



ICSC Canadian  
Shopping Centre  
Awards



ICSC

2013

CANADIAN AWARD WINNERS



## THE GOLD STANDARD

Congratulations to this year's ICSC Award winners and nominees for setting a new standard of excellence and innovation. The Oxford Properties Group portfolio includes office developments in major urban centres, luxury resort hotels across the country, and some of Canada's most prestigious shopping centres.



SQUARE ONE, SOUTHCENTRE MALL, KINGSWAY MALL, PROMENADE CATHEDRALE, HILLCREST MALL, PROMENADE GATINEAU, SCARBOROUGH TOWN CENTRE, YORKDALE, UPPER CANADA MALL, EDMONTON CITY CENTRE, GALERIES DE LA CAPITALE

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The ICSC Canadian Shopping Centre Awards are designed to honour our industry's brightest and best. The Awards bring information and insight to the entire industry on what it takes to achieve high levels of success.

A panel of industry professionals from all over Canada met to deliberate and judge the 2013 Canadian Shopping Centre Awards submissions. ICSC and the 2013 Canadian Shopping Centre Awards Committee and Jury are delighted to announce the winners.

## AWARDS CATEGORIES

### Traditional Marketing

- Advertising
- Business-to-Business
- Cause-Related Marketing
- Event or Sales Promotion  
(includes Grand Opening, Expansion and Renovation)
- Public Relations

### New Media

- Emerging Technology
- Integrated Digital Campaigns
- Social Media

### Development and Design

- Innovative Design and Development of a New Retail Project
- Renovation or Expansion of an Existing Centre

### Retail Store Design

- Food Court Units/Fast Food
- Kiosks and Carts
- Restaurants
  - Stores less than 1,000 sq. ft. in area
  - Stores between 1,001 and 2,500 sq. ft. in area
  - Stores between 2,501 and 5,000 sq. ft. in area
  - Stores between 5,001 and 10,000 sq. ft. in area
  - Stores in excess of 10,001 sq. ft. in area

## 2013 AWARDS COMMITTEE

### Chair

**Jenny Jovanovic**  
2013 Canadian Shopping Centre Awards Chair  
RioCan Management Inc.  
Marketing Manager, Oakville Place

### Co-Chair

**Greta Bloskie**  
2013 Canadian Shopping Centre Awards Co-Chair  
20 VIC Management Inc.  
Marketing Director, Billings Bridge Centre

### Committee Members

**Eva Bosnjak**  
Ivanhoé Cambridge  
Marketing Director, Mapleview Shopping Centre

**Jodi Chamberland, CMD**  
RioCan Management Inc.  
Property Manager, Tanger Outlets Cookstown

**Agnes Ciccarelli**  
The Cadillac Fairview Corporation Limited  
Director of Marketing, Eastern Portfolio

**Toni Holley**  
Oxford Properties Group  
Marketing Manager, Hillcrest Mall

**Carolann Organ**  
CAO Productions Inc.  
Owner

**Tatiana Shovkun**  
Primaris Management Inc.  
Marketing Manager, Dufferin Mall

**Melony Stagg**  
Primaris Management Inc.  
Manager, Specialty Leasing, Stone Road Mall

**Meredith Viitas**  
The Cadillac Fairview Corporation Limited  
Marketing Director, Toronto Eaton Centre

**Charly Wellings-Gray**  
Ivanhoé Cambridge  
Assistant Marketing Director, Oshawa Centre

**Kim Wiltse**  
20 VIC Management Inc.  
Marketing Director, Marlborough Mall & Westbrook Mall



# Discover the Cadillac Fairview Experience



## Congratulations to the Maple Leaf Winners

For more than 50 years Cadillac Fairview has been leading the way with innovative and high quality office properties and shopping centres across Canada.

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[www.cadillacfairview.com](http://www.cadillacfairview.com) | [www.cfretail.com](http://www.cfretail.com)



# JUDGES

## Marketing – External Judges

**Peter Ashworth**

Ashworth & Associates

**Myriam Beauge**

Tactics Magazine & Marketing Trendz

**Michele Beaulieu**

Mindshare

**Virginia Boggie**

Suburbia Advertising

**Deborah Cauz**

Deborah Cauz & Associates

**Margaret Cooper**

Marketing inCOOPERated

**Jamie DeRose, CMD**

The Collective

**James Ducommm**

Toolbox Design

**Sonia Gagnon**

SGMarketing

**Aris Gouvis**

TCP Integrated

**Salma Karray**

Technology

**Lisa Larter**

Learn How 2 Be Social

**Rob Morton**

WOWTV

**Michelle Oliveira**

Mash + Media

**Carolann Organ**

CAO Productions Inc.

**Jon Packer**

Idea Workshop

**Sarah Roncarelli**

Fifty Strategy & Creative

**Gail Taylor**

Taylor Marketing Network

## Marketing – Internal Judges

**Yvette Bernard**

Oxford Properties Group

**Ramona Biggar, SCMD**

Brookfield Properties Corporation

**Greta Bloskie**

20 VIC Management Inc.

**Micheline Caron-Groulx**

The Cadillac Fairview Corporation Limited

**Melanie Castonguay**

Ivanhoé Cambridge

**Jodi Chamberland, CMD**

RioCan Management Inc.

**Agnes Ciccarelli**

The Cadillac Fairview Corporation Limited

**Martha Farrell**

Ivanhoé Cambridge

**Lynn Goodis**

RioCan Management Inc.

**Stephanie Hansen**

The Cadillac Fairview Corporation Limited

**Toni Holley**

Oxford Properties Group

**Domenic Imbesi**

Bentall Kennedy LP

**Jennie Jovanovic**

RioCan Management Inc.

**Penny Karas**

RioCan Management Inc.

