



ICSC
Global
Awards
Asia Pacific
Shopping Center

The background of the upper half of the page is an abstract composition. It features a silhouette of a city skyline in shades of blue and green, set against a light, textured background. Below the skyline, there are large, vibrant paint splatters in blue, green, and purple. The year "2016" is written in large, white, bold numerals, with the "0" containing the text "MARKETING DESIGN RETAIL AWARDS".

2016

MARKETING
DESIGN
RETAIL
AWARDS

ASIA PACIFIC SHOPPING CENTER AWARDS
WINNERS

RECON ASIA-PACIFIC | MANILA | OCTOBER 2016

www.icsc.org/asiaawards

2016 AWARDS JURY

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

ICSC thanks the 2016 Awards Jury comprising dedicated industry professionals who gave their time and expertise to undertake an exhaustive judging process of a record-breaking number entries in this year's competition. They judged online each entry in their respective disciplines and convened with the ICSC in Thailand in September 2016 to determine the finalists and winners.

2016 ASIA PACIFIC SHOPPING CENTER AWARDS JURY

MARKETING DESIGN RETAIL AWARDS

Chair - Development Jury



Neville G. Beer
Managing Director - Property
The Gandel Group Pty, Ltd.
Australia

Development Jury



Simon Bee
Global Design Director
Benoy Limited
Hong Kong



Brian Chuang
Head of Project & Development
Link Asset Management Ltd.
Hong Kong



Phil Kim
Co-Chief Executive Officer
Managing Director
JERDE
Hong Kong



Sarah Lee
Sky Yutaka, Ltd.
Hong Kong



Joselito Luna
Group Head, Innovation &
Design Group
Ayala Land, Inc.
Philippines



Charn Srivikorn
Chairman
Gaysorn Land Asset Management
Co., Ltd.
Thailand



Taka Tsukiyasu
Senior Director, Int'l Business
Development
GARDE U.S.P
Japan



Nopporn Witoonchart
Chief Executive Officer
Siam Future Development, PLC
Thailand

Chair - Marketing Jury



Carol Angelosanto
Chief Executive Officer
Marketing Warehouse Pty, Ltd.
Australia

Marketing Jury



Gunyarak Piyakhun
First Executive Vice President,
Marketing Strategy and
Business Intelligence
Siam Piwat Company Limited
Thailand



Paul Pozzobon
National Marketing Manager
Mirvac
Australia



Karen K.Y. Tam
Assistant General Manager-
Promotions & Marketing
The Wharf (Holdings) Limited
Hong Kong



Joaquin L. San Agustin
Senior Vice President, Marketing
Shopping Center Management
Corporation – SM Supermalls
Philippines



Rowena M. Tomeldan
President
Ayala Land, Inc.
Philippines



Nicole Wilson
General Manager
Marketing Operations
Vicinity Centres
Australia

2016 Asia Pacific Shopping Center Awards

ADVERTISING

GOLD AWARD WINNER GOLD AWARD WINNER



FASHION INTELLIGENCE INDEX
FASHION WALK
HONG KONG

OWNER: HANG LUNG
PROPERTIES LIMITED
MANAGEMENT COMPANY:
HANG LUNG REAL ESTATE
AGENCY LIMITED



EMBRACE YOUR EVERYDAY
QV MELBOURNE
MELBOURNE, AUSTRALIA

OWNERS: DEXUS PROPERTY
GROUP PTY, LTD., VICTORIA
SQUARE QV INVESTMENTS
PTY, LTD.
MANAGEMENT COMPANY:
DEXUS PROPERTY GROUP
PTY, LTD.

Fashion Walk conducted six fun and engaging surveys with key opinion leaders and fashionistas before executing a fully integrated program that resulted in YOY footfall and sales increases of more than 110%.

QV Melbourne successfully combined its digital assets and social media platforms with out-of-home advertising to execute their encompassing brand positioning campaign 'Embrace Your Everyday'.

ADVERTISING

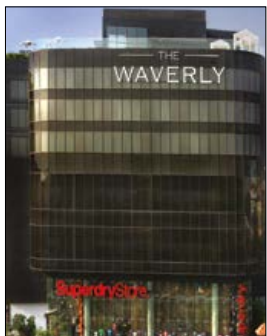


SIAM DISCOVERY:
THE EXPLORATORIUM
SIAM DISCOVERY
BANGKOK, THAILAND

OWNER/MANAGEMENT
COMPANY: SIAM PIWAT CO., LTD.



SM FEB 30TH
ANNIVERSARY SALE
SM SUPERMALLS
PASAY CITY, PHILIPPINES



VR BENGALURU - ADVERTISING
VR BENGALURU
BENGALURU, INDIA

OWNER/MANAGEMENT
COMPANY: VIRTUOUS RETAIL

Siam Discovery: The Exploratorium offered visitors the opportunity to experiment with new products, embrace new ideas and make personal purchases, aided by the power of advanced digital technology.

Fifty-seven centres across the Philippines began a yearlong series of themed events and promotions with a grand-scale event designed to mark and celebrate the 30th anniversary of SM Supermalls.

VR Bengaluru utilized its local nickname, 'Black Box on Whitefield Road', in a dynamic advertising campaign that emphasized the centre as a 'Box of Delights' catering to every lifestyle element.

2016 Asia Pacific Shopping Center Awards

BUSINESS-TO-BUSINESS

SILVER AWARD WINNER



DRIVE BY MIRVAC
MIRVAC
SYDNEY, AUSTRALIA



HANDOVER CONFERENCE
@ SM CITY TIANJIN
SM CITY TIANJIN
TIANJIN, CHINA



SM PARTNER'S SUMMIT
'BRICKS CLICK'
SM PRIME HOLDINGS, INC.
PASAY CITY, PHILIPPINES

OWNER: SM PRIME
HOLDINGS, INC.
MANAGEMENT COMPANY:
SM SHOPPING CENTER
(TIANJIN) CO., LTD.

The 'Drive by Mirvac' initiative offers retailers an integrated marketing platform to help them achieve their full sales potential, while fostering positive working relationships and open communications.

The Handover Conference @ SM City Tianjin drew more than 400 brand owners, mainstream media and industry experts to witness the signing of a strategic agreement between Handover and the SM Group.

SM hosted a two-day event for its distinctive tenants and partners that incorporated a retail summit, an innovation forum and an awards evening, whilst revealing the brand's five-year development plan.

