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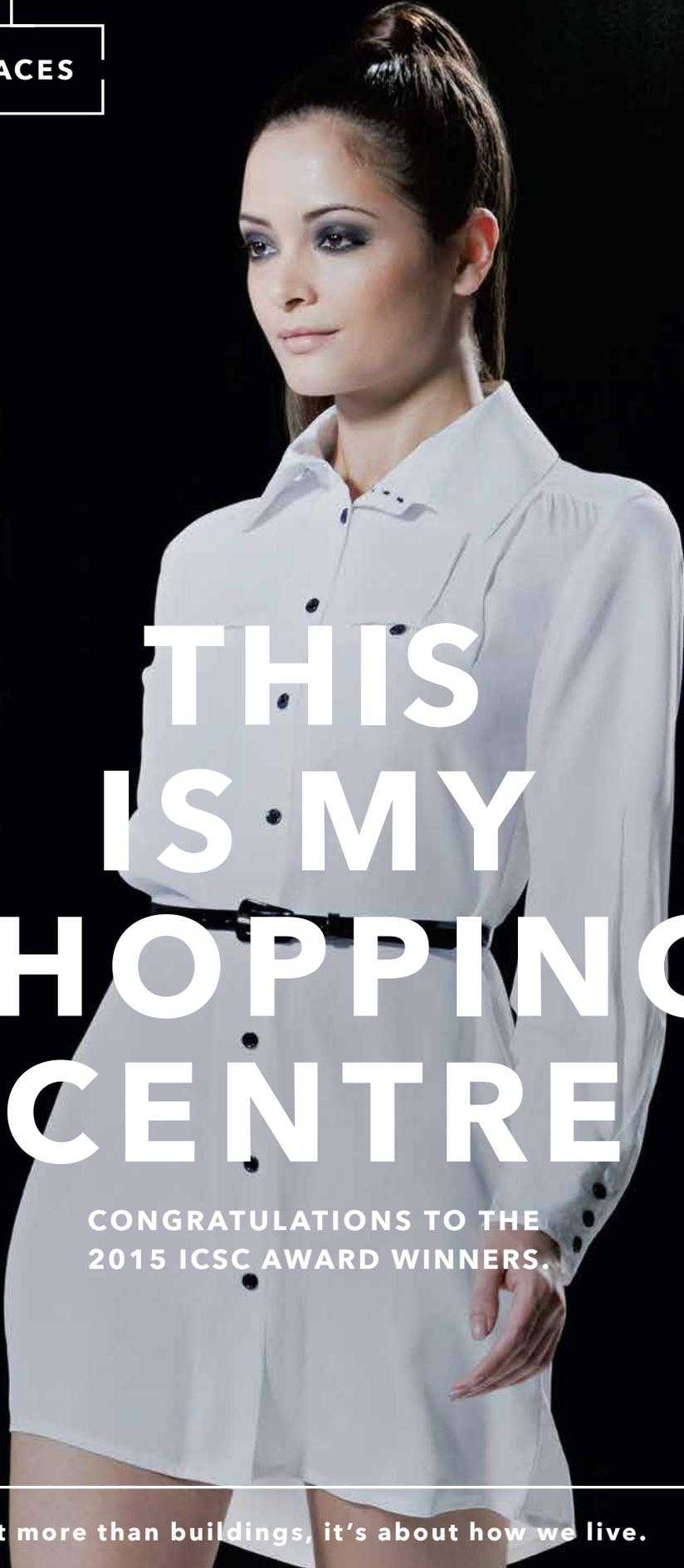
ANNOUNCING THE WINNERS
OF THE 2015 ICSC CANADIAN
SHOPPING CENTRE AWARDS



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2015 CANADIAN SHOPPING CENTRE AWARD WINNERS

The ICSC Canadian Shopping Centre Awards Are Designed To Honour Our Industry's Brightest And Best. The Awards Bring Information And Insight To The Entire Industry On What It Takes To Achieve High Levels Of Success.

MARKETING

ADVERTISING

SILVER

Centres 400,001 to 750,000 sq. ft.
of total retail space



*A Rebooted Bower Place
Bower Place
Red Deer, Alberta*

Owner: bcIMC Realty Corporation
Management Company: Bentall Kennedy

The Alberta economy was booming in 2013, and sales for Bower Place in Red Deer, Alberta were in decline for the first time in three years, including a 4% decrease in holiday sales. Bower Place regrouped and launched a new brand campaign to re-establish its dominance. Their "pride of place" campaign launched in September 2014 with a Fashion Boot Camp engaging 4,341 shoppers. Their campaign made a genuine connection with residents, delivering 25,297,427 impressions, and successfully rebooted their sales to an all-time high of \$742 per sq. ft. They also increased website traffic by +19.6 and E-Club subscribers by +229%.

ADVERTISING

SILVER

Centres 400,001 to 750,000 sq. ft.
of total retail space



*My New Wardrobe
Place Ste-Foy
Québec, Québec*

Owner: Caisse de Dépôt et Placements du Québec
Management Company: Ivanhoé Cambridge Inc.

In 2014, Place Ste-Foy added television to its media mix in both Spring and Fall to distinguish the centre and promote its upscale fashion positioning. Pre and post research revealed: brand recall grew significantly from 60% to 67% and perception of PSF as fashion leader grew from 29 to 38 points across all groups regardless of fashion spend! The campaign was extended through newspaper and magazine and with in-mall branding, and 611 bags of used clothes were collected in support of a charitable clothing drive. Traffic: +2.04% in the Spring, +0.66% in the Fall. Sales in 2014: +2.7% over 2013.

MARKETING

ADVERTISING

SILVER

Centres 400,001 to 750,000 sq. ft. of total retail space



*#CelebrateYou
Uptown
Victoria, British Columbia*

Owner: Greystone
Management Company: Morguard Investments

#CelebrateYou was Uptown's "positive message" multimedia advertising campaign that achieved the centre's business objectives of increased sales, while giving back to society and celebrating the unique qualities in each of us. Acquiring over 11.6 million impressions, #CelebrateYou gave compliments to customers such as "You Are Amazing", "You Deserve A High Five", "You Are Inspiring", then asked customers to share what they loved about themselves. In addition, 200 kits containing basic necessities were donated from the program to a local emergency women's shelter. The campaign successfully reminded customers that everyone is amazing and made a positive, socially aware connection with the centre.

ADVERTISING

GOLD

Centres more than 1,000,001 sq. ft. of total retail space



*Yours GTC
Guildford Town Centre
Surrey, British Columbia*

Owner/Management Company:
Ivanhoé Cambridge Inc.

Following a highly successful expansion opening, Guildford Town Centre sought to maintain momentum and solidify its position as Fraser Valley's most dominant retail centre. By evolving its newly launched "Yours" campaign, the centre enlisted a powerful multimedia traditional and digital media buy, carried to over 60 touch points. Top of mind awareness was achieved with 276 million impressions that delivered an impressive advertising recall of 58%. The centre's media was further amplified with almost \$810,000 of cost savings and bonuses. Website traffic grew by +21% and GTC Rewards active members have skyrocketed by +949%. Total sales increased by +19% while traffic climbed by +6%.

MARKETING

ADVERTISING

SILVER

Centres more than 1,000,001 sq. ft. of total retail space



*A Retail Win at DIX30!
Quartier DIX30
Brossard, Québec*

Owner: Carbonleo - Oxford Properties
Management Company: Oxford Properties - Quartier DIX30

Challenged to promote a unique retail property with a vast trade area and substantial competition, Quartier DIX30 devised a tactical, cost-effective radio campaign intended to expand visibility and buying power, promote popular merchandise categories and heighten exposure for its retailers. Partnering with Montréal's Rythme105.7, DIX30 executed a gift card-based radio contest funded entirely by centre retailers that stretched over two 5-week contesting periods (April and December 2014). Retailers contributed \$111,000 in gift card prizing, and DIX30 realized an astonishing \$911,269 of free media exposure. Centre sales: April: +54%, November: +33%, December: +30%.

BUSINESS-TO-BUSINESS

SILVER

Centres more than 1,000,001 sq. ft. of total retail space



*Pandora Partnership
Bramalea City Centre
Brampton, Ontario*

Owner/Management Company: Morguard

Newly renovated, Bramalea City Centre reflected a modern, fresh shopping experience, however, their Christmas/Santa set was dated and needed a significant refresh. With limited marketing funds, BCC's marketing department developed a sponsorship strategy that secured Pandora for a mutually beneficial partnership. Pandora agreed to the "Bling in Christmas" sponsorship: a 3-year deal that began in November 2014 for \$205,000 cash. An additional \$44,795 was paid for a 1 year In-Mall branding program with all funds allocated to the marketing budget. The Fulfillment Report documented all benefits to Pandora valued at \$491,324 that represented a 7:1 ratio of value to investment, dramatically exceeding the industry average of 3:1.

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MARKETING

BUSINESS-TO-BUSINESS

SILVER

Centres more than 1,000,001 sq. ft. of total retail space



*Yorkdale's Retailer Onboarding Strategy
Yorkdale Shopping Centre
Toronto, Ontario*

Owner: AIMCo and Oxford Properties Group
Management Company: Oxford Properties

With the arrival of eight luxury and international retailers debuting their first Canadian locations at Yorkdale, the centre created a customized retailer communication strategy to streamline the on-boarding process. The program included one-on-one meetings with each brand's head office, a 72-page opening guide and an online retailer portal that generated 1,000 views. By establishing effective retail partnerships, the centre helped its new retailers leverage over 80 million gross impressions of awareness through strategic public relations and a presence on their digital channels. Each new retailer exceeded their planned sales and traffic projections, with many reporting record-breaking openings at Yorkdale.