**Jennifer Kleinburg**

Oxford Properties Group

**Karina Perkins**

Ivanhoé Cambridge

**Bonney Rempel**

Bentall Kennedy LP

**Tatiana Shovkun**

Primaris Management Inc.

**Melony Stagg**

Primaris Management Inc.

**Deborah Stetz**

Morguard Investments Limited

**Andrea Tushingham**

Morguard Investments Limited

**Meredith Vlitaz**

The Cadillac Fairview Corporation Limited

**Charly Wellings-Gray**

Ivanhoé Cambridge

**Susan Williams**

The Cadillac Fairview Corporation Limited

**Kim Wiltse**

20 VIC Management Inc.

## Development/Design and Retail Store Design Judges

**Bruno Bartel**

20 VIC Management Inc.

**Troy Dashney**

BOLD Design

**Sue Freake**

Crombie REIT

**David Gray**

Dig360Consulting

**James Loopie**

CAO deSign workz inc

**Maria Pantelopoulos**

The Cadillac Fairview Corporation Limited

**Harvey Parchoma**

Oxford Properties Group

**Robert Ruscio**

Ruscio Studio, Inc.

**Mario Serracino**

20 VIC Management Inc.

**Leah Shilling**

Triovest Realty Advisors Inc.

**Susie Venturin**

Oxford Properties Group

**Michaela Weiner**

Petroff Partnership Architects

**Bevin Wellwood**

Ivanhoé Cambridge

**Norman Yan**

Morguard Investments Limited



# TRADITIONAL MARKETING



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# CONGRATULATIONS

TO THIS YEARS **ICSC 2013 CANADIAN SHOPPING CENTRE AWARD** NOMINEES



# ADVERTISING

## Centres 150,000 to 400,000 sq. ft.



### Identity Crisis Rescued

10 Dundas East  
Toronto, Ontario

Management Company:  
Bentall Kennedy (Canada) LP  
Owner: 10 Dundas Street Ltd.

10 Dundas East had a problem; the Toronto shopping centre was on its third name change within five years and shoppers were understandably confused. The *Identity Crisis Rescued* ad campaign generated 269,660,418 impressions, grew the e-mail database by 435% and helped the centre break through the barrage of clutter and make a name for itself.

## Centres 400,000 to 750,000 sq. ft.



### Break Out Your Style

Cornwall Centre  
Regina, Saskatchewan

Management Company:  
20 VIC Management Inc.  
Owner: Kingsett Capital & Ontario Pension Board

To attract more 16-34 year-olds, Cornwall Centre showcased itself as a fashion destination. The *Break Out Your Style* campaign combined a mix of television, print ads, outdoor billboards, Facebook ads and sponsorships to drive a total of 18,369,023 advertising impressions. The successful promotion increased traffic 2.9% and increased sales 9.8%!



### Must Visit MEC

Montreal Eaton Centre  
Montreal, Quebec

Management Company/Owner:  
Ivanhoé Cambridge

How did Montreal Eaton Center combat student protests and traffic congestion that were having a negative impact on sales? MEC partnered with Montreal Tourism for *Must Visit MEC*, a promotion which targeted tourists, a customer segment that accounts for 40% of the centre's sales. The partnership generated phenomenal exposure and sales were up every month of the campaign.



### The Really Runway

Dufferin Mall  
Toronto, Ontario

Management Company:  
Primaris Management Inc.  
Owner: H&R Reit

In 2013 Dufferin Mall replaced traditional advertising with live in-person advertising to target young, trendy, professional women in nearby Liberty Village. The 48-hour *REALLY RUNWAY* campaign used mobile billboards, street teams and Amazonian models parading around the village in runway-ready fashions from the mall to spike traffic by 10% and sales by 23%.



### Wahoo!

Uptown Shopping Centre  
Saanich, British Columbia

Management Company:  
Morguard Investments Limited  
Owner: Greystone

For months customers of the Uptown centre in Victoria British Columbia had been speculating about what new retailers would be coming to the mall. The *Wahoo!* campaign put the rumors to rest using sassy, sarcastic headlines on bus wraps, transit shelters, bus kings, and onsite and online signage to announce the arrival of three new retailers. Over 10 million impressions were received with advertising publicity and hundreds of eager shoppers lined up on opening day, pushing sales to outperform all expectations.





# ADVERTISING

## Centres 750,000 to 1,000,000 sq. ft.



### An Independent Style

Southcentre  
Calgary, Alberta

Management Company/  
Owner: Oxford Properties Group

After almost five years of positioning Southcentre as “Comfort Shopping,” it was time for a new story. The South Calgary mall got back to basics with *An Independent Style* featuring strong photography and warm illustrations to target their key shoppers. The coordinated media campaign, events and promotions helped Southcentre regain shopper loyalty and boosted sales.

## Centres More Than 1,000,000 sq. ft.



### Saving is the New Sexy

CrossIron Mills  
Rocky View, Alberta

Management Company/  
Owner: Ivanhoé Cambridge

To differentiate itself in the competitive Calgary market, CrossIron Mills focused on its strong value proposition and incomparable collection of brand name outlets and retailers. The *Saving is the New Sexy* campaign used a strategically staggered traditional media buy to deliver 117.6 million impressions, an unheard of +16.5% comparative sales increase and traffic growth of +9.1%.



### St. Laurent Centre presents Erica Wark

St. Laurent Centre  
Ottawa, Ontario

Management Company:  
Morguard Investments Limited  
Owner: Morguard REIT

To stand out from competitors and reach new targets in the secondary market St. Laurent came up with a powerful message. They hired local fashion expert Erica Wark to showcase their style with personality and panache! The fashion forward marketing plan increased market share and innovative media buying optimized the budget with \$43,073 in added value.



