2008 WINNERS

ASIA SHOPPING CENTRE AWARDS

International Council of Shopping Centers, Inc.
www.icsc.org/asiaawards
ICSC Asia Shopping Centre Awards

ICSC Asia Shopping Centre Awards recognizes excellence within the region’s shopping centre industry and honours outstanding achievements in marketing and design/development of retail properties.

Award Categories

Marketing

Business-to-Business
Efforts and initiatives originating from a shopping centre or company and directed to a retailer(s), trade group, investment community, or other targeted commercial interests.

Community Relations
A single or ongoing event, program, 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 centre.

Public Relations
A planned public relations program or initiative intended to primarily benefit the commercial interests of a shopping centre or company.

Sales Promotion
Programs or events intended to directly impact retail sales and customer traffic.

Revenue Impact
Programs and initiatives intended to generate revenue that directly enhances the net operating income (NOI) of a shopping centre or company.

Advertising
Strategic communications that advertise a shopping centre or company to its target market(s).

Design & Development

The Design and Development category recognizes retail properties for their overall design qualities and creativity in development, through renovation or expansion of an existing property or in the innovative design of a new retail project.
ESSENCE OF VENICE
The Grand Canal Shoppes; The Cotai Strip, Taipa, Macau
OWNED/MANAGED BY: Las Vegas Sands Corp.
PROFESSIONAL RECOGNITION: David Sylvester, Vice President Retail Development Asia, Sands Retail Asia Angus Woodhead, Director Retail Development Asia, Sands Retail Asia Carmen Walsh, Manager Retail Development Asia, Sands Retail Asia Amanda Quayle, Assistant Manager Retail Development Asia, Sands Retail Asia
Two events were strategically planned to secure 350 tenants from a premium retail mix and develop strong healthy partnerships with committed tenants. The first event invited CEOs of premium retail brands to a “Hard Hat Tour” allowing retailers the exclusive opportunity to be the first public group in The Venetian Macao-Resort-Hotel. The second event provided committed tenants with the “Essence of Venice” unveiling the talented Streetmosphere and Gondolier entertainers and presenting the marketing plan.

AMPSCC STARLIGHT CHRISTMAS FUNDRAISING
AMP Capital Shopping Centres
Sydney, Australia
OWNED/MANAGED BY: AMP Capital Shopping Centres
PROFESSIONAL RECOGNITION: Jacinda Robinson, National Marketing Manager, AMP Capital Shopping Centres
AMP Capital Shopping Centres already had a successful history of support for the Starlight Children’s Foundation. It decided to go to a new level in 2007 to convince customers that, by choosing to do their Christmas shopping at an AMP Centre, they would be helping sick kids. The promotion ran nationally and locally and raised for the foundation an increase of 11% over prior year’s campaign. Sales for December increased by 8.1% and the campaign over-achieved its objectives in Centre sales, funds raised, public relations recognition and valued-added advertising support.

SELECT CITYWALK CAMPAIGN
Select CITYWALK
New Delhi, India
OWNED/MANAGED BY: Select Infrastructure Pvt. Ltd.
PROFESSIONAL RECOGNITION: Rajiv Duggal, Chief Executive Officer, Select Infrastructure Pvt. Ltd.
The main objective of the campaign was to create a unique shopping centre, which would fulfil the needs of retailers across the board and provide a unique shopping experience to the catchments which consisted of high net worth individuals and was exposed to best shopping environment across the globe. To achieve the objectives, a fully turnover based rental and hundred percent lease model was conceptualized and discussed on one-to-one basis with key retailers.

ION ORCHARD CAMPAIGN
ION Orchard, Singapore
OWNED BY: Capitaland and Sun Hung Kai Properties
MANAGED BY: Orchard Turn Retail Investment Pte Ltd.
PROFESSIONAL RECOGNITION: Soon Su Lin, CEO, Orchard Turn Developments Pte Ltd Lee Mun Ling, Vice President Marketing Communications, Orchard Turn Developments Pte Ltd Lim Shien Yau, AVP Marketing Communications, Orchard Turn Developments Pte Ltd
The goal was to attract the best-in-class retailers. The marketing team’s priority task went beyond filling up its nearly 400 retail stores, but more importantly to ensure that prospective tenants were aligned to its stringent criteria in the retail mix. The marketing strategy’s ‘secret weapon’ was in its never-been-done-before, multi-sensory retail show suite, the first interactive and multimedia retail show suite, allowing prospective retailers to take a multi-sensory ‘journey’ through the mall, highlighting its unique features with cutting edge multi-media presentations.
BUILDING A GREENER FUTURE @ CAPITALAND MALLS

CapitaLand Malls, Singapore

OWNED BY: CapitaLand Retail, Limited and CapitaMall Trust
MANAGED BY: CapitaLand Retail Management Pte Ltd.

PROFESSIONAL RECOGNITION:
Pua Seck Guan, Chief Executive Officer, CapitaLand Retail Limited
Simon Ho, Chief Operating Officer, CapitaLand Retail Limited

CapitaLand has a “Building a Greener Future” programme aimed at reinforcing CapitaLand’s commitment to Building People by encouraging the public to adopt a green lifestyle and leave a “green legacy” for future generations. This programme is part of CapitaLand’s corporate social responsibility initiative to play our part in raising environmental awareness and to engage our shoppers to adopt a greener way of life. A series of green initiatives and activities was launched in CapitaLand Malls that included some interactive edutainment activities for shoppers to learn practical ways to protect our environment.

HARMONY, CELEBRATION & DIVERSITY

Centro Arndale
Kilkenny, Australia

OWNED/Managed by: Centro Properties Group

PROFESSIONAL RECOGNITION:
Lara Harrop, Marketing Manager, Centro Arndale

Harmony, Celebration and Diversity was a cultural festivity that recognised Centro Arndale’s diverse consumer base. The event incorporated an Australian Citizenship Ceremony as the cornerstone of celebrations, the first to take place in a shopping centre environment in conjunction with The City of Charles Sturt. The week-long initiative was a phenomenal success, with all campaign objectives achieved and the positioning of Centro Arndale as the hub of the local district.

ROCKY BAY MODEL OF THE YEAR

Centro Galleria
Perth, Australia

OWNED/Managed by: Centro Properties Group

PROFESSIONAL RECOGNITION:
Vanessa Perkins, Regional Marketing Manager, Centro Galleria

Rocky Bay Inc. is one of Western Australia’s largest charities. Its Model of the Future events give young girls and boys, 13 years to 21 years old, the opportunity to showcase their modelling potential to a panel of high profile judges. Centro Galleria’s involvement with Rocky Bay Model of the Year was well received by customers and retailers alike. The return on investment for the campaign was very strong—for each $1 spent, $22.45 in sales was generated.

SAVE IT WITH CENTRO

Centro Properties Group
Australia

PROFESSIONAL RECOGNITION:
Ms. Lisa Charter, National Marketing Manager, Centro Properties Group; Ms. Rebecca Logan, Company Director, The Competition Company

Australia is the driest continent on earth—we are experiencing our sixth year of drought. Water restrictions were impacting the daily habits of Australian households, and Australians want to feel as if they’ve contributed to making a difference. In response to this, Centro Properties Group launched the “Save It with Centro” programme on World Water Day in March 2007. The programme generated invaluable goodwill and environmental consciousness within Centro communities across Australia and has established Centro as an active participant in issues that affect local communities.
KICKING GOALS FOR YOUTH
Corio Shopping Centre; Corio, Australia
OWNED BY: CFS Retail Property Trust
MANAGED BY: Colonial First State Property Management

PROFESSIONAL RECOGNITION:
Russell Yelland, Centre/Marketing Manager, Corio Shopping Centre
Kate Parker, National Marketing Manager, Colonial First State Property Management

The Corio Shopping Centre’s “Kicking Goals for Youth Program” provides a unique opportunity for disadvantaged children to experience a positive, exciting and unforgettable day at the footy, whilst rubbing shoulders with police, Centre security personnel, magistrates court personnel, and of course their heroes—Geelong Cats football players. The children who participated were encouraged not to become involved in crime. The programme assisted in significantly improving police relationships and dramatically reducing crime incidents in the Centre by approximately 70%.

FASHION AND SHOPPING WITH A CONSCIENCE
CFSPM Shopping Centres; Chadstone, Australia
OWNED BY: CFS Retail Property Trust (QueensPlaza and Chatswood Chase) and CFS Retail Property Trust and The Gandel Group (Chadstone)
MANAGED BY: Colonial First State Property Management Gandel Group &/or CFS

PROFESSIONAL RECOGNITION:
Karla Haverfield, National Marketing Projects Manager, Colonial First State Property Management; Kate Parker, National Marketing Manager, Colonial First State Property Management; Mardi Ashkine, Marketing Manager Chadstone, Colonial First State Property Management; Lisa Vaughan, Marketing Manager Chatswood Chase, Colonial First State Property Management; Emma Kwon, Marketing Manager Queens Plaza, Colonial First State Property Management

How does a shopping centre property management group provide “real” value to a charity partner when the market is cluttered with charitable statements? Colonial First State Property Management (CFSPM) set about achieving exactly that following a meeting with the National Ovarian Cancer Network, the peak consumer organization for ovarian cancer in Australia. Having previously managed its own community alliances, CFSPM decided it was time to shake up the formula and identified an opportunity where it could add real value to a national charity.

BRAVO FILIPINO: A TRIBUTE TO FILIPINOS’ CREATIVITY AND INGENUITY
Greenbelt 5; Makati, Philippines
OWNED/MANAGED BY: Ayala Land Inc./Ayala Malls Group

PROFESSIONAL RECOGNITION:
Jaime Zobel de Ayala, Chairman Emeritus, Ayala Corporation; Rowena Tomeldan, Vice President & Deputy Group Head, Ayala Malls; Maritoni Ortigas, Director, Filipinas Heritage Library; Mau Barreiro, Consultant, Filipinas Heritage Library; Catherine Bengzon, Senior Division Manager, Ayala Malls

The Filipinos in the elite circle have become extremely sophisticated—lovers of foreign fashion, music and technology. The younger they are, the more they seem to have lost the appreciation for their cultural heritage. Don Jaime Zobel de Ayala, himself an artist and founding father of Ayala Corporation launched BRAVO FILIPINO, a 4-month festival celebrating the Filipino creative genius in music, fashion, photography and dance during the opening of Greenbelt 5. Bravo Filipino brought back the pride to a people who have long underestimated themselves in the field of art.

