

NO. 1  
WINNERS

ASIA PACIFIC  
SHOPPING CENTER  
**AWARDS**



# 2014

## Asia Pacific Shopping Center Awards

### AWARD CATEGORIES

#### Traditional Marketing

**Cause Related Marketing:** A single or ongoing event, programme or project that primarily benefits a charitable or community need, interest or cause.

**Grand Opening, Expansion & Renovation:** A comprehensive marketing campaign intended to introduce or reposition a new, expanded or renovated shopping center.

**Marketing Positioning:** This 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.

**Public Relations & Events:** A planned public relations programme, event or initiative intended to primarily benefit the commercial interests of a shopping center or company.

**Sales Promotion:** Programmes intended to directly impact retail sales and customer traffic.

#### RETAIL

This Retail Store Design category recognises how professional store design contributes to the success of the retail industry and the Retail Design Concept category recognises innovative and creative new retail concepts.

#### NEW MEDIA

**Emerging Technology:** The most current and innovative use of website, mobile, interactive or any other online component that creates a brand experience.

**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.

**Social Media Digital:** Innovative and effective or creative use of social media sites in a media/marketing strategy.

#### DESIGN & DEVELOPMENT

##### New Developments

##### Renovations/Expansions:

The Design and Development category recognises retail properties for their overall design qualities and creativity in development, through renovation or expansion of an existing property or in innovative design of a new retail project.

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USA

# CATEGORY ONE Traditional Marketing

## Cause Related Marketing



### Breaking Barriers, Opening Doors

**Ayala Center Cebu**  
*Cebu, Philippines*

**Owner/Management  
Company: Cebu Holdings  
Inc./Ayala Center Cebu**

'Breaking Barriers, Opening Doors' was Ayala Center Cebu's month-long campaign in support of people with disabilities, and featured seminars, job fairs, a talent show, community awards and exhibitions.



### Threads of Purpose: Promoting the Weaving Tradition of the Iraya-Mangyan

**Ayala Malls – Greenbelt**  
*Makati City, Philippines*

**Owner/Management  
Company: Ayala Land  
Incorporated**

Greenbelt's cause-oriented campaign focused on the vanishing crafts of the Iraya-Mangyans, promoting artists, designers and indigenous artisans through fashion shows, exhibits, and a Filipino retail zone.



### Hunter Health Kick

**Charlestown Square**  
*Charlestown, Australia*

**Owner/Management  
Company: The GPT Group**

The Hunter Health Kick campaign encouraged community members to adopt a healthier lifestyle, offering free gym memberships, sample products and an incentive of a \$50 gift card for every 5 kgs lost.



# Cause Related Marketing



## I Love Helping Others

**Corio Shopping Centre**  
*Corio, Australia*

**Owner/Management Company:** CFS Retail Property Trust

Corio Shopping Centre launched a programme of basketball clinics to encourage fitness and wellness, and hosted a variety of fund-raising opportunities for the crime-stricken community's disadvantaged youth.



## A Beautiful Yarn

**Grand Central Shopping Centre**  
*Toowoomba, Australia*

**Owner/Management Company:** Queensland Investment Corporation (QIC)

Grand Central aligned with the Red Cross to recruit volunteers for TeleCHAT, a programme that provides telephone calls of friendship and support to isolated members in the regional community.



## Christmas Breakfast at North Hall

**Hinkler Central**  
*Bundaberg, Australia*

**Owner/Management Company:** Mirvac Real Estate Pty Ltd.

Following the 2013 flooding of the Bundaberg community, Hinkler Central acted on their promise to assist recovery efforts and provided a Christmas breakfast for families who had lost everything.



## Link the Bike

**The Link Management Limited**  
*Hong Kong*

Link the Bike is a long-term, community-building and promotional campaign that provides accessible biking to the general public, whilst creating an association between The Link and the sport.

**GOLD**  
AWARD WINNER



**The Link 30-Hour Low Carbon Campaign**

**The Link Management Limited**  
*Hong Kong*

The Link partnered with Commercial Radio for the 30-Hour Low Carbon Campaign to reach the widest audience possible and to create a sustained, participant-driven, eco-consciousness-raising platform.



**Northland Shopping Centre - Quiet Room**

**Northland Shopping Centre**  
*Preston, Australia*

**Owner:** CFS Retail Property Trust Group/  
The GPT Group

**Management Company:**  
CFS Retail Property Trust Group

Northland's 'Quiet Room' provides individuals with Autism Spectrum Disorder (ASD) a dedicated space to reduce their anxiety and to access sensory-soothing items to help reduce over stimulation.



**Plaza Hollywood - "GreenLife YOY Program"**

**Plaza Hollywood**  
*Hong Kong*

**Owner:** The Wharf (Holdings) Limited

**Management Company:**  
Plaza Hollywood Ltd.

Plaza Hollywood's public awareness campaign 'GreenLife YOY Program' featured a series of strategic programmes to help families—especially the younger generation—achieve a balanced and green lifestyle.



**Immerse Yourself in Culture - Bleach\* Festival**

**Robina Town Centre**  
*Robina, Australia*

**Owner/Management Company:** QIC GRE

Robina Town Centre hosted Bleach\* Festival 2014 — a free cultural and community extravaganza. Exceptional attendance and publicity helped position the Centre as an integral part of the Gold Coast.

# Cause Related Marketing



**Merry Kissmas Campaign@Shanghai Xintiandi**

**Shanghai Xintiandi**  
*Shanghai, China*

**Owner: Shui On Group Management Company: Shanghai Xintiandi Management Limited**

Under the first kiss tree in Asia, customers were encouraged to exchange a kiss to help light the tree, and raise funds for local charities. More than 8,000 participated, generating over \$130,000 in donations.