### Where can you be inspired by...? Yorkdale Expansion Advertising

Yorkdale Shopping Centre  
Toronto, Ontario

Management Company:  
Oxford Properties Group  
Owner: AIMCo and OMERS Realty

Yorkdale needed a campaign befitting its reputation as Canada's premier shopping destination. They signed International supermodel Coco Rocha as the face of their multi-platform media campaign, *Where can you be inspired by?* and delivered massive PR coverage and 57 million gross impressions. Centre sales and traffic grew by 10% with productivity topping \$1,309/sq.ft.



### Gorgeous Rebrand

Upper Canada Mall  
Newmarket, Ontario

Management Company:  
Oxford Properties Group  
Owner: Oxford Properties Group and CPPIB

The *Gorgeous Rebrand* campaign was launched to establish Upper Canada Mall as a premier fashion destination. The multi-media campaign generated 16,086,584 million impressions, increased monthly Website traffic by 20.3% and firmly established UCM's new fashion identity. The retail results were gorgeous with sales hitting an all-time high of \$664/per square foot.



# BUSINESS-TO-BUSINESS

## Centres 750,000 to 1,000,000 sq. ft.



**PANDORA Style Lounge**  
Coquitlam Centre  
Coquitlam, British Columbia

Management Company:  
Morguard Investments Limited  
Owner: Pensionfund Realty Limited

Coquitlam Centre successfully partnered with PANDORA jewelry for their first-to-market Style Lounge. The long-term deal included exclusive naming rights to the Style Lounge, numerous branding opportunities throughout the shopping centre and extensive traditional and digital advertising which generated over 42 million impressions. The campaign successfully established PANDORA's new retail store and their brand presence throughout their entire trade area, exceeding annual sales projections by +33% for 2012.

## Company



**Getting Social with Morguard**  
Morguard Investments Limited  
Mississauga, Ontario

Morguard Investments Limited used Facebook to launch an online community for sharing contacts and information among managers and retailers who might not be familiar with their leasing programs. *Getting Social with Morguard* added 413 Facebook followers and contributed to the company being recognized as an industry leader, adding value to all stakeholders and investors.

## Centres More Than 1,000,000 sq.ft.



**Square One Leasing Initiatives**  
Square One Shopping Centre  
Mississauga, Ontario

Management Company:  
Oxford Properties Group  
Owner: Oxford Properties  
and AIMCo

Square One's leasing team was under pressure to secure first-class tenants while the centre went through a dramatic renovation. Marketing delivered a lux story book, a visionary video, a micro-site and custom property tours for prospective tenants to tell the story of the "new" Square One. With those tools, the leasing team signed a stellar 59 deals in 7 months.



**Retail Toolkit**  
Toronto Eaton Centre  
Toronto, Ontario

Management Company/  
Owner: The Cadillac Fairview  
Corporation Limited

It's easy to attract retailers when you're the largest shopping centre in Toronto and a landmark destination like Toronto Eaton Centre. But to make sure their retail tenants had in-depth knowledge of all that TEC and the city had to offer they created the *Retail Toolkit*. This creative approach demonstrated that TEC is an integral part of the urban fabric as well as a retail leader.

# CAUSE-RELATED MARKETING

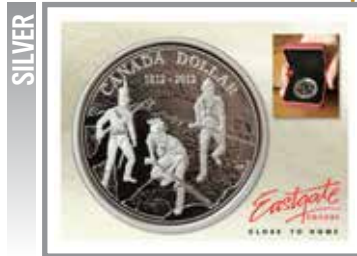
## Centres 150,000 to 400,000 sq.ft.



**Tools for School**  
 Tecumseh Mall  
 Windsor, Ontario  
 Management Company:  
 20 VIC Management Inc.  
 Owner: KingSett Capital

Located in a city strongly affected by the recession, Tecumseh Mall wanted to create a Back-to-School campaign that resonated with its customer base. The *Tools for School* campaign received over \$10,000 in publicity and over 10,000 individual items, from notebooks and backpacks, were collected, helping nearly 2,300 students start the new school year ready to learn.

## Centres 400,000 to 750,000 sq.ft.



**Eastgate Salutes  
 Declaration of the  
 War of 1812 Bicentennial**  
 Eastgate Square  
 Stoney Creek, Ontario  
 Management Company:  
 Trioinvest Realty Advisors Inc.  
 Owner: CPPIB

On June 15, 2012, a special moment in Stoney Creek's history was forever captured as Eastgate Square celebrated the official Bicentennial of the Declaration of the War of 1812. In addition to many exciting activities throughout the mall, including a reproduction of an 1812 wedge tent and re-enactments, a time capsule was dedicated to be opened on June 18, 2062 to mark the 250th Anniversary.



**Big Scale Clothing Drive**  
 Mic Mac Mall  
 Dartmouth, Nova Scotia  
 Management Company: Ivanhoé Cambridge  
 Owner: Mic Mac Mall Limited Partnership

When the Halifax Division of The Salvation Army made a desperate public plea for clothing to restock their six empty Thrift Stores, Mic Mac Mall heeded the call. The *Big Scale Clothing Drive* rewarded shoppers with mall gift cards based on the weight of their donations. Over 47,000 lbs of clothing were collected and the media campaign generated 4,814,411 gross impressions.

## Centres 750,000 to 1,000,000 sq.ft.

Ovarian Cancer Unignorable is the Foundation Winner



**Let's Make Ovarian  
 Cancer Unignorable**  
 Edmonton City Centre  
 Edmonton, Alberta  
 Management Company:  
 Oxford Properties Group  
 Owner: OMERS

Edmonton City Centre partnered with Ovarian Cancer Canada in the *Let's Make Ovarian Cancer Unignorable* campaign. The advertising generated 10.7 million impressions and four staged events at the mall attracted 2,000 participants and distributed over 20,000 brochures on the disease. The Unignorable campaign proved to be unignorable!