2016 Asia Pacific Shopping Center Awards

CAUSE RELATED MARKETING

SILVER AWARD WINNER



AYALA MALLS LITTLE FREE LIBRARY
AYALA LAND MALLS, INC.
MAKATI CITY, PHILIPPINES



NATION-LEADING ACCESSIBILITY PROGRAM
BAYFAIR SHOPPING CENTRE
MOUNT MAUNGANUI, NEW ZEALAND

OWNERS: AMP CAPITAL SHOPPING CENTRE FUND, FISHER FUNDS
MANAGEMENT COMPANY: AMP CAPITAL SHOPPING CENTRES



MAKE A PENINSULA PLEDGE
BAYSIDE SHOPPING CENTRE
FRANKSTON, AUSTRALIA

OWNER\MANAGEMENT
COMPANY: VICINITY CENTRES



PAWS FOR THOUGHT DOG ADOPTION DRIVE
BOTANY TOWN CENTRE
AUCKLAND, NEW ZEALAND

OWNER: PSPIB WAIHEKE, LTD.
MANAGEMENT COMPANY: AMP CAPITAL SHOPPING CENTRES



'COLOURING • CARING FOR ALZHEIMER'S' CAMPAIGN FESTIVAL WALK
HONG KONG

OWNER: MAPLETREE GREATER CHINA COMMERCIAL TRUST
MANAGEMENT COMPANY: MAPLETREE GREATER CHINA PROPERTY MANAGEMENT LIMITED

The 'Little Free Library' Program at Ayala Malls enables diverse partnerships for free book exchanges on both national and grassroots levels, whilst promoting the joy of reading and literacy awareness.

The Bayfair Shopping Centre has achieved a Platinum rating with the national social change organisation 'Be.Accessible', and is well on its way to becoming the most accessible shopping centre in New Zealand.

With a small donation to a charity supporting victims of family violence, Bayside Shoppers were invited to colour a section of a large in-centre mural designed by mindfulness illustrator Georgia Perry.

Botany Town Centre's community-focused 'Paws for Thought Dog Adoption Drive' helped simplify the pet adoption process and place desperate and unwanted dogs and puppies into new forever homes.

Festival Walk helped educate and build awareness of the presence of Alzheimer's disease amongst Hong Kong residents with its multi-phased campaign combining art therapy with the holiday giving spirit.

GOLD AWARD WINNER



INORBIT PINK POWER 2015
INORBIT MALLS INDIA PVT, LTD.
MUMBAI, INDIA



A REINDEER CHRISTMAS
MAL TAMAN ANGGREK
JAKARTA, INDONESIA

OWNER: MULIA GROUP
MANAGEMENT COMPANY:
PT MULIA INTIPELANGI



THE FIRST SMILE DAY
PHILIPPINES
MEGAWORLD CORPORATION
QUEZON CITY, PHILIPPINES



DENIM DRIVE BY
MELBOURNE CENTRAL
MELBOURNE CENTRAL
MELBOURNE, AUSTRALIA

OWNER/MANAGEMENT
COMPANY: THE GPT GROUP



SHARE MY SHOES
MIRVAC
SYDNEY, AUSTRALIA

The 'Pink Power' initiative conducted at four Inorbit Malls empowered women entrepreneurs of all ages by providing them with an in-centre retail outlet, offered free of charge for a duration of nine months.

Mal Taman Anggrek enlisted community, creative and business partners to stage a Christmas event for children with cancer and raised more than \$52,000 USD for the Indonesian Kids Cancer Foundation.

The 'First Smile Day Philippines' benefit event held at several Megaworld Lifestyle Malls raised more than \$77,000 USD for Operation Smile Philippines, a charity that benefits children with cleft palates.

Melbourne Central's 'Denim Drive' helped raise awareness for a new social enterprise whilst promoting sustainable fashion practices, resulting in more than 100 kilos of donated denim products.

The 'Share My Shoes' community program at Mirvac encouraged customers to donate more than 11,800 pairs of shoes during the four-week campaign in support of the brand's national charity partner.

2016 Asia Pacific Shopping Center Awards

CAUSE RELATED MARKETING

SILVER AWARD WINNER



ORION CONSTRUCTION
CALENDAR
ORION SPRINGFIELD CENTRAL
SPRINGFIELD CENTRAL,
AUSTRALIA

OWNER/MANAGEMENT
COMPANY: MIRVAC



CREATE AND CELEBRATE -
NAIDOC WEEK
ORION SPRINGFIELD CENTRAL
SPRINGFIELD CENTRAL,
AUSTRALIA

OWNER/MANAGEMENT
COMPANY: MIRVAC



ANGEL SMILES 2016
PARK CENTRAL
HONG KONG

OWNER: SUN HUNG KAI REAL
ESTATE AGENCY, LTD.
MANAGEMENT COMPANY:
HONG YIP SERVICE COMPANY
LIMITED



CHARITY AT HEART
PAVILION KUALA LUMPUR
KUALA LUMPUR, MALAYSIA

OWNER: MTRUSTEE BERHAD
FOR PAVILION REIT
MANAGEMENT COMPANY:
PAVILION REIT MANAGEMENT
SDN BHD



EARTH HOUR @ SM CITY
CHONGQING
SM CITY CHONGQING
CHONGQING, CHINA

OWNER: SM PRIME HOLDINGS,
INC.
MANAGEMENT COMPANY: SM
CITY (CHONGQING) CO., LTD.

Orion's fundraising calendar in support of the national White Ribbon campaign featured images of 12 Mirvac construction members dressed for work, and 'dressed for best' in centre retailer fashions.

Orion Springfield Central held a series of free and interactive workshops that allowed children to learn through art, song, performance and dance about the cultural importance of Indigenous Australians.

Park Central's 'Angel Smiles 2016' campaign included a series of events to raise awareness and funds for a local organization supporting children with a rare genetic disorder affecting the nervous system.

Pavilion KL's 'Charity at Heart' campaign featured Chinese New Year gift sets hand-painted by 120 special-needs children, with proceeds supporting nine partner charities across the nation.

The 'Earth Hour @ SM City Chongqing' campaign inspired thousands of people to travel a distant equivalent to circling the Earth by simply taking 10,000 steps each day over a 10-day period.



GREEN VISION: THE SM MISSION
SM CITY MARILAO AND
SM BALIWAG
MARILAO, PHILIPPINES

MANAGEMENT COMPANY:
SM PRIME HOLDINGS, INC.