**Young Fashion Designer Awards**

**Stockland Shellharbour**  
*Shellharbour City Centre, Australia*

**Owner/Management Company: Stockland**

Stockland Shellharbour's 'Young Fashion Designer Awards' programme supported local fashion designers, offering them a chance to showcase their work to win an internship with fashion icon Wayne Cooper.



**Health Promoting Mall**

**Sunway Pyramid**  
*Bandar Sunway, Malaysia*

**Owner: RHB Trustees Berhad (Sunway REIT Pyramid Collection)**

**Management Company: Sunway REIT Management Sdn Bhd**

Sunway Pyramid is a one-stop centre for healthy lifestyle and entertainment, and encourages shoppers to join their quest to become healthier and fitter, as they shop and exercise at the same time.



**Salam From The Heart**

**Sunway Pyramid**  
*Bandar Sunway, Malaysia*

**Owner: RHB Trustees Berhad (Sunway REIT Pyramid Collection)**

**Management Company: Sunway REIT Management Sdn Bhd**

'Salam from the Heart' is a greeting in the form of a handshake to non-Muslims. Sunway Pyramid launched a campaign to revive the importance of the message, and to encourage its ongoing tradition.



**FOUNDATION  
AWARD WINNER**



**Wings of Hope**

**Sunway Pyramid**  
*Bandar Sunway, Malaysia*

**Owner:** RHB Trustees Berhad (Sunway REIT Pyramid Collection)

**Management Company:** Sunway REIT Management Sdn Bhd

In collaboration with the Children's Wish Society of Malaysia, Sunway Pyramid raised an impressive RM60,000 in donations, helping to fulfil nine experiential wishes with their 'Wings of Hope' campaign.

**GOLD  
AWARD WINNER**



**'Hong Kong Music Festival'**

**Hong Kong Music Festival**  
*Hong Kong*

**Owner/Management Company:** Times Square Ltd.

Times Square's 'Hong Kong Music Festival' provides a public forum for young talent and local musicians to unveil their potential and share their music with local Hong Kong residents and tourists.



**Inclusive Marketing Strategy for Visually Impaired Patrons**

**Viviana Mall**  
*Thane, India*

**Owner/Management Company:** Sheth Developers & Realtors (I) Ltd.

Viviana Mall has embraced the cause of inclusive marketing by designing marketing communication for the visually impaired, and has pioneered a new dimension in marketing strategy.

# Grand Opening, Expansion & Renovation

**GOLD**  
AWARD WINNER



## 'I'M HERE' Panda Art Charity Grand Opening Campaign

**Chengdu IFS**  
*Chengdu, China*

**Owner/Management Company:** Wharf China Estates Limited

Wharf launched Chengdu IFS—Western China's first retail, entertainment and culture (REC) shopping mall, with the unique 'I'm Here', Panda Art Charity Grand Opening event.



## More of What You Love! **Kawana Shoppingworld** *Buddina, Australia*

**Owner/Management Company:** Mirvac Real Estate Pty Limited

Kawana Shopping World's \$80M renovation included an outdoor casual dining precinct and 60 new specialty stores, attracting younger locals to the centre to experience 'More of What You Love...'



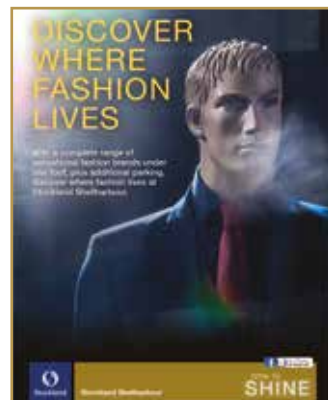
## Melbourne's GPO, The Next Chapter

**Melbourne's GPO**  
*Melbourne, Australia*

**Owner:** ISPT Pty Ltd.

**Management Company:** JLL

In 2013, Fashion Giant H&M opened its flagship store—the first in the southern hemisphere—at Melbourne's GPO, helping to provide the centre with longevity within a competitive retail landscape.



## Where Fashion Comes to Life

**Stockland Shellharbour**  
*Shellharbour City Centre, Australia*

**Owner/Management Company:** Stockland

'Where Fashion Comes to Life' depicts beautiful fashion mannequins coming to life through unique photography. The grand opening campaign helped position the centre as a premier fashion destination.



## Marketing Positioning



### Reigniting Past Glories and Success

**Times Square**  
*Hong Kong*

**Owner/Management Company:** Times Square Ltd.

Times Square's \$550 million HKD commitment to replace ageing infrastructure and update their interior, helped the centre achieve a 100% retail space occupancy and a 34% increase in retail revenues year-over-year.



### Escape The Everyday

**Greenwood Plaza**  
*Sydney, Australia*

**Owner/Management Company:** Mirvac Real Estate Pty Ltd.

The 'Escape the Everyday' campaign—highlighting the centre's enhanced look, new eateries and retail mix—positioned Greenwood Plaza as the antidote to a frenzied life amongst its commuter demographic.



### Jem Singapore - Marketing Positioning

**Jem**  
*Singapore*

**Owner:** Lend Lease Investments 3 Pte Ltd./ Lend Lease Commercial Investments Pte Ltd.

**Management Company:** Lend Lease Retail Pte Ltd.

Jem's unique seasonal campaigns and customer loyalty programmes to retain and reward loyal customers, both online and offline, have achieved admirable results for the Jurong lifestyle hub.



### Mega Seen Make Your Scene

**Megabangna**  
*Bangplee, Thailand*

**Owner:** Ikano Retail Asia and Sian Future Development

**Management Company:** SF Development Co., Ltd.

Megabangna's first 'Mega Seen Make Your Scene' signature event helped to reinforce the centre's objectives of being perceived as an outstanding shopping destination.

