MARKETING

The Marketing category recognises outstanding achievement in nine areas:

**Advertising:** Strategic communications that advertise a shopping centre or company to its target market(s). This may include efforts in a single medium or those in a multimedia series or campaign.

**Business-to-Business (B2B):** Marketing communications initiated by a shopping centre and directed to other businesses (not consumers), such as retailers, specialty retailers, trade groups, investors, suppliers, or other targeted commercial interests.

**Cause-Related Marketing:** A single or ongoing event, programme, or project that primarily benefits a charitable or community need, interest, or cause.

**Emerging Digital Technology:** The most current and innovative use of website, mobile, interactive, or any other online component that creates a brand experience.

**Grand Opening, Expansion and Renovation:** A comprehensive marketing campaign intended to introduce or reposition a new, expanded, or renovated shopping centre.

**Integrated Digital Campaigns:** Programmes consisting of an integrated online, digital, or social media campaign executed as a significant component of an in-mall event or sales promotion.

**Market Positioning and Brand Awareness:** Sustained and consistent marketing campaigns that contain multiple integrated elements that are implemented to position a centre or merchandise category within a centre to its target audience.

**Public Relations and Events:** A planned public relations programme, event, or initiative intended to primarily benefit the commercial interests of a shopping centre or company.

**Sales Promotion and Traffic Activation:** Programmes intended to directly impact retail sales and customer traffic including efforts that target buyer conversion, shopping frequency, relative draw, or market share.

DESIGN AND DEVELOPMENT

The Design & Development category recognises retail properties for their overall design qualities and creativity in development, through renovation or expansion of an existing property or innovative design of a new retail project.

RETAIL CONCEPTS

This category recognises innovative and creative retail concepts throughout the Asia-Pacific region.
MAGICAL DISNEY CHRISTMAS 2016
EMPORIUM MELBOURNE
MELBOURNE, AUSTRALIA

OWNER: GIC; VICINITY CENTRES
MANAGEMENT COMPANY: VICINITY CENTRES

Emporium Melbourne’s ‘Magical Disney Christmas 2016’ marked the centre’s first partnership with the iconic brand and featured a variety of festive Disney-themed activities, events, and promotions.

THE ART OF EATING
GATEWAY SYDNEY
SYDNEY, AUSTRALIA

OWNER: DEXUS WHOLESALE PROPERTY FUND (DWPF)
MANAGEMENT COMPANY: DEXUS

Gateway Sydney’s campaign strategy to announce the opening of their three-level dining precinct included an integrated digital and outdoor advertising approach, combined with PR communications.
The ‘Pink Power’ initiative provided women-run businesses the opportunity to launch their brands at malls across the country and receive guidance and mentorship from Inorbit’s management team.

The ‘Pet Festival Philippines’ at ParkMall, a series of animal welfare talks, pet competitions, and exhibits aimed at promoting responsible pet ownership, benefited the Island Rescue Organization (IRO).

Viviana Mall launched a free yearlong training program for 220 people with disabilities, resulting in 175 individuals developing the necessary skills to become employees in the centre’s retail outlets.
EMERGING DIGITAL TECHNOLOGY

GOLD AWARD WINNER

FRASERS TRIBAL QUEST
FRASERS CENTREPOINT MALLS
SINGAPORE

‘Tribal Quest’ was an in-app game that required shoppers to navigate the malls in search of cute tribal animals and scan QR codes with their smartphones for a chance to win centre-retailer prizes.

GOLD AWARD WINNER

AUGMENTED REALITY ART HUNT
THE GALERIES
SYDNEY, AUSTRALIA

OWNER: GIC REAL ESTATE
MANAGEMENT COMPANY: IPOH MANAGEMENT SERVICES PTY LTD

The Galeries created an immersive display of augmented reality art and invited customers to use ‘The Galeries AR Exhibition’ mobile app to uncover all of the interactive artworks hidden in plain sight.