I LOVE MK COLLECTIVE ART PROJECT@LANGHAM PLACE
Langham Place, Hong Kong
OWNED BY: Champion REIT
MANAGED BY: Eagle Property Management (CP) Ltd.

PROFESSIONAL RECOGNITION:
Vivian Leung, General Manager, Langham Place; Makey Auyeung, Senior Marketing Manager, Langham Place; Angela Kwan, Assistant Marketing Manager, Langham Place; Calvin Chan, Assistant Marketing Manager, Langham Place

Langham Place wanted to consolidate its position as Hong Kong’s leading new landmark and shopping mall. The marketing team saw an opportunity to initiate a community-based project that would exploit the brand’s strong image as being unique and innovative, and establish itself as a supporter of the local arts and creativity in Hong Kong. The team developed an exciting large-scale community art project entitled “I Love MK” that involved school students, a leading art education institution, and prominent local artists and which focused on the local community. The programme established Langham Place itself as a leading supporter of the arts and creativity in Hong Kong.
THE LINK FUN ACADEMY
Link Shopping Centres
Hong Kong
OWNED/MANAGED BY: The Link Management Limited

PROFESSIONAL RECOGNITION: Fion Ng, Senior Marketing & Promotion Officer, The Link Management Limited

The Link Fun Academy represents an ongoing and sustainable community building platform for The Link Management to serve and interact with the community surrounding its shopping centres. A total of 28 well received workshops were organized under The Link Fun Academy, serving a total of over 5,000 participants. Encouraging results were achieved not only in making shopping experiences at the centres more enjoyable, increasing footfall, but also in generating extensive and positive press publicity as well as building goodwill for The Link as a caring company.

MAHKOTA PARADE—RE:ACT YOUTH 2008
Mahkota Parade; Melaka, Malaysia
OWNED BY: AmTrustee Berhad for Hektar Reit
MANAGED BY: Hektar Group

PROFESSIONAL RECOGNITION: Michelle Peralta, Marketing Manager, Mahkota Parade/Company; Christopher Mears, Executive Vice President, Hektar Asset Management; Gloria Koh, Centre Manager, Mahkota Parade; Hektar Black

Re:Act Youth is a yearly, community-based event that was held by Mahkota Parade for the third time in 2008. Running for nine weeks, the campaign targets secondary school students who have a holiday break corresponding to this time. The Centre provides these students with a healthy way to express themselves while involving their parents, schools, members of the community and the State Ministry of Education. Events under the Re:Act Youth campaign include Shop for Your School, where kids can win great educational prizes for their schools, and the Interschool Youth Festival, bringing appreciation to youth artists through their musical and dance performances.

MIDLAND GATE—BRINGING MIDLAND TOGETHER
Midland Gate Shopping Centre; Midland, Australia
OWNED BY: OSF/DPIF
MANAGED BY: Colonial First State Property Management

PROFESSIONAL RECOGNITION: Sarah Moore, Marketing Manager, Midland Gate Shopping Centre; Kate Parker, National Marketing Manager, Colonial First State Property Management

Midland Gate’s primary business objective was to improve its community perception and achieve a greater level of community engagement. What better way to achieve this than to create an exciting event that brought the community together to celebrate the unveiling of their shopping centre’s redevelopment? Approximately 10,000 people visited the free family concert whilst the Centre experienced a 60% increase in extended trading day foot traffic, and the most significant result was the goodwill that this event established with key stakeholders and the community.

LOVING THE COASTAL LIFESTYLE
Rosebud Plaza Shopping Centre; Rosebud, Australia
OWNED BY: CFS Retail Property Trust
MANAGED BY: Colonial first State Property Management

PROFESSIONAL RECOGNITION: Elaine Scholes, Centre Marketing Manager, Colonial first State Property Management; Kate Parker, National Marketing Manager, Colonial first State Property Management

Rosebud Plaza “locals” are predominantly made up of retired/elderly, sea changers, a growing number of young budget families and an increasing number of weekenders and holiday makers, presenting us with an interesting combination of coastal “locals.” Our “Love your Local!” campaign, invited participation from each of these groups and ensured our contribution to the celebration of living the coastal lifestyle. The campaign was amazingly efficient. Over the 12-month period, the total marketing spend delivered $1.016 in sales for every $1 spent, with 19% growth in MAT and an increase of 7.2% in average spend.
PRIDE AND BELONGING IN THE ROUSE HILL TOWN CENTRE COMMUNITY

Rouse Hill Town Centre; Rouse Hill, Australia

OWNED/MANAGED BY: The GPT Group

PROFESSIONAL RECOGNITION: Tracey Whittaker, Senior Marketing Manager, The GPT Group; Tina Jones, Marketing Manager, GPT Group; Jenny Hambly, Assistant Marketing Manager, The GPT Group; Martin Ollis, General Manager - Rouse Hill Town Centre, The GPT Group; Louise Raymond, National Marketing Manager, The GPT Group

Rouse Hill Town Centre is the centrepiece of The New Rouse Hill—a residential, retail and community development. In developing Rouse Hill Town Centre, The GPT Group recognized that earning the pride and belonging of the local community was essential for strong and positive community relations. The program provided local community members with desired information on the Rouse Hill Town Centre development and opportunities to connect with the developer and management team.

THE STOCKLAND ROCK SCHOOLS BREAKFAST

Stockland Shellharbour and Stockland Corrimal; Shellharbour City, Australia

OWNED/MANAGEMENT BY: Stockland Property Management

PROFESSIONAL RECOGNITION: Michelle Clark, Marketing Manager, Stockland Shellharbour/Corrimal; Lisa Tierney, National Marketing Manager, Stockland Property Management; Stuart Langeveldt, General Manager of Marketing and Brand Alliance, Stockland Property Management

The Stockland Rock School Breakfast is an ongoing community relations program introduced with the aim to educate local school children the importance of a healthy breakfast, exercise and healthy living to assist in combating child obesity. The shopping centres, together with radio media partners, broadcast live from local primary schools within the trade area, providing children with a healthy breakfast supplied by shopping centre retailers, and together with local sporting stars, teaching fitness and the value of a healthy breakfast with the aim to combat this growing social issue.

SUBANG AND MAHKOTA PARADE—SHOP FOR YOUR SCHOOL

Subang Parade and Mahkota Parade; Subang, Malaysia

OWNED BY: Am Trustee Bahad for Hektar REIT
MANAGED BY: Hektar Group

PROFESSIONAL RECOGNITION: Melissa Chia, Marketing Manager, Subang Parade; Christopher Mears, Executive Vice President, Hektar Asset Management; Anthony Dylan, General Manager; Hektar Asset Management

The third annual Shop for Your School campaign took place in Subang Parade and Mahkota Parade. Shoppers at each Centre contributed their accumulated shopping receipts to their participating school of choice, helping the schools to supplement educational equipment at no cost to them. Primary and secondary schools that normally have quite small budgets compete for educational prizes such as computers and vouchers for books and stationery supplies. As a friendly, competitive event that involves the entire community, it has been successful now for four years in a row in exceeding both Centres’ expectations.
OPERATION SAFE PLATE
Watergardens Town Centre
Taylors Lakes, Australia

OWNED/MANAGED BY: Queensland Investment Corporation

PROFESSIONAL RECOGNITION: Ivana Miletic, Marketing Manager, Watergardens Town Centre

The municipality of Brimbank has one of the highest car and license plate theft rates in the state of Victoria, Australia. Watergardens Town Centre which is located in the heart of Brimbank, has developed an initiative that addresses this key community concern and is known as “Operation Safe Plate.” Working with community leaders, this smart yet simple campaign directly addressed the car theft issue whilst further strengthening Watergardens’ position as a key ambassador in the Brimbank community.

BONIFACIO HIGH STREET - AN AVENUE FOR PASSIONATE LIVING
Bonifacio High Street; Taguig City, Philippines

OWNED BY: Fort Bonifacio Development Corp. MANAGED BY: Ayala Land, Inc.

PROFESSIONAL RECOGNITION: Ma. Victoria E. Anonuevo, Senior Vice President and Group Head, Ayala Malls, Ayala Land, Inc.; Rowena M. Tomeldan, Vice President, Ayala Land, Inc.; Catherine R. Bengzon, Senior Division Manager, Ayala Land, Inc.; Cristina D. Esguerra, Senior Division Manager, Ayala Land, Inc.; Katherine J. Fabian, Manager, Fort Bonifacio Development Corp.

Bonifacio High Street is a pioneering retail and office concept in the Philippines. The Grand Launch event was the highlight of a series of marketing activities envisioned to capture the interplay of passion and creativity for this first-of-its-kind retail concept in the country. A show of lights was an apt theme chosen for the launch to showcase how BHS, the Avenue of Passionate Living, brings light and life to all who come and visit it. The highly invigorating show kept the audience excited about the shape of things to come; it gave the people of Taguig a renewed sense of pride of their simple home town, now a showcase city at par with the new master planned communities in the world.

THE CRYSTAL: SPARKLING YOUR WONDERFUL LIFE
The Crystal
Lad Prao, Thailand

OWNER: CFS Retail Trust Property Trust
MANAGED BY: K.E. Land Company Limited

PROFESSIONAL RECOGNITION: Kaveepan Eiamsakulrat, Managing Director, K.E. Land Co. Ltd

The Crystal was developed to be the first truly upscale open-air lifestyle centre in Bangkok. The motto “Sparkling Your Wonderful Life” was applied as our grand opening theme to signify the existence of a new centre that would enhance and sparkle the lifestyle of our target customer. Within the first month, we exceeded our target number of visitors with more than 6,000 weekdays and 9,000 weekends. The average number of visitors for the first 6 months increased to 7,000 weekdays and 10,000 weekends and the centre expanded its selling space by more than 15% with 100% occupancy rate.

AN ENCHANTING REDEVELOPMENT
Forest Hill Chase Shopping Centre
Forest Hill, Australia

OWNER: CFS Retail Property Trust
MANAGED BY: Colonial First State Retail Property Trust

PROFESSIONAL RECOGNITION: Danny Hopkins, Marketing Manager, Forest Hill Chase Shopping Centre; Kate Parker, National Marketing Manager, Colonial First State Property Management

In 2007 the “Enchanted Forest” campaign was developed to launch the new-look Forest Hill Chase. The redevelopment provided the opportunity to attract young families from within the catchment with an enhanced retail offer and centre presentation. Forest Hill Chase launched a new brand campaign and 12-Day promotion inviting consumers to the “Enchanted Forest.” The “Enchanted Forest” launch campaign was successful on all counts, with traffic increasing 9% for the month and November sales up 13.6%, along with a comparative sales increase of 24% for specialties stores and 9% for majors.
WELCOME TO THE VENETIAN MACAO
The Grand Canal Shoppes; The Cotai Strip, Macau

OWNED/MANAGED BY: Las Vegas Sands Corp.