# Marketing Positioning

**GOLD**  
AWARD WINNER



## Find Dining at Rhodes

**Rhodes Waterside**  
*Rhodes, Australia*

Owner: Mirvac and Perron

Management Company:  
Mircac

To establish Rhodes Waterside as a lifestyle & dining destination, the 'Find Dining' campaign included daily promotions from 6:00 – 9:00 pm, Facebook contests and free movie tickets for purchases of over \$30.

## Year-round Art Exhibition

**Shanghai IFC mall**  
*Shanghai, China*

Owner: Sun Hung Kai Properties Group

Management Company:  
Sun Hung Kai Business Service (Shanghai) Co., Ltd.

Shanghai IFC mall's exhibition of miniature collections from different parts of the world generated a 13% increase year-over-year in centre traffic, and achieved \$4.5 million in revenue during the campaign's run.

## We Are The Makers

**Strand Arcade**  
*Sydney, Australia*

Owner: GIC Real Estate

Management Company:  
Ipoh Pty Ltd.

The Strand's 'We Are The Makers' campaign illustrated the artisan process and the quality of retailers' offerings beyond cost, helping to reinforce the centre's positioning of 'Craftsmanship and Authenticity.'

## Virtuous Retail - Positioning Strategy for VR Surat

**Virtuous Retail (VR Surat)**  
*Surat, India*

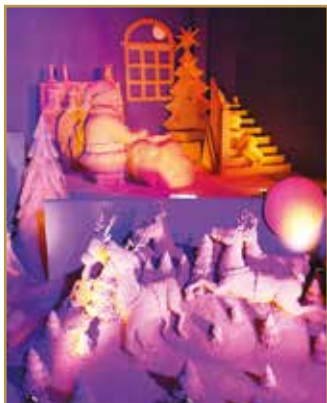
Owner: Virtuous Retail

Management Company:  
Virtuous Retail Services Pvt. Ltd.

VR Surat introduced brand giants Zara, Marks & Spencer, Swarovski, Tommy Hilfiger, Gant, and Nautica into the region, successfully changing perceptions of the region's consumer market potential.



# Public Relations & Events



## Santa's Miniature Sand Land

**Bayside Shopping Centre**  
*Frankston, Australia*

**Owner:** CFX

**Management Company:**  
CFS Retail Property Trust Group

'Santa's Miniature Sand Land' resonated with the Bayside community, generating more than \$238,000 in publicity, increasing centre sales by 5%, and raising centre awareness beyond their local community.



## The Collection Bar

**Broadway Shopping Centre**  
*Broadway, Australia*

**Owner:** Mirvac and Perron

**Management Company:**  
Mircac

The Collection Bar provides Broadway Shopping Centre customers a dedicated space to collect online purchases, try them on, or return them, at a location, time and day that is convenient for them.



## Guardians of Style

**Canberra Centre**  
*Canberra, Australia*

**Owner/Management Company:** QIC

The 'Guardians of Style' campaign featured show-stopping in-centre activations with a comprehensive advertising schedule to position Canberra Centre as the highest premium and most innovative in the region.



## Icons of Style

**Chadstone Shopping Centre**  
*Chadstone, Australia*

**Owner/Management Company:** CFS Retail Property Trust Group

The 'Icons of Style' campaign encouraged shopper involvement to co-create and be part of style history. The campaign created engagement across multiple platforms, delivering a very stylish achievement.

# Public Relations & Events

**SILVER  
AWARD WINNER**



## Balloon Chaoyang

**Chaoyang Joy City**  
*Beijing, China*

**Owner:** COFCO

**Management Company:**  
Beijing Hong Tai Ji Ye  
Real Estate Co., Ltd.

Chaoyang Joy City used 500,000 balloons during their second annual balloon festival in celebration of Children's Day. The imaginative event drew unprecedented traffic and media coverage to the centre.

## East Point City "Paper Dramas, Popular Dreams"

**East Point City**  
*Hong Kong*

**Owner:** Sun Hung Kai  
Properties

**Management Company:**  
Sun Hung Kai Real Estate  
Agency Limited

East Point City's Hong Kong Comics campaign attracted more than 5.9 million visitors to the centre, generating \$21.7 million in centre sales, and media impressions valued at more than \$1.4 million.

## Children's Theatre

**Eastwood Mall**  
*Makati City, Philippines*

**Owner/Management  
Company:** Megaworld  
Corporation

Eastwood Mall and Kids Acts Philippines staged The Wizard of Oz: An Over the Rainbow Children's Musical and Hansel and Gretel: A Children's Musical, in support of Filipino performing arts and theatre.

## Nomination for Traditional Marketing - Public Relations & Events

**Elante, Chandigarh**  
*Chandigarh, India*

**Owner:** L & T Realty

**Management Company:**  
JLL

With 10 anchors and more than 200 brands under one roof, and a food court with 750 seats, Elante Chandigarh has entrenched itself as the destination for discerning upper North India shoppers.





**“Off to a Flying Start”  
ELEMENTS CNY 2014  
Campaign**

**ELEMENTS**  
*Hong Kong*

**Owner/Management  
Company: MTR  
Corporation Limited**

To celebrate the Year of the Horse, ELEMENTS mall presented an unparalleled east-meets-west experience, combining living art with a fascinating array of customized in-mall experiences.



**Family Monopoly  
Challenge**

**Frasers Centrepoint  
Malls**  
*Singapore*

**Owner/Management  
Company: Frasers  
Centrepoint Property  
Management Services  
Pte Ltd.**

Eight Frasers Centrepoint Malls staged the Family Monopoly Challenge, featuring a giant Monopoly game. With an extensive themed sales campaign, the event attracted media coverage worth over \$360,000.