**Pickering Town Centre  
 Farmers' Market**  
 Pickering Town Centre  
 Pickering, Ontario  
 Management Company:  
 20 VIC Management Inc.  
 Owner: OPB Realty Inc.

Each Tuesday from June 26–October 12, 2012, Pickering Town Centre opened the city's only authentic outdoor Farmers' Market to signify their commitment to local sustainability and the community. The 41 local farmers and artisans became a vibrant hub for community activity attracting 25,000 visitors and collecting over 9,000 food items for two local food banks.

## CAUSE-RELATED MARKETING

## EVENT OR SALES PROMOTION

Includes Grand Opening, Expansion and Renovation

### Company

SILVER



#### Fare Fight for food

Bentall Kennedy (Canada) LP  
Toronto, Ontario

Food Banks across Canada were in a dire situation and Bentall Kennedy Retail Services came to the rescue with the *Fare Fight for food* Campaign. Shopping centres across Canada raised \$279,115 and collected 366,291 pounds of food, resulting in an increase in public awareness of the issues and needs of Canadian Food Banks.

SILVER



#### 2012 National Sweater Day

Ivanhoé Cambridge  
Toronto, Ontario

On February 9, 2012, nearly 50% of Ivanhoé Cambridge Canadian regional and shopping centre offices turned down the heat by 2 degrees in support of the WWF's National Sweater Day. Employees also participated in a photo contest that encouraged them to wear their silliest and wildest sweaters. The campaign paid big dividends with 25,700 kilowatt-hours of energy saved.

### Joint Centres

SILVER



#### Navigate the North

Carrefour Frontenac & Carrefour  
Saint-Georges  
Quebec City, Quebec

Management Company:  
Ivanhoé Cambridge

Carrefour Frontenac and Carrefour Saint Georges partnered with Students On Ice to implement, *Navigate the North*, a ground-breaking Facebook contest that awarded two high school students a place on an Arctic Expedition. The contest generated 1 million impressions through 22 media articles and inspired young Canadians to have a heightened respect for the environment.

### Centres 150,000 to 400,000 sq.ft.

SILVER



#### Free Play

East York Town Centre  
Toronto, Ontario

Management Company/  
Owner: Morguard Investments  
Limited

In June 2012, East York Town Centre needed to do something to combat a projected loss of traffic and sales due to the closure of Zellers for nine months. They created an ongoing program of monthly free events including a talent contest, March Break Madness and a Cubs Club that increased sales 11.1% overall from June 2012 to March 2013 and delivered an incredible 2,355% return on investment.

GOLD



#### Holiday 2.0

Place Montréal Trust  
Montreal, Quebec

Management Company/  
Owner: Ivanhoé Cambridge

Place Montréal Trust's *Holiday 2.0* Christmas tree sparked the imagination of thousands of people who visited downtown Montreal, becoming a new symbol for the holiday season. The spectacular, 75-foot hi-tech tree featured nine 80" screens linked to electronic tablets that let visitors play holiday-themed video games throughout the centre. The base of the tree was adorned with holiday wishes in many languages reflecting Montreal's cultural diversity. The combination of tradition and technology was dynamic, accessible and generous... like Place Montréal Trust itself.

SILVER



#### Glitter, A Night of Charitable Shopping

The Mall at Lawson Heights  
Saskatoon, Saskatchewan

Management Company:  
Morguard Investments Limited  
Owner: Pensionfund Realty Limited

The Mall at Lawson Heights needed to draw customers from secondary and tertiary trading areas to increase sales. In Fall 2012 the centre unveiled *Glitter*,

## EVENT OR SALES PROMOTION

Includes Grand Opening, Expansion and Renovation

A *Night of Charitable Shopping* to increase the malls reach to new audiences by targeting non-profit organizations. Glitter reached important new markets and increased sales 2% for November 2012.

**Centres 150,000 to 400,000 sq.ft.**



### Your Key to Ski

Village Green Centre  
Vernon, British Columbia

Management Company:  
Bentall Kennedy (Canada) LP  
Owner: OPtrust Retail Inc

Village Green Centre was going to lose a major department store. To avoid a massive decline in sales during the 2012 Holiday Season, the Centre sprang into action with *Your Key to Ski*, a promotion where shoppers could win a \$7,500 ski holiday at a popular local resort. Anticipated sales declines were avoided and traffic and sales actually increased during the contest!

**Centres 400,000 to 750,000 sq.ft.**



### The Big Black Bow Event

Halifax Shopping Centre  
Halifax, Nova Scotia

Management Company:  
20 VIC Management Inc.  
Owner: OPB Realty Inc.

In 2011, many Canadian retailers joined the Black Friday sales phenomenon to capitalize on the growing trend. In 2012 Halifax Shopping Centre bundled Black Friday deals into a 3-day *Big Black Bow Event*. The promotion featuring red, silver and black bow floor decals energized shoppers, driving all retailer sales for November up 28% and delivering a 1,859% ROI.



### Style-Uptown Fashion Swap

Uptown Shopping Centre  
Saanich, British Columbia

Management Company:  
Morguard Investments Limited  
Owner: Greystone

On May 22<sup>nd</sup> 350 Fashionistas in Victoria, BC were treated to a night of shopping, entertainment and fun at the *Style-Uptown Fashion Swap*. The promotion let fashion-hungry women trade in their previously owned, brand-name clothing and experience the amenities and stores that Uptown offered. Sales increased 30% over April 2012 and 37% over May 2012.

