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ASIA PACIFIC SHOPPING CENTER AWARDS

ICSC

International Council of Shopping Centers, Inc.
www.icsc.org/asiaawards

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Introduction

The ICSC Asia Pacific Shopping Center Awards are the premier recognition of excellence, innovation and creativity within the region's retail real estate industry honouring outstanding achievement in marketing, social media and the design and development of retail properties and stores.

The Awards will be presented at ICSC RECon Asia for outstanding achievement in marketing and design. Gold Winners of the ICSC Asia Pacific Shopping Center Awards will be automatically submitted for the Global "Best of the Best" VIVA (Vision, Innovation, Value, Achievement) Awards Programme.

Eligibility & Entry Requirements

The ICSC Asia Pacific Shopping Center Awards are designed to honour outstanding achievement in marketing, retail and design development of retail properties. Review this information thoroughly to ensure your entry is eligible and that you understand the entry requirements.

Who Should Enter

Entries can be submitted by shopping center owners, developers, management companies, architects and designers. Although we welcome the work of advertising agencies, consulting firms and other support companies, all Marketing Category entries must be implemented and entered by a recognised shopping center and/or shopping center owner, developer and/or management company. The Design and Development category is open to developers or their architects. In the Retail Store Design category, entries can be submitted by retailers, architects or design companies.

How to Submit

All entries for the ICSC 2014 Asia Pacific Shopping Center Awards must be submitted online at www.icsc.org/asiaawards. Each submission must include a completed entry form along with a detailed entry summary. Supporting materials should be uploaded in the appropriate sections where indicated. Forms with incomplete entries will not be accepted.

Acceptable Language

All responses to the questionnaire must be written in English. All reference to costs must be in U.S. dollars.

Deadline

All entries must be submitted for judging by **Thursday, 7 August, 2014**.

Entry Fee

$495 Fee (U.S. dollars) Member; $595 Fee (U.S. dollars) Non-Member. Payment for entries must be received by **Thursday, 7 August, 2014**. Your entry will not be accepted for judging if payment is not received by **Thursday, 7 August, 2014**. All payments are by credit card only.

Eligibility

For entries in the Design and Development and Retail Categories
Retail projects and stores opened within the period commencing 1 January 2012 to 31 July 2013.

For entries in the Marketing Category
The majority of the marketing programmes must have been implemented between 1 June 2013 and 31 July 2014.

Rulings

The ICSC Asia Pacific Shopping Center Awards Jury and ICSC officials will determine all the eligibility rulings. Both parties reserve the right to re-classify, re-categorise or disqualify entries, as well as delete any ineligible materials. All judges' decisions are final.

Resources

Do you need additional help or have more questions?
You may contact us at +1 646 728 3462
or e-mail: awards@icsc.org

Awards Presentation

Tuesday, 11 November, 2014
ICSC RECon Asia 2014
Marina Bay Sands
Singapore

Judging Procedure

The Asia Pacific Shopping Center Awards Jury, a group of leading industry experts, will review eligible submissions and score them confidentially. The jury will not review entries from their own companies or any entry that might constitute a conflict of interest. Judges review each entry according to a specific criteria and award points accordingly. Please refer to the specific category.

Each entry can earn a maximum cumulative score (100 for Design and Development and 50 for Marketing and Retail entries). Entries with a total of more than 85 for Design and Development and 40 for Marketing and Retail will receive an Asia Gold Award. Entries with scores of at least 75 points but less than 85 for Design and Development and at least 35 points but less than 40 for Marketing and Retail will receive the Asia Silver Award. Given this high standard of excellence, there may not be winners in all categories and classifications. The entries that score within the top 50% are designated finalists.

How to Enter

YOUR ENTRY MUST BE SUBMITTED 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 questions in advance.

- Register for a User Name and Password. You only need to register once and you can use this User Name and Password to log on in the future. After registering or logging in, the Main Menu will appear with the following navigational selections:

Complete/Review Your Application Form
This Entry Form only needs to be completed once. The person listed under Contact Information must be the person representing the award and he/she will be contacted, should the entry be chosen as a finalist.

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 after log in. 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 proceed to make your payment. Payment is by credit card only.

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.

Submit Payment
Each entry must be accompanied by a payment. $495 (U.S. Dollars) Member, $595 (U.S. Dollars) Non-Member. All payments are by credit card only.

NOTE: *Payment must be received for all entries by* **Thursday, 7 August, 2014**. *Your entry will not be accepted for judging if payment is not received by Thursday, 7 August, 2014.*

Submit for Judging
Deadline: **Thursday, 7 August, 2014**.

Owner/Management Company Authorisation
All entries must have the electronic authorisation of the owner/management company to authorise the submission of the entry and agree to abide by all rules of the ICSC Asia Pacific Shopping Center Awards Programme. Additionally, as duly authorised, the authorised individual will grant ICSC the rights to publish any information contained in the entry and in any form including news releases, advertising, books, periodicals and other publications. An e-mail confirmation will be sent to the Entrant and Owner Representative/Managing Agent to further confirm this authorisation.

Print Entry Forms
You can print any page of your entry prior to submitting for judging. You can also save copies of the material you uploaded. Keeping a copy of your entry is only for later reference or for sharing with colleagues.

NOTE: File Uploads

You will need to upload various files throughout your entry. You are responsible for making sure that the file(s) you have uploaded are viewable and playable in the format defined by ICSC or downloadable after the upload is complete. Submitting an entry is simple and convenient, as the ICSC Asia Pacific Shopping Center Awards Website allows the option to set up an account and manage all the entries you will be submitting.

CATEGORY ONE

Traditional Marketing

Category One

Traditional Marketing

This category is intended to recognise excellence in marketing and programmes that strengthen a shopping center's or company's bottom line.

Categories

Advertising

Strategic communications that advertise a shopping center or company to its target market(s). This may include efforts in a single medium or those in a multimedia series or campaign. You may also enter the advertising component(s) of a sales promotion or event, grand opening, revenue impact, or community relations programme. This category may also showcase innovative strategies that provide in-kind contributions to the marketing budget or which demonstrate effective media planning and buying that augments or maximises a center's marketing budget.

Sales Promotion

Programmes intended to directly impact retail sales and customer traffic. This may include efforts that target buyer conversion, shopping frequency, relative draw, or market share. It may also include more comprehensive initiatives such as tourism marketing and customer loyalty programmes. Entries in this category must document specific and measurable results attributable to the programme or effort and should demonstrate return on investment.