STUDENT SUSTAINABILITY TOUR
STOCKLAND BALDIVIS
BALDIVIS, AUSTRALIA

OWNER/MANAGEMENT
COMPANY: STOCKLAND



**ONLINE TOY DONATION DRIVE
AND SHOPPING PORTAL**
TAI PO MEGA MALL
HONG KONG

OWNER: SUN HUNG KAI REAL
ESTATE AGENCY LIMITED
MANAGEMENT COMPANY:
KAI SHING MANAGEMENT
SERVICES LIMITED

SM Supermalls drew more than 20,000 visitors to its innovative solar-powered art installation, eco-concert and music festival, promoting modern living in conjunction with environmental awareness.

Stockland's Student Sustainability Tour provided local college students with an opportunity to create their own liveable development, whilst learning about the importance of sustainable urban design.

Tai Po Mega Mall's Christmas campaign in support of the Hong Kong YMCA brought the conventional community toy donation drive to another level by merging charity with an online shopping experience.

EMERGING DIGITAL TECHNOLOGY

GOLD AWARD WINNER



APM XMAS XCITEMENT
GADGETS ONLINE
APM
KWUN TONG, HONG KONG

OWNER: SUN HUNG KAI REAL ESTATE AGENCY LIMITED
MANAGEMENT COMPANY: KAI SHING MANAGEMENT SERVICES LIMITED



iBEACON EASTER EGG HUNT
BENDIGO MARKETPLACE
SHOPPING CENTRE
BENDIGO, AUSTRALIA

OWNER: ISPT SUPER PROPERTY MANAGEMENT COMPANY;
COLLIERS INTERNATIONAL



LINK PARK & DINE APP
LINK ASSET MANAGEMENT
LIMITED
HONG KONG



CELEBRATE CHINESE NEW YEAR
QUEEN VICTORIA BUILDING
SYDNEY, AUSTRALIA

OWNER: GIC REAL ESTATE
MANAGEMENT COMPANY:
IPOH – QVB



SM SUPERMALLS MOBILE APP
'DOWNLOAD AND WIN'
SM SUPERMALLS SHOPPING
CENTER MANAGEMENT
CORPORATION
PASAY CITY, PHILIPPINES

apm's innovative platform combined the convenience of online shopping with the benefits of traditional retail, allowing consumers to shop online for in-store pick-up during the prime holiday shopping period.

Bendigo Marketplace's unique digital Easter Egg Hunt campaign utilized iBeacon technology combined with a smartphone app to provide a fun and interactive experience for both children and their parents.

The 'Link Park & Dine' app provides users with convenient dining and shopping recommendations, as well as practical functions that include parking spot availability, find my car and e-queuing.

QVB activated an Instagram Vending Machine as part of its 'Celebrate Chinese New Year' campaign, creating a truly innovative customer experience, whilst strengthening the brand's social media presence.

The launch of SM Supermalls mobile app included an innovative digital scratch-card game that significantly increased user downloads, whilst registering a record-breaking 82% prize redemption rate.



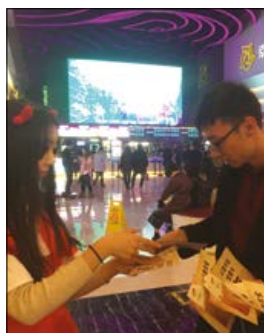
INSIDE A FRENCH CHATEAU
- EXHIBITION OF ANTIQUE
FRENCH FURNITURE
SHANGHAI IFC MALL
SHANGHAI, CHINA

OWNER/MANAGEMENT
COMPANY: SUN HUNG KAI
PROPERTIES



ELECTRONIC CREDIT
PAYMENT: ANT CHECK LATER
INSTALLATION
XIDAN JOY CITY
BEIJING, CHINA

OWNER: JOY CITY
PROPERTY LIMITED
MANAGEMENT COMPANY:
XIDAN JOY CITY CO., LTD.



MOBILE QQ HOT CHAT
TREASURE-FINDING CAMPAIGN
YANTAI JOY CITY
YANTAI, CHINA

OWNER: JOY CITY
PROPERTY LIMITED
MANAGEMENT COMPANY:
YANTAI JOY CITY CO., LTD.

Shanghai ifc Mall's 'Inside a French Chateau' exhibit used a variety of emerging technologies, including virtual reality, to allow visitors to experience the original art pieces and furniture of 18th century France.

Xidan Joy City's strategic partnership with the Ant Check Later Service allows customers to make installment payments on purchases, offering repayment options of three-, six- or 12-month periods.

Yantai Joy City innovatively incorporated core features and functions from HOT CHAT into its mobile treasure-finding game, drawing thousands of competitors to the centre during the holiday season.

2016 Asia Pacific Shopping Center Awards

GRAND OPENING, EXPANSION & RENOVATION



BROADWAY SYDNEY 'MIX IT UP'
PRE-DEVELOPMENT CAMPAIGN
BROADWAY SYDNEY
SYDNEY, AUSTRALIA

OWNER: MIRVAC &
PERRON GROUP
MANAGEMENT COMPANY:
MIRVAC



THE BIRTH OF 'WORLD'S
FIRST MULTIPLE I
NTELLIGENCE KIDS MALL'
D-PARK
HONG KONG

OWNER: NEW WORLD
DEVELOPMENT
COMPANY LIMITED
MANAGEMENT COMPANY:
DISCOVERY PARK
COMMERCIAL SERVICES, LTD.



THE ATRIUM AT
GREENWOOD PLAZA
GREENWOOD PLAZA
NORTH SYDNEY, AUSTRALIA

OWNER: MIRVAC & TIAA
HENDERSON REAL ESTATE
MANAGEMENT COMPANY:
MIRVAC



ELECTRIC FIELDS BY HIGHPOINT
HIGHPOINT SHOPPING CENTRE
MARIBYRNONG, AUSTRALIA

OWNERS: HIGHPOINT
PROPERTY GROUP, THE GPT
WHOLESALE SHOPPING CENTRE
FUND AND THE GPT GROUP
MANAGEMENT COMPANY:
THE GPT GROUP



THE MALL ZHUHAI OF
WALMART ASIA REALTY
THE MALL ZHUHAI
ZHUHAI, CHINA

OWNER/MANAGEMENT
COMPANY: WALMART
ASIA REALTY

Broadway Sydney implemented the 'It's Time to Mix It Up' campaign to maintain and increase footfall and sales during its redevelopment phase and to position itself as a new and elevated centre.