PROFESSIONAL RECOGNITION: David Sylvester, Vice President, Sands Retail Asia
Angus Woodhead, Director, Sands Retail Asia; Carmen Walsh, Manager, Sands Retail Asia;
Amanda Quayle, Assistant Manager, Sands Retail Asia

The opening of The Grand Canal Shoppes was a unique opportunity to unveil a new world of luxury, opulent shopping to Asia, and reveal its stunning Venetian architectural design theme to consumers and media. The launch was planned and executed to generate both media noise and immediate retail traffic, comprised of stunning “Streetmosphere” entertainment, consumer promotions through the retailers, including prestigious jewellery retailers. The event included a high-profile ribbon cutting ceremony and Gondola champagne christening, with over 3,000 guests in attendance, while 1,200 media representatives were present to capture the jewellery and fashion show.

RE-OPENING OF HAU TAK SHOPPING CENTRE
Hau Tak Shopping Centre
Hong Kong

OWNED/MANAGED BY: The Link Management Limited

PROFESSIONAL RECOGNITION: Danny Lee, Corporate Communications Manager, The Link Management

Following the phased completion of enhancement works designed with the needs of nearby communities in mind, Hau Tak Shopping Centre (HTSC) officially reopened its renovated areas in September 2006. Enhancements at the property included innovative retail floor layout, state-of-the-art hardware design and dynamic trade mix with broad dining choices. A comprehensive marketing plan was developed to reintroduce the property to the customers as the premier dining destination in the district, leveraging on media publicity, engaging promotional activities and sustained advertising efforts.

RE-POSITIONING AND EXPANSION OF HOUGANG MALL
Hougang Mall, Singapore

OWNED BY: ARMF Hougang Mall MANAGED BY: Asia Malls Management Pte Ltd.

PROFESSIONAL RECOGNITION: Michael Leong, Chief Executive Officer, Asia Malls Management Pte. Ltd.; Stephanie Ho, Deputy General Manager, Asia Malls Management Pte. Ltd.; Gilbert Tan, Asst. General Manager Operations, Asia Malls Management Pte. Ltd.; Karen Slow, Centre Manager, Hougang Mall/Asia Malls Management Pte Ltd.; Lucy Sim, Manager, Advertising & Promotions, Hougang Mall/Asia Malls Management Pte Ltd

Hougang Mall embarked on a strategy of repositioning through a new tenancy mix, mall facilities, new customer services, a new branding identity and exciting promotional events. Shopper traffic increased by 48% from acquisition and the mall has repositioned from a convenience mall to a trusted local mall offering an enjoyable experience for the family. The mall has improved standards of customer service among tenants through customer-centric initiatives offering incentives and recognition. Through its advertising and promotion activities and by working with the local community leaders, the mall has succeeded in engaging and benefiting families in the community.

GO TO YOUR HAPPY PLACE, DARLINGS
QueensPlaza; Brisbane, Australia

OWNED BY: CSF Retail Property Trust
MANAGED BY: Colonial First State Property Management Pte. Ltd.

PROFESSIONAL RECOGNITION: Emma Kwon, Marketing Manager, QueensPlaza/CFSPM
Kate Parker, National Marketing Manager, Colonial First State Property Management (CFSPM)

When QueensPlaza opened part of stage two in October 2007, it used this opportunity to strengthen the fashion credibility of the centre, reinforcing the unique retailers that ensure it remains number one. QueensPlaza created a campaign that took ownership of the fashion leadership position. “Go to your happy place, darlings” was the creative execution that launched this precinct. The campaign reinforced the already significant retail strengths the centre boasts, increasing customers’ perception by an enormous 37%, with 81% stating that if they were looking for the best fashion they go to QueensPlaza.
2008: THE TIME HAS COME FOR A BRAND NEW LOOK

Raffles City Shopping Centre
Singapore

OWNED BY: RCS Trust
MANAGED BY: CapitaLand (RCS) Property Management Pte. Ltd.

PROFESSIONAL RECOGNITION:
Pua Seck Guan, Chief Executive Officer, CapitaLand Retail Limited

Raffles City Shopping Centre is part of Raffles City complex, a 21-year-old integrated development situated in the downtown core of Singapore that comprises two hotels, an office tower and a convention centre. A multi-platform campaign themed “The Time Has Come for a Brand New Look” was launched to announced plans to increase Raffles City’s net lettable area by 41,000 square feet.

ROUSE HILL TOWN CENTRE LAUNCH

Rouse Hill Town Center
Rouse Hill, Australia

OWNED/MANAGED BY: The GPT Group

PROFESSIONAL RECOGNITION:
Tracey Whittaker, Senior Marketing Manager, The GPT Group; Tina Jones, Marketing Manager, The GPT Group; Jennifer Hambly, Assistant Marketing Manager, The GPT Group; Yvette Braybrook, Marketing Manager, The GPT Group; Louise Raymond, National Marketing Manager, The GPT Group

Rouse Hill Town Centre is a 65,000 sqm retail, leisure and entertainment precinct. It is the centrepiece of The New Rouse Hill—a residential, retail and community development. The overarching objective for the marketing of Rouse Hill Town Centre during its launch program was to earn the pride and belonging of the local community. To address these objectives RHTC developed a strategic launch event program tailored to the stage one and stage two offers: a media program, community engagement strategy and retailer engagement program.

S’CLUB SIAM CENTER

Siam Center
Bangkok, Thailand

OWNED/MANAGED BY: Siam Piwat Company Limited

PROFESSIONAL RECOGNITION:
Mayuree Chaipromprasith, Managing Director, Siam Center/Supremo Company Limited; Rasanaporn Damrastharm, Direct Marketing Director, Siam Center/Supremo Company Limited

For more than 10 years, Siam Center has successfully operated a Customer Relationship Management (CRM) under the name Discovery Club and provided a loyalty program for any loyal customers. In early 2007, only a few months after the completion of the renovation, the new S’Club – Passionistas’ Society was officially launched pledging itself and Siam Center as the Centre of Fun and Fashion for focusing entirely on the young generation. S’Club is no ordinary loyalty program but has proved to be an essential support framework for Siam Center’s relationship with its tenants, business partners and shoppers.

TRINOMA: THE PHILIPPINES LARGEST, RICHEST CITY WAKES UP TO A MALL THEY CAN CALL THEIR OWN

TriNoma; Quezon City, Philippines

OWNED BY: North Triangle Depot Commercial Corporation
MANAGED BY: Ayala Malls

PROFESSIONAL RECOGNITION:
Marivic Anonuevo, Senior Vice President/Group Head, Ayala Malls Group/Ayala Land; Rowena Tomeldan, Vice President/COO, Ayala Malls Group/Ayala Land; Javier Hernandez, General Manager, TriNoma/North Triangle Depot Commercial Corp; Catherine Bengzon, Senior Division Manager, Ayala Malls Group/Ayala Land; Menchie Dizon, Marketing Supervisor, TriNoma/North Triangle Depot Commercial Corporation

Quezon City accounts for 23% of Metro Manila’s population. For decades, they would spend shopping and leisure money in neighbouring cities. The opening of TriNoma woke up the city—transformed into a hub of commerce and activities—similar to the Penn Station in New York but bigger. Objective of the Grand Launch event was to showcase the grandness of such an audacious mall project. It also intended to present the unique shopping, dining and entertainment that is expected from this mall that was specifically built to provide only the very best to the market that it serves.
GRAND OPENING OF TSZ WAN SHAN SHOPPING CENTRE
Tsz Wan Shan Shopping Centre
Hong Kong

OWNED/MANAGED BY: The Link Management Limited

PROFESSIONAL RECOGNITION:
Danny Lee, Corporate Communications Manager, The Link Management

Tsz Wan Shan Shopping Centre was scheduled for opening in July 2006 after completing enhancement work that turned two vacant floors into a high-street shopping environment, with a wide assortment of family shopping and dining choices. Management organized a high-impact diamond-themed marketing campaign to launch the completed project, gaining media buzz and customers’ attention through attractive lucky draws, free media publicity, targeted advertising and fun-filled promotional activities.

RE-POSITIONING AND EXPANSION OF WHITE SANDS
White Sands, Singapore

OWNED BY: ARM F (W hitesands) Pte. Ltd.
MANAGED BY: Asia Malls Management Pte Ltd.

Professional Recognition: Michael Leong, Chief Executive Officer, Asia Malls Management Pte Ltd; Stephanie Ho, Deputy General Manager, Asia Malls Management Pte Ltd; Gilbert Tan, Assistant General Manager Operations, Asia Malls Management Pte Ltd; Emily Fong, Centre Manager, W hite Sands/ A sia Malls Management Pte Ltd; Felicia Wee, A&P Manager, W hite Sands/ A sia Malls Management Pte Ltd.

The revamp at White Sands aimed to change its outdated image and re-position itself as an Active-life Mall, leveraging on its proximity to the recreation area at Pasir Ris. White Sands now offers shoppers more than the basic necessities typically found in a suburban mall. Its unique mall events offered families the opportunity to bond and have fun together. Since the successful re-launch in August 2007, visitorship has increased by 32%.

AUTUMN FASHION 2008
Canberra Centre
Canberra City, Australia

OWNED/MANAGEMENT BY: Queensland Investment Corp.

PROFESSIONAL RECOGNITION:
Sarah Gallagher, Acting Marketing Manager, Canberra Centre
Lisa Pelayo, Assistant Marketing Manager, Canberra Centre
Jo Bollen, Marketing Coordinator, Canberra Centre

Canberra Centre is a regional shopping centre and is the only major shopping centre located in the central business district of Canberra. In March 2008, Canberra Centre hosted a unique and exclusive Autumn Fashion Launch with key fashion identity, Wayne Cooper, as the hook to which only media representatives and selected VIP’s were invited. The aim was to produce a launch specifically aimed at generating public relations.

CAPITALAND RETAIL BIZ + SERIES
CapitaLand Malls, Singapore

OWNED BY: CapitaLand Retail Limited
MANAGED BY: CapitaLand Retail Management Pte. Ltd.