Cause Related Marketing

A single or ongoing event, programme, or project that primarily benefits a charitable or community need, interest or cause. The shopping center or company's goals should essentially reflect an altruistic intent and, to a lesser degree, be shown to meet a business need.

Public Relations and Events

A planned public relations programme, event or initiative intended to primarily benefit the commercial interests of a shopping center or company. Such efforts should promote an understanding of or goodwill toward a shopping center or company or be designed to influence public opinion in ways serving a commercial interest. Examples may include efforts to obtain positive publicity or the handling of negative publicity, crisis management or crisis prevention, government relations and initiatives directed to key external or internal groups or persons such as clients, tenants, shareholders or analysts. Entries may also include internally directed initiatives such as professional development, incentive or recognition programmes, conferences and employee intranets, newsletters, magazines or videos and also include event marketing designed to generate publicity, market awareness and customer traffic.

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.*

Grand Opening, Expansion & Renovation

A comprehensive marketing campaign intended to introduce or reposition a new, expanded or renovated shopping center. Entries should demonstrate how strategies and tactics were linked to the center's business objectives and may include strategic plans for overall development, leasing and merchandising, revenue generation, advertising, public relations, community relations, events and promotions.

Marketing Positioning

The Marketing Positioning Category is for sustained and consistent marketing campaigns that contain multiple integrated elements that are implemented to position an overall center or a merchandise category within a center to its target audience. Entries should contain elements that have been implemented for a minimum of a 12-month-period with consistent brand messaging. Entries may include Advertising, Events, Sales Promotions, Public Relations, B2B Communications and other elements that have been implemented over a sustained period to position a center. Evidence of pre and post campaign qualitative research should be included as part of your submission along with supporting rationale clearly outlining the short-and long-term goals of the positioning effort.

NOTE: 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, and Cause Related categories, 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.

Classifications

- Shopping Center
- Corporate, Company or Joint Center*

** Companies may choose to enter group or shared programmes in any category. Entries should document how such efforts benefited both the individual centers and the company or group. Additionally, all entries reflecting corporate marketing efforts should use this category.*

Judging Criteria

Total Potential Score of 50. 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:

Situation and Marketing Objectives
(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:

Did or were the objectives or strategies:
- based on strategic insights and facts, rather than opinion?
- directly address the situation?
- identify a clear problem or opportunity that is realistically addressed?
- appear capable of accomplishing goals?
- business-based; i.e., Owner's interests considered?
- specific and time-based?
- able to be measured quantitatively? If not, can qualitative goals be objectively measured?

Action
(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:

- Were the actions appropriate to the strategies?
- Was a high level of competence and professionalism exhibited in the actions?
- 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's delivery or message?
- Was it attention-getting or ground-breaking?
- Did the solutions maximise the opportunity to succeed?
- Did the actions enhance the creative message and capitalise on the media selected?
- What obstacles or difficulties were overcome in terms of size, scope, limitations, etc.?

Budgeting and Resulting Cost Effectiveness
(UP TO 10 POINTS)

Cost effectiveness evaluates the appropriateness with which center/company funds were spent in achieving stated objectives. 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 dollar spent?

Results
(UP TO 10 POINTS)

The results and impact reveal how competently the programme's actions were measured, documented and reported, and the degree to which they supported the programme's stated objectives. Questions like these are asked by the judges:

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

CATEGORY TWO

New Media

New Media

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

Categories

Social Media

Innovative and effective or creative use of social media sites in a media/marketing strategy. This may include social networking sites such as Facebook, Twitter, YouTube, and other such sites. This may also include location-based social media such as Foursquare, Gowalla, SCVNGR, Facebook Places, Yelp or other services.

Emerging Technology

The most current and innovative use of website, mobile, interactive or any other online component that creates a brand experience. This can consist of QR codes, interactive kiosks, GPS technology or other environmental marketing that prompts the user to interact with the web via computer or mobile device. Websites should demonstrate advanced practices in web development and unparalleled excellence across: content, structure & navigation, visual design, interactivity, functionality, and overall experience. Mobile apps may feature directories, commentary, commerce (gift cards) and advice on shopping and related topics. Are consumers using your website or mobile app to better their overall shopping experience and has it impacted your center?

Integrated Digital Campaigns

Programmes consisting of an integrated online, digital or social media campaign executed as a significant component of an in-mall event or sales promotion. These efforts are intended to have online, digital and social media metrics but may also directly impact retail sales and customer traffic. Online campaigns must consist of at least 3 different measurable components, all of which must have been done online. This includes social media, website, email, banners (or other online advertising), online video and mobile advertising.

Classifications

- Shopping Center
- Corporate, Company or Joint Center*

* *Companies may choose to enter group or shared programmes in any category. Entries should document how such efforts benefited both the individual centers and the company or group. Additionally, all entries reflecting corporate marketing efforts should use this category.*

Judging Criteria

Total potential score of 50. All judges use the same guidelines to assess the strength of each entry and carefully review the following information in your entry preparation.

Situation and Objectives
(UP TO 20 POINTS)

This fundamental area addresses insight into consumer behavior in the digital space and the ability to connect with them using non-traditional marketing tools as options. Demonstrated use of digital channels to drive engagement and reach will be evaluated. Achieved metrics per channel coupled with a clear objective "vision" to influence consumer shopping and social interaction with the property/company will be a determination of success. The judges will ask these questions when assigning a score:

- Is the strategy/objective based on a clear understanding of consumer behavior and the correlation with the digital opportunity?
- Is there an established adaptation of potential "going forward" opportunity associated with the growth in "fast pace" of digital channel(s)?
- Are the situation and objectives clearly integrated into the marketing plan?
- Are these objectives specific and time-based?
- Are there key metrics established for each objective?

Action
(UP TO 10 POINTS)

This area measures the degree to which the programme supported its original objectives and Situation analysis and the level of competence and proficiency demonstrated in Action. The judges will ask these questions when assigning a score:

- Is the content compelling, relevant and timely?
- Is the action organically consistent with the objectives and situation as outlined?
- Is there demonstration of real-time engagement?
- Is the creative consistent with overall brand and marketing plan?
- Is the action motivating and unique messaging?
- Is there effective or potential integration of emerging technology?