Following its grand opening after an extensive renovation project, D-PARK has emerged as Hong Kong's first dedicated family-oriented retail destination and the 'World's First Multiple Intelligence Kids Mall'.

The newly redeveloped Atrium at Greenwood Plaza has enhanced the customer experience with improved physical infrastructure to offer visitors a modern and elevated dining experience

Highpoint celebrated the opening of its casual dining and entertainment precinct with a vibrant festival that featured neon lights, street food, musical performances and an in-centre game show.

The Mall Zhuhai, the first of a planned chain developed and operated by Walmart, is a community-oriented shopping centre offering local families a convenient one-stop, all-around shopping experience.

SILVER AWARD WINNER



PACIFIC FAIR - LIKE NEVER BEFORE - STAGE OPENING
PACIFIC FAIR
BROADBEACH, AUSTRALIA

OWNER: AMP CAPITAL INVESTORS, LTD.
MANAGEMENT COMPANY: AMP CAPITAL SHOPPING CENTRES



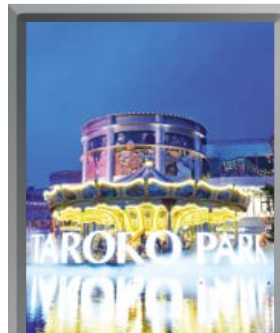
SIAM DISCOVERY:
THE EXPLORATORIUM
GRAND OPENING
SIAM DISCOVERY:
THE EXPLORATORIUM
BANGKOK, THAILAND

OWNER/MANAGEMENT
COMPANY: SIAM PIWAT CO., LTD.



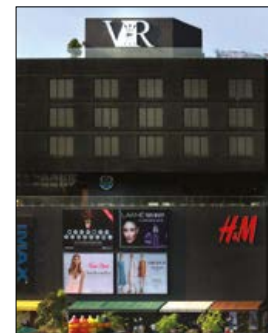
IT'S ALL HERE. AND
IT'S ALL YOURS.
STOCKLAND HARRISDALE
PERTH, AUSTRALIA

OWNER/MANAGEMENT
COMPANY: STOCKLAND



GRAND OPENING
TAROKO PARK KAOHSIUNG
TAIPEI CITY, TAIWAN

OWNER/MANAGEMENT
COMPANY: TAROKO
DEVELOPMENT CORPORATION



VR BENGALURU -
GRAND OPENING
VR BENGALURU
BENGALURU, INDIA

OWNER/MANAGEMENT
COMPANY: VIRTUOUS RETAIL

As Queensland's newest fashion destination, Pacific Fair offers the Gold Coast community a variety of specialty fashion and beauty stores, including David Jones, UNIQLO and the region's first H&M.

After an extensive renovation project, the newly opened Siam Discovery: The Exploratorium offers a vast array of retail options in a multi-sensory environment spread across 40,000m² of floor space.

The 'It's all here. And It's all yours' campaign was a four-week-long initiative designed to generate excitement, community ownership and anticipation prior to the grand opening of Stockdale Harrisdale.

Taroko Park is a recreational and leisure shopping destination housing more than 220 retail brands, food and beverage offerings, Amabassador Theatres, WeSport Gym and international go-kart circuit.

Uniquely identified as the 'Black Box on Whitefield Road', VR Bengaluru is an integrated lifestyle destination featuring upscale brands, a luxury boutique hotel, and a collaborative co-working space.

2016 Asia Pacific Shopping Center Awards

INTEGRATED DIGITAL CAMPAIGNS



UNWRAP CHRISTMAS
EVERYDAY
AMP CAPITAL SHOPPING
CENTRES
SYDNEY, AUSTRALIA



HIDE & GO SNAP
BENDIGO MARKETPLACE
SHOPPING CENTRE
BENDIGO, AUSTRALIA

OWNER: ISPT SUPER PROPERTY
MANAGEMENT COMPANY:
COLLIERS INTERNATIONAL



IAPM MALL – LABOUR DAY
IBEACON & WECHAT
ONLINE PRIVILEGE
IAPM MALL
SHANGHAI, CHINA

OWNER/MANAGEMENT
COMPANY: SUN HUNG
KAI PROPERTIES



MISS KYREE LOVES KARRINYUP
STYLE SERIES
KARRINYUP SHOPPING CENTRE
KARRINYUP, AUSTRALIA

OWNER: UNISUPER
MANAGEMENT COMPANY:
AMP CAPITAL



DIGITAL DRIVE
MIRVAC
SYDNEY, AUSTRALIA

AMP's Christmas campaign featured an engaging online competition that incented customers to unwrap digital presents for a chance to win prizes, or to have a donation made on their behalf to a local charity.

Bendigo's fun and interactive 'Hide & Go Snap' campaign allowed customers to engage with the centre and retailer brands, and to share their experiences with friends online via the Snapchat platform.

iapm mall integrated iBeacon technology with WeChat to create a mobile 'shake game' app that incented customers to visit designated checkpoints to collect e-coins redeemable at centre retailers.

Karrinyup capitalised on the popularity of Scandinavian interior design and home-styling trends to launch its first fully digital lifestyle campaign – the Miss Kyree Loves Karrinyup Style Series.

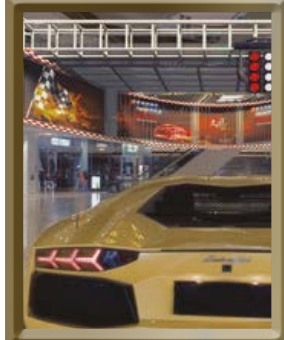
Mirvac's two food-themed campaigns designed to kickstart or boost databases at its smaller centres resulted in substantial increases in database and member registration for the participating centres.

GOLD AWARD WINNER



HOMEWARES RETAILERS
CAMPAIGN
RHODES WATERSIDE
SYDNEY, AUSTRALIA

OWNER: MIRVAC/PERRON
MANAGEMENT COMPANY:
MIRVAC



TAIKOO HUI'S 2015 SUMMER
CAMPAIGN-SPEEDY
ATTRACTION
TAIKOO HUI
GUANGZHOU, CHINA

OWNER/MANAGEMENT
COMPANY: SWIRE
PROPERTIES LIMITED



#OURGONG BY WOLLONGONG
CENTRAL
WOLLONGONG CENTRAL
WOLLONGONG, AUSTRALIA

OWNER: GPT WHOLESALE
SHOPPING CENTRE FUND
MANAGEMENT COMPANY: THE
GPT GROUP

Known locally as the 'IKEA centre', Rhodes Waterhouse showcased its diverse range of homeware retailers on social media platforms to position the centre as a one-stop homeware destination.

