



ICSC
Global
Awards
Solal Marketing

2017

ICSC Solal Marketing Awards

Finalist

Brand Awareness & (Re) Positioning

Shopping Centres

Akasya Kültür Sanat (AKS)

Akasya Shopping Centre
Istanbul, Turkey

Owner: AKIS REIT
Management Company: AKYASAM

Alameda Market - The New Pop-Up Concept

Alameda Shop & Spot
Porto, Portugal

Owner: EPFPorto Antas, Sociedade Anónima
Management Company: CBRE

First Store by Alexa

Alexa
Berlin, Germany

Owner: Union Investment
Management Company: Sierra Germany GmbH

Almada Forum Everything to Be Happy

Almada Forum
Almada, Portugal

Owner: Multi
Management Company: Multi Portugal

Armazéns do Chiado "Lisbon Music Point"

Armazén do Chiado
Lisbon, Portugal

Owner: CRI
Management Company: Multi Portugal

All in The Name of Fashion

Baneasa Shopping City
Bucuresti, Romania

Owner: Baneasa Developments
Management Company: Baneasa Developments

Neighbouring Village

Beylikdüzü Migros Shopping Center
İstanbul, Turkey

Owner: Migros Ticaret A.Ş.
Management Company: Ece Turkey

Cresta Magic

Cresta Shopping Centre
Johannesburg, South Africa

Owner: Pareto Ltd
Management Company: Mowana Properties

Today We Are Sixteen !

Europark Maribor
Maribor, Slovenia

Owner: SES Spar European Shopping Centers Gmbh
Management Company: Europark d.o.o.

"Queima Connosco" Festival by Forum Coimbra

Forum Coimbra
Coimbra, Portugal

Owner: Greenbay
Management Company: Multi Portugal

Forum Sintra - Shaping Christmas out of Play-Doh

Forum Sintra
Rio de Mouro, Portugal

Owner: Multi Asset Management
Management Company: Multi Portugal

Remains of Love

İstinyePark
İSTANBUL, Turkey

Owner: Orjin Group - Doğuş Group
Management Company: İstinye Yönetim Hizmetleri ve Tic. A.Ş.

Top 5

Kanyon Shopping Center
Istanbul, Turkey

Owner: Eczacıbaşı Group and İŞGYO of Turkey
Management Company: Kanyon

Food Art Festival

Kanyon Shopping Center
Istanbul, Turkey

Owner: Eczacıbaşı Group and İŞGYO of Turkey
Management Company: Kanyon

Make Every Day Beautiful

The Mall Camberley
Camberley, United Kingdom

Owner: Capital and Regional - Surrey Heath Borough Council
Management Company: Capital and Regional - - Montagu Evans

Mannequin Challenge

Market Place Shopping Centre
Bolton, United Kingdom

Owner: Inception Holdings Sarl
Management Company: Moorgarth

Crystal Camera Short Film Contest

Marmara Forum
Istanbul, Turkey

Owner: Multi 25 Emlak Multi Turkey & ARES
Management Company: Multi Turkey

Marmara Forum & Anadolu Efes Sports Club Team Up!

Marmara Forum
Istanbul, Turkey

Owner: Multi 25 Emlak Multi Turkey & Ares
Management Company: Multi Turkey

World's Strangest Store Employee

Marmara Park Shopping Center
Istanbul, Turkey

Owner: Istanbul 1 Gayrimenkul Yonetimi A.S
Management Company: ECE Turkey

Feast on the Sky

Mavibahçe Shopping Center
İzmir, Turkey

Owner: Opera Real Estate
Management Company: ECE Turkey Project Management

Campaign " Free Meals For Kids"

Mega Nizhny Novgorod
Nizhny Novgorod, Russian Federation

Owner/Management Company: IKEA CENTRES

Trickbox

Palladium Atasehir Shopping Center
Istanbul, Turkey

Owner: Tahincioğlu Holding
Management Company: JLL Turkey

Candy Rush: Easter Campaign 2016

The Pavilion Shopping Centre
Durban, South Africa

Owner: Pareto Limited
Management Company: Mowana Properties

Shopping & Lifestyle Centre

Posnania
Poznań, Poland

Owner: Apsys Group
Management Company: Apsys Polska

Happy Ever After

Rødovre Centrum
Rødovre, Denmark

Owner/Management Company: A/S Rødovre Centrum

Exhibition "Beauty is Ageless"