PROFESSIONAL RECOGNITION:
Pua Seck Guan, Chief Executive Officer, CapitaLand Retail Limited
Simon Ho, Chief Operating Officer, CapitaLand Retail Limited

CapitaLand Retail Limited is the retail property business unit of the CapitaLand Group, which is one of the largest listed real estate companies in Asia. With a portfolio of over 110 retail assets in Singapore, China, India, Japan and Malaysia, comprising a total net lettable area of over 54 million square feet. CapitaLand believe that, retailers are its partners in growth and it constantly looks for ways to grow together with them in the countries where it operates. Under CapitaLand Retail Biz+ Series, is a pilot programme started in Singapore that aims to provide its retailers with relevant programmes such as talks, conferences and events that can help add value to their businesses.
MAHKOTA PARADE – CNY CANCER DRIVE 2007
Mahkota Parade
Melaka, Malaysia
OWNED BY: AmTrustee Berhad for Hektar REIT
MANAGED BY: Hektar Group

PROFESSIONAL RECOGNITION: Michelle Peralta, Marketing Manager, Mahkota Parade / Hektar Black; Gloria Koh, Centre Manager, Mahkota Parade / Hektar Black; Christopher Mears, Executive Vice President, Hektar Asset Management

Mahkota Parade partnered with the Seck Kia Eenh Cancer Fund during its 2007 Chinese New Year celebrations to help less fortunate cancer patients prosper during their time of need. The Centre, through its help in promoting shopper donations and generating press for the Fund, raised funds to help three breast cancer patients in the Melaka area pay for necessary treatment they would not otherwise be able to afford on their own.
A COMMUNICATIONS ROADMAP - ROUSE HILL TOWN CENTRE

Rouse Hill Town Centre
Rouse Hill, Australia

OWNED/MANAGED BY: The GPT Group

PROFESSIONAL RECOGNITION: Samantha Taranto, Retail Communications Manager, The GPT Group; Tracey Hittaker, Senior Marketing Manager, The GPT Group; Louise Raymond, National Marketing Manager, The GPT Group; Ian Rumsby, Executive VP Asia Pacific, Weber Shandwick

Launched fully leased in March 2008, Rouse Hill Town Centre was developed on a greenfield site and over two stages. It was created within The New Rouse Hill, a 120-hectare development, which included a residential and commercial development. The task was to promote a new and unique development—an open air town centre rather than an internalised shopping centre. The centre wanted to do more than simply engage with the local community—it wanted people to have ownership of the project and to instill a pride in and belonging to Rouse Hill Town Centre.

SEE A MOVIE WITH SANTA - STAR ZONE KARINGAL

Star Zone Karingal
Karingal Victoria, Australia

OWNED/MANAGED BY: Centro Properties Group

PROFESSIONAL RECOGNITION: Allison Bailey, Marketing Manager - Centro Karingal & Star Zone, Centro Karingal & Star Zone Karingal; Lisa Charter, National Marketing Manager, Centro Properties Group

See a Movie with Santa was initiated to provide a point of difference for Star Zone Karingal at the peak Christmas period. The event provided over 1,000 patrons the opportunity to see a free blockbuster movie with Santa accompanying them in the theatre. Every child who attended received a free gift, balloon and sweets, while pre- and postmovie roving entertainment was also provided. This event offered members of our low socio-economic demographic a unique, magical Christmas experience while directing traffic to Star Zone Karingal.

2008 TAIPEI 101 SPRING FASHION FESTIVAL

Taipei 101 Mall
Taipei, Taiwan

OWNED/MANAGED BY: Taipei Financial Center Corporate

PROFESSIONAL RECOGNITION: Laser Liu, Vice President, TAIPEI 101 Mall; Yuting Wu, Marketing Director, TAIPEI 101 Mall; Naida Fang, Marketing Manager, TAIPEI 101 Mall; Jill Tien, PR Leader, TAIPEI 101 Mall; Sigo Lin, Event Leader, TAIPEI 101 Mall

For TAIPEI 101 Mall to differentiate itself from its competitors to become the leader in the industry and the trendsetter in fashion and lifestyle, an integrated event “2008 TAIPEI 101 Spring Fashion Festival” was developed to attract maximal targeted traffic, media exposure and outstanding returns. The Festival integrated diversified programs to enrich customer experiences, including five sessions of a catwalk show, product exhibition, DIY workshops and cosmetics demonstration. Various partners such as Jaguar and China Trust Bank allied to gain strong financial support.

THE FACES OF A NEW GENERATION

Westpoint
Sydney, Australia

OWNED/MANAGED BY: Queensland Investment Corp.

PROFESSIONAL RECOGNITION: Megan Touma, Marketing Manager, Westpoint QIC

Following a protracted five-year redevelopment programme Westpoint was in need of a major re-launch that would engage and excite the community. The major challenge facing marketing was to positively shift customer perceptions to the new centre and create strong cut through in the campaign via widespread media attention. To achieve this shift in perception a grand opening would not be credible following numerous previous staged openings. Hence a major public relations programme involving the local community as its stars was planned and launched in March 08! The New Generation campaign was planned to engage the local community and communicate all the great things the new Westpoint had to offer.
MALL OF THE EMIRATES LIVE ENTERTAINMENT PROGRAM
Mall of the Emirates; Dubai, United Arab Emirates
OWNED/MANAGED BY: Majid Al Futtaim Properties

PROFESSIONAL RECOGNITION: Anurag Tripathi, Vice President Mall Promotions and Media, Majid Al Futtaim Investments; Zeffy Thompson, Sponsorship Manager Mall Promotions and Media, Majid Al Futtaim Investments; Rania Mushtaha, General Manager Mall Promotions and Media, Majid Al Futtaim Investments; Alan Jones, Marketing Research & Brand Manager, Majid Al Futtaim Investments; Pam Bryson, Vice President Marketing, Majid Al Futtaim Investments

Mall of The Emirates marketing team conceptualized a seven-month international entertainment program, Mall of The Emirates Live (MoE Live). In order to activate this program they needed to obtain funding from Mall Promotions and Media sponsorship of at least 50% of the total event marketing budget. MoE Live generated various media options for brand awareness and association for the sponsor, including an ATL and BTL media plan with a PR campaign.

DENIM DAYS
Ajman City Centre; Ajman, United Arab Emirates
OWNED BY: Majid Al Futtaim Group
MANAGED BY: Majid Al Futtaim Investments

PROFESSIONAL RECOGNITION: Sanjay Mehta, Regional Marketing Manager, MAF Investments LLC; Pam Bryson, Vice President Marketing, MAF Investments LLC
Leena Hamad, Marketing Manager, Ajman City Centre

Having a dominant presence in the market, Ajman City Centre is still known as a convenience shopping centre rather than a fashion centre. As last year’s sales figures for the fashion category were not encouraging, it was decided to re-boost the sales and traffic for this category by using a common product: “denim.” This was the major element governing the idea of our “Denim Days” promotion. The objective of the promotion was to drive sales and traffic to these fashion shops and increase their revenue. Moreover, “Denim Days” contributes to the Ajman City Centre’s “heart of community” drive, whereby its charity angle has been highlighted by its initiative of giving back to the community.

FASHION VIP
Alamanda Shopping Centre
Putrajaya, Malaysia
OWNED BY: Putrajaya Holdings Sdn Bhd
MANAGED BY: Indah Putrajaya Sdn Bhd

PROFESSIONAL RECOGNITION: Azlan Abdul Karim, Chief Executive Officer, Putrajaya Holdings Sdn Bhd; Lisa Wood, General Manager, Indah Putrajaya Sdn Bhd; Thoo Li Sza, Marketing Manager, Indah Putrajaya Sdn Bhd

Fashion VIP is a privilege-based program that focuses on awarding “extraordinary fashion privileges” to members who continuously shop in Alamanda Shopping Centre. Members who register online at www.alamanda.com.my receive an exclusive tote bag and a membership card as well as numerous invites to high tea, fashion shows, sale previews and many more exciting happenings. Alamanda newsletter updates members with the latest fashion news and exciting promotions or events in Alamanda.

BLACK GOES WITH EVERYTHING
Canberra Centre
Canberra City, Australia
OWNED/MANAGED BY: Queensland Investment Corp.

PROFESSIONAL RECOGNITION: Bianca Jones, Marketing Manager, Canberra Centre; Sarah Gallagher, Acting Marketing Manager, Canberra Centre; Lisa Pelayo, Marketing Coordinator, Canberra Centre

Responding to market research after an expansion, Canberra Centre identified the need to develop a relationship initiative. Capitalizing on the centre’s premier position, we launched an online VIP Customer Reward Card with the tag “Black goes with everything.” To maximise cost, the launch of the card was held in conjunction with the annual season fashion launch, ensuring exposure and market penetration. The key launch vehicle was a VIP fashion night, supported with an advertising campaign. The campaign increased the centre’s memberships by 1466% in the first month, and saved in advertising placement costs by combining the campaigns.
CAPITALAND RETAIL PRESENTS MY LOVELY MUM
11 Capitaland Retail Malls
Singapore, China, Japan and Malaysia

OWNED BY: CapitaLand Retail Limited
MANAGED BY: CapitaLand Retail Management Pte. Ltd.

PROFESSIONAL RECOGNITION: Pua Seck Guan, Chief Executive Officer, Capitaland Retail Limited; Simon Ho, Chief Operating Officer, CapitaLand Retail Limited

Into its 13th year, “My Lovely Mum” is an iconic event of Capitaland Retail Limited. This year marks a milestone where the event leverages on its extensive portfolio of retail malls and was held in eleven malls across four countries—Singapore, China, Japan and Malaysia. Each city’s winner had the chance to compete in an all expenses paid Grand Finals in Shenzhen, China, with cash prizes. Besides engaging targeted shoppers to participate and showcase their talents; the event also offers tenants a platform for experiential marketing to increase brand awareness and sales.

DONCASTER CONSTRUCTION CAMPAIGN
Centro Box Hill & Centro Whitehorse
Frankston Victoria, Australia

OWNED/MANAGED BY: Centro Properties Group

PROFESSIONAL RECOGNITION: Allison Bailey, Marketing Manager, Centro Karingal & Star Zone, Centro Karingal & Star Zone Karingal; Lisa Charter, National Marketing Manager, Centro Properties Group

The Doncaster Construction Campaign was a twelve-month letter box drop program to promote the centre’s competitive advantage of a huge food offer while the major competitor underwent construction works. The program promoted the “idea” of food, fun and family by enticing customers into the centres with call-to-action incentives that took advantage of key retailer periods and local celebrations and tempted the taste buds with a wide array of recipes and food ideas. The campaign increased sales and had 1.2 million additional customer visits.