Results
(UP TO 10 POINTS)

The results reveal how competently the programme's Actions were measured, documented and reported, and the degree to which they supported the programme's stated objectives. Judges will ask these questions when assigning a score:

- Is there evidence of enhancing the consumer shopping experience?
- Are there authentic conversations and true user demonstration?
- Do the metrics show growth in both reach and engagement?
- Were sales and traffic impacted?
- Were unique and impactful digital channel(s) used?

Budgeting and Resulting Cost Effectiveness
(UP TO 10 POINTS)

While New Media tools are considered relatively cost effective in comparison to traditional marketing such as advertising, it is still important to demonstrate responsible use of resources and investment in relation to overall marketing budgets. Essentially, cost effectiveness evaluates the appropriateness with which center/company funds were spent in achieving stated goals. Judges will ask these questions when assigning a score:

- Did the amount spent appear to be a wise use of funds?
- Did the results obtained merit the expense?

General Information

(Traditional Marketing and New Media Categories)

Eligibility

The majority of your programme must have been implemented between 1 June 2013 and 31 July 2014. 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 won an award in the Asia Pacific Shopping Center Awards Programme are not eligible. All ineligible materials will be deleted from the entry and not considered by the judges.

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.

Summary

The Entry Summary is basically the Marketing Plan for the entry. The Entry Summary is limited to four Web pages — one page for each element of the Summary (max. 500 words per page).

It includes:

- The Situation and Objectives
- Action
- Budgeting
- Results

Facilitate the judges' review by providing an easy-to-read entry. We recommend bullet points rather than narrative paragraphs.

Traditional Marketing Category

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

Action
Give a detailed description of the "action" (something performed or done) that took place based on the situation at your shopping center or company.

Results
Results should be specific and quantitative. Show documented facts resulting from the implementation. Post sales gains as percentages, defined 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. Publicity results should be shown in actual time and space received only and not as estimated or explained using any formula-derived values. Entrants are required to provide a publicity summary in your publicity section, which can be 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 sales promotion and marketing positioning. ROI demonstrates the dollar-to-dollar return that is achieved from your efforts and the resources invested.

Budget and Resulting Cost Effectiveness
A one-page detailed list (in an Adobe PDF or Microsoft Word document) of dollars spent to implement 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. Explanation should accompany any unusual cost savings or efficiencies. For joint campaigns, indicate costs for each participant. Sponsorship funds received should not be subtracted from total expenses when calculating the percentage of budget allocated. Please include all creative fees and agency retainers in your expense summary.

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

New Media

Background and Marketing Objectives
Provide information on your center or company's situation and what led you to use New Media programming as a primary tool in the marketing plan. Explain the rationale for choosing one or a combination of the digital tools and provide your key metrics or goals for driving consumer behavior from reach to engagement to shopping, etc.

Action
Describe the implementation plan and components of the actions. Explain the creative decision making process and the innovative ways in which you used New Media opportunities. Be clear on the use of each digital channel as it relates back to your goals and objectives.

Results
Clearly state your overall results in driving consumer behavior. If you used more than one digital tool, breakout results for each i.e., Facebook fans grew from X to X, or App downloads increased from X to X, etc. Post sales gains as percentages, defined 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.

Budgeting and Resulting Cost Effectiveness
A one-page detailed list (in an Adobe PDF or Microsoft Word document) of dollars spent to implement 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. Explanation should accompany any unusual cost savings or efficiencies. For joint programmes, indicate costs for each participant. Sponsorship funds received should not be subtracted from total expenses when calculating the percentage of budget allocated. Please include all creative fees and agency retainers in your expense summary.

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

Images for Awards Presentation

Upload up to 12 images related to your entry.

- These images will not be viewed by the judges and if your entry is awarded an Asia Gold Award or an Asia Silver Award, some of the images will be used to display your entry for the awards presentation, ICSC website and *Shopping Centers Today*.
- Copyrighted photographs must be accompanied by a release from the copyright holder, in addition to any preferred credit acknowledgments. Please include in the Release section.
- Images should include various photos of the programme's implementation and support materials.
- Accepted image file formats: Photoshop, TIFF, PNG, EPS, JPEG (light or no compression).
- Size minimum 640x480 @ 72 DPI or larger. Preferred high resolution, approximately 300 DPI of a minimum of 5"x7".

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

Advertising

Include one digital file documentation for 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: Microsoft Word document or Adobe PDF file. File should not exceed 20 MB. Preferred file format: PDF at screen resolution (low). Images in the PDF format should be web quality, not print, to ensure easy viewing during the judging.

- 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 advertisements appeared.
- Include only one sample or tear sheet for each advertisement. (Advertisements 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 New Media this section. Refer to Audio and Video section.

NOTE: *New Media category entries should submit advertising ONLY if the strategic intent was to use traditional advertising to expand exposure beyond the primary goal.*

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 advertisements.

New Media

This section can be used for both New Media stand-alone programmes or as an individual component of Traditional Marketing programmes, i.e., your website was used as a part of the traditional advertising camping. The New Media 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 center'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 the documentation section. For FTP sites, please include user name and passwords if applicable. Please do not upload videos to web links. Only one video is allowed and should be uploaded on the video link.

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

Publicity

Include one digital file documenting all of your publicity. This file can contain as many pages as necessary and be in one or two acceptable formats; Microsoft Word document and Adobe PDF file. File should not exceed 20 MB. Preferred file format: PDF at screen resolution (low). Images in the PDF format should be web quality, not print, to ensure easy viewing during the judging.

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 advertisements.*

Documentation

Include one digital file that has up to 15 pages of information and images related to your entry. The information in this entry should provide documentation of your programme not shown in your advertising or publicity file. This file can be in either one or two acceptable formats: Microsoft Word document or Adobe PDF. File should not exceed 20 MB. Preferred file format: PDF at screen resolution (low). Images in the PDF format should be web quality, not print, to ensure easy viewing during the judging.

- 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.

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 Video

- 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 aspect of your entry.
- All advertising and publicity examples must appear on the same audio or video file.
- 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. Do not exceed 5 MB.
- Accepted video file formats: .mpeg, .mpg, .wmw, quicktime.
- Recommended video size is 640x480 @ 29.97 frames per second. Do not exceed 75 MB.
- 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 Foundation Asia Pacific Community Support Award

This special distinction is designed to encourage and recognise outstanding community support executed by a shopping center or company in its own neighbourhood who has 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.

