2018 Canadian Shopping Centre Awards Winners

The ICSC Canadian Shopping Centre awards honour outstanding achievement in marketing, design/development of retail properties and retail store design.
<20K – Corporate/Company

Shop150.ca
Morguard
Toronto, Ontario

Their 21 centre-wide campaign invited users to take a short quiz to determine what kind of shopper they were for an opportunity to win a dream shopping trip valued at $5,800 at a Morguard centre of their choice. The Canada Day 150 campaign engaged 10,300 unique users, generated more than 800,000 Facebook impressions, month-over-month increases as high as 154% for Twitter and 108% for Facebook, and was executed at a cost of $927 per centre.

<20K – Single Centre

Black Friday Black Box
The Centre
Saskatoon, Saskatchewan

Owner/Management Company: Morguard

The Centre’s limited-edition sample boxes filled with donated centre retailer products were available to customers who presented purchase receipts of $100 and made a $25 donation to the Big Brothers Big Sisters of Saskatoon’s Go Girls Program. The ‘Black Friday Black Box’ valued at $265 sold out within an hour and a half to raise over $2,500 in charitable donations. The campaign was executed for a total cost of $17,000 and generated Black Friday centre sales increases of 13.2%, and an ROI of 69%.

COMMUNITY – Joint Centre

Canada 150
Cushman & Wakefield Centres
Canada

The 22-centre celebratory campaign included community art installations, social media contests, and a fund-raising initiative that gave a $1 donation to veteran’s charities for every $50 centre gift card purchase. The five-month-long campaign included 22 bespoke art installations, generated over 1,400 social media contest entries, 15.6 Million+ Facebook impressions, an increase of 24.4% in Instagram followers, and more than $49,000 in donations dedicated to supporting Canadian War Veterans Charities.
COMMUNITY – Single Centre

Elves on the Loose!
Le Boulevard
Montréal, Quebec

Owner/Management Company: Crofton Moore

The community campaign featured a trio of elves who surprised unsuspecting residents, commuters, and shoppers with free hot chocolate, a children’s cookie decorating class, and a shopping spree that allowed lucky grocery shoppers the opportunity to take home what they could grab in 30 seconds for free. The heartwarming campaign reached more than 58,000 people, awarded over $10,600 in gifts and donations, and generated a campaign ROI of 675%.

EXPERIENTIAL – Single Centre

The Mean One Takes Over
Billings Bridge
Billings Bridge Shopping Centre
Ottawa, Ontario

Owner: Capital City Shopping Centres Limited
Management Company: Cushman & Wakefield Asset Services, Inc.

Twice a week the centre’s Santa Village was invaded by the meanest and greenest character of all …The Grinch. The iconic sour-faced favourite ruled Thursday and Saturday evenings, drawing over 2,800 visitors to Billings Bridge, a year-over-year increase of 35.4%, and generated an increase of 44.3% in photo sales. The loveable curmudgeon was also a media hit garnering more than 2.4 million media impressions, over 20,280 Facebook impressions, an appearance on CTVs nightly news, and generated a grinch-tastic return on investment of 183%.
**EXPERIENTIAL – Single Centre**

7 Jours Chrono – Street Marketing Contest – CANADA 150
Les Promenades Gatineau
Gatineau, Quebec

**Owner:** Oxford Properties and Montez Corporation, Inc.
**Management Company:** Oxford Properties Group

Les Promenades Gatineau’s ‘7 Jours Chrono’ team appeared at community events during the capital region’s Canada 150 celebrations, encouraging visitors to register and receive RFID cards qualifying them to win gift cards for every $20 spent in-centre. The year-long campaign attracted over 2,100 participants, and generated increases of 16.2% in new customers, 45% in average spend, 10% in CRU and dwell time, and a ROI of 665%.

Back to School Sole Academy
Scarborough Town Centre
Scarborough, Ontario

**Owner:** Aimco & Omers Realty
**Management Company:** Oxford Properties Group

Scarborough Town Centre’s pop-up shoe installation featured 40 pairs of coveted ‘kicks’ artfully displayed in four school settings. Visitors shared photos on social media for an opportunity to win prizes. The 15-day ‘Sole Academy’ campaign drew 165,400 visitors, generated more than 2.6 million social and digital media impressions, and an increase of 20% in footwear sales over the previous year’s back to school promotion.

Urban Oasis
Quartier DIX30
Brossard, Quebec

**Owner:** Oxford and Carbon Leo
**Management Company:** Oxford Properties Group

Quartier DIX30 transformed a central strip of Avenue des Lumières into a 25,000 square foot pedestrian zone featuring vibrant ground murals, giant games and activities, pop-up retailers, fitness classes, leisure amenities, and an extensive roster of live performances. The summer initiative generated increases of 3.1% in sales, 26.3% in monthly traffic, and attracted media coverage with an estimated reach of more than 7.6 million.
IMPACT – Joint Centre

More than just a restaurant directory, it’s a lunch-saver.
Search over 40+ menus at the new MyFirstCanadianPlace.ca/FOOD

FOOD
First Canadian Place & Exchange Tower
Toronto, Ontario

Management Company:
Brookfield Properties

First Canadian Place and Exchange Tower used their extensive in-centre digital assets to promote their web-based interface that allows users to easily access and search menus from food court tenants, arrange catering orders, and schedule deliveries with popular providers UberEats, Ritual, and Foodora, all with a quick swipe or click of a mouse. The innovative feature generated increases of 22% in food category sales, 24% in catering, 12% in centre footfall and new users, and a 69% increase in organic website traffic.