Shopping Centre Spice
Riga, Latvia

Owner: Ltd. E.L.L Real Estate
Management Company: Tirdzniecibas centrs Pleskodale

Flora Blend Bar

The Zone @ Rosebank
Johannesburg, South Africa

Owner: Old Mutual Property
Management Company: Cushman & Wakefield Excellerate

Zorlu Center Emoji Event

Zorlu Center
Istanbul, Turkey

Owner: Zorlu Property Group
Management Company: managed by Zorlu Center team

Joint Centre Campaigns**1, 2, 3, Rebranding!**

Alameda Shop&Spot, Porto, Portugal
Alma Shopping, Coimbra, Portugal
Nosso Shopping, Vila Real, Portugal

Owner/ Management Company: CBRE Portugal

Citysoffan - World's Shortest Talk Show

Citycon Shopping Centres
Sweden

Factory Fashion Capsule

Factory Outlet Centres
Poland

Management Company: Neinver Asset Management

#M1DANCEBATTLE

M1 Shopping Centres
Poland

Owner/ Management Company: METRO Properties

What's On

Sonae Sierra Shopping Centres
Portugal

Business To Business

Shopping Centres

Sparks of İstanbul

Mall of İstanbul
İstanbul, Turkey

Owner: Torunlar Reic
Management Company: Torun Mall Investment & Management

Foodtopia – The Perfect Place for Food

MyZeil
Frankfurt , Germany

Owner: Deutsche Asset Management, ECE / Otto Family
Management Company: ECE Projektmanagement G.m.b.H. & Co. KG

Company

B2B UPGRADE by Arricano

Arricano Real Estate Plc
Kiev, Ukraine

Rising Store Contest

Sonae Sierra
Lisbon, Portugal

Mall Activation Platform

Sonae Sierra
Lisbon, Portugal

Corporate Social Responsibility

Shopping Centres

Express Your Love in Another Language by Akmerkez

Akmerkez
Istanbul, Turkey

Owner: Akmerkez REIT
Management Company: Ucgen Bakim ve Yonetim Hizmetleri A.S

Alegro All Star

Alegro Alfragide Shopping Centre
Carnaxide, Portugal

Owner: Immochan Portugal / Fund Alaska
Management Company: Immochan Portugal

The Imagination Exhibit

Baneasa Shopping City
Bucharest, Romania

Owner/Management Company: Baneasa Developments

Botshabelo Mall Logo Design Competition

Botshabelo Mall
Botshabelo, South Africa

Owner: Jointly owned by Khora Investments/Liberty Group Limited and STANLIB Direct Property Investments
Management Company: JHI Retail and Epsidex Property Management

Liberi di Fare

Centro Commerciale Le Due Torri
Stezzano, Italy

Owner: Altarea Italia Srl a part of AltareaCogedim Group
Management Company: Altarea Italia Srl

LOKSTOFF! at Gerber

Das Gerber
Stuttgart, Germany

Owner: Württembergische Lebensversicherung AG
Management Company: IPH Centermanagement GmbH / Werbegemeinschaft Gerber GbR.

ECO Urban Garden

El Boulevard de Vitoria-Gasteiz
Vitoria-Gasteiz, Spain

Owner: RPFi Vitoria SLU, Armuco Inmobiliaria SLU, Apiv Auto Este SLU
Management Company: CBRE

Educating for the Future

Espacio León
León, Spain

Owner: Selenium (Leon) Retail Holdco BV
Management Company: Multi Spain Management SA

The Space of Time / "Espai Del Temps"

Espai Gironès
Salt, Spain

Owner: Commerz Real Investmentgesellschaft mbH
Management Company: Multi Spain Management SA