YOURWAY TO A LIFESAVING ESCAPE
Centro Warriewood; Sydney, Australia

OWNED/MANAGED BY: Centro Properties Group
MANAGED BY: Centro Properties Group

PROFESSIONAL RECOGNITION: Sharon MacKenzie, Centre Manager, Centro Warriewood, Centro Properties Group; Michelle Stelluto, Marketing Manager, Centro Warriewood, Centro Properties Group; Cheryl Kemp, NSW State Marketing Manager, Centro Properties Group; Lisa Charter, National Marketing Manager, Centro Properties Group

Centro Warriewood implemented “Yourway to a Lifesaving Escape” linked with Warriewood Surf Lifesaving Club and local business, Well Connected Travel. “Yourway to a Lifesaving Escape” was relevant to Centro Warriewood’s local community of Northern Beaches’ residents and was current given that 2007 was the “Year of the Surf Lifesaver.” The sales promotion aimed to maximise pre-Christmas sales and traffic amidst increasing competition. Shoppers could support their local Surf Lifesaving Club, whilst having fun trying to win in a share in over $100,000 in prizes.

PREMIUM MAGAZINES FOR PREMIUM SHOPPING CENTRES
CFSPM Shopping Centres, Australia

OWNED BY: CFS Retail Property Trust (QueensPlaza and Chatswood Chase) and CFS Retail Property Trust and The Gandel Group (Chadstone)
MANAGED BY: Colonial First State Property Management
PROFESSIONAL RECOGNITION: Kate Parker, National Marketing Manager, Colonial First State Property Management; Leanne Smith, Project Manager, Colonial First State Property Management; Mardi Ashkine, Marketing Manager, Chadstone Shopping Centre; Emma Kwon, Marketing Manager, QueensPlaza; Lisa Vaughan, Marketing Manager, Chatswood Chase Shopping Centre

Colonial First State Property Management (CFSPM) has successfully developed a premium fashion magazine customized for three high-end shopping centres. With the idea first implemented at one centre with excellent results, the challenge was to adapt this innovative sales promotion to create a multi-centre magazine that would increase sales in a cost-effective way while maintaining individual branding. An integrated marketing campaign targeted specific customer segments to increase usage rate and attract non-users. In-centre, marketing focused on creatively bringing the magazines to life. This unique sales promotion achieved outstanding results.
THE A LIST HAVE LANDED
Chadstone Shopping Center, Chadstone, Australia
O W N E D B Y: CFS Retail Property Trust and The Gandel Group
M A N A G E D B Y: Colonial First State Property Management
P R O F E S S I O N A L R E C O G N I T I O N: Mardi Ashkine, Marketing Manager, Chadstone - CFSPM
Kate Parker, National Marketing Manager, Colonial First State Property Management

In the constant pursuit to enrich customer experience, Chadstone found the answer by launching the world’s first Fashion Capsule. The Fashion Capsule was a luxurious marquee within the mall which was divided into three individually operating spaces—The Beauty Room, The Hat Salon and The Style Room. Customers attended in droves and consulted with fashion gurus, millinery experts, hairstylists and makeup artists whilst also getting to sample and keep a range of products. The first of its kind, The Capsule commanded the attention of customers and partners alike, evidenced in sales growth across fashion and beauty, increased foot traffic and the amazing ROI figure.

OPERATION BEAUTIFUL, MISSION ACCOMPLISHED
Chatswood Chase
Chatswood, Australia
O W N E D B Y: CFS Retail Property Trust
M A N A G E D B Y: Colonial First State Property Management
P R O F E S S I O N A L R E C O G N I T I O N: Lisa Vaughan, Marketing Manager, Chatswood Chase
Kate Parker, National Marketing Manager, Colonial First State Property Management

The West End at Chatswood Chase is a precinct dedicated to top designer fashion and is situated on Level One of the Centre. The difficulty lay in how to reinvigorate a traditionally quieter area of the Centre, whilst still reinforcing the overarching Chatswood Chase brand. The solution was to partner with a well respected glossy publication, The Sydney Magazine, and hold two Style Parties for Sydney’s fashion focused. The West End Style Parties set a record for the Centre with an unheard of 100% retailer participation rate and strong sales.

DCC LOVES U
Deira City Centre; Dubai, United Arab Emirates
O W N E D / M A N A G E D B Y: M A F Investments LLC
P R O F E S S I O N A L R E C O G N I T I O N: Lizelle Fitoussi, Past Marketing Manager, Deira City Centre; Susan Mikloska, Marketing Manager, Deira City Centre; Tasneem Murtuza, Promotions & Events Manager, Deira City Centre; Pam Bryson, SCMD, Vice President Marketing, MAF Shopping Malls; Karam Karam, Account Director, TBWA RAAD

Deira City Centre, in the last phase of renovation and expansion, and, in light of immense new retail competition, was determined to retain customer loyalty. The United Arab Emirates is experiencing an unprecedented boom and is expected to grow from the current gla of 25.5 million sq.ft to over 67.9 million sq.ft over the next four years. Given this scenario, the mall decided to launch a campaign that aimed at solidifying and building long-term relationships with customers by rewarding them for their continued loyalty. “DCC loves U” was also a direct attempt to bring the team spirit back between retailers, staff and management.

MAKE A FASHION PIT STOP
Deira City Centre; Dubai, United Arab Emirates
O W N E D / M A N A G E D B Y: M A F Investments LLC
P R O F E S S I O N A L R E C O G N I T I O N: Susan Mikloska, Marketing Manager, Deira City Centre; Tasneem Murtuza, Promotions & Events Manager, Deira City Centre; Pam Bryson, SCMD, Vice President Marketing, MAF Shopping Malls; Fuad Al Najjar, Vice President, Deira City Centre; Anurag Tripathi, Vice President, MAF Shopping Malls

In late 2007, Deira City Centre completed a major renovation and expansion. It was important for the Centre to present an exciting promotion during the famous Dubai Shopping Festival to attract visitors and residents to showcase itself. Dubai Shopping Festival is a government-sponsored, one-month event that runs throughout the city and in all shopping malls. Deira City Centre’s promotion had a car racing theme, capturing the momentum of current public interest in auto racing and motor sports. This exciting theme was integrated throughout the promotion featuring “spend & win” concepts offering weekly prizes and a grand prize draw.
A MUSICAL CHRISTMAS TALE! AT 1 UTAMA SHOPPING CENTRE
1 Utama Shopping Centre (Expansion); Petaling Jaya, Malaysia

OWNED/MANAGED BY: Bandar Utama City Centre Sdn Bhd

PROFESSIONAL RECOGNITION:
- Teo Chiang Kok, Director, 1 Utama Shopping Ctr/ Bandar Utama City Centre SB
- Patrick So Kee W huay, Manager, Advertising & Promotions, 1 Utama Shopping Ctr/ Bandar Utama City Centre SB
- Lew Wen Feng, Senior Executive, Advertising & Promotions, 1 Utama Shopping Ctr/ Bandar Utama City Centre SB
- Lee Li Lian, Assistant Manager, Public Relations, 1 Utama Shopping Ctr/ Bandar Utama City Centre SB
- Bambang Susanto, Senior Executive Visual Merchandising, 1 Utama Shopping Ctr/ Bandar Utama City Centre SB

With newly established and expanded mega-scale malls entering the market, competition to attract shopper’s traffic intensified and efforts to sustain a loyal customer base became increasingly competitive. With the popularity and creative play of Santa Claus decreasing, 1 Utama creatively created a new attraction and approach to conceptualize its Christmas festive celebration and successfully addressed the competition it faced.

POWER KIDS
Inorbit, Malad
Mumbai, India

OWNED BY: K Raheja Corp
MANAGED BY: Inorbit Malls (India) Pvt. Ltd

PROFESSIONAL RECOGNITION:
- Power Kids, Kids Event, Inorbit Malls India Pvt Ltd
- Power Kids, 17 Day Kiddie Event, Inorbit Malad
- Power Kids, Summer Event in Mumbai

POWER KIDS, a 17-day event for kids, was launched with the singular aim of revitalizing their creative energies! A first of its kind for an Indian mall, it consisted of innovative quizzes, contests, workshops and chess competitions. The winner of the main quiz walked away with a cash prize. The event broke all catchment rules with participants coming from as far as 40 kms away. Trading density during the event increased by over 25 % as compared to the same time last year.

SKY CASTLE@LANGHAM PLACE
Langham Place, Hong Kong

OWNED BY: Champion REIT
MANAGED BY: Eagle Property Management (CP) Ltd.

PROFESSIONAL RECOGNITION:
- Vivian Leung, General Manager, Langham Place
- Makey Auyeung, Senior Marketing Manager, Langham Place
- Angela Kwan, Assistant Marketing Manager, Langham Place
- Calvin Chan, Assistant Marketing Manager, Langham Place

Langham Place is a unique shopping mall, offering more than 600,000 square feet of floor space, and a shopping experience that extends from casual wear to brand names, alfresco dining and entertainment. The marketing team was confident about the advantage of their product. The challenge they had to face was to entice visitors to spend their Christmas holidays in Langham Place over the competition. The team decided to build their festive promotion around an extraordinary centrepiece that would generate extensive public interest. They chose the “Sky Castle,” an ethereal fairytale set that turned out to be one of the most spectacular Christmas centrepieces in the city.

THE LINK FESTIVE PROMOTION AND EVENTS
Link Shopping Centres
Hong Kong

OWNED/MANAGED BY: The Link Management Limited

PROFESSIONAL RECOGNITION:
- Fion Ng, Senior Marketing & Promotion Officer, The Link Management Limited

Link Management believes that promotions are not just a cost item, but can be profitable in themselves. The company’s promotional programmes, which include festive decorations and entertaining stage events, have encouraged shoppers to visit its centres more and boosted the corporate image as an innovative and customer-focused company. These programmes also created a more lively and enjoyable shopping experience for shoppers of the shopping centres whilst generating extra promotional venue income.
MAHKOTA PARADE – MAHKOTA IS MORE 2006
Mahkota Parade; Melaka, Malaysia

OWNED BY: Am Trustee Berhad for Hektar Reit
MANAGED BY: Hektar Group

PROFESSIONAL RECOGNITION: Michelle Peralta, Marketing Manager, Mahkota Parade; Hektar Black; Gloria Koh, Centre Manager, Mahkota Parade/Hektar Black; Christopher Mears, Executive Vice President, Hektar Asset Management

Mahkota Is More was the name of the 2006 Megasale at Mahkota Parade, a yearly event promoting retailers’ promotions and fashion overall. 2006 saw incredible success, setting the standard for the following years of megasales in Mahkota Parade—Centre sales and footfall increased drastically with the visit of top Malaysian model Amber Chia in the main fashion show and outstanding promotional activities happening throughout the campaign. This was a great experience for the fashion and beauty retailers in Mahkota Parade to gain exposure and for shoppers to find great promotions!