CAUSE RELATED MARKETING

GOLD

Centres 150,001 to 400,000 sq. ft. of total retail space



*Eglinton Square – Big Little Give
Eglinton Square
Toronto, Ontario*

Owner: Kingsett Capital Investments
Management Company: Bentall Kennedy (Canada) LP

Eglinton Square moved into action with an urgent drive called THE BIG LITTLE GIVE when new research indicated there was an alarmingly high child poverty issue in its PTA. THE BIG LITTLE GIVE asked the community for everyday items parents need but often can't afford. In 30 days the centre collected \$17,225 in cash and donations for Rosalie Hall, a centre for local families in crisis. Media response was overwhelming, driving a total of 1,064,698 PR impressions and securing 855,557 impressions in donated media. Centre sales spiked +9.2% from the previous month and more than 25% of tenants keenly participated.

MARKETING

CAUSE RELATED MARKETING

SILVER

Centres 150,001 to 400,000 sq. ft.
of total retail space



*Building Violence Free Futures,
One Brick At A Time
Hazeldean Mall
Kanata, Ontario*

Owner: The Prime Partnerships
Management Company: Bentall Kennedy
(Canada) LP

Hazeldean Mall looked to support a worthy cause that represented the same values held by its shoppers and found it in Harmony House, Eastern Canada's only long-term women's shelter that provides housing to women fleeing violent situations. With 67% of all Canadians knowing at least one person who has been abused the need has never been greater. Yet, despite the overwhelming need, Hazeldean Mall learned that Harmony House had recently fallen on hard times, losing funding. Hazeldean Mall worked with Harmony House to create an event to recharge its budget shortfall, increase awareness of Harmony House and generate positive publicity for Harmony House and Hazeldean Mall. Leveraging communication resources, Hazeldean Mall generated over 1.2 million impressions for Harmony House and the fundraising goal. Earned media impressions exceeded the target by 17% with traffic up 9% on opening weekend. Hazeldean Mall surpassed its fundraising goal by 60% raising the highest cash donation ever raised through a centre-sponsored event!

CAUSE RELATED MARKETING

SILVER

Centres 150,001 to 400,000 sq. ft.
of total retail space



*The Get Well Garage Sale
Les Galeries de Hull
Gatineau, Québec*

Owner/Management Company: Cominar

Reaching out to businesses, service providers and media partners through a community-based fundraising event, Les Galeries de Hull executed a strategic multimedia campaign for a mere \$615, just 0.11% of the annual advertising budget. Ingenious in its simplicity, the concept leveraged the Québec culture's love affair with the modest garage sale. The swift response to an unexpected opportunity required hard work, resourcefulness and a keen marketing instinct. The campaign generated goodwill, PR and social media attention for the mall and its tenants, and raised more than \$5,000 for a family financially challenged due to a battle with cancer.

MARKETING

CAUSE RELATED MARKETING

SILVER

Centres 400,001 to 750,000 sq. ft.
of total retail space



*Socks from Santa
Carlingwood Shopping Centre
Ottawa, Ontario*

Owner: Ontario Pension Board
Management Company: 20 Vic Management Inc.

Inspired by a CBC Radio story, and after shelter inquiries, Carlingwood knew what the homeless people of Ottawa really needed: socks. The drive to provide "Socks from Santa" was the mission for the holiday-giving campaign to warm more than hearts for the holidays. Carlingwood contacted Ottawa's busiest shelters with the "Socks from Santa" campaign idea and secured participation from five of Ottawa's busiest shelters. Sock Overload! Carlingwood made it easy for one person to make a difference and feel the true spirit of the holidays: 2,415 socks were donated! Carlingwood's "Socks for Santa" reminded us all that we should never take a warm pair of socks for granted and that helping meet the primary needs of the homeless is a most worthy way to make a contribution and demonstrate compassion.

CAUSE RELATED MARKETING

GOLD

Centres 400,001 to 750,000 sq. ft.
of total retail space



*OceanWall
Hillside Centre
Victoria, British Columbia*

Owner: Hillside Centre Holdings Inc.
Management Company: Bentall Kennedy
Canada

Hillside Centre, located in Victoria, unveiled Canada's FIRST OceanWall in November 2014 as a means to educate and raise awareness of the conservancy of the Salish Sea that surrounds Vancouver Island. The massive wall, measuring 12 ft. x 7 ft., has been viewed by an estimated 1.8 million shoppers and recorded 134,070 user engagements over a 7-month period. Additionally, Hillside engaged 1,510 shoppers in conversation around ocean conservancy through OceanTalks and themed events. They formed a Sea Rangers Club to educate young ocean lovers, which has 230 active members to date. They generated mass awareness through 41 news stories and 12,195,295 impressions of advertising.



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MARKETING

CAUSE RELATED MARKETING

SILVER

Centres 400,001 to 750,000 sq. ft.
of total retail space



*Community Impact
Lambton Mall
Sarnia, Ontario*

Owner: Kingsett & OPB

Management Company: 20 Vic Management Inc.

Sarnia-Lambton YMCA struggled with a stigma that the public believed they drive enough funding through membership dues and child care fees. This is not the case: they depend on donations to support charitable programs. One in five families that participate in YMCA programs require financial assistance from the community. In October 2014, Lambton Mall selected YMCA's "Strong Kids" Program as their 2015 Community Impact Program to benefit strategically aligned goals: provide health and fitness for kids in the community. The Program created three unique family-oriented events to drive awareness and fundraising: A mall-wide Family Day celebration on February 16 followed by a Spring Fashion Show on April 9 and a Patio Party on May 23. Mission accomplished! Strategic advertising drove 2,080,282 impressions and delivered an important awareness for the Lambton-Sarnia YMCA Strong Kids Program. Plus, there was the generosity of the community who donated \$5,696.66 in cash with another \$14,885 received through in-kind contributions from retailers, suppliers and local businesses.

CAUSE RELATED MARKETING

SILVER

Centres 750,001 to 1,000,000 sq. ft.
of total retail space



*I Am Someone
Coquitlam Centre
Coquitlam, British Columbia*

Owner: Pensionfund Realty

Management Company: Morguard

Following the suicides of a number of Port Coquitlam teenagers, Coquitlam Centre partnered with the "I Am Someone Ending Bullying Society" to launch Canada's first bullying help text messaging service in the Tri-Cities area. Titled txt2TALK, they grew I Am Someone's (IAS) launch budget by \$161,565 and generated 29.8 million impressions. To assist with operational costs and keep the service top-of-mind throughout the 4-month pilot, they fundraised \$21,785 through a series of initiatives including "The Ultimate Online Auction" and delivered 8.7 million impressions of media coverage. As a result, the txt2TALK program has been extended to the entire Lower Mainland, and IAS had \$8,500 in grant applications approved.

MARKETING

CAUSE RELATED MARKETING

GOLD

Centres 750,001 to 1,000,000 sq. ft.
of total retail space



#live2see20
Pickering Town Centre
Pickering, Ontario

Owner: Ontario Pension Board
Management Company: 20 VIC Management Inc.

Alarmed by shocking survey results that teens were engaging in the risky and dangerous behavior of texting while driving, Pickering Town Centre launched a powerful awareness and educational program targeted to teens. Dramatically titled #live2see20, the campaign positively influenced 817 local teens to sign a pledge NOT to text + drive. Their other unique initiatives included an educational Teen Lounge that attracted 1,410 teen visits over the March Break, a popular contest with an educational twist, and a driving + texting obstacle course in the centre's parking lot. In total, 1,000 educational cards were distributed, the powerful 30-second PSA received 21,188 views and a total of 12,076,318 media impressions were achieved.

CAUSE RELATED MARKETING

SILVER

Centres 750,001 to 1,000,000 sq. ft.
of total retail space



Eco-Design Challenge
Southgate Centre
Edmonton, Alberta

Owner: Ivanhoé Cambridge Inc. and OPB
Management Company: Ivanhoé Cambridge Inc.

With a desire to spotlight Edmonton's emerging fashion and design talent, Southgate Centre, in an unprecedented partnership with the University of Alberta, hosted the Eco-Design Challenge. Thirteen groups of talented students created outfits from pre-selected recycled and sustainable materials that were showcased in a runway show and displayed in Centre Court. Over 8,676 votes were cast by shoppers to determine the winning group that won a \$5,000 educational bursary. Mall traffic during the activation increased by 3%. Online engagement proved impressive as well with a 42% growth in website visitors and a 35% surge in followers across Southgate's social media platforms. Southgate's fashion positioning and environmental leadership was enriched with over 315,828 gross impressions of PR that included over 18 minutes of TV coverage.

MARKETING

CAUSE RELATED MARKETING

GOLD

Centres 750,001 to 1,000,000 sq. ft.
of total retail space



*#31DaysofHappy
Edmonton City Centre
Edmonton, Alberta*

Owner: OMERS

Management Company: Oxford Properties Group

Devastated by four successful suicide attempts on their property, Edmonton City Centre was determined to spread some happiness throughout Edmonton, while sharing vital information on The Support Network and their Distress Line. They launched the #31daysofhappy campaign that surprised 42,497 residents with random acts of happiness, distributed 36,000 yellow happy face stress balls, buttons and stickers with the Distress Line telephone number. Their Facebook "Happiness in 31 Deeds" challenge generated 15,150 engagements, their retailers donated \$10,000 in prizeing, PLC Construction hoisted their supersized Happy Face into the air over the downtown area and Coke contributed their famous "Hug Me" machines that dispensed free product.

CAUSE RELATED MARKETING

GOLD

Joint Centre



*Grounds to Gardens
Cloverdale Mall & Eglinton Square
Shopping Centre
Ontario*

Company: Bentall Kennedy (Canada)

Cloverdale Mall & Eglinton Square became the first centres in Canada to erase their coffee footprint through an innovative partnership with ReGround Organics. The "Grounds to Gardens" initiative diverted 116,540 lbs. of coffee grounds, collected from eight of the centre's retailers and was composted into nitrogen rich, sustainable potting soil. This environmental achievement was announced during Earth Week 2015 and generated over 4.2 million gross impressions of PR including 54 minutes of TV coverage. Over 2,700 bags of the sustainable soil were distributed and \$3,917.50 in donations was collected for Evergreen, a national not-for-profit environmental organization.

