

# Solal Marketing Awards

## 2018 Winners

The ICSC Solal Marketing Awards bring together the very best of retail marketing across Europe and South Africa to reward those with the most effective campaigns. By recognising best practices and outstanding marketing performances, the ICSC Solal Marketing Awards are seen as a benchmark of quality throughout the industry.



# Award Categories

<b>BRAND AWARENESS &amp; (RE)POSITIONING</b>	<p>This category aims to reward entrants who have successfully and creatively changed or consolidated the customer perception of their centre. It may address a shift in the behaviour of shoppers or a change in their profile, a new competitor, or a significant change in the centre. It should demonstrate innovation in the techniques used to bring about tangible, measurable results and could involve advertising, PR, social media, mobile technology and communication, research, or events.</p>
<b>BUSINESS-TO-BUSINESS</b>	<p>This category acknowledges success in targeting a business audience rather than consumers and rewards creative originality and cost-effective results. It is geared toward campaigns as it relates to tenants, mall operators, trade groups, media, or ideas that set out to maximise leasing opportunities. Initiatives can include those designed to raise the profile of assets and investments either as a single location or as a portfolio.</p>
<b>CORPORATE SOCIAL RESPONSIBILITY</b>	<p>This category recognises innovation and achievement for projects that aim to benefit the centre catchment area, be it the local or a wider community. It covers single or ongoing initiatives designed to educate, involve, influence, or improve the well-being of a community. It can include a charity tie-up or a partnership with another organisation. Success is measured by the improvement to lives in the neighbourhood, rather than strict commercial goals. The campaign should ideally link to a clear corporate social responsibility (CSR) strategy. The scope includes aspects such as the environment, safety, health and social engagement, and not only charity.</p>
<b>CUSTOMER SERVICES</b>	<p>This category recognises excellence and innovation in customer service and experience detail. It may be driven by an individual centre, a group of centres or a portfolio. It could be a single initiative or an ongoing programme that exhibits effectiveness and efficiency against objectives.</p>
<b>EMERGING TECHNOLOGY</b>	<p>This category focuses on campaigns that are driven primarily via new technologies such as hardware, software, big data, digital tools and digital channels. Programmes can include any of the following elements as part of a clear marketing strategy: innovative and effective use of websites, mobile technology, augmented reality, location-based technologies, big data or any new integrated digital innovations.</p>
<b>FOOTFALL ACTIVATION</b>	<p>This category is geared towards campaigns and activities designed primarily to generate footfall traffic within the mall. The footfall could be for a one-off activity or for more long-lasting initiatives. It could relate to the type of shopper in terms of profile and quality and not merely to the volume of shoppers. It recognises innovative approaches to marketing that could involve advertising, PR, social media, mobile technology, or events.</p>
<b>GRAND OPENING / EXPANSION / REFURBISHMENT</b>	<p>This category recognises innovation and excellence in the marketing of a new centre opening or the reopening of a centre and rewards creative originality and cost-effective results. It can include the opening of a specific part of a scheme such as a refurbishment of a food court, mall decor, or an extension.</p>
<b>SALES ACTIVATION</b>	<p>This category rewards campaigns and activities designed primarily to generate retail sales within the mall. The sales campaign could be for a one-off activity or for more long-lasting initiatives. It could relate to a specific sales promotion or be linked to an event, a leisure programme or relate to retailer online sales as well.</p>

# Brand Awareness & (Re)Positioning



## You Are the Star of Fashion

**Gordion**

Ankara, Turkey

**Management Company/Owner:** Multi Turkey

Young designers were invited to submit their designs online for an opportunity to present their creations to a jury of fashion professionals and icons, and to compete for an internship with a renowned designer.



SILVER  
WINNER



## Die Yourself

**H2O**

Madrid, Spain

**Management Company:** CBRE

**Owner:** Alpha Tiger Spain

H2O challenged 10 lucky draw winners to be buried alive for four hours in specially designed 'coffins' equipped with cameras and microphones for a chance to win a grand prize vacation to Transylvania.