CATEGORY THREE

Design and Development

Design and Development

This category is intended to recognise world-class retail properties for their design and development creativity.

Categories

New Developments

Entries must relate to a specific new retail project, completed and opened within the period commencing from 1 January 2012 to 31 July 2013.

Renovations/Expansions

Project involving an entire retail project, such as an enclosure, or a single facet of a retail project, such as an addition. The renovation or expansion must have been completed and the project fully opened for business within the period commencing from 1 January 2012 to 31 July 2013.

Classifications

A classification is determined by the amount of overall retail selling space in your center including vacant space. This includes all square footage included in gross leasable area (GLA), all department stores or other square footage, entertainment components, movie theatres and all peripheral space engaged in retail enterprises. Do not include office or hotel square footage.

- Centers less than 150,000 sq. ft. (13,935 m^2) of total retail space
- Centers of 150,000 to 500,000 sq. ft. (13,935 – 46,451 m^2) of total retail space
- Centers over 500,000 sq. ft. (46,451 m^2) of total retail space
- Mixed-Use Projects* and well-integrated developments comprising non-retail uses, such as entertainment, office, hotel, residential, sports venues and/or other uses that mutually support a substantial retail component and have demonstrated success in all of their respective market segments.

* To qualify under the mixed-use classification, the retail portion of the project should be significant and no single store shall be more than 50% of the retail GLA. Recognising that mixed-use projects will take on many different configurations, projects located within dense urban locations need to show more than simple street front retail and neighbor projects with a spread out format needed to supplement the retail by bringing significant additional uses into the development. Generally the retail should be at least 100,000 sq. ft. (9,290 m^2) of GLA, but alternatives will be considered. Success of all components must be demonstrated and occupancy of each Mixed-Use component will be evaluated. Additional uses should demonstrate why they are seen as successful.

Judging Criteria

Total Potential Score of 100 points. The economic success of the project as well as the quality of design, are among the judging criteria.

Presentation of Entry Material
(UP TO 5 POINTS)

- Overall Global Design Concept
- Quality
- Completeness
- Conciseness and Factualness

Land Use
(UP TO 10 POINTS)

- Master Site Plan
- Configuration and Layout
- Circulation and Parking, Accessibility
- Contextual Response

Design
(UP TO 35 POINTS)

- Entrances
- Colour Combination
- Lighting
- Interior Materials and Finishes
- Interior Signage
- Storefront
- Exterior Materials and Finishes
- Exterior Signage and Wayfinding
- Landscaping

Development Goals
(UP TO 20 POINTS)

- Market Compatibility
- Merchandise Mix
- Occupancy Level
- Average Rent
- Tenant allowance/Key Money
- Budget vs. Actual
- Schedule vs. Actual

Productivity/Financial Performance
(UP TO 10 POINTS)

- Sales Productivity
- CAM Costs
- Occupancy at Time of Submission

Innovation
(UP TO 20 POINTS)

- Degree of Difficulty
- Innovation
- Community Acceptance

Sustainable Design
(UP TO 5 BONUS POINTS)

- Sustainable Sites
- Water Efficiency
- Energy and Atmosphere
- Materials and Resources
- Indoor Environmental Quality (IEQ)
- Innovation in Design

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.

Professional Recognition

(the information will be used in all official listings)

- Development Company
- Owner
- Design Architect
- Production or Executive Architect
- Graphic Designer
- Lighting Designer
- Landscape Architect
- General Contractor
- Management Company
- Leasing Company
- Finance Company

Shopping Center Information

All sizes must be expressed in square feet.

General Information for Both Categories:

Type of Project (check all that apply)

☐ Neighbourhood Center
☐ Community Center
☐ Regional Center
☐ Superregional Center
☐ Fashion/Specialty Center
☐ Theme/Festival Center
☐ Lifestyle Center
☐ Power Center
☐ Outlet Center
☐ Mixed-Used Center
☐ Other (Specify)

Annualised percentage of shoppers anticipated from outside of trade area (e.g. tourists, conventioneers) _____ % of shoppers

Number of Parking Spaces Provided _____

If deck parking, list vehicle capacity and number of levels of parking structure and briefly describe how structure connects to centers (100 word max)

Total Number of Retail Stores (excluding anchors) _____

(including anchors)_____

Physical Characteristics of Project

(check all that apply)

Mall

☐ Open-Air Center
☐ Hybrid Center
☐ Other (Specify)
☐ Number of Levels

Project's Trade Area

(select one)

☐ Suburban
☐ Urban Central Business District
☐ Urban but not Central Business District
☐ Rural
☐ Middle Market
☐ Other (Specify)

Population of Primary Trade Area people _____

Population of Secondary Trade Area people _____

Category: Renovations/Expansions only

Total Retail Space

Before Renovation/Expansion sq. ft._____

After Renovation/Expansion sq. ft. _____

Net Difference – plus or (minus) sq. ft._____

Gross Leasable Area (GLA)

(Small Shop Space Excluding Anchors)

Before Renovation/Expansion sq. ft._____

After Renovation/Expansion sq. ft._____

Net Difference – plus or (minus) sq. ft._____

Total Acreage of Site

Before Renovation/Expansion sq. ft. _____

After Renovation/Expansion sq. ft. _____

Net Difference – plus or (minus) sq. ft. _____

Development Schedule

Center's Original Opening Date _____

Center's Renovation/Expansion _____

Opening Date _____

Category: New Developments Only

Total Retail Space

Total Retail Space sq. ft. _____

Total Acreage of Site sq. ft. _____

Gross Leaseable Area (GLA) _____

(Small Shop Space Excluding Anchors) sq. ft. _____

Development Schedule

Official Opening Date _____

For Mixed-Use Classification Only

Other Uses (indicate all that apply)

Office sq. ft. _____

Hotel sq. ft. _____ units _____

Residential sq. ft. _____ units_____

Other (specify) sq. ft. _____

Financial Information Confidentiality

The committee will use the financial information supplied only for the purpose of evaluating the submission. The financial information will not be published in any form. All financial information must be expressed in U.S. dollar equivalents.