To the
2015 WINNERS
CONGRATULATIONS!



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MARKETING

CUSTOMER SERVICE EXPERIENCE/ ENGAGEMENT

SILVER

Centres 400,001 to 750,000 sq. ft.
of total retail space



*Santa's Mall
Southland Mall
Regina, Saskatchewan*

Owner: Retrocom REIT
Management Company: Arcturus Realty Corporation

Buoyed by the completion of their renovation, Southland Mall, located in Regina, decided it was also time for new holiday décor. But instead of a static décor package, they launched a customer-focused holiday experience that brought back the magic and excitement of the holidays as seen through the eyes of a child. An experience that included an array of whimsical characters, three interactive areas, festive music, aromatic scents and Santa housed in a winter chalet. They branded the centre, "Santa's Mall" and attracted over 600,000 visitors, collected 743 new toys for less fortunate children in Regina and generated 38,672,738 hits of publicity.

CUSTOMER SERVICE EXPERIENCE/ ENGAGEMENT

SILVER

Centres 750,001 to 1,000,000 sq. ft.
of total retail



*Shine
Bayshore Shopping Centre
Ottawa, Ontario*

Owner/Management Company:
Ivanhoé Cambridge Inc.

Bayshore Shopping Centre was challenged with the realities and public perception of a less-than-ideal shopping experience as their redevelopment continued during the busy holiday season. In response, they launched SHINE featuring three first-to-market customer services that provided a "Uniquely Bayshore" elevated shopping experience for their customers. Their campaign successfully engaged 14,404 shoppers, with over 1,150 shoppers using their complimentary valet parking, 3,786 free Santa photos distributed and almost \$10,000 raised for the Ottawa Senator's Foundation. Their comprehensive PR and social media strategy generated 1.17 million impressions and successfully reversed negative public perception through an impressive 55 minutes of television coverage.

MARKETING

CUSTOMER SERVICE EXPERIENCE/ ENGAGEMENT

SILVER

Centres more than 1,000,001 sq. ft.
of total retail space



*Santa Experience
Metropolis at Metrotown
Burnaby, British Columbia*

Owner/Management Company:

Ivanhoé Cambridge Inc.

With a desire to offer the best Santa experience in the Lower Mainland, Metropolis at Metrotown unveiled a stunning new experiential Santa area complete with a 70-foot light curtain show. Customer response to Santaland was phenomenal with a 35% increase in photos taken and \$47,747 being donated to charity. Through a partnership with TELUS, the centre introduced a first-to-market service that saw 8,733 families reserve a space in line and receive a text 15 minutes prior to their turn. November and December 2014 traffic increased +5% while category sales grew by 2% to 13%.

DIGITAL CAMPAIGN

SILVER

Centres 150,001 to 400,000 sq. ft.
of total retail space



*Now Trending
Holt Renfrew Centre
Toronto, Ontario*

Owner/Management Company:

Morguard Investments Limited

Using 2014 Environics PRIZM research data, Holt Renfrew Centre created four distinct holiday shopper personas and grouped them in a targeted digital advertising campaign that focused on three key shopping priorities: quality brands/retailers; location/convenience; and trendy/unique gift ideas. Online ads allowed HRC to target search users with popular keywords/phrases timed perfectly for the holidays to ensure HRC showed up in searches ahead of primary competitors. Rich visual gift-giving idea content created awareness for HRC, the retailers and their merchandise, added value and engaged shoppers online: Facebook grew 37%; Twitter grew 25%; Instagram followers grew 21% and Pinterest followers grew 4.5%. Sales for December 2014 increased 4%, providing proof that HRC's digital holiday campaign influenced sales.

MARKETING

DIGITAL CAMPAIGN

SILVER

Centres 400,001 to 750,000 sq. ft.
of total retail space



*“Win it Forward” Christmas Campaign
The Bay Centre
Victoria, British Columbia*

Owner: The Standard Life Assurance Company of Canada
Management Company: 20 Vic Management Inc.

With more followers on Facebook and Twitter than competitors, but with a smaller marketing budget, The Bay Centre saw an opportunity to leverage their strength through a digital holiday campaign to drive a deeper connection with shoppers and increase awareness for retailers with gift-giving merchandise from November 20 - December 14, 2014. In honour of their 25th anniversary, the centre developed the “Win it Forward” campaign that profiled the top 25 seasonal gifts and provided the opportunity for one person to win the daily featured gift for themselves and one to share. Unique presentation of gift guide through “living photo gallery” had not been seen in the marketplace and provided an exceptionally engaging online experience. This innovative digital campaign exceeded all goals: an increase of 7,216 of entries received; Facebook likes, shares and comments; video posts on Instagram delivered “likes” and new followers; “Living photo gallery” received 2,520 views and featured stores posted sales increases in the double digits.

DIGITAL CAMPAIGN

SILVER

Centres more than 1,000,001 sq. ft.
of total retail space



*Metropolis x Klout Spring Social
Metropolis at Metrotown
Burnaby, British Columbia*

Owner/Management Company:
Ivanhoé Cambridge Inc.

Metropolis at Metrotown established a groundbreaking partnership with Klout, a San Francisco-based social media measurement company, to identify and engage their market’s top influencers. Metropolis became the first Canadian brand to offer an event-based “perk” through Klout with their Spring Social that was attended by 405 key retail and fashion influencers. The influencers generated 24.7 million gross social media impressions and provided the centre with a unique reach to 5.6 million online users who produced 5,087 pieces of content about the 3-hour VIP event. In addition, Metropolis grew their Twitter following by 4.6% and garnered 12 million impressions of online PR.



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MARKETING

DIGITAL CAMPAIGN

SILVER

Mixed Use



*Love Free Food?
10 Dundas East
Toronto, Ontario*

Owner: 10 Dundas Street Ltd.

Management Company: Bentall Kennedy (Canada) LP

10 Dundas East launched “Hey Ryerson Students, Love Free Food? Obviously.” To target their niche student market before the end of the school year. Utilizing an integrated digital campaign, they served up daily photos of their featured Food Court eateries’ dishes on their Facebook, Instagram and Twitter pages. The first 30 students to purchase a meal and display their post received a \$10 Food Court voucher. The centre experienced a 169% increase in website traffic, 35% growth in e-subscribers, Facebook user engagement rate of 10% with 3,366 actions, 108 Instagram “likes” and a delicious +8.6% Fast Food sales increase!

EMERGING TECHNOLOGY

SILVER

Centres more than 1,000,001 sq. ft. of total retail space



*Mobile Stylist
Metropolis at Metrotown
Burnaby, British Columbia*

Owner/Management Company:

Ivanhoé Cambridge Inc.

With a desire to leverage technology to better profile its fashion retailers and provide an engaging user experience, Metropolis at Metrotown launched a brand new Mobile Stylist. The “mobile-first” microsite provides users with the opportunity to mix and match the season’s hottest pieces with the swipe of a finger. Updated seasonally, the site seamlessly supported the centre’s brand campaign and profiled over 786 pieces of merchandise from 40 retailers. Users loved taking style into their own hands and traffic goals were surpassed by an impressive +45% with 17,400 page views per season being generated. Metropolis’ fashion category reported sales increases ranging from 2% to 16%!

MARKETING

EVENT OR SALES PROMOTION

SILVER

Centres 150,001 to 400,000 sq. ft.
of total retail space



In My Wardrobe
Complexe Les Ailes
Montréal, Québec

Owner/Management Company:
Ivanhoé Cambridge Inc.

To regain the loyalty of upscale fashionistas, and stimulate early ladies fashion category sales, Complexe Les Ailes shopping centre, located in downtown Montréal, created a three-event series in which popular Québec-based actresses shared their fashion secrets on stage with fashion personality Geneviève Borne. While providing an innovative method of showcasing early fall fashion trends, this up-close-and-personal access to Québec's fashion elite catapulted CLA into the limelight, driving 6+ minutes of TV coverage, 4 full-colour newspaper pages and 9 online articles. Mall sales rose 6.9% in July and 5.14% in August and Ladies Fashion category sales exploded: July +30%, August +35%.

EVENT OR SALES PROMOTION

GOLD

Centres 150,001 to 400,000 sq. ft.
of total retail space



Les Enfants Terribles
Place Montréal Trust
Montréal, Québec

Owner/Management Company:
Ivanhoé Cambridge Inc.

In Spring 2015, Place Montréal Trust introduced, "Les Enfants Terribles", an innovative fashion series aimed at distinguishing itself from its competitors, garnering media attention and growing digital engagement. Through a series of pop-up installations, well-known artists and designers would transform ordinary fashion staples into extraordinary creations, live on stage in front of the media, VIPs and shoppers. The first guest artist was renowned fashion designer, Denis Gagnon. The event gained notoriety in print, TV and online, earning 13,241,636 media impressions. Through client interaction, Twitter, Pinterest and Facebook grew; March sales rose 8% and Women's apparel 13%.

MARKETING

EVENT OR SALES PROMOTION

SILVER

Centres 150,001 to 400,000 sq. ft.
of total retail space



*Bucket List Series #1 - NYC for New Year's Eve
St. Albert Centre
St. Albert, Alberta*

Owner: H & R Reit

Management Company: Primaris Management Inc.

St. Albert Centre is in the heart of the proud Alberta town that it calls home. But during the holidays, the centre has historically played something of a supporting role – it's where locals typically turn for a few last-minute stocking stuffers, usually in mid to late December. To place St. Albert Centre right in prime time for holiday shopping, we had to pique interest earlier, and engage the community with something really new. Our solution? Offer a once-in-a-lifetime NYC experience that would drive shoppers into the centre early in the November shopping season.