**The Amazing Power  
@ Harbour City**

**Harbour City**  
*Hong Kong*

**Owner: Wharf  
Estates Limited**

**Management Company:  
Harbour City Estates  
Limited**

‘The Amazing Power’ event at Harbour City featured the web-slinging hero promoting The Amazing Spider-Man 2 movie, whilst generating amazing increases to mall traffic, sales and brand awareness.



**Hong Kong Toy Museum  
@ The Link**

**The Link Management  
Limited**  
*Hong Kong*

The Link launched Hong Kong's first and free permanent toy museum with an ongoing campaign of popular toy-themed activities, establishing the centre as the destination for toy lovers and tourists.

# Public Relations & Events

**SILVER**  
AWARD WINNER



## Monsters Playground

**Mal Taman Anggrek**  
*Jakarta, Indonesia*

Owner: Mulia Group

Management Company:  
PT Mulia Intipelangi

Mal Taman Anggrek's 'Monsters Playground' features 10 unique digital monsters who interact with the public via Twitter in a specially designed LED world modelled after the Jakarta cityscape.



## Big Bite! The Northern Food Festival

**MarQueue Mall**  
*Angeles City, Philippines*

Owner: Ayala Land, Inc

Management Company:  
Northbeacon Commercial Corporation

Pampanga's newest culinary and travel destination MarQueue Mall, launched 'Big Bite: The Northern Food Festival', to celebrate and promote culinary arts, heirloom values and gastronomic adventures.



## Nike & Melbourne Central Rooftop Tennis Club

**Melbourne Central**  
*Melbourne, Australia*

Owner/Management Company: The GPT Group

Melbourne Central transformed their rooftop into the ultimate tennis destination during the 2014 Australian Open, with more than 8,000 attendees and 30 local and national media company attending the events.



## Sport For All, Skate In Mall

**Metro City Plaza**  
*Hong Kong*

Owner: Henderson Land Group

Management Company: Nil

With more than 1 million square feet offering diverse retail offerings under a unique dome-shaped glass ceiling, MCP is positioning itself as the destination for the coveted high-spending youth demographic.



**GOLD**  
AWARD WINNER



**The Latte Art  
Smack Down**

**The Myer Centre  
Adelaide**  
*Adelaide, Australia*

**Owner:** CRP

**Management Company:**  
CFS Retail Property  
Trust Group

The Myer Centre's 'Latte Art Smack Down' generated outstanding customer engagement and publicity, achieved via word of mouth, traditional media channels and social media, on virtually a zero budget.

**688 Trail of Fortune**

**Pavilion Kuala Lumpur**  
*Kuala Lumpur, Malaysia*

**Owner:** AmTrustee  
Berhad for Pavilion REIT

**Management  
Company:** Pavilion REIT  
Management Sdn Bhd

Pavilion Kuala Lumpur created a trail of 688 papier-mâché Fortune Horses for their Chinese New Year campaign, and offered shoppers the opportunity to adopt them afterwards with a donation to charity.

**Forever The Magic  
Of Christmas**

**Queen Victoria Building**  
*Sydney, Australia*

**Owner:** GIC Real Estate

**Management Company:**  
Ipoh Pty Ltd.

QVB's 'Forever The Magic Of Christmas' campaign featured a Swarovski Christmas Tree and Crystal Garden, producing a magical environment for Santa and their new Children's Activity Lounge.

**The Brisbane Look**

**QueensPlaza**  
*Brisbane, Australia*

**Owner:** Perpetual  
Trustees Australia Ltd.

**Management Company:**  
CFS Retail Property  
Trust Group

QueensPlaza's documentary project 'Uncover the Brisbane Look' inspired customers to visit, shop and share the season's fashion, connecting with customers in an innovative way to build brand loyalty.

## Public Relations & Events



### Global Art Project INSIDE OUT by JR

**Shanghai Xintiandi**  
*Shanghai, China*

**Owner:** Shui On Group

**Management Company:**  
Shanghai Xintiandi  
Management Limited

Shanghai Xintiandi's collaboration with French artist JR produced one of the largest public art projects, with an outdoor display of 4,301 black and white portraits spanning across 5,032 square meters.



### Eggshibition

**Stockland Merrylands**  
*Merrylands, Australia*

**Owner/Management Company:** Stockland

The experiential campaign at Stockland Merrylands included gift with purchase promotions, Easter Bunny visits, a children's craft and Eggshibition area, and an in-centre display featuring 11 giant eggs.



### TaiKoo Hui Presents Disney's 90th Anniversary Exhibition and Events

**TaiKoo Hui**  
*Guangzhou, China*

**Owner:** Swire  
Properties Limited

**Management Company:**  
TaiKoo Hui (Guangzhou)  
Development Company  
Limited

TaiKoo Hui celebrated Disney's 90th anniversary with a Swarovski crystal-decorated Mickey Mouse installation, meet and greet events with Disney superstars, and limited-edition Disney anniversary pins.



### TAIPEI 101 Art Fashion Exhibition

**TAIPEI 101 MALL**  
*Taipei, Taiwan*

**Owner/Management Company:** Taipei  
Financial Center Corp.

TAIPEI 101 MALL's anniversary campaign featured an Art Fashion Exhibition integrating art, fashion, innovation and an eco-friendly charity initiative, to support the centre's socially responsible positioning.



## Sales Promotion

**SILVER**  
AWARD WINNER



### V city's 1st anniversary x Boo Promotion

**V city**  
*Hong Kong*

Owner: Sun Hung  
Kai Real Estate  
Agency Limited

Management Company:  
Kai Shing Management  
Services Limited

V city celebrated their 1st anniversary with four large-scale installations of Boo—the world's cutest dog, drawing customer attention and engagement, and successfully generating extensive media coverage.



