pages to document and illustrate your entry. Pages should feature photos and samples that show the programme's actual implementation as it occurred. You should document its execution in a proof of performance manner, telling its story with appropriate and relevant evidence. You may include one brief caption per page.
- You may include images of support materials such as letters, brochures, advertisements that were published within the eligibility period, photos of events, proclamations, publicity, and news releases. Images may document your three-dimensional elements such as balloons, pencils, buttons, shopping bags and point-of-sale materials.
- The information in the file should provide documentation of your program not shown in your advertising or publicity file.

**Note:** *Please test your file by previewing after upload. This file will be used for judging. Make sure that you are able to read written materials contained in your file when viewed on the screen.*

### **Audio and Visual**

- You may upload only one audio file, and only one video file per entry.
- Your audio or video can relate to either the Advertising or the Publicity of your entry.
- All advertising and publicity examples must appear on the same audio or video files.
- Each file is limited to a maximum of five minutes of content. Judges will view or listen only to the first five minutes of each file.
- Accepted audio file formats: .mp3, .wav, .wma, .avi, .wmv, .aiff. Not to exceed 5MB.
- Accepted video file formats: .mpeg, .mpg, .wmv, quicktime.
- Recommended pixel size: 320x240 @ 29.97 fps. Maximum pixel size is 640 x 480 at 29.97 fps.
- You may provide edited and narrated footage of actual events, publicity and advertising as long as the video clip does not exceed the five-minute limit. Please note that this must still be considered your only eligible video file.

**Note:** *Please test your files. These files will be used for judging. If the video/audio plays in the default video player, the test is a success. If the audio/video does not resize and play, it needs to be reformatted in order for the judges to play the file. Please ask your agency or multimedia firm who created the file to reformat it according to the specifications above.*

### **ICSC Global “Best-Of-The-Best” Awards**

All Solal Gold winners will automatically be eligible to win ICSC’s Global “Best-of-the-Best” Awards. The awards will be presented during the Night of the Stars gala dinner on May 23, 2010 in Las Vegas at ICSC’s annual convention, RECon. The judges will be made up of an international group of shopping centre marketing experts.

*For more information on the ICSC Solal Marketing Awards Programme and for information on past Solal Award recipients, visit [www.icsc.org/globalawards](http://www.icsc.org/globalawards)*