Boxes Full of Happiness

Espark Shopping
Eskisehir, Turkey

Owner: ECE Projektmanagement G.m.b.H & Co. KG
Management Company: ECE Türkiye Proje Yonertimi A.S:

"I Bike And Help"

Europa Centralna
Gliwice, Poland

Owner: Standard Life Investments
Management Company: Apsys Polska SA

Jeremy Winston Chorale Flashmob

Europa Passage
Hamburg, Germany

Owner: Alida Grundstücksgesellschaft mbH & Co KG
Management Company: Europa Passage Hamburg

"Be Closer" Campaign

Fabrika
Kherson, Ukraine

Owner/Management Company: Budhouse Group

Connected to Safety

Fiumara
Genova, Italy

Owner: Fiumaranuova S.r.l.
Management Company: Cogest Retail

Christmas Campaign | Forum Algarve

Forum Algarve
Faro, Portugal

Owner: CRI - Commerz Real AG
Management Company: Multi Portugal

Ten Thousand Warm Hearts

Forum Bornova
Izmir, Turkey

Owner: Commerz Real Investment Gesellschaft mbH
Management Company: Multi Turkey

Forum Montijo Nativity Scene. A win-win-win situation

Forum Montijo
Montijo, Portugal

Owner: Blackstone
Management Company: Multi Portugal

Kiss Goodbye to MS

Frederiksberg Centret
Frederiksberg, Denmark

Owner: Danica & Lægernes Pensionskasse
Management Company: DEAS

JuRajska Island

Galeria Jurajska
Częstochowa, Poland

Owner: GTC S.A.
Management Company: GTC Galeria CTWA Sp. z o.o.

"1 Yuva 1 Mama" - 1 Shelter 1 Meal

Istanbul Cevahir Shopping and Entertainment Centre
Istanbul, Turkey

Owner: St Martins Property Group
Management Company: Pradera Limited

Inside Tuba's Wardrobe

Kanyon
Istanbul, Turkey

Owner: Eczacıbaşı Group and İŞGYO of Turkey

La Fabbrica restores Italia

La Fabbrica
Santo Stefano Magra, Italy

Owner: Santo Stefano Ipermercati S.r.l. / Pradera
Management Company: Cogest Retail

The Box 22

Maltepe Park
Istanbul, Turkey

Owner: CarrefourSA
Management Company: ECE Türkiye Proje Yönetimi A.Ş.

Residence of Father Frost

MEGA Ekaterinburg
Ekaterinburg, Russian Federation

Owner: IKEA Centres Russia
Management Company: IKEA Centres Rus Operation

MEGA Omsk Community Centre

MEGA Omsk
Omsk, Russian Federation

Owner: IKEA Centres Russia
Management Company: IKEA Centres Rus Management

FabLab: Be Fab!

Pieter Van Aelst Shopping Center
Aalst, Belgium

Owner: AXA REIM Belgium s.a/n.v
Management Company: SCMS-CEUSTERS part of GROUP HUGO CEUSTERS-SCMS

Mobile Drama on the Way

Primemall Antakya
Antakya , Turkey

Owner/Management Company: Prime Development

Una Descarga = Un Arbol = Vida (One Download = One Tree = One Life)

Ribera del Xúquer

Valencia, Spain

Owner: CBRE Global Investors

Management Company: CBRE

Wijnegem Dating Center

Wijnegem Shopping Center

Wijnegem, Belgium

Owner: AXA REIM and CELSIUS HOLDING (by AEW)

Management Company: SCMS-CEUSTERS part of GROUP HUGO CEUSTERS-SCMS

Company

Tooth Friendly Kids

CEFIC

Istanbul, Turkey

Let's Learn with Music - Gui & Gomas Tour

Multi Portugal

Lisbon, Portugal

Customer Services

Shopping Centre

Kings Club: A Refined Place Inspired By Gentlemen

Akmerkez
Istanbul, Turkey

Management Company: Ucgen Bakim ve Yonetim Hizmetleri A.S

Pampering Services by Akmerkez

Akmerkez
Istanbul, Turkey

Management Company: Ucgen Bakim ve Yonetim Hizmetleri A.S.