EVENT OR SALES PROMOTION

SILVER

Centres 150,001 to 400,000 sq. ft.
of total retail space



*Coins for Kids
Westshore Town Centre
Victoria, British Columbia*

Owner: bclMC Realty Corporation

Management Company:
Bentall Kennedy (Canada) LP

In order to help recoup missed sales opportunities due to a province-wide BC Teachers' Strike, Westshore Town Centre implemented Coins for Kids, a sales promotion that saw customers submit over \$140,000 in store receipts as a means to vote for their favorite school. The winning school received \$3,200 in funding from the centre to help pay for items that were no longer included in the school budget. Centre-wide sales posted the first increase seen since June of 2014, food court sales increased by 5.8% and the centre was also able to collect and donate 2,000 pounds of food for the local food pantry.

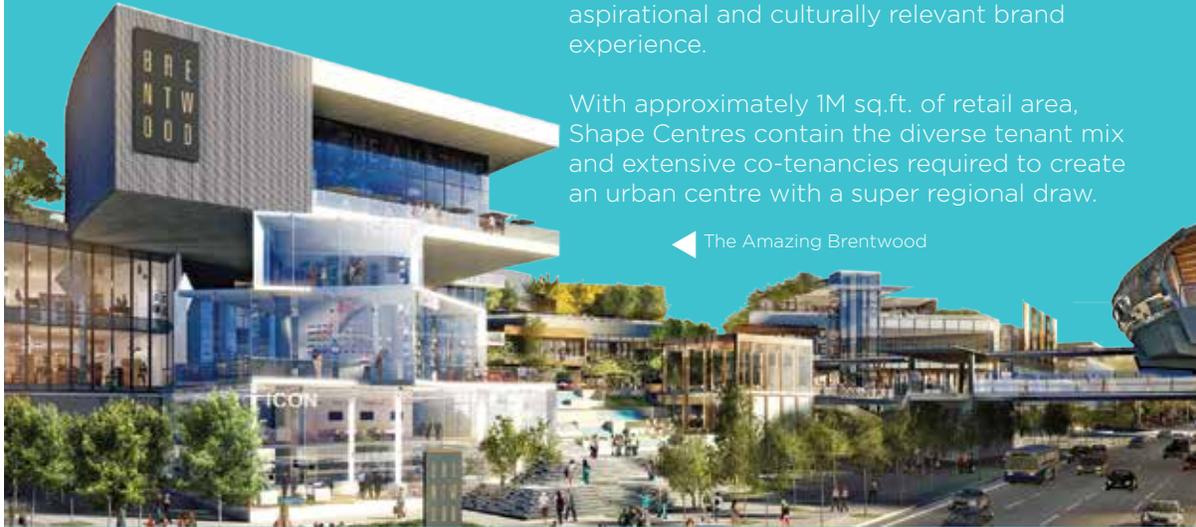


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MARKETING

EVENT OR SALES PROMOTION

SILVER

Centres 400,001 to 750,000 sq. ft.
of total retail space



*White Oaks Mall to the Rescue
White Oaks Mall
London, Ontario*

Owner: Prime Canadian Fund
Management Company:
Bentall Kennedy (Canada) LP

With no organized activities for school-aged children on P.D. Days in London, Ontario, White Oaks Mall filled the gap by hosting four fun-packed, themed events that attracted and engaged 1,300 kids. They also drove significant traffic on event day with an average increase of 28%. Their digital platforms proved to be powerful communication tools to reach their family demographic with website traffic up an average of 15%, 381 new Facebook page "likes", a whopping 252 "shares" and their e-blasts generated an amazing 74% open rate! White Oaks Mall successfully made their centre the "place to be on P.D. Days."

EVENT OR SALES PROMOTION

SILVER

Centres 400,001 to 750,000 sq. ft.
of total retail space



*Royal Rewards
Willowbrook Shopping Centre
Langley, British Columbia*

Owner: 2725312 Canada Inc./
2973758 Canada Inc.
Management Company: Bentall Kennedy

Willowbrook Shopping Centre was faced with the prospect of a lengthy province-wide Teachers' Strike and the potential for families to postpone or cancel their back-to-school purchases. The marketing team had to act fast to avoid an impending sales decrease for Fall 2014. The team decided to extend its planned 2-week Royal Rewards loyalty program to 2-months, add exciting community events and in-centre and digital contests, and boost it with impactful advertising. It worked! Despite the strike lasting 3 weeks into September 2014, the phenomenal Royal Rewards program and its supporting activities, as well as 12 million advertising and publicity impressions, drove shoppers to the centre! The Royal Rewards program generated more than \$625,000 in additional retailer sales and September and October centre sales increased by an amazing 6.8% and 6.0% respectively - the first major increase for the centre in 13 months!

MARKETING

EVENT OR SALES PROMOTION

GOLD

Centres 400,001 to 750,000 sq. ft.
of total retail space



*World Play Day
Willowbrook Shopping Centre
Langley, British Columbia*

Owner: 2725312 Canada Inc./
2973758 Canada Inc.

Management Company: Bentall Kennedy

At the end of 2014, Willowbrook's marketing team was faced with a 3% budget deficit and had to be creative on how to bring sales and traffic to the centre for 1st quarter 2015 — on a reduced budget. The new promotion would need to draw the growing multicultural family market and encourage repeat visits to the centre. As such, the team launched its World Play Day event on the Family Day holiday. The multicultural family event featured a LEGO build, international entertainment, arts and crafts, passport program, contest, and retailer offers. The budget-friendly event was a huge success; drawing a large number of diverse families from the region and introducing them to the centre. Event day traffic increased 45% over the average Monday and reported sales increased 30% over the same day the prior year! The afterglow effect of the event also resulted in a 7% increase in February traffic and a 9% increase in February sales!

EVENT OR SALES PROMOTION

SILVER

Centres 750,001 to 1,000,000 sq. ft.
of total retail space



*H&M Conscious Closet
Bayshore Shopping Centre
Ottawa, Ontario*

Owner: Ivanhoé Cambridge Inc. and
KingSett Capital

Management Company: Ivanhoé Cambridge Inc.

For H&M's 2015 Conscious Exclusive Collection, Bayshore Shopping Centre partnered with the retailer and ELLE Canada to present the only Conscious Closet in a Canadian shopping centre. The pop-up eco-chic closet provided an exclusive preview of the collection, fashion presentations, integrated programming and contests. The centre elevated its fashion positioning with over five million impressions of paid and unpaid media coverage that included 32 minutes of television coverage and grew its budget with \$83,150 sponsorship and savings. The exclusive event fueled a 42% traffic increase, 3.6% sales increase and a sell-out of 30% of H&M's collection within days of its launch.

MARKETING

EVENT OR SALES PROMOTION

SILVER

Centres 750,001 to 1,000,000 sq. ft.
of total retail space



*Culinary Workshops for Kids
Place Rosemère
Rosemère, Québec*

Owner: Rosemère Centre Properties Limited
Management Company:
Morguard Investments Limited

Increased competition was affecting sales at Place Rosemère with children's apparel sales down -9.9% and traffic down -8% in 2014. An intercept study revealed the target market was looking for family entertainment and activities for school-aged children. Place Rosemère's idea to teach kids to cook was innovative among their competitors and connected with families. All workshops sold out in one week: a total of 750 children attended 31 cooking classes. Culinary classes for kids cooked up sales per square foot an incredible +3% in March 2015, over double the goal and started the centre on a positive sales trend for 2015!

EVENT OR SALES PROMOTION

SILVER

Centres more than 1,000,001 sq. ft.
of total retail space



*The Flower Festival at DIX30:
Let there be blooms!
Quartier DIX30
Brossard, Québec*

Owner: Carbonleo - Oxford Properties
Management Company: Oxford Properties -
Quartier DIX30

Large lifestyle centres like DIX30 thrive in the Spring and Summer when shoppers stroll the streetscape and enjoy the warmer temperatures. The centre drove traffic during the Mother's Day sales period by offering mothers free bouquets of fresh cut blooms. Additionally, retailers were encouraged to offer free samples and gifts on the boulevards in front of their stores and stylists were on hand to assist shoppers select the perfect gift from a virtual gift guide. There were 4,500 bouquets and 3,000 pots and distributed. 542 people accessed the gift suggestions. A survey revealed that sales increased +37%.



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MARKETING

EVENT OR SALES PROMOTION

SILVER

Centres more than 1,000,001 sq. ft. of total retail space



*The Grand Bazaar
Laurier Québec
Québec, Québec*

Owner/Management Company:
Ivanhoé Cambridge Inc.

Together with Specialty Leasing, Laurier Québec executed a highly experiential campaign in the Fall, modeled after the Old World Market Bazaar, designed to provide retailers the chance to connect with clients and share new products outside of the confines of their stores. The Grand Bazaar also provided Specialty Leasing the opportunity to incubate the concept for the upcoming holiday season. Market stalls were fabricated from natural materials, creating an authentic atmosphere, with product sampling, demonstrations at Zeste TV's food truck, and cross promotions, all enhanced the experience. Mall sales for September: 3.5%, Traffic during October's Market: 17%. Specialty Leasing revenues: 64%

EVENT OR SALES PROMOTION

GOLD

Centres more than 1,000,001 sq. ft. of total retail space



*Yorkdale Welcomes the World
Yorkdale Shopping Centre
Toronto, Ontario*

Owner: AIMCo and Oxford Properties Group
Management Company: Oxford Properties

To better capitalize on Toronto's rapidly expanding international and domestic tourist draw, Yorkdale launched a multi-faceted tourism program to offer a world-class customer experience and drive sales. Highlights included hospitality training, a VIP travel card, shop & stay program and being the first Canadian shopping centre to accept China UnionPay, which delivered \$10.5 million in retailer sales and \$150,000 gift card sales. Awareness was heightened with 2.5 million impressions in key tourism publications and websites. Yorkdale's efforts paid off with average expenditures by tourists topping \$396, TripAdvisor recognizing the centre with their prestigious Certificate of Excellence, and achieving an ROI of 70%!