**Centres More Than 1,000,000 sq.ft.**



### Yorkdale Takes Dining to New Heights. Dine on 3 Debuts

Yorkdale Shopping Centre  
Toronto, Ontario

Management Company:  
Oxford Properties Group  
Owner: AIMCo and OMERS Realty

To heighten awareness of their upscale new food court, Yorkdale Shopping Centre went all out. Entrance wraps & banners, a digital media campaign, a VIP Cocktail party and their own food truck patrolling the city streets generated 31.2 million impressions of publicity and 75% of the eateries surpassed opening month traffic and sales projections.



### Yorkdale Expansion Grand Opening—Celebrating First-in-Canada Labels

Yorkdale Shopping Centre  
Toronto, Ontario

Management Company:  
Oxford Properties Group  
Owner: AIMCo and OMERS Realty

To announce the arrival of a new line-up of first-in-Canada retailers and the grand opening of their new expansion, Yorkdale created a media campaign featuring international supermodel Coco Rocha, rock band Train and Wayne Gretzky. The promotion attracted over 222,956 shoppers on opening weekend and helped 75% of retailers exceed their opening traffic and sales projections.

## EVENT OR SALES PROMOTION

Includes Grand Opening, Expansion and Renovation

### Joint Centres

GOLD



#### An Evening with Oprah

Eight Ivanhoé Cambridge Centres: Bayshore Shopping Centre, Crossiron Mills, Mail Champlain, Metropolis at Metrotown, Montreal Eaton Centre, Oakridge Centre, Rockland and Southgate

Management Company:  
Ivanhoé Cambridge

One of the world's most influential women partnered with eight Ivanhoé Cambridge shopping centres for *An Evening With Oprah*. In-mall events like the Favorite Things Showroom and the O Lounge combined with digital contests across Ivanhoé social media channels brought Oprah's global brand to Canada like never before. The result: almost 90 million gross impressions of publicity and over 615,000 shopper engagements both in-mall and online. Participating centres' sales grew by 2%-20% while traffic increased by 5% during the event.

## PUBLIC RELATIONS

### Centres 150,000 to 400,000 sq.ft.

SILVER



#### Standing Tall since Day One

Place Ville Marie  
Montreal, Quebec

Management Company:  
Ivanhoé Cambridge  
Owner: Ivanhoé Cambridge &  
AIMCo

How do you celebrate your 50<sup>th</sup> anniversary as an iconic part of the Montreal skyline? If you're Place Ville Marie you raise your profile in the community even higher with more than 100 news articles, 70 minutes of TV coverage, 21 minutes on radio and 35 online articles reporting on the centre's 50<sup>th</sup> anniversary, generating an advertising equivalent of nearly half a million dollars.

GOLD



#### Grévin at the Montreal Eaton Centre

Montreal Eaton Centre  
Montreal, Quebec

Management Company/  
Owner: Ivanhoé Cambridge

The opening of Grévin, a world famous Paris-based wax museum, at Montreal Eaton Centre, presented an incredible opportunity for the centre to enhance its own brand and visibility. MEC and Grévin collaborated on an aggressive PR and multi-media campaign to support the opening with remarkable results. For less than one percent of its annual marketing budget they generated an incredible 82 million impressions, with an editorial value of \$4,080,000, achieved through 16 hours of broadcast coverage, 31,429 lines of print publicity and 208 articles online.

# PUBLIC RELATIONS

## Centres 400,000 to 750,000 sq.ft.



### The Really Runway

Dufferin Mall  
Toronto, Ontario

Management Company:  
Primaris Management Inc.  
Owner: H&R Reit

In 2013 Dufferin Mall discovered a market minutes from the centre that still had outdated perceptions of the newly redesigned property. They targeted the area with a 2-day event called *REALLY RUNWAY*, turning the sidewalks of Liberty Village/King West into a fashion runway with 10 Amazonian models, showcasing fashion from the Centre and creating buzz and excitement about the mall.

## Centres More Than 1,000,000 sq.ft.



### Yorkdale Achieves 1 Billion Media Impressions!

Yorkdale Shopping Centre  
Toronto, Ontario

Management Company:  
Oxford Properties Group  
Owner: AIMCo and OMERS Realty

2012 was a monumental year of firsts for Yorkdale Shopping Centre. Canada's leading fashion destination not only debuted a new expansion wing filled with first-in-Canada labels, the centre's PR strategy delivered 1 BILLION gross impressions of publicity producing 1,978 stories including 26 hours of television and 36,680 lines of print and online coverage.



### Power Down: The Earth Hour Block Party

Hillcrest Mall  
Richmond Hill, Ontario

Management Company:  
Oxford Properties Group  
Owner: Oxford Properties Group/  
Montez Corporation

To support Earth Hour 2013, Hillcrest Mall developed a strategic PR plan that generated mass awareness and captured the attention of both the media and Richmond Hill area residents. *Power Down: The Earth Hour Block Party* provided residents with an exciting event to attend while powering down their homes, contributing to a decrease in power consumption in Richmond Hill of 5.7%.

## Company



### Cadillac Fairview Black Friday

The Cadillac Fairview  
Corporation Limited  
Toronto, Ontario

Recognizing Black Friday's popularity in the United States as a threat to Canadian retailers, Cadillac Fairview launched the first ever province-wide campaign to keep shoppers, and their dollars, at home. By extending shopping hours and offering special discounts, the campaign achieved over 175 million media impressions, increased sales and improved foot traffic by 22%.