IMPACT – Single Centre

PTC Holiday Magic
Pickering Town Centre
Pickering, Ontario

Owner: OPB Realty, Inc.
Management Company: Cushman & Wakefield Asset Services, Inc.

Pickering Town Centre sent Santa and his elves out into the community to surprise residents with gifts of hot chocolate and centre gift cards to promote their new Pandora crystal castle. The unveiling ceremony included a popular YTV host, a dance troupe, festive music and treats, Santa’s arrival by train, culminating in the lighting of the Castle. More than 30,000 visitors saw the jolly old elf, generating increases of 2.4% in centre traffic, 4.8% in photo sales, and 11% in total centre sales.
The CORE Goes Green for Simons!
The CORE
Calgary, Alberta

Owner: Ivanhoe Cambridge and AIMCO
Management Company: Cushman & Wakefield Asset Services, Inc.

The Core's collaborative efforts with Simons, to promote the opening of a new four-level Anchor store, included a 360 degree strategy to inform, engage, and excite the city, culminating in a VIP Opening Event attended by more than 1,500 people. The nearly year-long campaign generated opening day sales 50% higher than the Brand’s most successful opening, 7.3 Million + earned media impressions, opening month traffic increases of 25.4%, and a staggering 650% return on investment.

Creating Space for Innovation
Oxford Properties Group
Toronto, Ontario

Their first to Market Retail Model concept, piloted at Yorkdale, provided short term leasing opportunities for emerging brands and start-ups to test the retail centre environment. Fueled primarily by social media, the experiential environment garnered 23 million PR Impressions, surpassed sales projections by 158%, revenue targets by 65%, attracted 36 new brands and start-ups, captured 5 new long term leases, and generated a 12.4% return on investment.

Poppin’ Up Kingsway
Kingsway Mall
Edmonton, Alberta

Owner/Management Company: Oxford Properties Group

The centre’s pop-up concept in vacant store fronts, enticed local, emerging, and artisanal brands into the retail centre environment. The innovative approach and rotating roster of tenants became the talk of Edmonton, attracting television coverage valued at $15,000, generated $365,000 in total revenue, four new long-term leases, and delivered an incredible ROI of 7020%.
EDMONTON BREWSERY DISTRICT

Edmonton Brewery District
Edmonton, Alberta

Development Company: First Capital Realty
Owner: First Capital Realty/Sun Life Financial
Design Architect: DIALOG

This pedestrian oriented development incorporates a former brewery and administration building to offer office space, shopping, dining, entertainment and service amenities. Located near downtown Edmonton and MacEwan University, and within one block of the city’s new transit station and future LRT Line, the LEED Silver certified mixed-use development is the first of several planned phases to revitalize an underutilized area.

HENDRIKS RESTAURANT & BAR

Hendriks Restaurant & Bar
CF Toronto Eaton Centre
Toronto, Ontario

Architect: Queen’s Quay Architects International, Inc.
Interior Designer: GH+A Design Studios

The warm and refined environment is a new take on a classic New York Steak and Seafood Restaurant. It incorporates a subtle mix of art deco design cues, walnut wood veneers, industrial design elements, penny tile, and accents of the brand’s bold signature blue colour, to create an environment welcoming to corporate executives, theatre goers, and shoppers alike.

THE HUDSON’S BAY

The Hudson’s Bay
Les Promenades Gatineau
Gatineau, Quebec

Architect: Sikorski Labelle Architects
Interior Designer: GH+A Design Studios

The open, airy, and expansive design incorporates a warm monochromatic palette and features open structures with vignettes of lifestyle merchandise, vertical merchandise display units, transparent panels, unique lighting fixtures, subtle accents of brick, metal and wood, and a variety of flooring materials to enhance the design’s modernity and shop in shop experience.
**Starbucks**
**Yorkdale Mall**
Toronto, Ontario

**Architect:** Daniel Johnson Architect, Inc.
**Interior Designer:** Min Cho, Erich Mele, Dikea Katakis, Lina Botero, Nikolay Nikolov

The brand’s third Yorkdale location offers both Reserve and Core Starbucks products in an 1,813 square foot space featuring a coffee bean shaped counter topped by a cantilevered roof. The open and welcoming Reserve bar incorporates luxury finishes and countertop seating, with brand merchandise artfully arranged in curving white oak and black metal framed display units. The unique café destination also incorporates black metal and black porcelain tile, warm natural oak, and copper accents to complete the fresh and inviting design palette.

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**Be.United.**
**The Bay Centre**
Victoria British Columbia

**Owner:** The Manufacturers Life Insurance Company
**Management Company:** Cushman & Wakefield Asset Services, Inc.

The Bay Centre’s collaborative partnership with the United Way Greater Victoria helped to raise awareness for the organization’s vital work in providing the community with resources and information on mental health, substance use, financial aid, housing and homelessness, as well as the launch of the expanded bc211 – a 24/7 multiplatform helpline service. The Bay Centre’s committed support and resources also helped to generate $200,000 in donations towards building a stronger and more resilient community.