TaiKoo Hui's 'Speedy Championship' game challenged more than 24,000 online users to complete a comprehensive series of tests and driving skills needed to earn their virtual race car driver's licence.

Wollongong Central launched the 'Discover #ourgong' campaign with a unique photobooth activation that registered more than 1,700 uses of #ourgong and generated a 23% growth in Instagram followers.

MARKETING POSITIONING & BRAND AWARENESS

GOLD AWARD WINNER



AYALA MALLS BLOOMS
AYALA LAND MALLS, INC.
MAKATI CITY, PHILIPPINES



'ALL IN HERE' FASHION
LEADERSHIP POSITIONING
CAMPAIGN
CHENGDU INTERNATIONAL
FINANCE SQUARE
CHENGDU, CHINA

OWNER: THE WHARF
(HOLDINGS) LIMITED
MANAGEMENT COMPANY:
HARRIMAN PROPERTY
MANAGEMENT LIMITED



ARCHITECTS OF BEAUTY
BY HIGHPOINT
HIGHPOINT SHOPPING CENTRE
MARIBYRNONG, AUSTRALIA

OWNER: HIGHPOINT PROPERTY
GROUP, GPT WHOLESALE
SHOPPING CENTRE FUND, THE
GPT GROUP
MANAGEMENT COMPANY: THE
GPT GROUP



THE MARKET ROOM
HYPERDOME
SHOPPING CENTRE
LOGANHOLME, AUSTRALIA

OWNER: QIC LOGAN
HYPERDOME PTY, LTD.
MANAGEMENT COMPANY: QIC
PROPERTIES PTY, LTD.



'REBRANDING CAMPAIGN'
OF LINK
LINK ASSET
MANAGEMENT LIMITED
HONG KONG

The 'Blooms' campaign included a season of planting, garden tours, green talks and workshops to demonstrate how Ayala Malls integrates environmental preservation into its overall business model.

Chengdu IFS used a series of signature events combined with fashion-related workshops and online tools to engage customers in the brand's evolution by co-creating content for the centre's digital platforms.

The 'Architects of Beauty by Highpoint' initiative was a series of 15 events featuring centre retailer products that inspired and educated customers in the domains of makeup, skincare and fragrance.

Hyperdome Shopping Centre's multifaceted campaign to position its new \$21 million fresh-food offer 'The Market Room' included special events, promotions and food demonstrations by celebrity chefs.

Link implemented a city-wide series of advertising and publicity events and activities to strengthen its image that included the revealing of a new national brand identity, logo and brand promise.

2016 Asia Pacific Shopping Center Awards

PUBLIC RELATIONS AND EVENTS

SILVER AWARD WINNER



LOVE YOURSELF, AUTUMN
WINTER 2016
MACQUARIE CENTREAMP
CAPITAL
NORTH RYDE, AUSTRALIA

OWNER: AMP CAPITAL
SHOPPING CENTRE FUND
MANAGEMENT COMPANY:
AMP CAPITAL



THE NEW NORTH
NORTHLAND SHOPPING CENTRE
MELBOURNE, AUSTRALIA

OWNERS: VICINITY CENTRES PM
AND THE GPT GROUP
MANAGEMENT COMPANY:
VICINITY CENTRES PM



THE VAN GOGH ALIVE
EXPERIENCE
BEIJING CHAOYANG JOY CITY
BEIJING, CHINA

OWNER: JOY CITY PROPERTY
LIMITED
MANAGEMENT COMPANY:
BEIJING HONG TAI JI YE REAL
ESTATE CO., LTD.



THE FASHION ILLUSTRATIVE
BURNSIDE VILLAGE
ADELAIDE, AUSTRALIA

OWNER/MANAGEMENT
COMPANY: COHEN GROUP

GOLD AWARD WINNER



THE ARTISTS PLAYGROUND
THE GALERIES
SYDNEY, AUSTRALIA

OWNER: GOVERNMENT OF
SINGAPORE INVESTMENT
CORPORATION (GIC)
MANAGEMENT COMPANY: IPOH
PROPERTY PTY, LTD.

The Macquarie Centre's digital fashion film 'Love Yourself' was amplified in-centre and across all digital and social media platforms, reaching more than 1.43 million users during the course of the campaign.

Northland's multifaceted 'The New North' branding campaign featured a quirky calendar, luxurious fashion style den, foodie heaven event and interactive family fun with 'The Best Birthday Ever' event.

As a Beijing first, Chaoyang Joy City's hosting of the 'Van Gogh Alive' exhibition featured a 360° interactive art space using high-definition projection to display 3,000 pieces of the artists's work.

In partnership with a local fashion school and an Adelaide fashion magazine, Burnside Village invited customers to create a fashion illustration using an outfit from a centre brand or retailer as inspiration.

The Galeries partnered with Art Month Sydney for 'The Artists Playground' initiative, an immersive and interactive platform for emerging street artists, illustrators and designers to showcase their talents.

2016 Asia Pacific Shopping Center Awards

PUBLIC RELATIONS AND EVENTS

GOLD AWARD WINNER **SILVER AWARD WINNER**



THE SUNSET SUPPER CLUB
GARDEN CITY SHOPPING
CENTREAMP CAPITAL
PERTH, AUSTRALIA

OWNER/MANAGEMENT
COMPANY: AMP CAPITAL



SWIMMING BY THE HARBOUR
@HARBOUR CITY
HARBOUR CITY
HONG KONG

OWNER: WHARF
ESTATES LIMITED
MANAGEMENT COMPANY:
HARBOUR CITY ESTATES
LIMITED



THE EVENT SERIES
HARBOURSIDE
SHOPPING CENTRE
SYDNEY, AUSTRALIA

OWNER/MANAGEMENT
COMPANY: MIRVAC



TPFF KARRINYUP ACTIVE
LIVING LUNCH
KARRINYUP SHOPPING CENTRE
KARRINYUP, AUSTRALIA

OWNER: UNISUPER
MANAGEMENT COMPANY:
AMP CAPITAL



'CHEERS EXPRESS' OF LINK
LINK ASSET MANAGEMENT
LIMITED
HONG KONG

Designed to test the potential market for evening dining at Garden City, the 'Sunset Supper Club' attracted more than 14,000 visitors, surpassing every objective set for generating traffic and publicity.