MARKETING

EVENT OR SALES PROMOTION

GOLD

Mixed Use



*A Fashion Rendez-vous at Place Ville Marie
Galerie Place Ville Marie
Montréal, Québec*

Owner/Management Company:

Ivanhoé Cambridge Inc.

Faced with steadily declining sales, Place Ville Marie introduced a strategic fashion program in early 2014 to stimulate fashion category sales. Targeting PVM's coveted office clientele and executed seasonally, Fashion Rendez-vous showcased fashions from centre retailers, combined "insider" style presentations, mini runway shows and one-on-one consultations with experienced stylists. Contests and swag bags added to the experience and seasonal gift card incentives drove \$286,900 in trackable sales. 95% of fashion category retailers actively participated: 2014 fashion category sales: 3%, mall sales: +2.93%, a substantial increase given the two previous year's negative growth.

EVENT OR SALES PROMOTION

SILVER

Joint Centre



*Fashion Week Around the World
Medicine Hat Mall and
Park Place Shopping Centre
Alberta*

Management Company:

Primaris Management Inc.

For the first time, Park Place and Medicine Hat malls partnered to leverage budget by executing the same marketing plan and creative concepts. Since both malls have a large number of apparel stores, the campaign targeted shoppers who love fashion. With this direction in mind, the Fashion Week campaign was launched! Each mall would award one trip for two to the fashion capitals of the world for four lucky shoppers. Contest entry with purchase incentivized shoppers to spend money and the campaign created sustained interest! 9,374 contest entries were received and \$937,400 in sales was generated through the strategic partnership!

MARKETING

GRAND OPENING, EXPANSION AND RENOVATION

GOLD

Centres 400,001 to 750,000 sq. ft. of total retail space



*Escape the City
Outlet Collection at Niagara
Niagara-On-The-Lake, Ontario*

Owner/Management Company:
Ivanhoé Cambridge Inc.

With two nearby outlet centres providing fierce competition, it was imperative that Outlet Collection at Niagara's Grand Opening launch secure its dominance as the premiere outlet in the Niagara Region. The centre planned and executed a strategic "Best in Class" campaign that featured a memorable monogram and brand identity, a multi-tiered advertising platform, a highly tactical PR campaign culminating with a splashy media reception, aggressive lobbying to entice motor coach tours and opening weekend perks. The results were remarkable: 247 million earned media impressions, 914 motor coach visits, and exceptional sales. Opening weekend sales exceeded projections by +15% and May-December sales achieved +65% above projections.

GRAND OPENING, EXPANSION AND RENOVATION

SILVER

Centres 750,001 to 1,000,000 sq. ft. of total retail space



*St. Laurent Renovation Campaign
St. Laurent Centre
Ottawa, Ontario*

Owner/Management Company: Morguard

In March 2014, St. Laurent Centre launched a \$30 million dollar renovation to keep pace with competitors, serve customers better and strengthen their fashion mix through increased tenant attraction. The centre saw an opportunity to turn renovation "chaos" into a fun marketing activation and called their renovation a "makeover" to showcase their new style with personality. The cheeky new "makeover campaign" was a fun play on fashion and beauty that instantly engaged the community and attracted attention with a total of 8,576,736 impressions; over 70% higher than planned. Through strategic placement and high frequency St. Laurent successfully thanked their customers for their patience and understanding in an entertaining way that reversed a negative experience into excitement about their new upscale St. Laurent coming soon!

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MARKETING

GRAND OPENING, EXPANSION AND RENOVATION

SILVER

Centres more than 1,000,001 sq. ft. of total retail



A Divine Invitation: North Expansion Grand Opening Event Square One Mississauga, Ontario

Owner: Oxford Properties Group, Alberta Investment Management Corp.

Management Company: Oxford Properties Group

Square One celebrated the grand opening of their new North Side with an exclusive Grand Opening VIP event for media and invited guests on November 13, 2014. Fashion and lifestyle media received personal invitations plus a complimentary car service. Prior to the ribbon cutting, guests were entertained with an outdoor fashion show held in the expansion area featuring retailers from the new North Side. An exclusive party after the show at the new Moxies Bar and Grill featured a live photo-shoot that became part of the Winter 2015 Campaign. America's Next Top Model contestant, fashion influencer and local Mississauga native "Chantelle Winnie" attended the party to meet, greet and have photos taken plus Cityline style expert, Lynn Spence, hosted the cocktail reception and introduced guest speakers. Editorial coverage exceeded all expectations with 23,656,399 earned media impressions that firmly positioned Square One as a premier fashion destination. Sales volume for November increased an impressive 11% and another 7% for December.

MULTI CHANNEL MARKETING

GOLD

Centres 150,001 to 400,000 sq. ft. of total retail space



Celebrate the Senses Carrefour Saint-Georges Saint-Georges, Québec

Owner: Cominar

Management Company:

Cominar - Carrefour Saint-Georges

Carrefour Saint-Georges marked its 40th anniversary by building an ambitious, 9-month fundraiser into its marketing campaign to help the local food bank purchase a new refrigerated truck. A new branding campaign was executed, fundraisers were integrated into seasonal events and numerous unique ongoing fundraising initiatives were introduced, including a penny drive, cash prize lottery and the sale of reusable shopping bags. A total of \$30,000 was raised. Mall traffic: +4.4% and sales: +9.3%. Efforts helped a vital community service and strengthened the centre's profile and community connection. Partnerships, media attention and in-kind donations leveraged the campaign budget's effectiveness by 88%.

MARKETING

MULTI CHANNEL MARKETING

SILVER

Centres 150,001 to 400,000 sq. ft.
of total retail space



*The Scent of Love
Sheridan Centre
Mississauga, Ontario*

Owner: PCM Sheridan Inc.
Management Company: Bentall Kennedy
(Canada) LP

The departure of a major anchor and 100% vacancy in a newly renovated section of the mall, along with a steadily decreasing Marketing Budget, had left Sheridan Centre in need of something new that would actively engage shoppers both in-mall and through digital channels. The mall created a multi-layered promotion designed to give a much needed infusion of optimism to merchants and customers. In addition to achieving all objectives, the fundraising goal was surpassed by 133% and cost savings reduced budgeted expenses by 29%. The transformation of the common area demonstrated the mall's ability to proactively adapt to a challenging retail climate.

MULTI CHANNEL MARKETING

SILVER

Centres 150,001 to 400,000 sq. ft.
of total retail space



*Give Great
Village Green Centre
Vernon, British Columbia*

Owner: OPTrust Retail Inc.
Management Company: Bentall Kennedy
(Canada) LP

Give Great this holiday was Village Green Centre's solution to converting consumers that mostly shopped for convenience items into gift-giving purchasers. The multi-channel campaign included a strategic combination of traditional advertising, digital advertising and sales promotions. Customers soon learned of the wide selection of gifts available and began to shop for the holiday season with CRU sales increasing by nearly 4% and gift category sales increasing as high as 28%. Shoppers flocked to the centre to check out their gift-giving options resulting in a 25% increase in December, a 12% increase during the first two weeks of late night hours, and a 36% increase on the weekend prior to Christmas!

MARKETING

MULTI CHANNEL MARKETING

GOLD

Centres 400,001 to 750,000 sq. ft.
of total retail space



*Shop Happy
Kildonan Place
Winnipeg, Manitoba*

Owner: H&R REIT/Montez Income Properties
Management Company: Primaris Management Inc.

Faced with declining traffic and intense competition, Kildonan Place undertook qualitative research that provided the strategic foundation for its dynamic, new “Shop Happy” multi-channel marketing campaign. To enhance its customer experience and differentiate itself, the centre hosted 12 “Happy Days” that celebrated quirky, little known holidays like Lost Socks Day and National Hot Dog Day. The centre successfully engaged 6,000 shoppers, raised \$3,500 for 12 community partners, boosted participating retailers’ sales by 4% to 48% and sustained traffic. Exclusively promoted via social media and internal media, the centre grew engagement on its digital channels to garner over 10 million impressions.

MULTI CHANNEL MARKETING

SILVER

Centres 400,001 to 750,000 sq. ft.
of total retail space



*Chinese New Year Spring Lunar Festival 2015
Oakridge Centre
Vancouver, British Columbia*

Owner/ Management Company: Ivanhoe Cambridge Inc.

Oakridge Centre has celebrated The Lunar Festival for over a decade, with a Lion Dance performance and blessing of the merchants’ stores. This long-time community tradition draws visitors to the shopping centre to experience this cultural celebration. With the growing population of Asians to Vancouver, and specifically the higher-spending mainland Chinese demographic, Oakridge Centre saw an opportunity to create a niche in the market and “own” this holiday period, by using a multi-channel approach to build awareness and drive traffic and sales to the centre.

MARKETING

MULTI CHANNEL MARKETING

SILVER

Centres 400,001 to 750,000 sq. ft.
of total retail space



*Celebrating Forty Years
Pine Centre Mall
Prince George, British Columbia*

Owner/Management Company: Morguard

Celebrating 40 Years was a 2 ½ month-long party to mark a major milestone in Pine Centre's history. In fall 2014, Pine Centre recreated the events and advertising that took place 40 years ago when the mall's doors first opened. The multi-channel program achieved 14.5 million advertising impressions; drove centre-wide sales up 3% for December and 26% for tenants who participated in key initiatives; traffic increased an average of 11.3%; \$11,000 was donated to Big Brother, Big Sisters; e-club membership nearly doubled; and all with an ROI of 157%!