SILVER AWARD WINNER

YEAR-ROUND DIGITAL CAMPAIGN
SHANGHAI IFC MALL
SHANGHAI, CHINA

OWNER/MANAGEMENT COMPANY: SUN HUNG KAI PROPERTIES

Shanghai ifc mall implemented virtual reality, augmented reality, iBeacon technology, an H5 webpage, holographic videos, and interactive WeChat technologies into their year-round promotional strategy.
GRAND OPENING, EXPANSION AND RENOVATION

A SHOPPING CENTER FOR NEW ASPIRATIONS IN CENTRAL CHINA
CITYON ZHENGZHOU SHOPPING CENTER
ZHENGZHOU, CHINA
OWNER: TAUBMAN ASIA;
WANGFUJING GROUP
MANAGEMENT COMPANY:
ZHENGZHOU FENGHUA
COMMERCIAL MANAGEMENT CO., LTD.

CityOn implemented a number of innovative online and offline membership recruitment activities before their grand opening and offered an extended period of promotional events post-opening.

MEET TOGETHER AT MIRA PLACE
MIRA PLACE
HONG KONG
OWNER/MANAGEMENT COMPANY: MIRAMAR GROUP

The ‘Meet Together at Mira Place’ campaign was launched post-renovation to promote Miramar Shopping Centre’s new centre identity and unique all-in-one visitor experience.

LAUNCH CAMPAIGN
TRAMSHEDS HAROLD PARK
FORREST LODGE, AUSTRALIA
OWNER/MANAGEMENT COMPANY: MIRVAC

Local dignitaries and celebrities cut a 1.5-metre-long pasta ribbon to officially launch the grand opening of Tramsheds Harold Park’s experiential dining precinct.
INTEGRATED DIGITAL CAMPAIGNS

**GOLD AWARD WINNER**

**YOUTUBE LOUNGE**
**AYALA MALLS**
**MAKATI CITY, PHILIPPINES**

As part of their innovative strategy to reach new audiences and accumulate user-generated content, Ayala Malls collaborated with a powerhouse brand to create an in-centre ‘YouTube Lounge’.

**SILVER AWARD WINNER**

**GOLDFISH ALIVE**
**EAST POINT CITY**
**HONG KONG**

OWNER: SUN HUNG KAI PROPERTIES
MANAGEMENT COMPANY: SUN HUNG KAI REAL ESTATE AGENCY LTD.

East Point City’s ‘Goldfish Alive’ digital installation converted children’s paintings and drawings of goldfish into 3D animations and brought them to life in a large-scale virtual aquarium.

**SILVER AWARD WINNER**

**STRAND ARCADE AUTUMN WINTER ’17 INTERACTIVE FASHION VIDEO**
**THE STRAND ARCADE**
**SYDNEY, AUSTRALIA**

OWNER: GIC REAL ESTATE MANAGEMENT COMPANY: IPOH MANAGEMENT SERVICES PTY LTD

The Strand’s interactive fashion video allowed viewers to browse through the Autumn/Winter fashion collections, enlarge the images, and receive pertinent shopping information with just a few clicks of a mouse.

**GOLD AWARD WINNER**

**SM X VIBER STICKER CAMPAIGN SHOPPING CENTER MANAGEMENT CORPORATION (SM SUPERMALLS)**
**PASAY CITY, PHILIPPINES**

SM Supermalls created six unique shopping personalities to feature in their SMSquad sticker pack, made available for download through an innovative partnership with social media giant Viber.
## MARKET POSITIONING AND BRAND AWARENESS

### GOLD AWARD WINNER

**All in Here: Realizing Chengdu IFS’s Fashion Leadership in China**

Chengdu IFS

Owner/Management Company: Wharf China Estates Limited

Chengdu IFS executed a series of experiential events, including the International Style Conference and the Kids Catwalk Modeling initiative, to reinforce their positioning as a fashion leader.

### SILVER AWARD WINNER

**2017 Xintiandi Festival**

Shanghai Xintiandi

Owner/Management Company: China Xintiandi

The ‘Xintiandi Festival’ cultural event featured top international artists performing in-centre and at city cafes, museums, restaurants, art exhibitions, and as part of an artist speaker series.

### GOLD AWARD WINNER

**Lifestyle Laboratory**

Siam Discovery - The Exploratorium

Bangkok, Thailand

Owner/Management Company: Siam Piwat Co., Ltd.