## Centres 750,000 to 1,000,000 sq.ft.



### The Gatsby Salon

St. Laurent Centre  
Ottawa, Ontario

Management Company: Morguard Investments Limited  
Owner: Morguard REIT

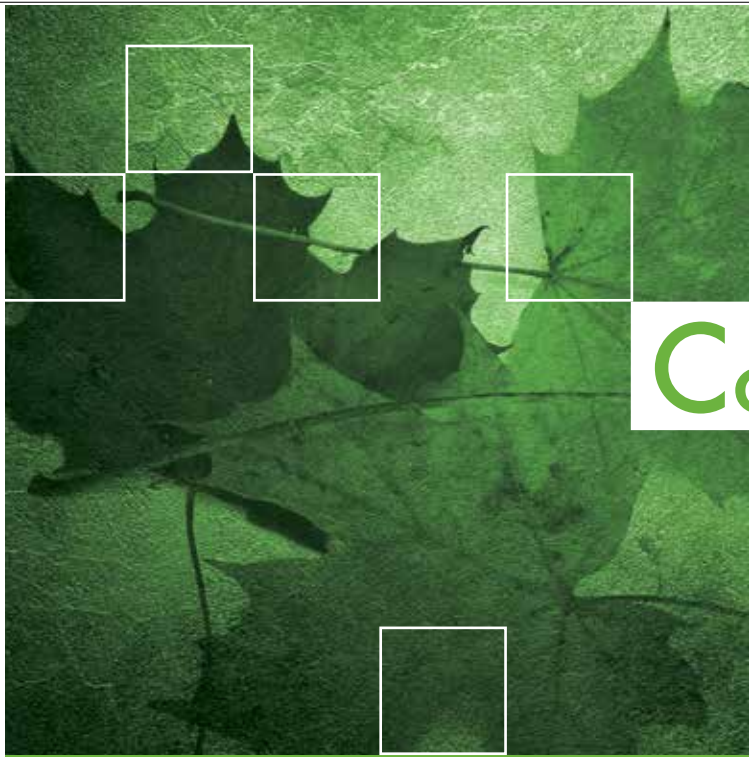
St. Laurent Centre needed to maintain top-of-mind awareness and keep pace in a competitive marketplace. To do so they capitalized on a new film and fashion craze with an intimate event that leveraged the Great Gatsby remake to drive media buzz. *The Gatsby Salon* was a hit with the Ottawa media and showcased the power of PR with an incredible 12,609,450 gross impressions of publicity coverage and 23 editorial hits.



# NEW MEDIA







# Congratulations

to the 2013 ICSC Award Winners

**Morguard**

Real Estate Potential. Realized.

[morguard.com](http://morguard.com)



    
[circuscommunications.ca](http://circuscommunications.ca)

The idea - **BRILLIANT**  
The execution - **FLAWLESS**  
The results - **OUTSTANDING**  
The Maple Leaf - **WITHIN REACH!**

Good Luck!

circus

**OUTPERFORM**

## EMERGING TECHNOLOGY

## INTEGRATED DIGITAL CAMPAIGNS

### Centres More Than 1,000,000 sq.ft.



**BCC FashioniCITY  
Best Customer Club**  
Bramalea City Centre  
Brampton, Ontario

Management Company:  
Morguard Investments Limited

To stand out from its strong competitors and build a stronger relationship with its shoppers, Bramalea City Centre developed the FashioniCITY Best Customer Club. The shopper loyalty program communicated key messaging across multiple digital touch points including interactive kiosks and iPads to create a tailored, unique user experience.

### Centres 750,000 to 1,000,000 sq.ft.



**She's Got the Look**  
St. Vital Centre  
Winnipeg, Manitoba

Management Company:  
20 VIC Management Inc.  
Owner: Ontario Pension Board

To leverage its strong online presence and drive sales at the centre, St. Vital Centre developed a digital look-book and a series of how-to photo and video tutorials to help shoppers navigate Spring's hottest fashion trends. The results speak for themselves—online engagement levels went through the roof and sales at the centre exceeded the campaign goal by 65%.

### Centres More Than 1,000,000 sq.ft.



**TEC Christmas**  
Toronto Eaton Centre  
Toronto, Ontario

Management Company/  
Owner: The Cadillac Fairview Corporation Limited

Toronto Eaton Centre needed a bold and innovative approach to entice shoppers to visit the property for their holiday shopping needs. *TEC Christmas* was devised to leverage digital and social channels that offered both entertainment value and convenience for shoppers to build awareness of Christmas programming and successfully drive clicks to bricks!

### Company



**Cadillac Fairview Match the Tiles, Love the Styles**  
The Cadillac Fairview Corporation Limited  
Toronto, Ontario

During the 2012 holiday season, Cadillac Fairview engaged high-value shoppers with online social networking techniques and the principles of game theory in their *Match the Tiles, Love the Styles* campaign. The program provided 118 million impressions with over 30,000 entrants and 29,000 featured product shares on social media.

# SOCIAL MEDIA

## Centres 150,000 to 400,000 sq.ft.

SILVER



### Ottawa's Greatest Mobile Photographer

Billings Bridge Centre  
Ottawa, Ontario

Management Company:  
20 VIC Management Inc.  
Owner: Capital City Shopping  
Centre Ltd

Billings Bridge launched the centre's presence on Instagram by hosting *Ottawa's Greatest Mobile Photographer* Contest. In four days, over 4,432 photos were posted, driving online engagement of over 33,950 users. Online traffic translated into in-mall traffic with a one-day Instagram contest that delivered a comparative traffic increase of 5%.

## Centres 400,000 to 750,000 sq.ft.

SILVER



### #SellOutForDixie

Dixie Outlet Mall  
Mississauga, Ontario

Management Company/  
Owner: Ivanhoé Cambridge

Dixie Outlet Mall wanted to grow their social media presence. They knew Dixie fans were crazy for a bargain, so they asked them to sell their Facebook profile pictures, cover photos, status updates and even space on their cars for gift cards. In four weeks the mall's online fan following increased 29% and people talking about Dixie skyrocketed 305%!