MULTI CHANNEL MARKETING

GOLD

Centres more than 1,000,001 sq. ft.
of total retail space



*#FashionSanta
Yorkdale Shopping Centre
Toronto, Ontario*

Owner: AIMCo and Oxford Properties Group
Management Company: Oxford Properties

Yorkdale took an unconventional approach for Holiday 2014 with Toronto style maker and internationally recognized model Paul Mason, sporting a long white beard, to become the face of their #FashionSanta campaign. The centre's one-of-a-kind multi-channel marketing campaign increased top-of-mind awareness of the centre by delivering 48 million gross media impressions, attracted over 33 minutes of television publicity coverage while their #SelfieForSickKids and a series of 15-second video spots broadcast on social media helped deliver an impressive 18% digital engagement rate. Despite the loss of 2,000 parking spaces, Yorkdale achieved sales increases of +14% in November and +9% in December.

MARKETING

PUBLIC RELATIONS

GOLD

Centres 150,001 to 400,000 sq. ft.
of total retail space



*Dress To Kill
Montréal Eaton Centre
Montréal, Québec*

Owner/Management Company: Ivanhoé
Cambridge Inc.

To boost traffic to its fourth level, the Montréal Eaton Centre hosted a star-studded “fanniversary” gala for the influential fashion magazine, Dress to Kill. A comprehensive PR and social media campaign drew more than six million impressions, exceeding expectations more than six-fold. To sustain traffic and sales through the summer months, MEC and Dress to Kill presented a spectacular, museum-quality exhibition featuring 40 larger-than-life reproductions of spreads from the magazine’s history. The result: a 21-point boost in foot traffic and increased sales. The program reaffirmed MEC’s profile in Montréal’s vibrant fashion community.

PUBLIC RELATIONS

SILVER

Centres 400,001 to 750,000 sq. ft.
of total retail space



*Dufferin Mall - Fashion Show Flash Mob
Dufferin Mall
Toronto, Ontario*

Owner: H&R REIT
Management Company: Primaris
Management Inc.

Dufferin Mall is an affordable fashion destination for value-conscious customers. To cement this positioning and evoke further curiosity the Centre transformed Toronto Fashion Week with Fashion Show Flash Mob, a 48-hour PR initiative that earned an astounding 11 million PR impressions with 156 stories and a whopping 19% spike in traffic. The two-day blitz launched the Centre’s new brand campaign and created buzz in the heart of the city’s biggest fashion event. Choreographed impromptu fashion shows showcased the Centre’s hottest trends to media influencers and consumers making Dufferin Mall a fashion destination impossible to ignore.

MARKETING

PUBLIC RELATIONS

SILVER

Centres 400,001 to 750,000 sq. ft. of total retail space



*Pet Patrol
Mic Mac Mall
Dartmouth, Nova Scotia*

Owner/Management Company: Ivanhoé Cambridge Inc.

With an unprecedented number of pets reported being left in hot vehicles and one at Mic Mac Mall, prompted the centre to immediately take action and launch a pro-active pet safety campaign to shift the conversation. The centre's implemented the "Pet Patrol" team that patrolled the centre's parking lot throughout the summer for less than \$5,000. To heighten public awareness, the centre used its social media channels and had one of its Facebook posts go viral. The initiative delivered an impressive 5.7 million gross impressions of unpaid media coverage while enhancing the centre's community profile and ensuring zero pet fatalities.

PUBLIC RELATIONS

GOLD

Centres 150,001 to 400,000 sq. ft. of total retail space



*Escape the City Grand Opening - Putting the Public in PR
Outlet Collection at Niagara
Niagara-On-The-Lake, Ontario*

Owner: Ivanhoé Cambridge Inc.
Management Company: Ivanhoé Cambridge Inc.

To generate mass awareness across a vast geographical area, Outlet Collection at Niagara's initiatives included a career exhibition, a media hard hat preview, a splashy opening reception and strategic lobbying of tour companies. The multi pronged approach generated substantial positive publicity in all targeted markets, earning 10 times the exposure realized through the advertising campaign, and garnering 247 million impressions and more than 760 positive stories in top-tier media.

MARKETING

PUBLIC RELATIONS

SILVER

Centres more than 1,000,001 sq. ft. of total retail space



*Global Takeover-Fashion Month
Square One
Mississauga, Ontario*

Owner: Oxford Properties Group, Alberta Investment Management Corp.

Management Company: Oxford Properties Group

Square One wanted a place on Toronto's GTA fashion map alongside established fashion centre greats. They developed an idea for a fashion online takeover through the partnership with top style influencers packaged as "#sqltakeover". Square One's takeover exploded onto the fashion scene and grabbed media attention for a total reach of 10 million gross media impressions that exceeded all expectations! Square One was propelled into the PR "big leagues" with positive feedback from producers at Entertainment Tonight Canada, the Editor of FLARE Magazine, The Globe and Mail and other influencers regarding how the program had elevated Square One's fashion brand. This innovative initiative garnered unparalleled coverage placing Square One on the cover of the Toronto Star's business section. PR received has created a ground swell of continued coverage further shifting perceptions to Square One's new fashion positioning.

SOCIAL MEDIA

SILVER

Centres 150,001 to 400,000 sq. ft. of total retail space



*40 Days of Giveaways
Prairie Mall
Grande Prairie, Alberta*

Owner: Morguard

Management Company: Prairie Mall

Wanting to highlight that Prairie Mall had been in business for 40 years and reward loyal shoppers, the mall planned a social media campaign to reach and engage new and existing audiences during the most important selling season of the year. "40 Days of Giveaways" social media contest reinforced Prairie Mall's 40th anniversary. Entrants had to "Like" and answer the "merchant of the day" question on the mall's Facebook page to enter. 16,047 people entered the contest in 40 days, more than double the goal of 8,000 entries. Entrants showed support for Prairie Mall and the contest with an incredible total of over 3,000 likes; an increase of 49% and 1,218 new likes. Facebook proved to be the strongest social media platform generating a huge weekly reach of over 46,000; an increase of 25%. Social media success! Unique combination of great prizes, strong creative and ease of entry drove mass awareness that resulted in a 3% traffic increase.

MARKETING

SOCIAL MEDIA

SILVER

Centres 400,001 to 750,000 sq. ft. of total retail space



*Fashion Candy
Halifax Shopping Centre
Halifax, Nova Scotia*

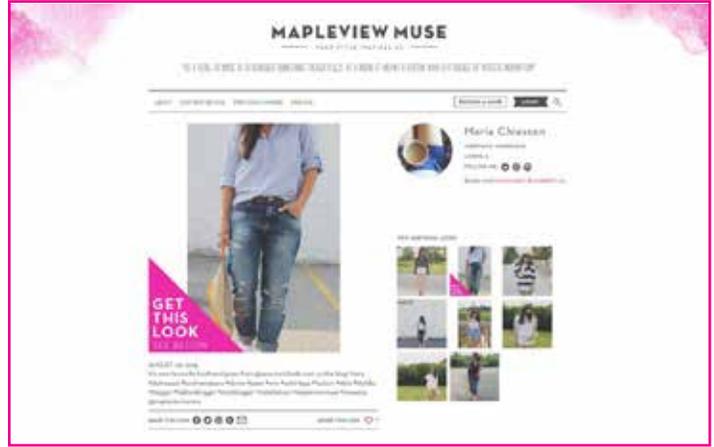
Owner: Ontario Pension Board
Management Company: 20 Vic Management Inc.

Halifax Shopping Centre wanted to position the centre as a trusted fashion source but also reinforce that their fashion mix was attainable to all shoppers regardless of budget. HSC had recognized the popularity of fashion accessories from their native app reports. With this insight and the opening of Michael Kors on the horizon they launched a “Fashion Candy” Instagram contest. The six-week, multi-phased contest sweetened the HSC Instagram community with 96 new followers and doubled engagement with 400 Fashion Candy contest entries. During the contest period total sales per square foot increased by \$22 exceeding the goal by 2.5%!

SOCIAL MEDIA

GOLD

Centres 400,001 to 750,000 sq. ft. of total retail space



*Maplevue Muse
Maplevue Shopping Centre
Burlington, Ontario*

Owner: Ivanhoé Cambridge Inc. & Canapen (Halton) Ltd.
Management Company: Ivanhoé Cambridge Inc.

Maplevue Shopping Centre is a premiere regional fashion destination, featuring the most sought-after brands in the market, from Apple to Zara. With increased market competition, Maplevue’s traffic and sales figures were beginning to plateau. The centre needed to reconnect with their most influential shoppers. The launch of Maplevue.com, a new online fashion community that’s a first for a Canadian shopping centre, put Maplevue’s most fashionable fans in the spotlight – offering big wins every month. Through this new platform, Maplevue was able to connect to 600 influential shoppers who would ultimately turn into true advocates for the Maplevue brand.

MARKETING

SOCIAL MEDIA

SILVER

Centres 400,001 to 750,000 sq. ft.
of total retail space



"Social"izing with Cake
North Hill Centre
Calgary, Alberta

Owner: Westpen North Hill LP and BIM
North Hill Inc.

Management Company: Bentall Kennedy
(Canada) LP

With modest funds available and increasing competition, North Hill Centre needed a cost-effective campaign to jump-start its 2014 Holiday season. North Hill used the power of a strategic community relations plan whereby local celebrities with high numbers of social media followers solicited votes in a Cake Decorating competition. The campaign was a winner on all levels: a desired sales increase was achieved, the centre acquired over 1.5 million social media impressions, was the number one trending hashtag on event day and donated \$10,000 to Cystic Fibrosis. All of this was achieved while spending under \$22,000 that included the \$10,000 donation using 6% of the annual budget.