Tenant Rent and Sales of Small Shop GLA (excluded: department stores and other non-retail, non-entertainment use such as office, hotel, residential, etc.). _____

Category: Renovations and Expansions Only

Average annual minimum rent per sq. ft.

Before Renovation/Expansion (check one)	**After Renovation/Expansion (check one)**
☐ Less than US$ 26	☐ Less than US$ 26
☐ US$ 26 to US$ 35	☐ US$ 26 to US$ 35
☐ US$ 36 to US$ 45	☐ US$ 36 to US$ 45
☐ US$ 46 to US$ 55	☐ US$ 46 to US$ 55
☐ US$ 56 to US$ 100	☐ US$ 56 to US$ 100
☐ US$ 101 to US$ 150	☐ US$ 101 to US$ 150
☐ US$ 151 to US$ 200	☐ US$ 151 to US$ 200
☐ over US$ 201	☐ over US$ 201

Average tenant improvement allowance per sq. ft.

Before Renovation/Expansion (check one)	**After Renovation/Expansion (check one)**
☐ Less than US$ 11	☐ Less than US$ 11
☐ US$ 11 to US$ 25	☐ US$ 11 to US$ 25
☐ US$ 26 to US$ 50	☐ US$ 26 to US$ 50
☐ over US$ 50	☐ over US$ 50

Is there percentage/turnover rent? ☐Yes ☐ No

If tenant contributed "key money" average key money per sq. ft.

Before Renovation/Expansion (check one)	**After Renovation/Expansion (check one)**
☐ None	☐ None
☐ US$ 11 to US$ 25	☐ US$ 11 to US$ 25
☐ US$ 26 to US$ 50	☐ US$ 26 to US$ 50
☐ over US$ 50	☐ over US$ 50

Total annualised sales per sq. ft. for first year

Before Renovation/Expansion (check one)	**After Renovation/Expansion (check one)**
☐ Less than US$ 201	☐ Less than US$ 201
☐ US$ 201 to US$ 250	☐ US$ 201 to US$ 250
☐ US$ 251 to US$ 300	☐ US$ 251 to US$ 300
☐ US$ 301 to US$ 350	☐ US$ 301 to US$ 350
☐ US$ 351 to US$ 400	☐ US$ 351 to US$ 400
☐ US$ 401 to US$ 450	☐ US$ 401 to US$ 450
☐ US$ 451 to US$ 500	☐ US$ 451 to US$ 500
☐ US$ 501 to US$ 550	☐ US$ 501 to US$ 550
☐ US$ 551 to US$ 600	☐ US$ 551 to US$ 600
☐ US$ 601 to US$ 700	☐ US$ 601 to US$ 700
☐ over US$ 700	☐ over US$ 700

Vacant GLA: Amount of small shop space not open for business shown as a percentage of GLA

Before/Renovation Expansion _____%

At date of re-opening _____%

At date of submission _____%

Annualised average common area maintenance (CAM), insurance and tax charges of small shop GLA per sq. ft.

before renovation/expansion: $ _____ per sq. ft.

after renovation/expansion: $ _____ per sq. ft.

If deck parking, how are taxes and maintenance of parking deck paid for?

(check one)
☐ Fee for parking
☐ Charged back to non-anchor tenant
☐ Other (specify) _____

Category: New Developments only

Average annual minimum rent per sq. ft.

(check one)
☐ Less than US$ 26
☐ US$ 26 to US$ 35
☐ US$ 36 to US$ 45
☐ US$ 46 to US$ 55
☐ US$ 56 to US$ 100
☐ US$ 101 to US$ 150
☐ US$ 151 to US$ 200
☐ over US$ 201

Average tenant improvement allowance per sq. ft.

(check one)
☐ Less than US$ 11
☐ US$ 11 to US$ 25
☐ US$ 26 to US$ 50
☐ over US$ 50

Is there percentage/turnover rent? ☐Yes ☐No

If tenant contributed "key money" average key money per sq.ft.

(check one)
☐ None
☐ US$ 11 to US$ 25
☐ US$ 26 to US$ 50
☐ over US$ 50

Total annualised sales per sq. ft. for first year

(check one)
☐ Less than US$ 201
☐ US$ 201 to US$ 250
☐ US$ 251 to US$ 300
☐ US$ 301 to US$ 350
☐ US$ 351 to US$ 400
☐ US$ 401 to US$ 450
☐ US$ 451 to US$ 500
☐ US$ 501 to US$ 550
☐ US$ 551 to US$ 600
☐ US$ 601 to US$ 700
☐ over US$ 700

Vacant GLA: Amount of small shop space not open for business shown as a percentage of GLA

At date of re-opening _____%

At date of submission_____ %

Annualised average common area maintenance (CAM), insurance and tax charges of small shop GLA per sq. ft.

$ _____ per sq. ft.

If deck parking, how are taxes and maintenance of parking deck paid for?

(check one)
☐ Fee for parking
☐ Charged back to non-anchor tenant
☐ Other (specify) _____

Entry Summary

The following questions highlight those points that explain why your project is worthy of an award. Your responses will serve as the basis of the judges' evaluation of your project and should be concise. Note the maximum word count for each question.

- Describe the characteristics of the project you are submitting for an award. (Max. 500 words)
- In what ways do you feel that other developers can benefit from your experience? (Max. 250 words)
- Describe the financing involved in this project. (Max. 250 words)

Category: Renovations/Expansions Only

- Explain why the owner decided to renovate or expand the center. Include a description of the existing conditions prior to renovation or expansion (physical condition, sales, tenant mix, vacancy factor and the like). (Max. 250 words)
- Describe how the renovation or expansion altered those conditions. (Max. 250 words)
- What are the key reasons for the success of the project? Why? (Max. 250 words)
- How did you determine the business success of the project? (Cite "before" and "after" statistics to back up the claim.) (Max. 250 words)
- If the center was kept open during construction, explain what measures were taken to ensure shopper safety and main shopper traffic, and what impact the work had on business. (Max. 250 words)
- In addition to the physical improvements, what ancillary measures were taken to enhance the center? (Max. 250 words)
- Describe any new marketing and/or re-leasing approaches successfully implemented during the period. (Max. 250 words)

Category: New Developments Only

- Explain what specific design and construction problems were solved or how new standards in the areas of design and construction were established. (Max. 250 words)
- Describe what you feel to be the key reasons for the success of the project (environmental enhancements, space utilisation, construction costs, and the like). (Max. 250 words)
- Was the developer required to make an investment in the community? If so, explain what had to be done and what the impact was on the community. (Max. 250 words)

Category: Mixed-Use Only

- Demonstrate the level of success for each component at the time of submittal. Hotel occupancy, residential percentage occupied/sold, office percentage leased and for additional uses, address why the component is considered a success. (Max. 250 words)
- Besides financial viability, explain what additional amenities the project brings to the users and surrounding community. (Max. 250 words)
- Explain the concept of the project and how the different components function and where they relate to each other. Include how service, security and parking work for each of the components. (Max. 250 words)

Sustainable Design Bonus Points

A Sustainable Design Award will be given if the jury agrees that a project has achieved a significant level of sustainability in its design and construction. Consideration will be given to redevelopers that employ innovative design techniques and achieve exceptional environmental performance.

