



**ICSC  
Global  
Awards**  
Solal Marketing

## ICSC Solal Marketing Awards

# 2016 Winners

The ICSC Solal Marketing Awards bring together the very best of retail marketing across Europe and South Africa to reward those with the most effective campaigns. By recognising best practices and outstanding marketing performances, the ICSC Solal Marketing Awards are seen as a benchmark of quality throughout the industry.



## AWARD CATEGORIES

### BRAND AWARENESS & (RE)POSITIONING

This category aims to reward entrants who have successfully and creatively changed or consolidated the customer perception of their centre. It may address a shift in the behaviour of shoppers or a change in their profile, a new competitor or a significant change in the centre. It should demonstrate innovation in the techniques used to bring about tangible, measurable results and could involve advertising, PR, social media, mobile technology and communication, research or events.

### BUSINESS-TO-BUSINESS

This category acknowledges success in targeting a business audience rather than consumers and rewards creative originality and cost-effective results. It is geared toward campaigns as it relates to tenants, mall operators, trade groups, media or ideas that set out to maximise leasing opportunities. Initiatives can include those designed to raise the profile of assets and investments either as a single location or as a portfolio.

### CORPORATE SOCIAL RESPONSIBILITY

This category recognises innovation and achievement for projects that aim to benefit the centre catchment area, be it the local or a wider community. It covers single or ongoing initiatives designed to educate, involve, influence or improve the well-being of a community. It can include a charity tie-up or a partnership with another organisation. Success is measured by the improvement to lives in the neighbourhood, rather than strict commercial goals. The campaign should ideally link to a clear corporate social responsibility (CSR) strategy. The scope includes aspects such as the environment, safety, health and social engagement, and not only charity.

### CUSTOMER SERVICES

This category recognises excellence and innovation in customer service and experience detail. It may be driven by an individual centre, a group of centres or a portfolio. It could be a single initiative or an ongoing programme that exhibits effectiveness and efficiency against objectives.

### EMERGING TECHNOLOGY

This category focuses on campaigns that are driven primarily via new technologies such as hardware, software, big data, digital tools and digital channels. Programmes can include any of the following elements as part of a clear marketing strategy: innovative and effective use of websites, mobile technology, augmented reality, location-based technologies, big data or any new integrated digital innovations.

### FOOTFALL ACTIVATION

This category is geared towards campaigns and activities designed primarily to generate footfall traffic within the mall. The footfall could be for a one-off activity or for more long-lasting initiatives. It could relate to the type of shopper in terms of profile and quality and not merely to the volume of shoppers. It recognises innovative approaches to marketing that could involve advertising, PR, social media, mobile technology or events.

### GRAND OPENING/EXPANSION/ REFURBISHMENT

This category recognises innovation and excellence in the marketing of a new centre opening or the reopening of a centre and rewards creative originality and cost-effective results. It can include the opening of a specific part of a scheme such as a refurbishment of a food court, mall decor or an extension.

### SALES ACTIVATION

This category rewards campaigns and activities designed primarily to generate retail sales within the mall. The sales campaign could be for a one-off activity or for more long-lasting initiatives. It could relate to a specific sales promotion or be linked to an event, a leisure programme or relate to retailer online sales as well.

## BRAND AWARENESS & (RE) POSITIONING

### RED BULL PAPER WINGS @ ALMADA FORUM

#### Almada Forum

Almada, Portugal

**Management Company:** Multi Portugal

**Owner:** Multi

Almada Forum partnered with Red Bull to stage the national final of the World Paper Airplane championship, ensuring that the centre remained top of mind among its desired younger demographic.



### BAIRAMS ARE MEANINGFUL WITH YOUR PRESENCE

#### Espark

Eskisehir, Turkey

**Management Company:** ECE Turkey

**Owner:** ECE Turkiye Proje Yonetimi, A.S.

Espark brought mall management, retailers, their families and community residents together, uniting all Eskisehir residents with Bairams and their significant role in Turkish culture.



### SHOPBOY

#### Hoog Catharijne

Utrecht, The Netherlands

**Management Company/Owner:** Klepierre

Hoog Catharijne innovatively employed blue suit-clad young men to act as shopping carts, prompting customers to deposit a coin and retain their services as parcel carriers and shopping companions.



### KENYIN

#### Kanyon

Istanbul, Turkey

**Management Company:** Kanyon Yonetim Isletim ve Pazarlama

**Owner:** Eczacibasi Group and IS GYO

Through the use of imaginative social media video content featuring a unique character, Kanyon engaged more than 178,000 online users to follow Kenyin as he explored the centre.



## BUSINESS-TO-BUSINESS



SILVER  
WINNER

### LIVERPOOL ONE: IT'S WHERE YOU BELONG

#### Liverpool ONE

Liverpool, United Kingdom

**Management Company:** Grosvenor Fund Management—Europe

**Owner:** Grosvenor Liverpool Fund

Liverpool ONE's comprehensive PR driven communications strategy, complemented by focused marketing materials, helped the centre secure 29 new brands amid a challenging landscape.



SILVER  
WINNER

### AMBASSADOR PROGRAM

#### Madrid Xanadú

Arroyomolinos, Spain

**Management Company/Owner:** Ivanhoe Cambridge

Xanadú's Ambassador Program includes an array of tools, free services and training initiatives that have incited centre employees to provide industry-leading customer service.