SILVER



### Tasty Tuesday

Uptown Shopping Centre  
Saanich, British Columbia

Management Company:  
Morguard Investments Limited  
Owner: Greystone

Uptown had a perception problem. Customers thought there was a lack of food choices available at the centre. The *Tasty Tuesday* social media campaign improved awareness of existing food options, increased food-related sales by 22.4% and helped ensure that customers did not leave the site to find food elsewhere.



# DEVELOPMENT AND DESIGN



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20 VIC Management Inc. manages a national  
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A vibrant scene featuring a checkered floor, a crowd, and various children's characters and logos. The scene is set against a blue background. In the center, a pink dinosaur character is walking on a yellow and blue checkered floor. To the left, a film strip shows logos for DORA EXPLORER, BARNEY THE DINO, JESS, and OLIVIA. To the right, a film strip shows logos for Hasbro, My Little Pony, CHUCK, MIKE KNIGHT, and 7. In the foreground, several children's characters are standing: a pink mouse, a blue robot, a pink dinosaur, a black steam train, a yellow construction worker, and a penguin. The background shows a large crowd of people at an event.

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# INNOVATIVE DESIGN AND DEVELOPMENT OF A NEW RETAIL PROJECT

GOLD



## Leaside Village

Toronto, Ontario

Owner/Management Company:  
First Capital Realty

First Capital Realty transformed an abandoned historical industrial site, once a Canadian National Railways locomotion shop, into Leaside Village—a vibrant 21-unit retail complex situated in mid-town Toronto. Longo's created a one-of-a-kind flagship location by restoring the site's 48,025 square foot heritage building and integrating the railway theme into its architectural design. Leaside Village is designed to achieve a LEED Silver certification, capitalizing on geo-thermal technology for its heating and cooling. The project made its debut with full occupancy and has been embraced by the local community.

GOLD



## Uptown Shopping Centre

Saanich, British Columbia

Owner/Management Company: Ravine Equities

Uptown Shopping Centre is the new heart of the community. The 875,000 square foot world class, mixed-use, sustainable urban development is situated on an 18-acre brownfield site near Victoria, BC, with a tenant mix that includes retail, restaurants, day care, office space, spas and medical facilities. Uptown is also a green-friendly building, registered with the certification of LEED Neighborhood Gold, with many initiatives, such as the Green Walls that set a new standard for environmental responsibility and sustainability for a shopping centre its size.

SILVER



## 26 Marine

Vancouver, British Columbia

Owner/Management Company:  
Canadian Tire Real Estate Limited

Vancouver, BC's 26 Marine is the epicentre of a development boom that's poised to transform the neighborhood into a mixed-use urban corridor. The 220,000 square foot project is anchored by a 2-level Canadian Tire store and four major retailers and was developed with green initiatives in mind to achieve LEED Gold certification.

SILVER



## Richmond Centre

Richmond, British Columbia

Owner/Management Company:  
The Cadillac Fairview Corporation Limited

Dining Terrace at Richmond Centre, a 15-month, \$30-million renovation, converted the Multiplex Theatre into an open dining concept and welcomed hungry shoppers to a second-floor, culinary escape in the heart of the shopping centre featuring 18 food retailers, more seating and a complete recycling area for plastics and organic waste.

# RENOVATION OR EXPANSION OF AN EXISTING CENTRE

SILVER



## Pen Centre

St. Catharines, Ontario

Owner/Management Company:  
20 VIC Management Inc.

The environmentally and shopper-friendly redesign of Pen Centre was inspired by the abundance of vineyards, parks, gardens and nature trails in St. Catharines, known as The Garden City. The renovation included the addition of brighter, energy-efficient lighting that improved natural light levels and transformed the visitor's experience into one awash in daylight brilliance.

GOLD



## Yorkdale Shopping Centre

Toronto, Ontario

Management Company: Oxford  
Properties Group  
Owner: AIMCo and OMERS Realty

To preserve its market dominance and satisfy the demand for retail space in January 2011, Yorkdale Shopping Centre launched the most significant project in the shopping centre's nearly 50-year history. The massive \$240 million, multi-phased redevelopment capitalized on a vacant 3rd floor space left by a former anchor tenant. In November 2012, a 145,393 square foot expansion wing featuring a number of first-in-Canada labels, curbside valet service and a Bay-to-Bay underground parkade debuted. Traffic has increased by 15% while productivity has topped \$1,309/square foot.



# RETAIL STORE DESIGN







# Cheers

to all of the 2013 ICSC Award winners!

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# RESTAURANTS

SILVER



## Hambar

Montreal, Quebec

Graphic Designer: GH+A  
General Contractor: Hambar

Take a Soho restaurant and infuse it with Barcelona flair and you've got Montreal's Hambar. When guests walk in they are treated to an extensive menu showcasing theatrically lit suspended cured meats and an impressive list of vintage wines, tempered by masculine touches of leather and walnut, all within a chic yet unpretentious urban dining scene.

GOLD



## Su&Shi Noodle Bar

Toronto, Ontario

Architect: Fuel\* Design Lab Inc.  
Graphic Designer: Raul Delgado  
General Contractor: Cont Top Construction Inc.

Yorkdale Shopping Centre needed to create a dynamic and vibrant space to launch a fresh Noodle Bar brand concept in their innovative DINE ON 3 eatery. The *SU & SHI Noodle Bar* was modeled after the latest Ramen bars in Japan and merges modern technology and timeless elegance to produce a fun and unique destination for lovers of Asian fare. The Centre blended the entrance portal and furniture with the architecture to create a sense of spatial separation devoid of walls, allowing maximum seating capacity without compromising comfort, accessibility and operation.