Is your project ISO, LEED, ARUP or BREEAM certified?
☐ Yes ☐ No

If yes, at what level _____ (Max. 250 words)

Describe the project's central approach to sustainabiility such as energy and water use, the internal environment, pollution, transport, materials, waste, ecology and management processes. (Max. 500 words)

Images

Upload the 20 images that you included in the photo gallery sections. These images will be used in preparing the presentation.

- These images will not be viewed by the judges and if your entry is awarded a Gold Award or a Silver Award, some of the images will be used to display your entry for the awards presentation, ICSC's website and publications.
- They will also be used to display your entry for the awards presentation, ICSC's website and publications
- Accepted image file formats: Photoshop, TIFF, PNG, EPS, JPEG (light or no compression).
- Size minimum 640x480 @ 72 DPI or larger. Preferred high resolution, approximately 300 DPI of a minimum of 5"x7" image. Copyrighted photographs, maps or drawings must be accompanied by a release from the copyright holder, in addition to any preferred credit acknowledgments. Please include in the Release section.

NOTE: *Please test your images by previewing them after they are uploaded.*

Documentation

Include one digital file, up to 15 pages of information that relates to your entry.

- This file can be in one of two acceptable formats: Microsoft Word document or Adobe PDF. File should not exceed 20 MB. Preferred file format: PDF at screen resolution (low). Images in the PDF format should be web quality, not print, to ensure easy viewing during the judging.
- Use the 15 pages to feature photos and samples that show the project's actual implementations. The photos should show typical examples of the exterior project entrance, exterior project elevations, and exterior signage. If applicable, show examples of the main interior, the interior court, and the interior storefronts (at least three each). For a renovated project, show "before" photographs showing the same subject, taken from the same angle. Renovated project must show "before" and "after" photographs of the project's interior and exterior from the same perspective.

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

List of Tenants

Include one digital file of your list of tenants. Indicate for each tenant the size (GLA) of the space occupied.

- This file can be in one of two acceptable formats: Microsoft Word document or Adobe PDF. File should not exceed 20 MB. Preferred file format: PDF at screen resolution (low). Images in the PDF format should be web quality, not print, to ensure easy viewing during the judging.
- List all major tenants. Describe type of retail operation, i.e., department store, supermarket, multi-screen theatres for each tenant.

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

Photo Gallery/Video

Include one digital file containing at least 20 images related to your project. Images to include:

- An aerial shot showing where the center is situated
- Shots of key stores and brands
- Main architectural features
- Shots of food court area
- Shots of parking area
- Development plans/renderings
- Visual of the interior and exterior of the project
- For renovation projects, visual of the interior and the exterior of the project before and after, at least four images of each

This file can be in one of two acceptable formats. One is a Microsoft Word document. The other is an Adobe PDF. File should not exceed 20 MB. Preferred file format: PDF at screen resolution (low). Images in the PDF format should be web quality, not print, to ensure easy viewing during the judging.

You will be required to upload several of these images. Photographs, videos, maps or drawings must be accompanied by a release from the copyright holder, in addition to any preferred credit acknowledgments. Please include in the Release section.

YOU MAY UPLOAD ONE VIDEO FILE PER ENTRY.
The file is limited to a maximum of five minutes of content. Judges will view only the first five minutes of the file. Your video can contain before and after footage of the project. Additional coverage may include space utilisation, design themes, innovative construction techniques, leasing and/or re-leasing approaches, and community integration. Accepted video file formats: .mpeg, .mpg, .wmv. Recommended pixel size 320x240 @ 29.97 fps. Maximum pixel size is 640x480 at 29.97 fps, not to exceed 75 MB.

NOTE: *Please test your file by previewing after upload. This will be used for judging. Make sure that you are able to read written materials contained in your file when viewed on screen. If the video plays in the default video player, the test is a success. If the video does not resize and play, it needs to be reformatted in order for the judges to play the file. Please ask your multimedia firm that created the file to reformat it according to the specifications above.*

CATEGORY FOUR

Retail

Category Four

Retail

Categories

- Retail Store Design
- New Retail Concepts

Classifications

1. Kiosks and Carts
2. Food Court Units/Fast Food
3. Restaurants
4. Stores less than 1,000 sq. ft. in area
5. Stores between 1,001 and 2,500 sq. ft. in area
6. Stores between 2,501 and 5,000 sq. ft. in area
7. Stores between 5,001 and 10,000 sq. ft. in area
8. Stores in excess of 10,000 sq. ft. in area

Retail Store Design

This category is to recognise how professional store design contributes to the success of the retail industry. Entries may be from retailers, architects or design companies for new or renovated stores in a shopping center completed and opened within the period between 1 January 2012 and 31 July 2013. Projects in this category may include services or other non-retail uses. There can be only one entry per store location.

Judging Criteria

Total Potential Score of 50 points. Entries are scored based on the following criteria:

Overall Design Concept
(UP TO 20 POINTS)

- Overall Interior and Exterior Design
- Finishes
- Storefront Design
- Display and Fixturing
- Merchandising

Retail Graphics and Signage
(UP TO 5 POINTS)

Use of Materials
(UP TO 15 POINTS)

- Combination of Color, Materials and Lighting

Degree of Difficulty and Innovation
(UP TO 10 POINTS)

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.

General Information

Store Name

Shopping Center Store Location

Address

City Country

Size of Store: _____sq. ft.

