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.

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.

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.
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.
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.
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.
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 fulfill nine experiential wishes with their ‘Wings of Hope’ campaign.

‘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.
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

Find Dining at Rhodes
Rhodes Waterside
Rhodes, Australia

Owner: Mirvac and Perron Management Company: Mirvac

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.
<table>
<thead>
<tr>
<th>Event Name</th>
<th>Location</th>
<th>Owner/Management Company</th>
</tr>
</thead>
<tbody>
<tr>
<td>Santa’s Miniature Sand Land</td>
<td>Bayside Shopping Centre</td>
<td>Owner: CFX Management Company: CFS Retail Property Trust Group</td>
</tr>
<tr>
<td></td>
<td>Frankston, Australia</td>
<td>'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.</td>
</tr>
<tr>
<td>The Collection Bar</td>
<td>Broadway Shopping Centre</td>
<td>Owner: Mirvac and Perron Management Company: Mirvac</td>
</tr>
<tr>
<td></td>
<td>Broadway, Australia</td>
<td>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.</td>
</tr>
<tr>
<td>Guardians of Style</td>
<td>Canberra Centre</td>
<td>Owner/Management Company: QIC</td>
</tr>
<tr>
<td></td>
<td>Canberra, Australia</td>
<td>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.</td>
</tr>
<tr>
<td>Icons of Style</td>
<td>Chadstone Shopping Centre</td>
<td>Owner/Management Company: CFS Retail Property Trust Group</td>
</tr>
<tr>
<td></td>
<td>Chadstone, Australia</td>
<td>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.</td>
</tr>
</tbody>
</table>
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

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.
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
MarQuee Mall
Angeles City, Philippines
Owner: Ayala Land, Inc
Management Company: Northbeacon Commercial Corporation

Pampanga’s newest culinary and travel destination MarQuee 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.
The Latte Art Smack Down
The Myer Centre
Adelaide
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.
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.
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.
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.
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.
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-channeled ‘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

<table>
<thead>
<tr>
<th>Campaign</th>
<th>Location</th>
<th>Owner/Management</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Shop ‘n’ Pop</strong></td>
<td>Casula Mall</td>
<td>AMP Capital Property Group</td>
<td>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.</td>
</tr>
<tr>
<td><strong>The Colour of Joy</strong></td>
<td>Highpoint</td>
<td>Highpoint Property Group, GPT Wholesale Shopping Centre Fund and The GPT Group</td>
<td>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.</td>
</tr>
<tr>
<td><strong>#IONgraphy</strong></td>
<td>ION Orchard</td>
<td>CapitaMall Asia and Sun Hung Kai Properties Management Company: Orchard Turn Developments Pte Ltd.</td>
<td>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.</td>
</tr>
<tr>
<td><strong>QP Delish</strong></td>
<td>QueensPlaza</td>
<td>Perpetual Trustees Australia Ltd.</td>
<td>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.</td>
</tr>
</tbody>
</table>
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.

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**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.

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**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.

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**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.
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.

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.

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.
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.

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

**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 luscious 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.
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.

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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.

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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.

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Siam Center The Ideaopolis  
*Bangkok, Thailand*

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

**Owner/Developer:** Siam Piwat 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.
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.

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.
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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