Cresta Magic - Customer Service

Cresta Shopping Centre
Johannesburg, South Africa

Owner: Pareto Ltd
Management Company: Mowana Properties

Taking Guest Service to the Ultimate Level!

Forum Aydın
Aydın, Turkey

Owner/Management Company: Multi Turkey

Mavi's Place - Pet Drop Off Point

Forum Bornova
Izmir, Turkey

Owner: Commerz Real Investment Gesellschaft mbH
Management Company: Multi Turkey

Emerging Technology

Shopping Centres

Chatbot

ÁRKÁD Budapest
Budapest, Hungary

Owner/Management Company: ECE Projektmanagement G.m.b.H. & Co. KG

Rødovre Centrum Live

Rødovre Centrum
Rødovre, Denmark

Owner/Management Company: Rødovre Centrum A/S

Company

Digital Market Intelligence

CBRE Spain
Madrid, Spain

Digital Mall by ECE

ECE Projektmanagement G.m.b.H. & Co. KG
Hamburg, Germany

Consumer Knowledge Model

Sierra Portugal, S.A.
Lisbon, Portugal

Footfall Activation

Shopping Centres

CEV Beach Volleyball Satellite Ankara Women's European Tour

Atlantis Shopping Center
Ankara, Turkey

Owner: Atlantis Grup Alisveris Eglence Merkezi Gayrimenkul Ins.TURIZM ITH.IHR.SAN VE TIC.A.S.
Management Company: JLL TURKEY

Body Painting & Fantasy Show

Diagonal Mar Shopping
Barcelona, Spain

Owner: Deutsche Bank Asset Management
Management Company: CBRE

World Press Photo | Forum Algarve

Forum Algarve
Faro, Portugal

Owner: CRI - Commerz Real AG
Management Company: Multi Portugal

Gigli's Declaration of Independence

I GIGLI
Campi Bisenzio, Italy

Owner: Eurocommercial Properties
Management Company: Larry Smith

Toon Machine

İstinyePark
İSTANBUL, Turkey

Owner: Orjin Group - Doğuş Group
Management Company: İstinye Yönetim Hizmetleri ve Tic. A.Ş.

Baba Yega

K in Kortrijk
Kortrijk, Belgium

Owner: Union Investment
Management Company: SCMS-CEUSTERS part of GROUP HUGO CEUSTERS-SCMS

LED-night shopping

K in Kortrijk
Kortrijk, Belgium

Owner: Union Investment

Management Company: SCMS-CEUSTERS part of GROUP HUGO CEUSTERS-SCMS

Winter Wonderland

Kanyon Shopping Center
Istanbul, Turkey

Owner: Eczacıbaşı Group and İŞGYO of Turkey

Management Company: Kanyon

Tasty?Share

MEGA Khimki
Khimki, Russian Federation

Management Company: IKEA Centres Russia

50 years of Fairytales

Rødovre Centrum
Rødovre, Denmark

Owner/Management Company: A/S Rødovre Centrum

Keep the Stage

Shopville Gran Reno Klepierre Italia
Casalecchio di Reno - Bologna Casalecchio di Reno, Italy Italy

Owner: Shopville Gran Reno srl/ Carrefour spa

Management Company: Klepierre Italia

Starcity Garage Days

Starcity Outlet Shopping Center
Istanbul, Turkey

Owner: Gencoglu Group

Management Company: JLL Turkey

Runatolia - TerracityRUN

Terracity Shopping Center
Antalya, Turkey

Owner: EPM Gayrimenkul Ticaret Limited Sirketi

Management Company: ECE Turkiye Proje Yonetimi A.S.

6th Anniversary of VARENA Shopping Center

VARENA

Vöcklabruck, Austria

Owner/Management Company: SES Spar European Shopping Centers

White Lion Walk's Monopoly Exclusive

White Lion Walk

Guildford, United Kingdom

Owner: Friends Life Ltd

Management Company: Capita

Zorlu Center Emoji Event

Zorlu Center

Istanbul, Turkey

Owner/Management Company: Zorlu Property Group

Grand Opening / Expansion / Refurbishment

Shopping Centres

Cresta Food Favourites & Fabulous Fun

Cresta Shopping Centre

Johannesburg, South Africa

Owner: Pareto Ltd

Management Company: Mowana Properties

New Food Court in Galeria Jurajska

Galeria Jurajska

Częstochowa, Poland

Owner: GTC S.A.