### wtc more "Move Da Body" Campaign 2013

**wtc more**  
*Hong Kong*

Owner: Sun Hung Kai  
Properties

Management Company:  
Sun Hung Kai Real Estate  
Agency Limited

wtc used social media, fitness events and celebrity star power to promote their 'Move Da Body' campaign, successfully engaging Hong Kong's health enthusiasts, whilst boosting mall traffic and sales.



### Food Holiday

**Alabang Town Center**  
*Muntinlupa, Philippines*

Owner: Alabang  
Commercial Corporation

Management Company:  
Ayala Land, Inc.

Alabang Town Center's 'Food Holiday' campaign to promote their new and existing dining establishments, generated a 77% increase in sales, establishing ATC as the city's dining destination.



### apm's World Cup Go! Go! Goal! Promotion Campaign

**apm**  
*Hong Kong*

Owner: Sun Hung Kai  
Real Estate Agency  
Limited

Management Company:  
Kai Shing Management  
Services Limited

apm's transformation into Brazil's renowned Carnival environment, 'transported' football fans to the 2014 World Cup, and included promotional events and live-match broadcasts on a large HD LED TV wall.

# Sales Promotion



## Market Fresh Fridays

**Brimbank Shopping Centre**

*Deer Park, Australia*

**Owner/Management Company: CFS Retail Property Trust Group**

Brimbank's four-week long campaign 'Market Fresh Fridays' featured daily retailer specials and offers and cooking demonstrations, generating an increase of 57% in food retail sales from the previous year.



## Cairns Central Autumn Winter 2014

**Cairns Central Shopping Centre**  
*Cairns, Australia*

**Owner: APPF Retail**

**Management Company: Lend Lease Property Management (Aust) Pty Ltd.**

Cairns Central's successful 'Style Report' promoting Autumn/Winter 2014 fashion offerings in a tropical setting, generated increases in centre sales and traffic, and achieved a free publicity value of over \$53,000.



## La Dolce Vita — Autumn Winter 2014

**Castle Towers Shopping Centre**  
*Castle Hill, Australia*

**Owner/Management Company: QIC**

The 'La Dolce Vita — Autumn Winter 2014' promotion at Castle Towers celebrated all of life's fine indulgences, from gorgeous fashion and luxurious beauty buys, to stylish homewares and delicious food.



## DFO Ultimate Weekend

**DFO Essendon**  
*Essendon, Australia*

**Owner/Management Company: CFS Retail Property Trust Group**

The 'Ultimate Weekend' helped to bridge the gap between the perception of outlet shopping and DFO's retail offerings, providing customers with a VIP shopping experience packed with discounts and prizes.



**GOLD**  
**AWARD WINNER**



**60-Day Christmas Party  
@ Harbour City**

**Harbour City**  
*Hong Kong*

**Owner:** Wharf  
Estates Limited

**Management Company:**  
Harbour City Estates  
Limited

Harbour City's "60-Day Christmas Party" featured six waves of "Best of the Best" promotions, sustaining customer engagement through innovative initiatives combined with continuous anticipation.



**Fashion Ink**

**Hyperdome Shopping  
Centre and Westpoint  
Shopping Centre**  
*Australia*

**Owner/Management  
Company:** QIC GRE

'Fashion Ink' celebrated the connectivity of style, fashion and celebrity through body art. The multi-channel campaign helped to establish the QIC centres as both experiential and fashion destinations.



**Lunchgustation**

**The Myer Centre**  
*Brisbane, Australia*

**Owner:** Perpetual  
Trustees Australia  
LTD and ISPT

**Management Company:**  
CFS Property Trust Group

Lunchgustation—a culinary journey featuring a ten-course dining experience, successfully helped The Myer Centre reposition their refurbished food court as the preferred destination for lunchtime dining.



**Christmas Naturally**

**Noosa Civic  
Shopping Centre**  
*Noosaville, Australia*

**Owner/Management  
Company:** QIC GRE

The 'Christmas Naturally' campaign leveraged the community's eco-centric attitude, and featured locally produced natural products, and a living Lilly Pilly Christmas tree as a gift-with-purchase incentive.

# Sales Promotion



## Santa's Cottage

**Orion Springfield Central**  
*Springfield Central,  
Australia*

**Owner:** Mirvac

**Management  
Company:** Mirvac Real  
Estate Pty Ltd.

Orion Springfield Central brought Santa's home to life, complete with fireplace, naughty-and-nice lists, reindeer 'family' photos, tasty treats, and a free programme of family events and promotions.



## Christmas Promotion Campaign

**Shanghai IFC mall**  
*Shanghai, China*

**Owner:** Sun Hung Kai  
Properties Group

**Management Company:**  
Sun Hung Kai Business  
Service (Shanghai)  
Co., Ltd.

Shanghai IFC's Christmas campaign featured a unique castle-themed combination of Christmas decorations and an exhibition of 30 'Nutcrackers' on display from museums around the world.



## Blossom of Bliss

**The Shoppes at Marina  
Bay Sands**  
*Singapore*

**Owner:** Las Vegas  
Sands Corp.

**Management Company:**  
Marina Bay Sands

The 'Blossom of Bliss' campaign at The Shoppes at Marina Bay Sands, realised year-over-year increases of 16% in footfall, and centre sales increases of 14.5% during the highly competitive Chinese New Year season.



## Chinese New Year 2014

**The Shoppes at Four  
Seasons**  
*Taipa, Macau SAR, China*

**Owner/Management  
Company:** Sands Retail

The extensive activities and promotions held in-centre at The Shoppes at Four Seasons, attracted impressive numbers of local residents and tourists during the highly competitive CNY retail season.