Retailer Information

Company Name:

Architect:

Designer:

General Contractor:

Type of Merchandise:

- ☐ General Merchandise
- ☐ Apparel
- ☐ Home Goods
- ☐ Furniture and Furnishing
- ☐ Sporting Goods
- ☐ Stationery
- ☐ Restaurant
- ☐ Entertainment
- ☐ Mass Merchandise
- ☐ Supermarket
- ☐ Toys/Hobby

Development Schedule

Opening Date

If renovation:

Store's Original Opening Date

Store's Renovated Opening Date

Images for Awards Presentation

Upload up to 12 images related to your entry. These images will not be viewed by the judges and if your entry is an award winner, these images will be used in preparing the presentation. They will also be used to display your entry on ICSC's website and in *Shopping Centers Today.* Copyrighted photographs must be accompanied by a release from the copyright holder, in addition to any preferred credit acknowledgments.

Images to include:

- Main architectural features
- Visual of the interior and exterior of the project
- For renovated stores, visual of the interior and exterior of the project before and after from the same perspective

Accepted image file formats: Photoshop, .TIFF, .PNG, .EPS, .JPEG (light or no compression). Size minimum 640x480 @ 72 DPI or larger. Preferred high resolution, approximately 300 DPI of a minimum of 5"x7".

NOTE: *Please test your images by previewing them after they are uploaded.*

Entry Summary

The following questions highlight those points that explain why your project is worthy of an award. Your responses will serve as the basis of the judges' evaluation of your project and should be concise. Note the maximum word counts for each question.

- Provide detailed information on the design concept, including background on the reasons for the concept, its development and impact on store image and sales performance. (Max. 500 words)
- Describe the integration of interior, storefront and merchandise displays. (Max. 250 words)
- Describe the difference between the new concept and previous designs (if applicable). (Max. 250 words)
- Describe the specific materials used in creating the new concept. (Max. 250 words)
- If this is a renovation, describe the impact on sales. If this is a new store, comment on sales performance to date versus the planned performance. (Max. 250 words)
- Total cost per square feet including design, leasehold improvements and fixtures. (Max. 250 words)

Documentation

Include one digital file, up to 15 pages of information and images, which relates to your entry. Use your 15 pages to document and illustrate your entry. These pages should feature photos and samples that show your retail store design concept. This file can be in one of two acceptable formats. One is Microsoft Word document. The other is an Adobe PDF. File should not exceed 20 MB. Preferred file format: PDF at screen resolution (low). Images in the PDF format should be web quality, not print, to ensure easy viewing during the judging.

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

Floor Plan

Include one digital file of your floor plan showing size (GLA) of the space occupied. This file can be in one of two acceptable formats. One is a Microsoft Word document. The other is an Adobe PDF file. File should not exceed 20 MB. Preferred file format: PDF at screen resolution (low). Images in the PDF format should be web quality, not print, to ensure easy viewing during the judging.

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

Video

You may upload one video file per entry. The video is limited to a maximum of five minutes of content.

- The file is limited to a maximum of five minutes of content. Judges will view only the first five minutes of the file.
- Your video should feature the main architectural features inside and out of your store.
- If a renovated store, entries should demonstrate before and after footage of the project.
- Additional coverage may include space utilisation, design themes and innovative construction techniques.
- Accepted video file formats: .mpeg, .mpg, .wmv, quicktime.
- Recommended pixel size: 320x240 @ 29.97 fps. Maximum pixel size is 640x480 at 29.97 fps. Not to exceed 75 MB.

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

New Retail Concepts

This category recognises innovative and creative new retail concepts throughout the Asia Pacific region and is open to all retailers who have developed and launched a new retail concept within a shopping center or built a freestanding location. The new retail concept must have been completed and launched within the period between 1 January 2012 and 31 July 2013. Projects in this category may include services or other non-retail uses.

Judging Criteria

Total Potential Score of 50 points. Entries are scored based on the following criteria:

Overall Design Concept
(UP TO 20 POINTS)

- Overall Design (interior and exterior layout)
- Store Layout (merchandise displays, finishes and fixtures, and lighting)
- Retail Graphics and Signage Materials

Creativity
(UP TO 20 POINTS)

- Uniqueness of Overall Concept
- Creativity of Merchandise Offerings
- Market Uniqueness
- Type of Retailer (International, Local or Partnership)

Results/Impact
(UP TO 10 POINTS)

- Cost Effectiveness
- Degree of Difficulty and Innovation
- Consumer Awareness/Acceptance

Sustainable Design
(UP TO 5 BONUS POINTS)

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.

General Information

Retailer Name

Shopping Center Store Location

Address

City Country

Size of Store: _____sq. ft.

Retailer Information

Company Name

Architect

Designer

General Contractor

Type of Format

In-line

Stand alone/Out Parcel

Other

Type of Merchandise

- ☐ General Merchandise
- ☐ Apparel
- ☐ Home Goods
- ☐ Furniture and Furnishing
- ☐ Sporting Goods
- ☐ Stationery
- ☐ Restaurant
- ☐ Entertainment
- ☐ Mass Merchandise
- ☐ Supermarket
- ☐ Toys/Hobby
- ☐ Other _____

Development Schedule

Opening/Launch Date

Images

Upload up to 12 images related to your entry. These images will not be viewed by the judges and if your entry is an award winner, these images will be used in preparing the presentation. They will also be used to display your entry on ICSC's website and publications. Copyrighted photographs must be accompanied by a release from the copyright holder, in addition to any preferred credit acknowledgments.

Images to include

- Main architectural features
- Merchandise – product mix and display
- Visual of the interior and exterior of the project

Accepted image file formats:
Photoshop, .TIFF, .PNG, EPS, .JPEG
(light or no compression).

Size minimum 640x480 @ 72 DPI or larger. Preferred high resolution, approximately 300 DPI of a minimum of 5"x7".

NOTE: *Please test your images by previewing them after they are uploaded.*

Entry Summary

The following questions highlight those points that explain why your project is worthy of an award. Your responses will serve as the basis of the judges' evaluation of your project and should be concise. Note the maximum word counts for each question.