‘Siam Discovery – The Exploratorium’ is the first hybrid retail destination in Thailand. It allows visitors to use interactive digital technologies to enhance and individualize their shopping experiences.
PUBLIC RELATIONS AND EVENTS

GOLD AWARD WINNER

PAPER ART SEASON @ SM LIFESTYLE CENTER
SM LIFESTYLE CENTER, XIAMEN
XIAMEN, CHINA

OWNER: SM PRIME HOLDINGS MANAGEMENT COMPANY: XIAMEN SM CITY CO., LTD

The ‘Paper Art Season @ SM Lifestyle Center’ featured Xiamen’s first 100% paper-made garden and included unique paper exhibits and displays and workshops led by a local paper-artist.

SILVER AWARD WINNER

PAWS BY THE SEA 2017
STANLEY PLAZA
HONG KONG

OWNER: LINK
PROPERTY MANAGEMENT COMPANY: LINK ASSET MANAGEMENT LIMITED

Stanley Plaza’s inaugural ‘Paws by the Sea’ initiative included the world-renowned ‘Architecture for Dogs’ exhibition, a carnival with dog games, dog treats, and unique paintings that dogs could see.

GOLD AWARD WINNER

THE BLACK BOX PRESENTS
THE WHITEFIELD ART COLLECTIVE 2017
VR BENGALURU
BENGALURU, INDIA

OWNER/MANAGEMENT COMPANY: VIRTUOUS RETAIL SOUTH ASIA PTE LTD

The ‘Whitefield Art Collective 2017’ initiative featured a children’s art competition, a TEDx talk, a basement art project, an award-winning film screening, and a tribute to an eminent Bangalore artist.
SALES PROMOTION AND TRAFFIC ACTIVATION

GOLD AWARD WINNER

GIFTED
THE GALERIES
SYDNEY, AUSTRALIA

OWNER: GIC REAL ESTATE
MANAGEMENT COMPANY:
IPOH MANAGEMENT
SERVICES PTY LTD

The Galeries employed four emerging artists to design and print personalised gift-wrapping paper for customers who spent a minimum purchase amount during their ‘Gifted’ campaign.

GOLD AWARD WINNER

THE RISE TO OPULENCE
PAVILION KUALA LUMPUR
KUALA LUMPUR, MALAYSIA

OWNER: MTRUSTEE BERHAD
FOR PAVILION REIT
MANAGEMENT COMPANY:
KUALA LUMPUR PAVILION
SDN BHD

Pavilion Kuala Lumpur harnessed the power of storytelling to reveal how they transformed a rooster into Malaysia’s largest phoenix replica during their CNY ‘The Rise to Opulence’ campaign.
NEW DEVELOPMENTS

**SILVER AWARD WINNER**

**CENTRALFESTIVAL EASTVILLE**
LATPHRAO, THAILAND

TOTAL RETAIL SPACE: 790,000 SQ. FT.
NUMBER OF STORES: 230

DEVELOPMENT COMPANY/OWNER: CENTRAL PATTANA PUBLIC COMPANY LIMITED
DESIGN ARCHITECTS: RARE, M.A.A.R
PRODUCTION/EXECUTIVE ARCHITECT: M.A.A.R

CentralFestival EastVille’s expansive, all-inclusive complex provides residents with an impressive mix of retailers, dining options, services, recreation, entertainment, and fitness amenities.

**SILVER AWARD WINNER**

**CHENGDU JOY CITY**
CHENGDU, CHINA

TOTAL RETAIL SPACE: 2,000,000 SQ. FT.
NUMBER OF STORES: 400

DEVELOPMENT COMPANY/OWNER: COFCO JOY CITY PROPERTY HOLDINGS
DESIGN ARCHITECT: CALLISONRTKL
INTERIOR DESIGNER: AGC DESIGN LTD.

Located in the heart of the city, Chengdu Joy City features a world-class roster of global brands and a variety of dining, entertainment, and leisure offerings in a beautiful, park-like setting.

**GOLD/SUSTAINABLE DESIGN WINNER**

**OLYMPIA 66**
DALIAN, CHINA

TOTAL RETAIL SPACE: 2,388,532 SQ. FT.
NUMBER OF STORES: 404

DEVELOPMENT COMPANY/OWNER: HANG LUNG PROPERTIES
ARCHITECT: AEDAS
GRAPHIC DESIGNER: GRAPHIA

Olympia 66’s distinctive twin carp design incorporates figure-eight circulation, allowing visitors to easily navigate throughout the expansive center and seamlessly access plazas and green spaces.