**SILVER**  
AWARD WINNER



**In Full Bloom**

**The Shoppes at Four Seasons, Shoppes at Venetian and Shoppes at Cotai Central**  
*Taipa, Macau SAR, China*

**Owner/Management Company: Sands Retail**

Sands Retail transformed three luxury centres into stunning environments of exotic and lavish art and floral displays, whilst providing guests access to some of the world's most-coveted brands.

**International Food Month**

**Stockland Merrylands**  
*Merrylands, Australia*

**Owner/Management Company: Stockland**

The multi-channelled 'International Food Month' campaign featured workshops, tastings and menu suggestions designed to highlight and promote the fresh food offerings at Stockland Merrylands.

**In Full Bloom**

**Stockland Shellharbour**  
*Shellharbour City Centre, Australia*

**Owner/Management Company: Stockland**

'In Full Bloom' encapsulated the Spring season with a series of photo montages featuring Stockland Shellharbour retailers, and successfully met market share and apparel sales growth objectives.

## Emerging Technology

**GOLD**  
AWARD WINNER



**apm's World Cup Go!  
Go! Goal! Promotion  
Campaign**

**apm**  
*Hong Kong*

**Owner: Sun Hung Kai  
Real Estate Agency  
Limited**

**Management Company:  
Kai Shing Management  
Services Limited**

apm celebrated World Cup 2014 with football-themed art exhibits, native Brazilian animal exhibits, real-time microblogging and an innovative football-themed Augmented Reality (AR) game.



**Joy City 3.8 mobile  
payment festival**

**Chaoyang Joy City and  
Shanghai Joy City**  
*Beijing, China*

**Owner: Cofco Land  
Limited**

Joy City partnered with Alibaba to provide consumers the option to scan QR product codes with their mobile device to receive instant coupons, and to pay for their purchases via Alipay.



**Love Message @  
Harbour City**

**Harbour City**  
*Hong Kong*

**Owner: Wharf Estates  
Limited**

**Management Company:  
Harbour City Estates  
Limited**

Harbour City's innovative 3D love messaging app combined with an innovative campaign, successfully drew mall traffic and customer engagement during their 'Double Valentine's Day' Promotion.





### iapm Mall's Digital Arts Offerings and their Allure to Trendy i-Generation Shoppers

**iapm mall**  
*Shanghai, China*

**Owner/Management Company:** Sun Hung Kai Properties

iapm's series of highly entertaining and technologically-innovative projects attracted almost 3 million visitors a month, generating a spike in sales turnover of 458% since its soft launch in August 2013.



### Riverwalk Rewards: a customised smartphone App for Sunshine Plaza

**Sunshine Plaza**  
*Maroochydore, Australia*

**Owner:** APPF & GPT

**Management Company:** Lend Lease

Sunshine Plaza's App capitalised on devoted smartphone user behaviours to maximise visitation and increase sales for retailers with their loyalty programme 'Riverwalk Rewards'.



### V city Mobile App

**V city**  
*Hong Kong*

**Owner:** Sun Hung Kai Real Estate Agency Limited

**Management Company:** Kai Shing Management Services Limited

V city's mobile app offers its loyal customers promotional offers and information, and features 'Eat Easy'—a table reservation function rated as the most popular and useful amongst users.

# Integrated Digital Campaigns

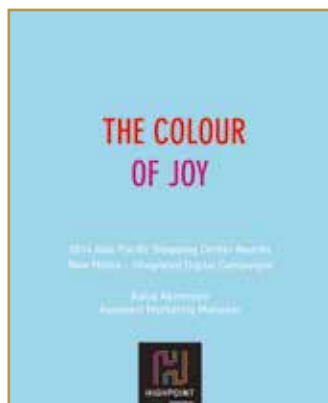


## Shop 'n' Pop

**Casula Mall**  
*Casula, Australia*

**Owner/Management Company:** AMP Capital Shopping Centres

Casula Mall's 'Shop 'n' Pop' promotion used a multi-channel approach with both in-centre and online customer-entry mechanisms, offering customers spending \$50 the chance to win up to \$5,000.



## The Colour of Joy

**Highpoint**  
*Maribyrnong, Australia*

**Owner:** Highpoint Property Group, GPT Wholesale Shopping Centre Fund and The GPT Group

**Management Company:** The GPT Group

Highpoint's 'Colour of Joy' integrated digital campaign featured a digital advent calendar that revealed daily offers, generating increases in database membership, social sharing and centre traffic and sales.



## #IONgraphy

**ION Orchard**  
*Singapore*

**Owner:** CapitaMall Asia and Sun Hung Kai Properties  
**Management Company:** Orchard Turn Developments Pte Ltd.

The #IONgraphy campaign created a gallery of beautiful and inspiring photos both in-centre and online whilst helping to position ION Orchard as a go-to destination where moments become memories.



## QP Delish

**QueensPlaza**  
*Brisbane, Australia*

**Owner:** Perpetual Trustees Australia Ltd.

**Management Company:** CFS Retail Property Trust Group

QueensPlaza's first-to-market digital app 'QP Delish', provides customers with exclusive food court offers all in the palm of their hand, rewarding frequent users whilst tracking customer redemptions.



## Social Media Digital

**GOLD**  
AWARD WINNER



**The Great Singapore Sale 2013—Catch the VivoCity Codeys**

**VivoCity**  
*Singapore*

**Owner:** DBS Trustee Ltd. as Trustee of Mapletree Commercial Trust

**Management Company:** Mapletree Commercial Trust Management Ltd.

VivoCity's experiential and digital campaign featured a family of four giant QR code mascots who when spotted, provided customers the opportunity to 'scan' them to receive instant reward vouchers.