- Describe the overall innovative/creative new retail concept and specify the reasons for its development. (Max. 250 words)
- What makes this new retail concept innovative and what differentiates it from the current retail offerings within the marketplace? (Max. 250 words)
- As a new retail concept, comment on what drove it to market, how it was researched, developed and launched. (Max. 250 words)
- Describe what type of retailer it is (i.e., international retailer new to market, local development, partnership between government agency and local retailer, completely new store concept, etc.), current number of stores and if there are any expansion plans. (Max. 250 words)
- As a new retail concept, describe any revaluate performance data, current sales performance versus the planned performance, customer traffic, overall brand awareness and acceptance, turnover, total cost per square foot, any design changes since launch. (Max. 250 words)

Sustainable Bonus Points Questions

A Sustainable Design Award will be given if the jury agrees that the retailer has achieved a significant level of sustainability.

- Within your new retail concept, describe what type, if any, of sustainability initiatives you incorporated within the design and development of the overall concept. (Max. 250 words)
- Are any of these initiatives innovative or new to sustainability within the retail industry? (Max. 250 words)
- Is the product offered within this new retail concept a sustainable product? If so, list lines and offerings. (Max. 250 words)
- What type of sustainability initiatives do you offer your consumers within this retail concept? (Max. 250 words)

Documentation

Include one digital file, up to 15 pages of information and images, which relates to your entry. Use your 15 pages to document and illustrate your entry. These pages should feature photos and samples that show your product mix and display, retail store design concept and advertising. This file can be in one of two acceptable formats. One is Microsoft Word document. The other is an Adobe PDF. File should not exceed 20 MB. Preferred file format: PDF at screen resolution (low). Images in the PDF format should be web quality, not print, to ensure easy viewing during the judging.

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

Floor Plan

Include one digital file of your floor plan showing size (GLA) of the space occupied. This file can be in one of two acceptable formats. One is a Microsoft Word document. The other is an Adobe PDF. File should not exceed 20 MB.

Preferred format: PDF at screen resolution (low). Images in the PDF format should be web quality, not print, to ensure easy viewing during the judging.

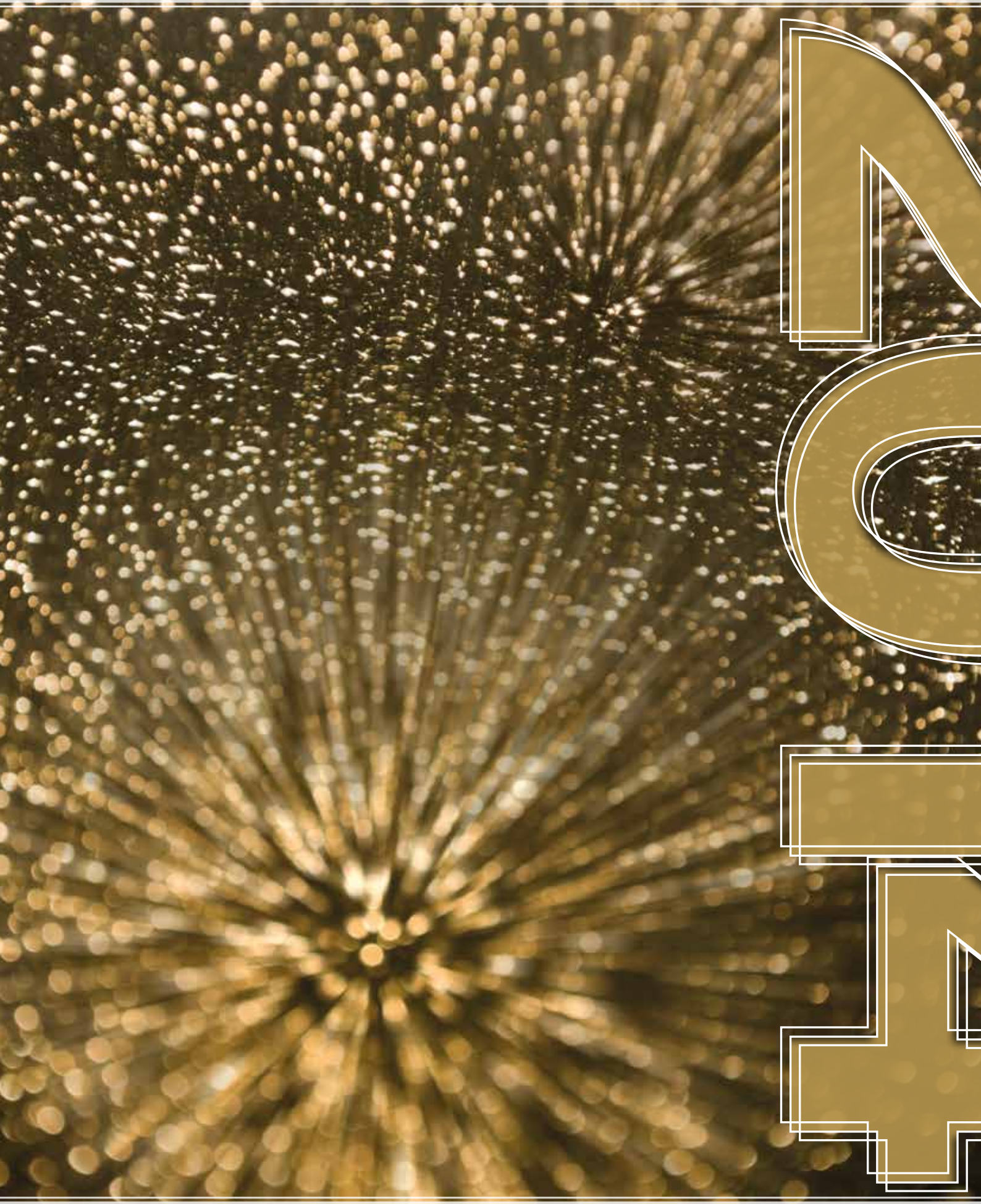
NOTE: *Please test your file by previewing after upload. This will be used for judging. Make sure that you are able to read written materials contained in your file when viewed on screen.*

Video

You may upload one video file per entry. The video is limited to a maximum of five minutes of content.

- Your video should feature the main architectural features inside and out of your store and product mix and display.
- Additional coverage may include product mix and display, space utilisation, design themes and innovative construction techniques.
- Accepted video file formats: .mpeg, .mpg, .wmv, quicktime.
- Recommended pixel size: 320x240 @ 29.97 fps.
- Maximum pixel size is 640x480 at 29.97 fps. Not to exceed 75 MB.

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



ICSC

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