The 'Swimming by the Harbour @Harbour City' campaign featured a series of public events and activities set around a large-scale outdoor art exhibit created by hyper-realist artist Carole Feuerman.

Harbourside hosted three exciting activations designed to combat declining visitor numbers during a redevelopment phase; these high-impact events were a Darling Harbour first and offered free of charge.

Karrinyup teamed up with a local fashion festival for its 'Active Living Lunch' – a fashion runway show featuring barefoot models showcasing the centre's vast array of activewear retailers and brands.

The 'Cheers Express' community event campaign featured food trucks staffed by celebrity chefs, a mobile candy van and photo booth, and fundraising initiatives for HOPE Worldwide (Hong Kong) charity.

SILVER AWARD WINNER



GUINNESS WORLD OF RECORDS: LANTERNS OF HOPE
MEGAWORLD CORPORATION
QUEZON CITY, PHILIPPINES



PIKA FEVER
MIKIKI
HONG KONG

OWNER: SUN HUNG
KAI PROPERTIES
MANAGEMENT COMPANY:
SUN HUNG KAI REAL ESTATE
AGENCY, LTD.



CHRISTMAS SPARKLES
PAVILION KUALA LUMPUR
KUALA LUMPUR, MALAYSIA

OWNER: MTRUSTEE BERHAD
FOR PAVILION REIT
MANAGEMENT COMPANY:
PAVILION REIT MANAGEMENT
SDN BHD



QVB - CELEBRATE CHRISTMAS
QUEEN VICTORIA BUILDING
SYDNEY, AUSTRALIA

OWNER: GIC REAL ESTATE
MANAGEMENT COMPANY:
IPOH – QVB



**THE SHOPPES AT MARINA BAY SANDS:
LITTLE LUXURY STARS**
THE SHOPPES AT MARINA
BAY SANDS
SINGAPORE

The 'Lanterns of Hope' event united the Filipino-Chinese community as they transformed 19,552 origami lanterns, a traditional Chinese symbol of luck, into the World's Largest Display of Origami Lanterns.

Mikiki's Christmas and Chinese New Year campaign 'Pika Fever' included an extensive series of creative promotional events and activities featuring the global anime sensation 'Pokemon'.

Pavilion KL generated extensive media attention during its 'Christmas Sparkles' campaign featuring a 75-foot-tree decorated with 3,100 crystal strands and more than 174,000 Swarovski crystal pieces.

The 'Celebrate Christmas' campaign, featuring Sydney's tallest Christmas tree set amidst a sparkling Enchanted Garden laden with Swarovski crystals, generated more than \$2.8 million in PR value for QVB.

To celebrate the official launch of its children's collection, The Shoppes transformed its skating rink into a plush garden to present a vibrant collection of fashion and lifestyle offerings for little adults.

2016 Asia Pacific Shopping Center Awards

PUBLIC RELATIONS
AND EVENTS

SILVER AWARD WINNER



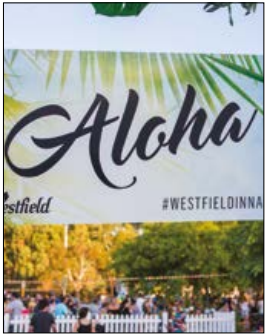
FLORAL TILES CHRISTMAS @
SM LIFESTYLE CENTER
SM LIFESTYLE CENTER, XIAMEN
XIAMEN, CHINA

OWNER: SM PRIME
HOLDINGS, INC.
MANAGEMENT COMPANY:
XIAMEN SM CITY CO., LTD.



'STANLEY PLAZA CHRISTMAS
SEASIDE MARKET' OF LINK
STANLEY PLAZA
HONG KONG

OWNER/MANAGEMENT
COMPANY: LINK ASSET
MANAGEMENT LIMITED



WESTFIELD INNALOO -
WESTFIELD INNALUUAU
WESTFIELD
INNALOOSCENREGROUP
INNALOO, AUSTRALIA

OWNER/MANAGEMENT
COMPANY: SCENREGROUP, LTD.



IMMERSION THEATER@XIDAN
JOYCITY:MOVIE FORM
THE INSIDE
XIDAN JOY CITY
BEIJING, CHINA

OWNER: COFCO
MANAGEMENT COMPANY:
XIDAN JOY CITY CO., LTD.

SM paid homage to the cultural importance of hand-painted floral tiles during its Christmas campaign, attracting more than 157,000 netizen followers, who generated more than 400,000 comments.

The 'Christmas Seaside Market' was Hong Kong's first German Village-inspired open market and featured more than 100 festive delicacies, traditional toys and nutcrackers, and themed entertainment.

The 'Westfield InnaLoo' event invited customers to send off summer in a tropical style with an evening featuring food trucks, a tiki pop-up bar and Hawaiian themed games, dancers and drummers.

The 'Immersion Theater: Ghost Blows the Lamp' program held at Xidan Joy City attracted more than 90,000 people to the centre to enjoy an immersive and entertaining movie-world experience.

SALES PROMOTION/ TRAFFIC ACTIVATION

GOLD AWARD WINNER GOLD AWARD WINNER



BROADWAY SYDNEY
'LUMINOUS' CAMPAIGN
BROADWAY SYDNEY
SYDNEY, AUSTRALIA

OWNER: MIRVAC &
PERRON GROUP
MANAGEMENT COMPANY:
MIRVAC



FESTIVAL WALK 'SECRET CODE
GIFT SURPRISES' CAMPAIGN
FESTIVAL WALK
HONG KONG

OWNER: MAPLETREE GREATER
CHINA COMMERCIAL TRUST
MANAGEMENT COMPANY:
MAPLETREE GREATER CHINA
PROPERTY MANAGEMENT
LIMITED



WHERE'S WALLY? – THE
HAPPINESS HUNT @
HARBOUR CITY
HARBOUR CITY
HONG KONG

OWNER: WHARF
ESTATES LIMITED
MANAGEMENT COMPANY:
HARBOUR CITY
ESTATES LIMITED



HELLO SYDNEY!
HARBOURSIDE SHOPPING
CENTRE AND BIRKENHEAD
POINT OUTLET CENTRE
AUSTRALIA

MANAGEMENT COMPANY:
MIRVAC



ONCE UPON A TIME
HYPERDOME SHOPPING
CENTRE
LOGANHOLME, AUSTRALIA

OWNER: QIC LOGAN
HYPERDOME PTY, LTD.
MANAGEMENT COMPANY: QIC
PROPERTIES PTY, LTD.