**Game-2-Win**

**AMP Capital Shopping Centres**  
*Sydney, Australia*

The interactive, web-based 'Game-2-Win' campaign engaged online and in-centre shoppers from 15 AMP Capital Shopping Centres to compete against each other in an 'Amazing Race' style competition.



**Christmas Style Influencers**

**Ipoh Management Services**  
*Sydney, Australia*

Style influencers with strong Instagram networks were featured in Ipoh's cross-centre Christmas campaign, generating over 5 million online impressions, and impressive increases to centre sales and traffic.



**Christmas @ LuLu**

**LuLu Mall**  
*Kochi, India*

**Owner:** LuLu Group

**Management Company:** LuLu International Shopping Mall Pvt. Ltd.

LuLu Mall's Christmas campaign leveraged their strong social media presence through Facebook, Twitter and YouTube to entertain and draw customers to the centre during their first festive season.

## Social Media Digital

**GOLD**  
AWARD WINNER



### Style a Room

**Supa Centa Moore Park**  
*Kensington, Australia*

**Owner/Management**  
Company: Terrace  
Tower Group

Supa Centa Moore Park's social media competition invited shoppers to create their dream lounge room online using centre retailer products, with finalists and winners re-creating their rooms in-centre.

# CATEGORY THREE DESIGN & DEVELOPMENT

## New Developments

**GOLD**  
AWARD WINNER



**D-Cube City**  
*Seoul, Korea*

**Total Retail Space:**  
75,000 sqm  
**Number of Stores:** 171

**Owner/Developer:**  
Daesung Industrial  
Co. Ltd.

**Management Company:**  
Hanmi Parsons

**Design Architect:**  
The Jerde Partnership

**Production Architect:**  
SAMOO

Formerly a large coal processing plant, D-Cube City sets a new standard in mixed-use transit-oriented development. The innovative transformation is a major accomplishment for land redevelopment.

**SILVER**  
AWARD WINNER



**iapm Mall**  
*Shanghai, China*

**Total Retail Space:**  
108,470 sqm  
**Number of Stores:** 200

**Owner/Developer:**  
Sun Hung Kai Properties

**Management Company:**  
Kai Shing Management  
Services Limited

**Design/Landscape**  
**Architect:** Benoy Ltd.

iapm offers a trendy shoppertainment experience to customers, housing a wide array of luxury fashion brands, a lifestyle specialty store, a deluxe IMAX cinema and a magnificent variety of global delicacies.



**GOLD/  
SUSTAINABLE  
AWARD WINNER**

**INDIGO**  
*Beijing, China*

Total Retail Space:  
87,000 sqm  
Number of Stores: 170

Owner/Developer: Swire  
Properties, Sino-Ocean  
Land Holdings Limited

Design Architect:  
Benoy Ltd.

The INDIGO development is an integrated mixed-use development, which includes a shopping centre, a hotel, office space, and more than 1,200 car parking spaces, all with direct access to Beijing Metro Line 14.


**Jem**  
*Singapore*

Total Retail Space:  
76,000 sqm  
Number of Stores: 235

Owner: Lend Lease Retail  
Investments 3 Pte Ltd./  
Lend Lease Commercial  
Investments

Developer/Management  
Company: Lend Lease  
Retail Pte Ltd.

Design/Production  
Architect: SAA  
Architects Pte Ltd.

Jem's innovative design used more than 100% green replacement in the building's construction, as well as an array of energy-saving measures weaved into the architecture and infrastructure.

**SILVER  
AWARD WINNER**

**SM Aura Premier**  
*Taguig, Philippines*

Total Retail Space:  
199,616 sqm  
Number of Stores: 206

Owner/Developer: SM  
Prime Holdings Inc

Management Company:  
Shopping Center  
Management Inc

Design Architect:  
Arquitectonica

Production Architects:  
W.V. Coscolluela &  
Associates

SM Aura Premier is a fashion, dining and entertainment destination, which includes a 6-level retail area, three levels of underground parking, and a thirty-storey office tower with a 360-degree view of the city.


**Setia City Mall**  
*Shah Alam, Malaysia*

Total Retail Space:  
734,752 sqm  
Number of Stores: 220

Owner/Developer:  
Greenhill Resources  
Sdn Bhd

Management Company:  
Compass Lend Lease

Design Architect:  
Archicentre Sdn Bhd

Malaysia's green-rated Setia City Mall is a visionary commercial hub in the heart of the community, with an impressive retail and food & beverage mix to provide families with a fun and affordable centre experience.

# Renovations/Expansions

**SILVER**  
AWARD WINNER



**Choi Yuen Plaza**  
*Hong Kong*

Total Retail Space:  
132,281 sqm  
Number of Stores: 107

Owner/Developer:  
The Link Management  
Limited

Design Architect:  
AGC Design Limited

Choi Yuen Plaza's renovation features a footbridge with a timber roof, streamlined decking and benches amidst lush greenery, and expanded retail offerings to provide a variety of shopping options.



**Highpoint Shopping Centre**  
*Maribyrnong, Australia*

Total Retail Space:  
145,600 sqm  
Number of Stores: 491

Owner: Highpoint Property Group, GPT Wholesale Shopping Centre Fund, The GPT Group

Developer: The GPT Group

Design Architect:  
Grimshaw Architects with The Buchan Group, Civitas, ARM Architects

Highpoint Shopping Centre's \$300 million renovation included the addition of 100 new specialty stores across premium fashion and lifestyle brands, providing Melbourne residents an unrivalled shopping experience.