**GOLD AWARD WINNER**

**PARC CENTRAL**
GUANGZHOU, CHINA

TOTAL RETAIL SPACE: 477,487 SQ. FT.
NUMBER OF STORES: 120

DEVELOPMENT COMPANY/OWNER: SUN HUNG KAI PROPERTIES
DESIGN ARCHITECT: BENOY
PROJECT ARCHITECT: RONALD LU & PARTNERS LDL: HUASEN ARCHITECTURAL

Parc Central comprises two buildings in a unique, double fish design intricately connected by pedestrian bridges, common areas, and walkways — all set amidst landscaped gardens and open parklands.
2017 Asia-Pacific Shopping Center Awards

RENOVATIONS AND EXPANSIONS

GOLD AWARD WINNER

SIAM DISCOVERY: THE EXPLORATORIUM
BANGKOK, THAILAND

TOTAL RETAIL SPACE: 430,557 SQ. FT.
NUMBER OF STORES: 126

DEVELOPMENT COMPANY/OWNER: SIAM PIWAT CO., LTD.
DESIGN ARCHITECT: NENDO
PRODUCTION/EXECUTIVE ARCHITECT: URBAN ARCHITECTS CO., LTD

The newly renovated Siam Discovery: The Exploratorium houses interest-based merchandise enhanced by the latest digital technology to provide an innovative and experiential retail environment.

SILVER AWARD WINNER

PACIFIC FAIR SHOPPING CENTRE
BROADBEACH, AUSTRALIA

TOTAL RETAIL SPACE: 1,646,877 SQ. FT.
NUMBER OF STORES: 400

DEVELOPMENT COMPANY/OWNER: AMP CAPITAL RETAIL TRUST & AMP CAPITAL DIVERSIFIED PROPERTY FUND
ARCHITECT: SCENTRE

Pacific Fair’s expansive redevelopment included the addition of approximately 240 new retailers, enhanced amenities, digital wayfinding, free Wi-Fi, a visitor’s lounge, and valet parking services.

The newly renovated Siam Discovery: The Exploratorium houses interest-based merchandise enhanced by the latest digital technology to provide an innovative and experiential retail environment.
RETAIL CONCEPTS

SILVER AWARD WINNER

M.C. BOX
HONG KONG

COMPANY: UNI-CHEM (MARKET) MANAGEMENT LTD.
ARCHITECT: VICTOR LO

The visually unique “fruit box” façade of the newly branded M.C. Box is complemented by a farmhouse-themed interior and accented with suspended fruit-like decorations, including a six-metre-high cob of corn.

GOLD AWARD WINNER

RIEDEL WINE BAR & CELLAR
BANGKOK, THAILAND

COMPANY: GAYSORN GROUP
ARCHITECTS/DESIGNERS: CHAPMAN TAYLOR

The luxurious and elegant Riedel Wine Bar & Cellar comprises a fine dining restaurant, cocktail bar, private dining room, al fresco terrace, and wine cellar — all accented by pieces of iconic Riedel glassware.
CP Groups owns and operates 13 business groups through various subsidiaries.

CP GROUP (Charoen Pokphand Group) was founded in 1921. As Thailand’s largest private company and one of the world’s largest conglomerates, it has an annual revenue of approximately US$ 45 billion and more than 300,000 staff. It currently owns and operates 13 business groups through various subsidiaries. CP Group operates in over 30 countries (Asia, Australia, Middle East, North America, Europe, Russia & Africa) with a major presence in China.

As the first foreign company entering into China in 1979, it has more than 200 subsidiaries and presence in 32 out of 34 provinces in the country.

CP Group has collaborated with Chinese Government on significant national economic and infrastructure development programs.

CP Commercial Real Estate

Super Brand Mall - Multifunction Lifestyle Venue
GFA: 100,000 - 300,000 sqm
Shanghai, Beijing, Guangzhou, Luoyang, Hefei, Yueqing, etc.
www.superbrandmall.com

Touch Mall - Community Mall
GFA: 50,000 - 100,000 sqm
Xuhui, BaoShan, Xi’an, Zhengzhou, Shantou, Khunsun, etc.
www.touchsuperbrandmall.com

Lifestyle Mall
GFA: 30,000 - 50,000 sqm
Shanghai YOZ Lu, Shanghai Chang Ning, Wuxi, etc.

15 malls operating & under-development
At least 30 more locations are in the pipeline