“WHITE CHRISTMAS”
Mal Taman Anggrek (MTA)
Jakarta, Indonesia

OWNED BY: Mulia Group
MANAGED BY: P.T. Mulia Intipelangi

PROFESSIONAL RECOGNITION: Dean John, General Manager, Mal Taman Anggrek

Mal Taman Anggrek has come up with a traditional Christmas theme and concept called “White Christmas” during the Christmas festive season 2007. Since Indonesia has a tropical climate, a snowy ambience and “snow” experience is created for the customers. A set of animatronics characters was the main performance to entertain customers. The movements of the animatronics were synchronized according to the audio recording and Christmas story telling with “snow” effect falling during the performance. The event was the most successful and created a different experience for customers.

DUBAI SHOPPING FESTIVALS BIGGEST BARGAIN 2007
Mall of the Emirates; Dubai, United Arab Emirates

OWNED BY: Majid Al Futtaim
MANAGED BY: Majid Al Futtaim Investments LLC

PROFESSIONAL RECOGNITION: Pam Bryson, Vice President Marketing, Majid Al Futtaim Investments LLC; Lizelle Fitoussi, Marketing Manager, Mall of the Emirates; Alan Jones, Research and Strategy Manager, Majid Al Futtaim Investments LLC; Peter Newman, Promotions and Events Manager, Mall of the Emirates; Anurag Tripathi, Vice President Mall Promotions and Media, Mall of the Emirates

Mall of the Emirates faced a number of difficult challenges as it entered its first Dubai Shopping Festival. Intense and aggressive competition, limited budgets and high government expectations meant that the centre had to deliver a strong traffic and sales performance for its 466 expectant retailers. By partnering with a real estate company the mall delivered an inspiring reason to shop and ensured that customers walked away with not only their favourite brands but also the biggest prize in the whole of Dubai—a whole house!

MALL OF THE EMIRATES LIVE
Mall of the Emirates; Dubai, United Arab Emirates

OWNED BY: Majid Al Futtaim
MANAGED BY: Majid Al Futtaim Investments LLC

PROFESSIONAL RECOGNITION: Pam Bryson, Vice President Marketing, Majid Al Futtaim Investments LLC; Lizelle Fitoussi, Marketing Manager, Mall of the Emirates; Peter Newman, Promotional and Events Manager, Mall of the Emirates; Alan Jones, Research and Strategy Manager, Majid Al Futtaim Investments LLC; Anurag Tripathi, Vice President Mall Promotions and Media, Majid Al Futtaim Investments LLC

Mall of the Emirates, located in Dubai, positions itself as the centre where “Shopping Is Just the Beginning.” The mall prides itself on its unique and diverse “built in” entertainment offering. However we needed to keep the momentum alive through the marketing efforts, since our leisure/entertainment tenant offers are very solid yet relatively static. An injection of ever-changing entertainment was required to entice more frequent visitation. To stretch ourselves, we decided to aim high and seek “365 days of entertainment.” Overcoming this challenge and offering year-round entertainment would certainly reinforce our position as “more than just shopping.”

MARKETING
Sales Promotion and Events
SILVER AWARD WINNER
THERE’S AN ART TO LIVING WELL AT MIDLAND GATE
Midland Gate Shopping Centre; Midland, Australia

OWNED BY: OSF/DPIF  MANAGED BY: Colonial First State Property Management

PROFESSIONAL RECOGNITION: Sarah Moore, Marketing Manager; Midland Gate Shopping Centre; Kate Parker, National Marketing Manager, Colonial First State Property Management

With the slow uptake of a new women’s apparel offer, Midland Gate recognised the need to stage a sales promotion that would “talk” to the affluent market segments within the region, encourage them to trial the new fashion offer and convert them to regular users. Leveraging the community’s love of art Midland Gate launched the inaugural “Art to Living Well Festival”—a two-week art exhibition featuring art prizes for established and emerging artists within the region. Using art as a segue to fashion the campaign was designed to showcase the best of Midland Gate’s women’s apparel offer.

THE NEW ROYALTY “WAKES UP” BRISBANE
QueensPlaza
Brisbane, Australia

OWNED BY: CFS Retail Property Trust  MANAGED BY: Property Management Pty Ltd.

PROFESSIONAL RECOGNITION: Emma Kwon, Marketing Manager; QueensPlaza  Kate Parker, National Marketing Manager, Colonial First State Property Management Pty Ltd.

QueensPlaza has woken the senses of people in Brisbane’s central business district with “wakey wakey,” a fabulous breakfast promotion laced with coffee scents and a touch of new royalty branding that the centre is renowned for. Ensuring that all levels of activity deliver a premium result, “wakey wakey” was innovative, engaging and cut through the central business district market resulting in a 33% increase for food retail.

SELECT CITYWALK CAMPAIGN
Select CITYWALK
New Delhi, India

OWNED/ MANAGED BY: Select Infrastructure Pvt. Ltd.

PROFESSIONAL RECOGNITION: Rajiv Duggal, Chief Executive Officer, Select Infrastructure Pvt. Ltd.

Events and promotions such as the gala event that attracted 6,000 of the centre’s potential and regular patrons played a pivotal role in achieving the centre’s core business interests and positioning it prominently amongst its target audience. Statistics have proved that events have contributed to an increase of footfalls by 20-22% which has directly contributed towards an increase in per square foot sales at the shopping centre.

VALUE CARD PROGRAM
Sharjah City Centre
Sharjah, United Arab Emirates

OWNED BY: Majid Al Futtaim Group  MANAGED BY: MAF Investments LLC

PROFESSIONAL RECOGNITION: Pam Bryson, Vice President Regional Marketing, MAF Investments LLC; Sanjay Mehta, Regional Marketing Manager, Community, MAF Investments LLC; Leena Hamad, Marketing Manager, Sharjah City Centre

With new retail developments and intense competition from within the primary trade area it was evident that Sharjah City Centre’s market position was under threat and that its primary trading area was shrinking. Resultant the mall made the decision to launch a retention-based loyalty program. The objective of the program is to solidify and build long-term relationships with customers by rewarding them for continued loyalty.
WIN $1000 EVERY DAY IN APRIL
Stockland Baulkham Hills
Baulkham Hills, Australia

OWNED/MANAGED BY: Stockland

PROFESSIONAL RECOGNITION: Stuart Langeveldt, General Manager Marketing & Customer Retail, Stockland; Brooke Lee, National Marketing Manager, Stockland; Stephanie Vanin, National Brand Alliance Manager, Stockland; Catherine Nixon, Marketing Manager, Stockland

With a centre redevelopment recently completed, Stockland Baulkham Hills needed to implement a stabilization strategy to “win back” the customers lost to competitor centres during construction. A sales and traffic driving campaign was designed and implemented, providing a strong call to action to entice customers to come back to the centre and experience the convenience and retail offer available at the newly completed community-based shopping centre.

SUBANG PARADE - FESTIVAL OF MAGIC 2007
Subang Parade
Subang Jaya, Malaysia

OWNED BY: Am Trustee Bahad for Hektar REIT
MANAGED BY: Hektar Group

PROFESSIONAL RECOGNITION: Mellisa Chia, Marketing Manager, Subang Parade; Christopher Mears, Executive Vice President, Hektar Asset Management; Anthony Dylan, General Manager, Hektar Asset Management

The inaugural Festival of Magic took place in 2007, welcoming international magicians to the Centre for the first magic event held in Asia. Performers from all over the world congregated and performed exceptional illusions throughout the three-day event, drawing in crowds far exceeding expectations. The event was so successful that it is now a yearly event at the Centre, with events ranging from smaller shows to the spectacular Malaysia Magic Competition to the Grand Show with a total of 16 unique magicians’ performances.

SUBANG PARADE - KING OF SALES 2007
Subang Parade
Subang Jaya, Malaysia

OWNED BY: Am Trustee Bahad for Hektar REIT
MANAGED BY: Hektar Group

PROFESSIONAL RECOGNITION: Mellisa Chia, Marketing Manager, Subang Parade; Christopher Mears, Executive Vice President, Hektar Asset Management; Anthony Dylan, General Manager, Subang Parade

“King of Sales” is Subang Parade’s annual Megasale that takes from 20 July to 2 September. Two icons unique to Subang Parade were used: Elvis and his partner Plastic Patsy took over to help offer a brighter, more vibrant twist on the sale, circling the Centre with performers such as unicyclists and jugglers to generate shopper interest. The event was improved drastically from prior years, seeing dramatic sales and footfall increases thanks to special Magic Hour promotions featuring Elvis & company.

SUN STREET HAMAKITA SALES PROMOTION
Sun Street Hamakita; Tokyo, Japan

OWNED BY: Asia Pacific Land Limited
MANAGED BY: Asia Pacific Land (Japan) Limited

PROFESSIONAL RECOGNITION: Toshiyuki Hirayama, Senior Vice President, Asia Pacific Land; Hiroshi Aida, CEO, Time Create; Yoshinobu Takahara, Vice President, Asia Pacific Land; Gregor Prattley, Vice President, Asia Pacific Land

Sun Street Hamakita opened in July 2007 into a retail environment of nil sales growth and strong competition. Notwithstanding this, Sun Street Hamakita has enjoyed strong success and outstanding sales primarily attributable to Asia Pacific Land’s bespoke marketing programme, which is tailored to fit the “three generation homes” catchment area demographic. Through a unique fusion of retail and theatre (over 700 events per year, held in a purpose-built arena and throughout the centre), a retail environment was created for everyone, with measurable impact on traffic and sales.
TRAVELLING BACK IN TIME TO ANCIENT CHINA
Telford Plaza, Hong Kong

OWNED/MANAGED BY: MTR Corporation Ltd.

PROFESSIONAL RECOGNITION: Ms. Candy Ng, Chief Shopping Centre Manager, MTR Corporation Ltd.; Ms. Suzanne Tam, Senior Retail Marketing Manager, MTR Corporation Ltd.; Mr. T. K. Lee, Assistant Shopping Center Manager, MTR Corporation; Ms. Ramie Chan, Retail Marketing Manager, MTR Corporation Ltd.; Ms. Daisy Chan, Retail Marketing Manager, MTR Corporation Ltd.