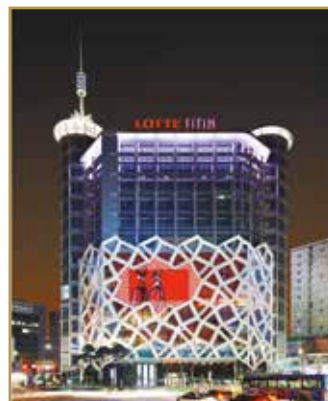
**Leung King Plaza**  
*Hong Kong*

Total Retail Space:  
165,068 sqm  
Number of Stores: 133

Owner/Developer: The Link Management Limited

Design Architects: Dennis Lau & Ng Chun Man Architects & Engineers (HK) Limited

Leung King Plaza's two-year asset enhancement project rejuvenated the centre with updates to its infrastructure and interior design, as well as its exterior façades and courtyards.



**Lotte FITIN**  
*Seoul, South Korea*

Total Retail Space:  
18,513 sqm  
Number of Stores: 148

Owner: Fashion TV Building Owners Association

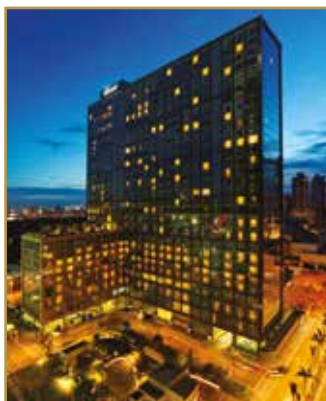
Developer: Lotte Asset Development

Design Architect:  
Kingsmen Singapore

Production Architect:  
Yesung Architects

Lotte FITIN in Seoul's Dongdaemun Market area provides young trendsetters an organized and secure shopping environment, housing designer shops and restaurants from Seoul's most-fashionable districts.



**SILVER**  
 AWARD WINNER

**New Glorietta**  
*Makati City, Philippines*

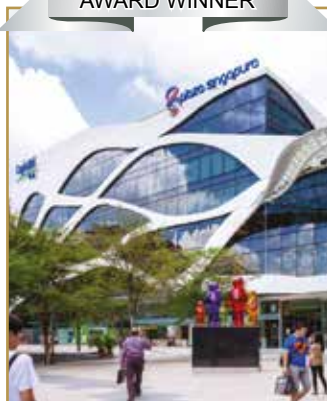
Total Retail Space:  
233,696 sqm  
Number of Stores: 219

Owner: Ayala Land, Inc.

Management Company:  
Ayala Property  
Management Corporation

Design Architect: GF &  
Partners Architects, Co.

The New Glorietta encompasses five hotels, two office towers, two residential high-rises, and extensive retail zones, providing world-class amenities at the heart of the Philippines' most cosmopolitan city.


**Plaza Singapura**  
*Singapore*

Total Retail Space:  
57,541 sqm  
Number of Stores: 324

Owner: CapitaMall Trust

Developer/Management  
Company: CapitaMalls  
Asia Limited

Design Architect: Benoy  
Singapore

Production Architect: RSP  
Architects Planners &  
Engineers (Pte) Ltd.

Recently renovated, Plaza Singapura's signature flowing ribbon façade houses an unrivalled one-stop shopping experience with some 330 fashion, dining, entertainment and lifestyle offerings.


**Roxburgh Park Shopping Centre**  
*Roxburgh Park, Australia*

Total Retail Space:  
24,730 sqm  
Number of Stores: 53

Owner/Developer:  
CFS Retail Property  
Trust Group

Design/Production  
Architects: I2c

Roxburgh Park Shopping Centre's expansion—whilst doubling in size, delivered a main street environment to the community, providing cafes and restaurants, fresh food and daily shopping needs.

**GOLD**  
 AWARD WINNER

**Siam Center The Ideaopolis**  
*Bangkok, Thailand*

Total Retail Space:  
21,210 sqm  
Number of Stores: 145

Owner/Developer: Siam  
Piat Company Limited

Design/Production  
Architects: Urban  
Architects Co., Ltd.

Thailand's first and most-innovative shopping center—Siam Center—carries exclusive product lines and services, hosts year-round art exhibitions, and provides cutting-edge digital technology.

## New Retail Concepts



**Tianjin Joy City  
Cheer Market**  
*Tianjin, China*

Company: Cheer Market

Architects/General  
Contractors: Tianjin  
Joy City

Interior Designer:  
Fengguo

The Cheer Market is China's first start-up-themed area, located in Tianjin Joy City. The once 'inefficient area' is now a distinct specialty business zone, and sets a benchmark for retail business innovation.

## Retail Store Design

**SILVER**  
AWARD WINNER



**Great Food Hall**  
*Hong Kong*

Company: AS WATSON

Interior Designer: HEAD  
Architecture and Design  
Limited

The newly renovated Great Food Hall is an emporium of high-quality food offerings, designed in a visually coherent display, and hosts regular product demonstrations and food tasting events.



**Kid's Cavern**  
*Taipa, Macau SAR, China*

Company: New Yaohan

Architect: Aedas Ltd.

Interior Designer: Callison

Kid's Cavern is a flagship specialty store combining children's apparel, toys, candy and designer wear, interspersed with wide-open playzones accented by twinkling LED lights and colourful floor tiles.



# Award Jury

ICSC's Asia Pacific Shopping Center Awards recognise excellence within the region's shopping center industry and honours outstanding achievements in marketing and design/development of retail properties.

ICSC thanks the 2014 Awards Jury comprising dedicated industry professionals who gave their time and expertise to undertake an exhaustive judging process of a record-breaking 185 entries in this year's competition. The judges undertook remote online judging of each entry in their respective disciplines and convened with the ICSC in Hong Kong in September 2014 to determine the 2014 finalists.

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**George Hongchoy**  
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# CHINA XINTIANDI

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