## Stores Less Than 1,000 sq.ft.

GOLD



## B.Spoke

Toronto, Ontario

Graphic Designer: IDX design  
General Contractor:  
The Pentacon Group

Inspired by the British bespoke tradition of men's customized garments, B.Spoke pays homage to the notions of refined men's fashion through its tailored store design. Within a private gentlemen's club-like setting, B.Spoke conveys a sense of luxury, sophistication and leisure. This "old is new again" trend has plenty of appeal, as does the store's premium Italian menswear and wide selection of tailor-made suits.

SILVER



## Orly Jewellers

Laval, Quebec

Graphic Designer: GH+A  
General Contractor:  
Cont Top Construction Inc.

Orly Jewellers' flagship store at the Carrefour Laval Mall in Montreal is an aesthetic triumph. This commerce designed Montreal award-winner offers brand name watches and exclusive European gold jewelry in a truly unique space. From the triangular shape of the store to the glass exterior walls and the innovative lighting techniques, Orly Jewellers is a visual show-stopper.

# RESTAURANTS

## Stores 1,000 to 2,500 sq.ft.

SILVER



### Spareparts

Calgary, Alberta

Graphic Designer: GH+A  
General Contractor:  
The Pentacon Group

The new Spareparts flagship shop was completely redesigned by Cutler to create a space that appealed to a wide range of customers and made shoppers feel at home. The new store features black and white minimalism with breeze block graphics and custom light fixtures. Design influences range from mid-century modern to Scandinavian while still retaining a uniquely Canadian vibe.

## Stores 2,500 to 5,000 sq.ft.

SILVER



### Point Zero

Sainte Foy, Quebec

Graphic Designer: IDX design  
General Contractor: Prema

A brand new development inspired by the Canadian fashion brand known around the world, Point Zero's new creation, Espace Point Zero is a luxurious 4 star hotel and residential project that combines fashion and downtown style. This beautiful complex in the heart of Montreal's financial district satisfies even the highest expectations.

SILVER



### Urban Trail

Winnipeg, Manitoba

Graphic Designer: Ruscio Studio  
General Contractor: John Freisen-  
Stratfield Properties

Urban Trail had plans to expand to the western provinces so they needed to revise their basic design and make the store look more appealing to mall landlords and more inviting for shoppers. Their new modern concept was a huge success. Besides the increase in sales, leasing offers began to appear in prime locations.

## Stores 5,000 to 10,000 sq.ft.

SILVER



### Uniprix

Saint-Constant, Quebec

Architect: Daniel Carriere  
Architecte  
Graphic Designer: Ruscio Studio

Uniprix, a Quebec pharmacy chain founded by a group of independent pharmacists in 1977, needed a makeover that would stay true to the Uniprix image consumers have come to embrace while creating a unique contemporary voice for the brand. The new store concept sparked a remarkable increase in sales and a national roll-out plan is under way.

# RESTAURANTS

## Stores More Than 10,000 sq.ft.

SILVER



### **LCBO (Liquor Control Board of Ontario)**

Toronto, Ontario

Architect: Julian Jacobs Architect  
Graphic Designer: Fiorino Design Inc.  
General Contractor:  
SDM Construction Inc.

Redeveloping the heritage-designated building that had housed the Liquor Control Board of Ontario for decades was a major challenge. Creating a destination shopping environment while preserving the historical essence of the original building and remaining consistent with other locations in the LCBO's store network were just a few of the obstacles the architects overcame.

SILVER



### **National Bank of Canada**

Toronto, Ontario

Architect: WZMH Architects  
Graphic Designer: Ruscio Studio  
General Contractor:  
Greenferd Construction

The National Bank of Canada wanted to reinvent its conventional concept into a place where the customer could freely linger and informally obtain information. The response to the new flagship store was so overwhelming that the National Bank has geared up for a national roll out to apply the new concept to their other branches.

GOLD



### **Premont Harley-Davidson**

Quebec City, Quebec

Architect: DMG Architecture/  
Bourgeois-Lechasseur Architects  
Graphic Designer: Optima Design  
General Contractor: Construction  
Gagnon

The owner of Premont Harley-Davidson, the largest dealership in Canada, had a challenge for his team: create a high-quality contemporary retail space in their 23,000 square foot showroom. The \$15 million makeover made the space the biggest and most unique Harley-Davidson headquarters in Eastern Canada with a 7,500 square foot merchandise area, a drive-thru information service and a three-level showroom with a panoramic elevator that greets guests the moment they enter the building.

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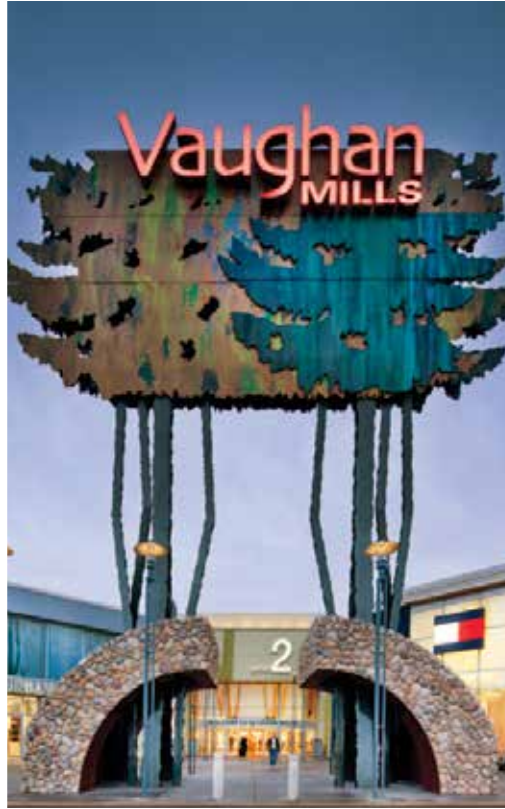
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