In celebration of the 10th anniversary of the handover of Hong Kong back to China, Telford Plaza lined up with the Shaanxi Provincial Cultural Department and Museum of the Terracotta Warriors and Horses of Qin Shi Huang in 2007 and overcame difficulties in transportation, maintenance and the keeping of the exhibits to organize a first-of-its-kind large-scaled Terracotta Campaign in the shopping centre. Diverse forms of events including the exhibition of a “troop” of such Warriors, sefashion show, performances and design competition attracted additional shoppers as well as significant media attention.

HONG KONG INTERNATIONAL AIRPORT
Terminal 1 and Terminal 2
Hong Kong

OWNED/MANAGED BY: Airport Authority Hong Kong

Experiences of passengers and users of the Hong Kong International Airport are further enhanced and enriched with the opening of the brand new shopping, dining and entertainment Mecca—SkyPlaza (situated at Terminal 2) in 2007, with offerings that are unique, dynamic yet complementary with those offered by Hong Kong SkyMart in Terminal 1. With such key milestone development, the Airport is going to create, for all the passengers and users, a holistic, fascinating and memorable airport experience, all under one roof.

VIVO CITY’S SPARKLING CHRISTMAS 2007
VivoCity, Singapore

OWNED BY: Mapletree Investments Pte Ltd.
MANAGED BY: CapitaLand Retail Limited

PROFESSIONAL RECOGNITION: Chang Yeng Cheong, Deputy General Manager, VivoCity/VivoCity Pte. Ltd.; Jasmine Oh, Marketing Communications Manager, VivoCity/VivoCity Pte. Ltd.; Huey Huey Miin, Senior Marketing Communications Executive, VivoCity/VivoCity Pte. Ltd.; Olivia Yeo, Senior Marketing Communications Executive, VivoCity/VivoCity Pte. Ltd.; Stan Tay, Senior Marketing Communications Executive, VivoCity/VivoCity Pte. Ltd.

In celebration of VivoCity’s Christmas 2007, the mall was transformed into an awesome Christmas shopping destination where shoppers were wowed by the amazing display of the 101 foot tall man-made Christmas tree complete with bright twinkling lights. The theme was set to depict VivoCity as the “Sparkling” destination, aptly positioning VivoCity as the iconic shopping and entertainment hub with the largest offerings. From the specially commissioned musical extravaganza to a 1-carat diamond ring to be won, both adults and children were enticed to make VivoCity their preferred shopping destination.

AMP CAPITAL SHOPPING CENTRES ONLINE & INTERACTIVE
AMP Capital Shopping Centres
Sydney, Australia

OWNED BY: AMP Capital MANAGED BY: AMP Capital Shopping Centres

PROFESSIONAL RECOGNITION: Jacinda Robinson, National Marketing Manager, AMP Capital Shopping Centres

The shift towards online media led AMP Capital Shopping Centres to develop an innovative online marketing strategy. It aimed to increase traffic to Centre websites and grow their individual databases to allow for tailored customer communications. Because of the decentralised brand strategy, 22 individual Centre websites were redesigned, catering to small as well as large promotional budgets. Online competitions drove traffic to the websites and provided customer data. This was used to tailor customer e-communications which retailers readily supported. It also reduced traditional advertising spend. Page impressions increased by 195% against a target of 60% whilst databases grew by 107%.
CITIZENS OF THE FASHION CAPITAL
Chadstone Shopping Centre
Chadstone, Australia

OWNED BY: CFS Retail Property Trust and The Gandel Group
MANAGED BY: Colonial First State Property Management

PROFESSIONAL RECOGNITION: Mardi Ashkine, Marketing Manager, Chadstone – CFSPM; Kate Parker, National Marketing Manager, Colonial First State Property Management

It was imperative to create an environment where people felt they belonged; therefore “Citizens of The Fashion Capital” was born, bringing people together through one destination. The campaign afforded the opportunity to align events and new customer experiences with the launch of the Fashion Capsule and Chadstone’s Stylist Service. New media such as MySpace was utilized plus other mainstream advertising mediums which effectively increased penetration of key customer segments. Campaign integration was seamless and completely brought to life in the centre. The campaign delivered results above expectations with significant growth in VIP membership, website visitation, and customer experience.

SYLVIA PARK – THIS IS THE PLACE...hard to resist
Sylvia Park; Auckland, New Zealand

OWNED BY: Colonial First State Investments (New Zealand Ltd.)
MANAGED BY: Kiwi Property Management Limited

Professional Recognition: Karl Retief, Retail Portfolio Manager, Kiwi Income Property Trust; Jonathan Douglas, Centre Manager, Sylvia Park/ Kiwi Income Property Trust; Lyn Flannery, Director, Lyn Flannery & Associates; Andrew Buckingham, Development Manager, Sylvia Park Business Centre; Angus M'Caughon, Chief Executive Officer, Kiwi Income Property Trust

Sylvia Park is a Greenfields development. The challenge was to open a four-staged development with a zero customer and sales base to a successful shopping centre with credible brand value. Strong advertising themes were developed to communicate the brand and set Sylvia Park apart from competition. Market share from the main trade area achieved 12.6% - 133% above the objective of 5.4%. Sales results exceeded projections with visitations surpassing the projected 13 million by 7.69%. Brand recall in qualitative research resulted in 99% success rate.

PACIFIC FAIR NEW BRAND ID – A STYLE REVOLUTION
Pacific Fair Shopping Centre; Broadbeach, Australia

OWNED BY: AMP Capital
MANAGED BY: AMP Capital Shopping Centres

PROFESSIONAL RECOGNITION: Jacinda Robinson, National Marketing Manager, AMP Capital Shopping Centres; Theresa Ferry, Divisional Marketing Manager, AMP Capital Shopping Centres

In-centre traffic had declined and MAT growth was slow. AMPSCS decided to reposition the Centre and revitalise its image amongst residents and the region’s tourist market. It chose a “style revolution” based on the Centre’s strong fashion credentials. The strategy covered the categories of sales, traffic, PR, retailer participation and e-marketing. It also capitalised on unique opportunities arising from AMPSC’s sponsorship of the Australian Fashion Design Awards. The objectives were met or exceeded resulting in a new revitalised image for Pacific Fair that was attractive to the residential and tourist target markets.

NEW GENERATION
Westpoint
Blacktown, Australia

OWNED/MANAGED BY: Queensland Investment Corp.

PROFESSIONAL RECOGNITION: Megan Touma, Marketing Manager, Westpoint/ QIC

Following a five year redevelopment programme, Westpoint was in need of a major repositioning campaign that would engage the community and herald the completion of the new centre. The New Generation advertising campaign was developed involving over 870 local residents as the brand ambassadors throughout every element of the campaign! This programme united the community and sent a clear message to the market that the Westpoint of old was gone and a great all new centre was now open!
**BONIFACIO HIGH STREET**
Taguig, Philippines

OWNER/DEVELOPMENT COMPANY: Fort Bonifacio Development Corporation  
MANAGEMENT/LEASING COMPANY: Ayala Land, Inc.  
DESIGN ARCHITECT: Altoon + Porter, collaboration with GF & Partners  
PRODUCTION ARCHITECT: GF & Partners  
GRAPHIC DESIGNER: The Buchan Group  
LIGHTING DESIGNER: Altoon + Porter, collaboration with GF & Partners  
LANDSCAPE ARCHITECT: EDAW, with GF & Partners  
GENERAL CONTRACTOR: Makati Development Corporation

Bonifacio High Street is the first “main street” development in the Philippines, the focal point of what is envisioned as the next megalopolis in Metropolitan Manila. It is anchored by a 400-meter by 40-meter wide “street” with lush greenery, water features, sculptural masterpieces by local artists, and event areas. Twin boulevards of retail store fronts are at the ground level and offices are on the 2nd floor. BHS links the other mixed-use developments including a luxury hotel, the Philippine Stock Exchange, a world class museum, among others.

**DREAM MALL**
Kaohsiung, Taiwan

OWNER/MANAGEMENT/DEVELOPMENT/LEASING COMPANY: President Fair Development Corp.  
DESIGN ARCHITECT: RTKL  
PRODUCTION ARCHITECT: Shiguo Huang/ Mingyang Hsu/ Yihow Tsao  
GRAPHIC DESIGNER: RTKL  
LIGHTING DESIGNER: Francis Krahe & Associates  
LANDSCAPE ARCHITECT: Carol R. Johnson Associates  
GENERAL CONTRACTOR: International Engineering & Construction Group

Dream Mall, one of the largest shopping centres in Southeast Asia, responds to a government policy that designates Kaohsiung as Taiwan’s centre for manufacturing and sea transport. The 2.5 million-sf mall is a retail, entertainment and social hub for a new generation of city dwellers. The urban village concept features an open-air pedestrian plaza framed by two buildings and an above-grade parking structure. Inspired by the region’s rich nautical heritage, the design is rooted in a “celebration of earth and nature” concept.

**LALAPORT KASHIWANOHA**
Kashiwa-shi, Japan

OWNER/DEVELOPMENT COMPANY: Mitsui Fudosan Co. Ltd.  
MANAGEMENT/LEASING COMPANY: Lalaport Management Co. Ltd.  
DESIGN/LANDSCAPE ARCHITECT: RTKL  
PRODUCTION ARCHITECT: FT Kikaku Kobo/ Mitsui Sumitomo Construction Co.  
GRAPHIC DESIGNER: RTKL  
LIGHTING DESIGNER: Nakajima: Tatsuoki Lighting Design Laboratory Inc.  
LANDSCAPE ARCHITECT: EDAW, with GF & Partners  
GENERAL CONTRACTOR: Mitsui Sumitomo Construction Co., Ltd.

In burgeoning Kashiwa, a region known for its environmental initiatives, the 1.5 million-sf Lalaport Kashiwanoha retail centre has become the heart of the community. Rooted in the LOHAS concept, the complex creates an eco-friendly and economically-viable live-work-play environment simulating a traditional open-air lifestyle centre. Adjacent to a new rail station, it accommodates both time-pressed commuters and those seeking a leisurely mall experience. The project’s signature feature, a multi-level open-air plaza, celebrates nature and provides patrons with an outdoor oasis.