SOCIAL MEDIA

SILVER

Centres 400,001 to 750,000 sq. ft.
of total retail space



Find Clifford the Elf's Favorite Things
Sevenoaks Shopping Centre
Abbotsford, British Columbia

Owner: Greystone/GM

Management Company: Morguard

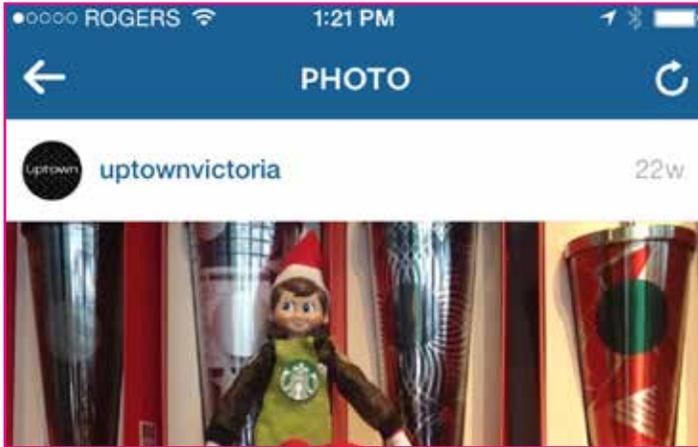
Inspired by the popular "Elf on the Shelf" children's book/toy and "Where's Waldo", Sevenoaks created a "Find Clifford the Elf Favorite Things" Facebook Contest to win daily prizes from December 1 until December 24, 2014. Customers were excited to see where "Clifford the Elf" was hiding each day! A total of 5,879 entries were received online and another 591 entries came from in-store ballots. On December 1, "Clifford the Elf" went viral with 353 likes on Sevenoaks' Facebook page; there was an increase of comments and check-in, and Facebook followers. Instagram "Elfie Photos" added in-mall excitement that registered new followers representing an 18% increase. From clicks to bricks, Clifford the Elf inspired online surfers to shop! Sales volume for December increased an incredible +9%!

MARKETING

SOCIAL MEDIA

SILVER

Centres 400,001 to 750,000 sq. ft.
of total retail space



*Uptown's Elf on the Shelf
Uptown
Victoria, British Columbia*

Owner: Greystone
Management Company: Morguard Investments

Uptown's Elf on the Shelf was a simple, yet effective method to drive sales and Instagram followers during the 2014 Holiday Season! Uptown adopted two elves, Holly and Ollie, placed them in 20 stores over a 23-day period, and photographed them checking out the various services and products to be found for the Holiday. Images were posted on Instagram and Facebook. Holly and Ollie were a hit and CRU sales increased 9%; all stores that participated experienced increases and Instagram followers increased by 42%!

SOCIAL MEDIA

SILVER

Centres more than 1,000,001 sq. ft.
of total retail space



*Fashion Picks
Metropolis at Metrotown
Burnaby, British Columbia*

Owner/Management Company: Ivanhoé
Cambridge Inc.

To continue to grow and enrich the online experience for its large Facebook fanbase, Metropolis at Metrotown launched a custom contest app in Fall 2014. Fashion Picks was a lottery-styled game that proved to have the right combination with a record-setting 1.45 million games played! Users shared the game on Facebook and Twitter 9,404 times and redeemed over 2,000 promo codes for more chances to win the growing jackpot. Facebook advertising, online promotion, and in-mall awareness generated 4 million impressions. Fashion Picks allowed Metropolis to grow its Facebook fanbase to 60,703.

MARKETING

SOCIAL MEDIA

GOLD

Mixed Use



#COREeaster
The CORE - TD Square/Holt Renfrew
Calgary, Alberta

Owner: AIMCo and Ivanhoé Cambridge Inc.
Management Company: 20 VIC Management Inc.

With Easter around the corner, the CORE saw an opportunity to celebrate Spring, build their Instagram community and bring back the fun of an Easter egg hunt — with a social media twist! The advertising campaign creative applied spring fashion patterns to Easter Eggs to grab attention - everyone had a favourite! Daily Easter Hunt hints were posted online to @COREshopping with fun facts or information about the store and/or its products to keep them guessing where the eggs might be. Insta-love for #COREeaster! The primary focus for the contest was Instagram: the custom hashtag was effective at driving online engagement and activity that resulted in new CORE Instagram followers. New followers represented a contribution of almost 15% towards overall goal of 600 new followers for 2015.

DESIGN & DEVELOPMENT

NEW DEVELOPMENTS

GOLD

Centres between 400,001 and 750,000 sq. ft. of total retail space



Outlet Collection at Niagara
Niagara-on-the-Lake, Ontario

Outlet Collection at Niagara is a new 520,000 sq. ft. outlet shopping centre that opened on May 15, 2014, putting the spotlight on the region's tourism draw and wine growing culture. Comprised of 11 buildings housing 110 irresistible retailers, including Lululemon, Coach, J. Crew Factory, Michael Kors, Kate Spade, and more. Configured in an open air, racetrack design, the centre is anchored at one end by Canada's first Bass Pro Shops Outpost store and at the other end by The Eatery, featuring specialty food and wine-related tenants. At a total cost of \$200 million, the architectural design incorporates a palette of earth-toned finishes and textures. Exceptional walkways and courtyards facilitate the shopping experience with carefully planned public spaces that function as a park, square, amphitheatre or market. Year one operation was a huge success, backed by figures of 5.7 million visitors, and over \$600sq. ft. in sales productivity. This achievement has now led to the planning of future Outlet Collection Centers across Canada.

DESIGN & DEVELOPMENT

NEW DEVELOPMENTS

GOLD

Centres of 150,001 sq. ft. or less of total retail space



*RBC WaterPark Place
Toronto, Ontario*

The food court seamlessly connects the old WaterPark Place at 10 and 20 Bay with the new tower at 88 Queen's Quay. It straddles both the old and new buildings, linking the three buildings in one single complex with a cohesive look and feel. The dated architecture elements were replaced with clean lines, noble materials, and a brighter color palette, contributing to modernize the volumes and elevate the design into the realm of a world-class corporate property.

RENOVATIONS/EXPANSIONS

SILVER

Centres of 150,001 sq. ft. or less of total retail space



*Cascade Shops
Banff, Alberta*

Cascade Shops in Banff, Alberta is a mixed-use complex built in 1990. It includes 119,402 square feet of retail premises, 27,734 square feet of office space and 18,913 square feet of residential rental units. The renovations described in this presentation include upgrades to both the exterior façade and the interior public spaces within the retail podium. Work on both phases of the project was completed in 2014.

DESIGN & DEVELOPMENT

RENOVATIONS/EXPANSIONS

SILVER

Centres more than 1,000,001 sq. ft. of total retail space



*Polo Park
Winnipeg, Manitoba*

Redevelopment and transformation of a former discount retail anchor (Zellers) into 25 new retail units, including the creation of 25,000 square feet of new common area. New retailers include H&M, Urban Outfitters, Anthropologie, and Disney—all opening their first stores in the Province of Manitoba.

RENOVATIONS/EXPANSIONS

GOLD

Centres between 400,001 and 750,000 sq. ft. of total retail space



*Rideau Centre
Ottawa, Ontario*

The existing Food Court (11 units, 500 seats) was relocated as part of the ongoing \$360 million dollar redevelopment of Rideau Centre. The new Dining Hall features 16 premium-branded eating establishments, with seating for 850 people, and offers a unique and elevated dining experience with reusable dinnerware, glassware and metal cutlery.

DESIGN & DEVELOPMENT

RENOVATIONS/EXPANSIONS

SILVER

Centres between 400,001 and 750,000 sq. ft. of total retail space



*Alexis Nihon
Montréal, Québec*

Alexis Nihon used the pending arrival of Target as a catalyst for a cosmetic renovations aimed to modernize the centre, recapture lost market share and, more importantly, to make it universally accessible to people with disabilities. By partnering with a local research facility, the centre became a “living lab” that tested and implemented new innovations in accessibility design features to accommodate those with visual, auditory and physical impairments. The result: a contemporary design that is the model of in the industry; a boost in sales of 37%; 8 new tenants; and an increase in traffic of 15.4%.

RENOVATIONS/EXPANSIONS

GOLD

Centres more than 1,000,001 sq. ft. of total retail space



*Guildford Town Centre
Surrey, British Columbia*

Following a \$280 million dollar redevelopment, Guildford Town Centre located in Surrey, BC has been transformed into the Fraser River Valley's premier retail destination. Featuring a 270,000 space sq. and ft. expansion, the centre has strengthened its fashion positioning with 70 top name retailers. The addition of a stunning Grand Entry, a new 1,000-seat food court, a redesigned Centre Court with a dramatic water feature and a full renovation has created a new contemporary environment. The installation of North America's largest exterior living wall allowed the project to achieve LEED Gold.

DESIGN & DEVELOPMENT

RENOVATIONS/EXPANSIONS

SILVER

Centres more than 1,000,001 sq. ft. of total retail space



*Square One Shopping Centre
Mississauga, Ontario*

The expansion and reconfiguration the North Side of Square One Shopping Centre, located in Mississauga, Ontario. The redevelopment includes the addition of ±145,444 square feet of total retail space as well as a new Urban Park which acts as a forecourt to the new North entrance.

RETAIL

RETAIL STORE DESIGN

GOLD

Kiosks and Carts



*Faces - Laurier Québec
Québec, Québec*

Faces cosmetics is a well-known Canadian-based international retailer with an established history of nearly 40 years and prominent presence in our Canadian malls. As Faces repositioned their brand to cater to a younger demographic, the overall appearance of their kiosks needed to be redesigned. Major malls were also adding pressure by complaining that the kiosk's height was creating visual impediments to overall sightlines. The new modernized concept has been a huge success. It has not only helped Faces successfully fill the critical gap between mass-market makeup lines and expensive department store cosmetic brands, but the new trendy design is now appealing to the younger demographic and attracts an overall more fashion-forward clientele. The kiosk even complies with the strictest mall design criteria as it is reminiscent of a unit found in high fashion department stores.