The 'Luminous' campaign at Broadway Sydney featured six unique Kinetic Light display shows representing the key sentiments of Christmas – Love, Hope, Wisdom, Peace, Sharing and Joy.

Festival Walk drew customers to the mall's lower levels with its 'Under Construction' initiative, an interactive gaming zone offering visitors the opportunity to win gifts and discounts by solving codes.

Harbour City transformed its centre into a life-sized 'Where's Wally?' 3D exhibit, drawing more than 5.7 million visitors with a unique series of events and activities featuring the iconically elusive character.

The 'Hello Sydney!' VIP Tourist program offered visitors big savings on the best the city had to offer at three Sydney shopping centres, including great shopping, fabulous food and entertainment.

Hyperdome's two family-friendly events, inspired by the work of Lewis Carroll and Roald Dahl, collectively drew more than 90,000 visitors to the centre during the Easter holiday and summer vacation breaks.

2016 Asia Pacific Shopping Center Awards

SALES PROMOTION/ TRAFFIC ACTIVATION

SILVER AWARD WINNER



IAPM X'MAS 'STAR WARS: THE FORCE AWAKENS' EXHIBITION
IAPM MALL
SHANGHAI, CHINA

OWNER/MANAGEMENT
COMPANY: SUN HUNG KAI
PROPERTIES



MICKEY AND MINNIE FANTASY
CHRISTMAS JOURNEY
SHANGHAI IFC MALL
SHANGHAI, CHINA

OWNER/MANAGEMENT
COMPANY: SUN HUNG KAI
PROPERTIES



SM FEB 30TH
ANNIVERSARY SALE
SM PRIME HOLDINGS, INC.
PASAY CITY, PHILIPPINES



TARGET TOY SALE
ST. MARYS VILLAGE
ST. MARYS, AUSTRALIA

OWNER/MANAGEMENT
COMPANY: MIRVAC

SILVER AWARD WINNER



FLAT 50% SALE ON
250 BRANDS
VIVIANA MALL
THANE, INDIA

OWNER/MANAGEMENT: SHETH
DEVELOPERS & REALTORS

iapm mall's holiday campaign featuring the 'Star Wars: The Force Awakens' shoppertainment event generated significant traffic and sales increases and extensive online and traditional media attention.

Shanghai ifc Mall drew more than 3.5 million visitors to its enchanting Fantasyland event combining fashion, art and entertainment and featuring Disney's most iconic characters: Mickey and Minnie Mouse.

To celebrate its 30th anniversary, SM Supermall launched its yearlong festivities with the 'Feb 30th Anniversary Sale', a grand-scale event featuring a variety of '30 themed' promotions and discounts.

St. Marys Village incented customers to 'Spend to Enter' in the weeks leading up to the 'Target Toy Sale' for an opportunity to become a 'Trolley Dash' racer and shop before any other customer in the country.

Viviana Mall's end-of-season sales promotion 'Flat 50% Sale on 250 Brands' featured extended mall hours, free public transit and the opportunity for qualifying shoppers to win one of three new cars.

2016 Asia Pacific Shopping Center Awards

NEW DEVELOPMENTS

SILVER AWARD WINNER



THE RICKSHAW WALA RETURNS
VIVIANA MALL
THANE, INDIA

OWNER/MANAGEMENT
COMPANY: SHETH DEVELOPERS
& REALTORS



WTC MORE KISSMAS
WTC MORE
HONG KONG

OWNER: SUN HUNG KAI
PROPERTIES
MANAGEMENT COMPANY:
SUN HUNG KAI REAL ESTATE
AGENCY LIMITED



AEON MALL KYOTO KATSURAGAWA
KYOTO, JAPAN

OWNER: SUMITOMO MITSUI
TRUST BANK, LTD.
DEVELOPER: AEON MALL CO., LTD.
DESIGN ARCHITECTS: TAKENAKA
CORPORATION/D-BRAIN INSTITUTE
PRODUCTION ARCHITECTS:
TAKENAKA CORPORATION/
TOYO ARCHITECTS AND
ENGINEERS OFFICE



AEON MALL OKAYAMA
OKAYAMA, JAPAN

OWNER: SUMITOMO MITSUI
TRUST BANK, LTD.
DEVELOPER: AEON MALL CO., LTD.
DESIGN ARCHITECTS: SEMBA
CORPORATION
PRODUCTION ARCHITECTS:
OHMOTO GUMI CO., LTD.,
ARCHITECTURAL OFFICE



AEON MALL OKINAWA RYCOM
NAKAGAMI-GUN, JAPAN

OWNER/DEVELOPER: AEON
MALL CO., LTD.
DESIGN ARCHITECTS:
LAGUARDA.LOW ARCHITECTS/
D-BRAIN INSTITUTE/
TECH R&DS
PRODUCTION ARCHITECTS:
TAKENAKA CORPORATION

To combat the trend of rickshaw drivers refusing fares to their centre, Viviana Mall created a dedicated rickshaw stand and rewarded drivers dropping off shoppers with coupons redeemable for groceries.

Facing a competitive retail environment, wtc More launched its "Kissmas" campaign – leveraging a lipstick theme to introduce its new "Beautc" cosmetic zone – attracting the attention of the city's cosmetics connoisseurs. The successful campaign introduced a number of unique beauty brands to Hong Kong.

Strategically located near railway stations, a regional bus terminal and multiple highways, AEON MALL Kyoto houses more than 200 specialty stores, dining options and a three-storey AEON Style retailer.

Okinawa's AEON MALL incorporates an open-air village with a five-level mall and houses more than 220 specialty stores and 60 food and beverage outlets. It is anchored by a three-story AEON Style retailer.

AEON MALL's nine-story regional mall in the centre of Okayama is the largest multi-storey commercial facility in Western Japan. It houses more than 340 retailers, including many first-to-market brands.

NEW DEVELOPMENTS

GOLD AWARD WINNER **SILVER AWARD WINNER**



CENTRALPLAZA WESTGATE
NONTAHABURI, THAILAND

OWNER/DEVELOPER:
CENTRAL PATTANA, PLC
DESIGN/PRODUCTION
ARCHITECTS: AMA DESIGN
STUDIO CO., LTD.