**SM MALL OF ASIA**
Pasay, Philippines

OWNER: SM Prime Holdings Inc.  
MANAGEMENT COMPANY: Shopping Center Management Corporation  
DESIGN ARCHITECT: Arquitectonica Pasig Metro Manila Philippines

Envisioned as the premiere destination mall in the Asia-Pacific region, SM Mall of Asia is the largest mall in the Philippines, and one of the largest in the world. It sits on 47 acres of reclaimed land along scenic Manila Bay, and is the first phase of a master plan of a 155 acres mixed-use development—the Mall of Asia Complex. SM Mall of Asia is largely horizontal and is a mixture of indoor and outdoor retail, dining and entertainment experiences. Four main buildings are interconnected by arcades: a central Main mall; North Wing and South Wing; and an Entertainment mall facing the waterfront.
SYLVIA PARK SHOPPING CENTRE
Mt. Wellington, New Zealand

OWNER: Kiwi Income Property Trust
MANAGEMENT COMPANY: Kiwi Property Management Ltd.
DESIGN / PRODUCTION ARCHITECT: Jasmax/ NHA
PRODUCTION ARCHITECT: Jasmax/ NHA
GRAPHIC DESIGNER: Jasmax/ NHA
LIGHTING DESIGNER: Connell Wagner
LANDSCAPE ARCHITECT: Isthmus Group, Auckland, New Zealand
GENERAL CONTRACTOR: Brookfield Multiplex
DEVELOPMENT/LEASING COMPANY: Kiwi Property Management Ltd., Zealand
FINANCE COMPANY: Various

Sylvia Park is a re-generation of a brownfield site steeped in history. The hybrid regional shopping centre is the first stage of what will ultimately be a 2.5 million sq.ft Town Centre incorporating commercial offices, residential accommodation, and community and education facilities. It is a single level linear mall, constructed in four stages of equal size. The four stages are distinctly precincted: Value, Fashion, Entertainment & Lifestyle and Mixed-Use. The Value and Fashion precincts are a single level traditional enclosed air conditioned mall whilst the Entertainment & Lifestyle and Mixed-Use Precinct are partly two-level and both are part outdoor and part indoor naturally ventilated spaces.

TOKYO MIDTOWN
Minato-ku, Japan

OWNER: Mitsui Fudosan Minato-ku
MANAGEMENT COMPANY: Tokyo Midtown Management
MASTER ARCHITECT: Skidmore, Owings & Merrill LLP (SOM)
ARCHITECT OF RECORD: Nikken Sekkei Ltd.
LANDSCAPE DESIGN: EDAW, Inc.
RETAIL DESIGN (GALLERIA): Communication Arts, Inc.
RETAIL BUILDING D NORTH: Kengo Kuma & Associates
RESIDENTIAL BUILDING D SOUTH: Sakakura Atelier
PARK RESIDENCES EXTERIOR DESIGN CONSULTANT: Jun Aoki Associates
21_21 DESIGN SIGHT (MUSEUM): Tadeo Ando Architects & Associates
SUNTORY MUSEUM BUILDING D NORTH: Kengo Kuma & Associates

The Galleria at Tokyo Midtown is the retail core of the 6 million-square-foot Tokyo Midtown complex, the redevelopment of the former Defense Agency into a completely new district in Roppongi. The complex also consists of three office buildings (including the tallest office tower in the city), two museums, the first Ritz-Carlton Hotel in the city (atop one office tower), luxury apartments, and an existing park.

TriNoma
Quezon City, Philippines

OWNER: North Triangle Depot Commercial Corporation
MANAGEMENT COMPANY: Ayala Land Inc.
DESIGN ARCHITECT: Callison, in coordination with GF & Partners Production
ARCHITECT: GF & Partners
GRAPHIC DESIGNER: Callison
LANDSCAPE ARCHITECT: Attractions International, in coordination with GF& Partners
GENERAL CONTRACTOR: Summa Kumagai, Inc.
LEASING COMPANY: North Triangle Depot Commercial Corporation

TriNoma has an at-grade parking lot with 1,035 slots. It connects with the main complex via two pedestrian overhead bridges and three at-grade crossings. There are also two multi-level car parks with a combined capacity of 2,050, which are integrated with the main structure and connect directly to TriNoma’s four shopping floors. Entry to these multi-level parking facilities is direct from the internal road (Mindanao Avenue extension) or through drop-off areas where a valet service is available.
**MIDLAND GATE SHOPPING CENTRE**
Midland, Australia

**OWNER:** Colonial First State GAM - DPIF, OSF  
**MANAGEMENT/DEVELOPMENT/LEASING COMPANY:** Colonial First State Property Management  
**DESIGN ARCHITECT:** RTKL Association Inc  
**PRODUCTION ARCHITECT:** PDT Architects  
**GRAPHIC DESIGNER:** Mim Design  
**LIGHTING DESIGNER:** DMA Professional Engineers  
**GENERAL CONTRACTOR:** Watpac Construction Pty Ltd  

The Midland Gate Shopping Centre redevelopment is at the forefront of creative retail design, combining community and lifestyle elements to generate a user-friendly environment. One of the largest projects undertaken recently in regional Western Australia, the redevelopment has elevated Midland Gate's standing in the retail industry. The redevelopment uniquely combines contemporary architecture with a retail, dining and entertainment offer that is unrivalled. The design is minimalist and classic, blending with the environment yet also retaining its own distinctive personality. With an abundance of natural light and landscaping, the result is a contemporary lively feel that is enjoyed year round by shoppers and local residents.

**QUEENSPLAZA**
Brisbane, Australia

**OWNER:** CFS Retail Property Trust  
**MANAGEMENT/DEVELOPMENT/LEASING COMPANY:** Colonial First State Property Management  
**DESIGN ARCHITECT:** RTKL Association Inc  
**PRODUCTION ARCHITECT:** PDT Architects  
**GRAPHIC DESIGNER:** Mim Design  
**LIGHTING DESIGNER:** DMA Professional Engineers  
**GENERAL CONTRACTOR:** Watpac Construction Pty Ltd  

Anchored by a new flagship David Jones department store and flanked by 75 speciality stores, QueensPlaza was a complex design and construction task. Seven buildings on three street frontages across site were demolished to make way for the five-level retail centre above basement parking. QueensPlaza features an innovative combination of sandstone finishes, black granite, polished concrete and multi-dimensional glazing as it stands proudly boasting Queen Street Mall, Edward Street and Adelaide Street frontages.

**CLARKE QUAY**
Singapore

**OWNER:** CapitaLand Retail Limited  
**DESIGN ARCHITECT:** SMC Alsop  
**PRODUCTION ARCHITECT:** RSP Architects  
**LIGHTING DESIGNER:** PB World  
**GENERAL CONTRACTOR:** Kajima Singapore  

Located along the iconic Singapore River, Clarke Quay sits on a historical commercial site dating back to the 19th Century. Today, Clarke Quay has been boldly restored and refurbished into five beautiful waterfront godowns under a climate controlled canopy lit by coloured lighting, creating a modern and cosmopolitan ambience amidst the tradition and history. On its premises are amazing arrays of 62 distinctive food and beverage, entertainment, retail and lifestyle outlets.
Waurn Ponds Shopping Centre
Geelong, Australia

OWNER: Australian Unity
MANAGEMENT COMPANY: Savills
DESIGN / GRAPHIC DESIGNER: Architecture HQ
LIGHTING DESIGNER: Connel Wagner
LANDSCAPE ARCHITECT: Hamilton Landscape Design
GENERAL CONTRACTOR: Construction Engineering
LEASING COMPANY: Commercial Acumen

Waurn Ponds centre has set the benchmark for revived centres that respond to the needs of a rapidly growing community. The centre relies on critical retail fundamentals, it has strong anchors—Coles, Safeway, Target and Readings Cinema. It has an exceptionally strong retail mix and its retail planning is textbook. This is not simply an addition to its surrounding community, but is quintessentially an integral part of it. Waurn Ponds is a perfectly executed model that sets the scene for future development.

Sunway Pyramid Shopping Mall
Petaling Jaya, Malaysia

OWNER/ MANAGEMENT/ DEVELOPMENT/ FINANCE COMPANY:
Sunway Pyramid Sdn Bhd
DESIGN ARCHITECT: TID Associates Sdn Bhd
PRODUCTION ARCHITECT: Akipraktis
LIGHTING DESIGNER: Lumino Design Sdn Bhd
LANDSCAPE ARCHITECT: Peridian Asia Pte Ltd
GENERAL CONTRACTOR: Sunway Construction Sdn Bhd
LEASING COMPANY: DTZ Holdings

Sunway Pyramid had been hailed as one of the most recognized retail landmarks in Malaysia with its magnificent lion towering over the skyline of Bandar Sunway. After a decade of success, the expansion of the mall catered to the growing demand for retail space amidst strong economic conditions. The expansion saw the growth of outlets from 300 to 700, more technologically advanced amenities, environmental conservation efforts, doubling the size of the mall pre-expansion. Accessibility was improved with dedicated ramps leading traffic to and from both sides of the New Pantai Expressway.

SUBANG PARADE
Subang Jaya, Malaysia

OWNER: Am Trustee Berhad for Hektar REIT
MANAGEMENT COMPANY: Hektar Group
DESIGN / LANDSCAPE ARCHITECT: HL Design Group
GRAPHIC DESIGNER: lucidity Pte Ltd
LIGHTING DESIGNER: Bert Beijnon
GENERAL CONTRACTOR: Sin Seong Hin

From February 2006 to February 2007, Subang Parade underwent an extensive interior renovation, which also included the creation of new retail space to house electronics retailer Digital One. The Centre stayed open the entire duration of the refurbishment, which took place only at night, and subsequently saw an increase in sales, footfall and tenant occupancy after the course of the renovations. Under the theme, “Changing to Serve You Better,” the renovation improved the experiences of shoppers, tenants and mall employees alike and has transformed Subang Parade into a vibrant, more exciting place to shop.
Awards Jury

Carol Angelosanto
Marketing Warehouse Pty. Ltd.
Australia

Toby Bath
HOK International (Asia/Pacific) Limited
Hong Kong

Andrew W. Brien
Suria KLCC SDN BHD
Malaysia

Hermawan Kartajaya
MarkPlus, Inc.
Indonesia

Frank Lo
MulvannyG2 Architecture
United States

Cecille Marvilla
Araneta Center, Inc.
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Phil J. MacArthur, SCSM
Ivanhoe Cambridge, Inc.
India

Vivienne Tan
Far East Retail Consultancy Pte Ltd.
Singapore

Rowena M. Tomeldan
Ayala Land, Inc.
Philippines