# CORPORATE SOCIAL RESPONSIBILITY

## BLIND DATE WITH BOOKS

### Alegro Alfragide and Setúbal Shopping Centres

Portugal

**Management Company/Owner:** Immochan Portugal

The Blind Date With Books project included a series of events and initiatives designed to promote and encourage reading habits while generating donations of books for the region's less privileged children.



SILVER  
WINNER



## THE MOVIE HUB

### Weston Favell Shopping Centre

Northampton, United Kingdom

**Management Company/Owner:** Redefine International PLC

The Movie Hub initiative gave 400 local kids with challenging lives the opportunity to work on the preproduction of a feature film at the first operational film studio located in a UK shopping centre.



GOLD  
WINNER



## CUSTOMER SERVICES



### BABY CARE ROOM

#### Centro Colombo

Lisbon, Portugal

**Management Company:** Sonae Sierra

**Owner:** Sonae Sierra and CBRE Global Investors

The Baby Care Room at Colombo features individual feeding and changing areas, a play area for older children and kitchen amenities, all set within a soothing and ambient environment.



### FORUMBOX LOYALTY PROGRAMME

#### Forum Bornova

Izmir, Turkey

**Management Company/Owner:** Commerz Real Investment GmbH

Forum Bornova's innovative digital project ForumBox is a loyalty tool designed to increase sales and traffic by offering customers points and gifts in return for shopping purchase transactions.



## EMERGING TECHNOLOGY

### CITY I LOVE

#### **Baneasa Shopping City**

Bucharest, Romania

**Management Company/Owner:** Baneasa Developments

The City iLove programme at Baneasa Shopping City is an integrated loyalty, sales and marketing platform focusing on customer retention and providing an optimal shopping centre experience.



SILVER  
WINNER



### LOVE TO SHOP APP BY ECE

#### **ECE Projektmanagement G.m.b.H. & Co. KG**

Hamburg, Germany

ECE's Love to Shop app allows customers to enjoy innovative services such as Click & Collect, purchase gift cards and use iBeacon technology to navigate centre and car park areas.



SILVER  
WINNER



## FOOTFALL ACTIVATION



  
SILVER  
WINNER

### ARMAZÉNS DO CHIADO TREE OF HUGS

#### Armazéns do Chiado

Lisbon, Portugal

**Management Company:** Multi Portugal

**Owner:** CRI

Armazéns do Chiado's large-scale and interactive Tree of Hugs initiative invited passersby to share a Christmas hug, with each hug generating a donation to benefit the Make-a-Wish Foundation.



  
GOLD  
WINNER

### XANADÚ NICKELODEON SLIME ZONE

#### Madrid Xanadú

Arroyomolinos, Spain

**Management Company/Owner:** Ivanhoe Cambridge

Madrid Xanadú has registered 31,000 members at the Nickelodeon Slime Zone since its launch in January 2015 and is to date the largest free children's club located in a Spanish shopping centre.



  
SPECIAL  
DISTINCTION  
BUDGET  
UNDER 10k

### ONE DAY ONLY: 50 SHADES OF GREY POP-UP SHOP

#### Shopping Stadsfeestzaal

Antwerp, Belgium

**Management Company:** Multi Belgium Management

**Owner:** Multi Corporation

The Shopping Stadsfeestzaal team used a vacant storefront to creatively stage an exclusive Valentine's Day event capitalizing on the popularity of the 50 Shades of Grey movie, books and products.

## GRAND OPENING/EXPANSION/REFURBISHMENT

### SUPERSAM COMEBACK!

#### DH Supersam

Katowice, Poland

**Management Company/Owner:** Griffin Real Estate

The Supersam Comeback! campaign used communist-styled agitation posters, newsreels and social media publications to humourously chronicle a 1960s character's journey to the modern world.



**GOLD  
WINNER**



### FORUM LVIV OPENING CAMPAIGN

#### Forum Lviv

Lviv, Ukraine

**Management Company:** Multi Ukraine, LLC

**Owner:** Multi/Blackstone

Forum's three-month-long pre-opening campaign included tenant events, social and traditional media promotions and a contest giving local residents an opportunity to become the "face" of the new centre.



**SILVER  
WINNER**



## SALES ACTIVATION



**GOLD  
WINNER**

### CHANGE CAMPAIGN BY IKEA CENTRES RUSSIA

#### **MEGA, IKEA Centres**

Russia

**Management Company/Owner:** IKEA Centres Russia

The multifaceted Change Campaign incited MEGA customers to exchange gently used clothing for discount coupons, promotional offers and loyalty rewards redeemable at centre retailers.



**SILVER  
WINNER**

### BLUEWATER'S SPIN TO WIN

#### **Bluewater**

Greenhithe, United Kingdom

**Management Company:** Land Securities

**Owner:** Land Securities and a number of co-owners

Bluewater transformed a vacant storefront into a game installation, inciting 38,000 visitors to Spin to Win for an opportunity to win prizes and discounts redeemable at the centre's multiple dining options.



**GOLD  
WINNER**

### FORUMS FUEL UP THE SALES

#### **Forum Shopping Centres**

Istanbul, Turkey

**Management Company:** Multi Turkey

Multi Turkey's Fuel Up the Sales campaign innovatively stimulated sales among 10 Forum shopping centres, rewarding loyal customers with fuel vouchers instead of cash on redeemable centre purchases.



ICSC London Office  
29 Queen Anne's Gate  
London, SW1H 9BU  
United Kingdom

Phone: +44 20 7976 3100  
Fax: +44 20 7976 3101  
E-mail: [info.europe@icsc.org](mailto:info.europe@icsc.org)  
**[www.icsc.org/europe](http://www.icsc.org/europe)**