EAST VILLAGE
ZETLAND, AUSTRALIA

OWNER/DEVELOPER: PAYCE
CONSOLIDATED LIMITED
DESIGN ARCHITECTS: KOICHI
TAKADA ARCHITECTS
PRODUCTION ARCHITECTS:
TURNER ARCHITECTS



LOTTE WORLD MALL
SEOUL, SOUTH KOREA

OWNER/DEVELOPER: LOTTE
CORPORATION
DESIGN ARCHITECTS:
KPF, BENOY, LEONARD
DESIGN ARCHITECTS
PRODUCTION ARCHITECTS:
SUHAN ARCHITECTS



THE MIXC, QINGDAO, CHINA
QINGDAO, CHINA

OWNER: CHINA RESOURCES
LAND (SHANDONG) LIMITED
DESIGN ARCHITECTS:
BENOY, LTD.



NORTHWEST SHOPPING
CENTRE
AUCKLAND, NEW ZEALAND

OWNER/DEVELOPER:
STRIDE PROPERTY
DESIGN/PRODUCTION
ARCHITECTS: THE
BUCHAN GROUP

With direct access to major roads and public transit, CentralPlaza Westgate is optimally located to serve the population of 13 million people residing in and around Bangkok, as well as the city's many visitors.

East Village is an urban retail, residential and commercial precinct, combining leading-edge apartments with a uniquely vibrant marketplace for people to meet, shop, dine or enjoy a range of leisure activities.

LOTTE WORLD MALL is the result of more than 15 years of planning to provide the ultimate one-stop destination for shopping, entertainment, dining and recreation within a world-class environment.

Occupying an area of 450,000sqm, Qingdao's The MixC retail mall houses the most extensive range of retail, food and beverage, entertainment, educational and cultural offerings available in China.

NorthWest Shopping Centre's modern design innovatively integrates 100 specialty stores, including some of NZ's most iconic retailers, with a variety of common areas, public amenities and respite areas.

2016 Asia Pacific Shopping Center Awards

RENOVATIONS/ EXPANSIONS

SILVER AWARD WINNER



SM MEGA FASHION HALL
MANDALUYONG, PHILIPPINES

OWNER: SM PRIMES HOLDINGS
DEVELOPER: FIRST REALTY
DEV. CORP.
DESIGN ARCHITECTS:
ARQUITECTONICA
PRODUCTION ARCHITECTS: W.V.
COSCOLLUELA & ASSOCIATES



D-PARK
HONG KONG

OWNER/DEVELOPER: NEW
WORLD DEVELOPMENT
COMPANY LIMITED
DESIGN ARCHITECTS:
BENOY, LTD.
PRODUCTION ARCHITECTS:
LWK & PARTNERS (HK), LTD.



SUNWAY PUTRA MALL
KUALA LUMPUR, MALAYSIA

OWNER: RHB TRUSTEES BERHAD
(AS TRUSTEE FOR SUNWAY REIT)
DEVELOPER: SUNWAY
IFM SDN BHD
DESIGN ARCHITECTS:
AEDAS PTE, LTD.
PRODUCTION ARCHITECTS:
SA ARCHITECTS SDN BHD



MACQUARIE CENTRE
NORTH RYDE, AUSTRALIA

OWNERS: AMP MACQUARIE
PTY LTD, AMPC DIVERSIFIED
PROPERTY FUND,
AMPCSC FUND
DEVELOPER: SCENTRE GROUP
MANAGEMENT COMPANY:
AMP CAPITAL SHOPPING
CENTRES
DESIGN ARCHITECTS:
SCENTRE GROUP

Megamall's newest expansion wing includes a centrally located wedge-shaped atrium – a bright and airy multipurpose space ideal for hosting artistic performances, exhibitions, fairs, and product launches.

D-PARK's HK\$700 million renovation project included extensive upgrades to the three-storey centre and a rebranding campaign positioning the centre as 'The World's First Multiple Intelligence Kids Mall'.

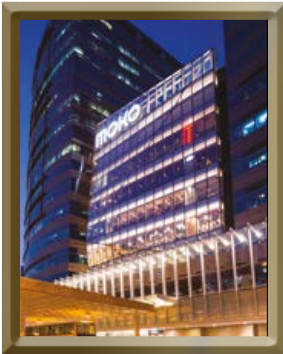
After a two-year refurbishment project, the Sunway Putra Mall comprises an eight-story retail mall housing more than 400 local and international brands, a hotel, an office tower and six levels of parking.

The newly redeveloped Macquarie Centre houses a vast array of local and international brands, aspirational fashion retailers, unique leisure and lifestyle retailers, and a variety of fresh-food offerings.

2016 Asia Pacific Shopping Center Awards

RENOVATIONS/ EXPANSIONS

GOLD AWARD WINNER **SILVER AWARD WINNER**



MOKO
HONG KONG

OWNER: KIMROSE INVESTMENTS, LTD.
DEVELOPER: SUN HUNG KAI PROPERTIES, LTD.
MANAGEMENT COMPANY: KAI SHING MANAGEMENT SERVICES, LTD.
DESIGN/PRODUCTION ARCHITECTS: AEDAS



TIN SHING MARKET
HONG KONG

OWNER/DEVELOPER: LINK ASSET MANAGEMENT LIMITED
DESIGN ARCHITECTS: CYS ASSOCIATES (HONG KONG), LTD.

Following a six-year redevelopment project that included extensive refurbishment to its interior and exterior infrastructure, the newly branded MOKO centre has become an iconic city landmark.

The revitalized Tin Shing Market incorporates international and modern design elements into a traditional local fresh market to provide enhanced sightlines, circulation and customer service facilities.



AWARD CATEGORIES

TRADITIONAL MARKETING

Advertising: Strategic communications that advertise a shopping centre or company to its target market(s). This may include efforts in a single medium or those in a multimedia series or campaign.

Business-to-Business (B2B): Marketing communications initiated by a shopping centre and directed to other businesses (not consumers), such as retailers, specialty retailers, trade groups, investors, suppliers or other targeted commercial interests.

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

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

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

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.

Marketing Positioning & Brand Awareness: This category is for sustained and consistent marketing campaigns that contain multiple integrated elements that are implemented to position an overall centre or a merchandise category within a centre 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 centre or company.

DESIGN & DEVELOPMENT

The Design & 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.

MARKETING DESIGN RETAIL AWARDS

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