Management Company: GTC Galeria CTWA Sp. z o.o.

We Are Renovating For You:

MEGA Kazan

Kazan, Russian Federation

Owner/Management Company: IKEA Centres Russia

Tasty Boulevard Grand Opening

MEGA Teply Stan

Moscow, Russian Federation

Owner/Management Company: IKEA Centres

A New World of Shopping

Menlyn Park Shopping Centre
Johannesburg, South Africa

Owner: Pareto Limited
Management Company: Mowana Properties

Repositioning Nowadays/Beurspassage

Nowadays/Beurspassage Amsterdam
Amsterdam, Netherlands

Owner: Bouwinvest Retail Fund
Management Company: Urban Solutions

Posnania Grand Opening

Posnania
Poznań, Poland

Owner: Apsys Group
Management Company: Apsys Management

Sales Activation**Shopping Centres****Magic Moments By Berceo: "The Nikola Secret"**

Berceo
Logroño, Spain

Owner: CBRE Global Investors
Management Company: CBRE

Book your getaway at Bluewater

Bluewater
Greenhithe, United Kingdom

Owner: Land Securities and a number of other investors
Management Company: Land Securities

We Live Shopping

Carosello
Carugate, Italy

Owner: Eurocommercial Properties Italia Srl
Management Company: Eurocommercial Management S.r.l.

The Perfect Excuse

Cavendish Square
Cape Town, South Africa

Owner: Old Mutual
Management Company: Cushman & Wakefield

Alice in Fashionland

Citycenter Celje
Celje, Slovenia

Owner: SES Spar European Shopping Centers Gmbh
Management Company: Euromarkt Center d.o.o.

"Show Your ID, Get Your Discount"

Forum Erzurum
Erzurum, Turkey

Owner/Managements Company: Multi Turkey

Gateway's Preview Fashion Show & Concert

Gateway Theatre of Shopping
Durban, South Africa

Owner: Old Mutual Property
Management Company: CW Excellerate

Out The Box

Gateway Theatre of Shopping
Durban, South Africa

Management Company: CW Excellerate

Gordion Fashion Pop-Up Bazaar

Gordion
Ankara, Turkey

Owner/ Management Company:

WeBubble V2

Kanyon Shopping Center
Istanbul, Turkey

Owner: Eczacıbaşı Group and İŞGYO of Turkey
Management Company: Kanyon

Baby Race

MEGA Ekaterinburg
Ekaterinburg, Russian Federation

Owner: IKEA Mos Property and development
Management Company: IKEA Centres Rus Operation

Watermelon Fest

MEGA Tepy Stan
Moscow, Russian Federation

Owner: IKEA Centres
Management Company: IKEA Centres

Be Shopping

Shopping Centre Le Befane
Rimini, Italy

Owner: Nisa srl (Credit Suisse)/ Commercianti indipendenti associati (Conad)
Management Company: CBRE

Mobile Coupon Campaign

Sørlandssenteret
Kristiansand, Norway

Owner: Olav Thon and DNB
Management Company: Olav Thon

Zorlu New Year Village Festival

Zorlu Center
İstanbul, Turkey

Owner/Management Company: Zorlu Property Group

Joint Centre Campaign**Forum: Helping Youth to Stay Connected!**

Forum Erzurum, Forum Istanbul and Marmara Forum
Istanbul, Turkey

Management Company: Multi Turkey

The Ribbon Lottery

Bielawy Shopping Center, Torun, Poland
Czyzyny Shopping Center, Krakow, Poland
Osowa Shopping Center, Gdansk, Poland
Platan Shopping Center, Zabrze, Poland
Tulipan Shopping Center, Lodz, Poland

Management Company: Apsys Poland

Company**Unconventional Sales!**

Larry Smith Italia
Milan, Italy