RETAIL

RETAIL STORE DESIGN

SILVER

Kiosks and Carts



*Second Cup
Hamilton, Ontario*

Since the kiosk is located on a two-storey circular atrium space at the mall's centre court, we consciously designed the space to be viewed from all angles especially from the top. As a response to its existing circular floor pattern and opening above, the rectangular kiosk is anchored by semi-circular seating areas. An assortment of seating is provided with high communal tables, banquette seating and low lounge seats to cater to Second Cup's diverse group of customers and their needs. Menu boards, signage and shelving for merchandise display were also seamlessly integrated into the seating's partitions. Elements from Second Cup's logo were used to create unique patterns which envelopes the kiosk and its seating areas. Water jet cut steel layered with white oak wood and routed Corian panels were used to create unique finishes for the store and elevate Second Cup's brand.

RETAIL STORE DESIGN

SILVER

Kiosks and Carts



*The Source
Mississauga, Ontario*

The Source kiosk located in the Toronto Pearson International Airport (Terminal 1 - US Departures) offers access to the latest consumer electronics for travellers. Its open-concept format, along with the new site, provides more opportunities for consumers to experience a hands-on interaction with products from the world's leading manufacturers. The Source kiosk sits in a high traffic walkway in the airport, which the design capitalizes on. Due to the heavy pedestrian traffic, the kiosk needed to create an engaging experience to attract the thousands of travellers who pass by The Source.

RETAIL

RETAIL STORE DESIGN

SILVER

Food Court Unit/Fast Food



*Booster Juice
Mississauga, Ontario*

Located in the centre of the public side of Terminal 1 at Toronto Pearson, Booster Juice is in a unique location accessible to departures, arrivals and those entering the building from the parking area. The concept is inspired by the Booster Juice tornado in the company's logo. It portrays a dynamic shape that was in keeping with and strengthening their brand, but also creating a space that was captivating and had dynamic views on all sides. The floating ceiling accentuating with cut-outs in accents colors to assist with the feeling of turning - movements of a true tornado. The inner core was more dominate in purple to showcase the point of the vortex.

RETAIL STORE DESIGN

GOLD

Food Court Unit/Fast Food



*Starbucks - Rideau Centre Dining Hall
Ottawa, Ontario*

The Starbucks Cafe is located within the Dining Hall of the Rideau Centre in Ottawa, Ontario. The 590 sq. ft. space, completed and opened in April 2015, is designed as a Regional Modern store under the New Concept Stores of the Starbucks brand. The successful retail store design tells our brand's story to the local demographic of the Ottawa area.

RETAIL

RETAIL STORE DESIGN

SILVER

Restaurants



Guu Izakaya
Toronto, Ontario

The third installment of the wildly popular Guu franchise sees a different take on the recognizable design of the first two trend-setting Izakayas. While previous versions are quite dark and with an internal focus – limiting views of the outside, the new location at Hullmark Centre is the opposite. With large windows running along the full length of the main dining area, we used natural light to our advantage. Maximizing the ceiling height and opting for rift cut white oak gives the design a delicate and sophisticated evolution of the Guu brand. The signature sculptural square tile facade spills into the entry vestibule where a low wooden ceiling accentuates the height of the main dining area. As customers pass through the vestibule a conscious decision was made to play on the classic architectural idea of compression and expansion in an effort to make the entrance into the dining area more dramatic. A gridwork of five foot long custom tube lamps scattered above the main dining tables further emphasize the height of the space.

RETAIL STORE DESIGN

GOLD

Restaurants



Kabuki
Toronto, Ontario

When Kabuki owners decided to open a new location at the prestigious Shops at Don Mills, it came with the task of updating the restaurant's brand identity: one that would set itself apart from others in the area. Over the past 15 years the restaurant has been building a customer base at a nearby mall. There it has developed a loyal following in the surrounding neighborhood as a reliable place for Japanese fare. Kabuki is known for its innovative food offerings that combine traditional Japanese cuisine with contemporary techniques and the space was designed to imitate this approach. The all-natural material pallet is a reflection of the raw food offerings; polished concrete floors, mosaic tile, steel rebar, walnut wood panels, and raw hot rolled steel work seamlessly together to create a space that is warm and inviting with a high-end feel. This is evident the moment customers approach the restaurant where they are met with a stunning customized one-of-a-kind ten foot high koi fish.

RETAIL

RETAIL STORE DESIGN

SILVER

Stores less than 1,001 sq. ft. in area



*Duty Free Wine Store
Mississauga, Ontario*

The Nuance Group and Andrew Peller partnered on the development of an all Canadian wine store in Toronto Pearson International Airport, Terminal 1. From the initial discussions, it was determined that this wine store would be a showplace for Icewine – Canada's gift to the wine world. The store design was inspired by Canada's winter landscape.

RETAIL STORE DESIGN

SILVER

Stores less than 1,001 sq. ft. in area



*Jo Malone
Mississauga, Ontario*

The introduction of Jo Malone to Toronto Pearson International Airport was a first for the Canadian Travel Retail market. Located in the domestic wing of Terminal One, this store services passengers travelling within Canada. Accentuating the British Heritage of the Jo Malone brand, the store was designed to create a luxurious shopping experience that strengthens the overall brand identity and attracts a new customer base.

RETAIL

RETAIL STORE DESIGN

GOLD

Stores less than 1,001 sq. ft. in area



*Naturiste
Rosemère, Québec*

The new owners of Naturiste decided the time was ripe to shed the tired image of a beloved Québec natural health store brand and embark on the journey of complete reinvention. GH+A was hired to completely redesign the in-store experience that embraced the notions of wellness and healthy living. The scope of the project was to design a new prototype mall store format that would convey a casual accessible tone and evoke a sense of community. The new prototype is reassuring and comfortable while incorporating a plethora of visual touch points.

RETAIL STORE DESIGN

SILVER

Stores between 2,501 and 5,000 sq. ft. in area



*Danier
Toronto, Ontario*

An environment of timeless warmth evokes similar qualities to those reminiscent of a favourite leather garment. Clean lines and noble materials add modern sophistication from the store entrance throughout its entire length. A central runway of mannequins and fixtures atop a herringbone walnut floor are easily movable to accommodate a large volume of guests for special in-store events.

RETAIL

RETAIL STORE DESIGN

SILVER

Stores between 2,501 and 5,000 sq. ft. in area



*Sleep Country
Calgary, Alberta*

A new design concept meant to appeal to home décor customers in malls was created for Sleep Country corresponding to the company's expansion plans into shopping centre locations. In playing with the idea of sleep and dreams, a playful sense of humour was introduced.

RETAIL STORE DESIGN

Silver

Stores between 5,001 and 10,000 sq. ft. in area



*Eleganza - Fleur de Lys
Québec, Québec*

A specialized hair care boutique with three mall locations in the Québec City area, Eleganza has been selling hair products and accessories to both the general public and professionals in the industry for the last 15 years. In 2013, the owner decided it was time to expand the business and move the original Fleur de Lys boutique into a bigger space within the mall. At the same time, a new store concept was needed to both introduce the new product lines and, with new competition constantly coming into play, to reclaim the reigns in this category. The outcome was a design that was a hybrid between mass-merchandising and a specialty beauty shop. Based on the overwhelmingly positive feedback and increased sales performance, a considerable provincial expansion is now underway.

RETAIL

RETAIL STORE DESIGN

SILVER

Stores in excess of 10,001 sq. ft. in area



*Euro Tile & Stone
Ottawa, Ontario*

Located on a site that was to be expropriated by the City of Ottawa, Euro Tile & Stone's owners seized the opportunity to move to a new location, expand and reinvent the showroom's shopping experience. As Ottawa's premier importer, distributor and retailer of tile and stone products, the mandate was to create a 10,000 sq. ft. showroom which would exemplify design, inspire creativity, and reveal the endless possible applications of tile and stone. Using primarily their own materials to design and build the showroom, and by introducing elements such as the impressive 18 ft. replica of Michelangelo's statue of David, customers are taken on a journey throughout this remarkable space. Overall, the new design has had incredible success as it not only showcases the countless ways to use and apply all the products that they sell, but it also demonstrates Euro Tile & Stone's knowledge and expertise when it comes to the products they offer and reestablishes the company as the leader in their industry.

RETAIL STORE DESIGN

SILVER

Stores in excess of 10,001 sq. ft. in area



*Sport Chek
Edmonton, Alberta*

In January 2014, Sport Chek, Canada's home for sporting goods, footwear and apparel, opened its flagship store at North America's largest shopping mall - West Edmonton Mall in Edmonton, Alberta. The Sport Chek West Edmonton Mall flagship store consolidated two FGL properties (Sport Chek and Atmosphere) with one new 77,000 square foot "Temple of Sport." The flagship store features a new experiential retail environment that is heightened through strategic space planning, action merchandise displays, powerful graphics and industry-leading digital elements that entertain, educate and inspire.

RETAIL

RETAIL STORE DESIGN

GOLD

Stores in excess of 10,001 sq. ft. in area



*Valmont Galerie Gastronomique
Brossard, Québec*

Valmont Galerie Gastronomique in Quartier Dix30, redefines the specialty grocery store product offering and customer service paradigm. The concept is set in a crisp white and black upscale environment reflecting an aspirational lifestyle. "Food is Fashion" was a guiding principle in the design approach where food is presented within a visually uncluttered and refined setting. The textures, colours and beauty of the food are the centre of attraction. The fashion look is expressed through the highly reflective surfaces, an aesthetic often found in high-end apparel stores. The store is thoroughly modern with an urban chic attitude.



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Kudos to all of this year's winners!