GOLD  
WINNER



## Posnania's 1 B-Day

**Posnania**

Poznań, Poland

**Management Company:** Apsys Polska

**Owner:** Centrum Posnania sp. z o.o.

Posnania's four-day long first anniversary campaign offered presents and gift cards to visitors, as well as fulfilling the special wishes of five individuals nominated in a social media contest by their loved ones.



SILVER  
WINNER



## Hug from RC

**Rødovre Centrum**

Rødovre, Denmark

**Management Company/Owner:**

A/S Rødovre Centrum



GOLD  
WINNER



SPECIAL  
DISTINCTION  
UNDER 10K

Rødovre Centrum employed a group of ambassadors to bestow hugs on visitors as a thank you for their overwhelmingly positive feedback and support of the centre as the country's favourite shopping centre.

# Brand Awareness & (Re)Positioning



## Bad Santa

**Rødovre Centrum**  
Rødovre, Denmark

**Management Company/Owner:** A/S Rødovre Centrum

Rødovre Centrum's irreverent campaign featured a fashionably clad but badly-behaved Santa Claus whose inappropriate behavior was shared through social media, television, and advertising spots.



## W.Smile

**Waasland Shopping Center**  
Sint-Niklaas, Belgium

**Management Company:** Devimo Consult NV

**Owner:** Celsius Waasland NV (by AEW)

Waasland Shopping Center's all encompassing 'W.Smile' campaign to promote its positioning as a likeable welcoming centre, included unique competitions, and creative décor, installations, and events.





## MEGA Marketing Day

### IKEA Centres

Moscow, Russian Federation

IKEA Centres' Annual MEGA Marketing Day is a multifaceted networking event for key tenants and partners featuring best practices, team building exercises, new concepts, and interactive presentations.



SILVER  
WINNER



## Retail Property Forum "Open House"

### IKEA Centres

Moscow, Russian Federation

The 'Open House 2017' was a retail property forum attended by existing and potential retailer brands designed to showcase MEGA centres as innovative, inspiring, and collaborative meeting places.



SILVER  
WINNER



## Sustainable Agriculture at Akmerkez Rooftop: Living Organism On the Cityline

**Akmerkez**  
Istanbul, Turkey

**Management Company:** Ucgen Bakim Ve Yonetim Hizmetleri A.S.

**Owner:** Akmerkez Reit

The Terasta Tarim is a 750 square meter roof top garden where tenants and local groups are given the opportunity to grow crops, while raising awareness for permanent urban agricultural production.



## El Ele Cafe (Hand in Hand Cafe)

**Izmir Optimum Shopping Center**  
Izmir, Turkey

**Management Company:** Rönesans Management

**Owner:** Rönesans Real Estate Investment

The 'El Ele Café' is an innovative initiative that trains and employs young autistic adults, and whose profits are donated to providing scholarships for autistic persons to continue their educational pursuits.



## Charity Campaign 'Share&Care'

**Spice**  
Riga, Latvia

**Management Company:** LTD "Tirdzniecibas centrs Pleskodale"

**Owner:** LTD "Kapitel"

The Share & Care campaign at Spice encouraged visitors to donate baby clothes, blankets, and other necessities to benefit and support the city's disadvantaged mothers and their newborn children.



## No Barriers in Zorlu Center

**Zorlu Center**  
Istanbul, Turkey

**Owner:** Zorlu Property Group

Zorlu Center's ongoing project to remove barriers throughout their mall is part of their continued commitment to provide a more accessible environment for handicapped and visually impaired visitors.





## Alley of Wonders – Retailtainment in the Heart of Refurbishment

**Atrium Promenada Shopping Mall**

Warsaw, Poland

**Management Company:** Atrium Poland Real Estate sp. z o.o.

**Owner:** Atrium European Real Estate Limited

The Alley of Wonders is an entertainment and recreation zone for children and teens, consisting of illustrated historical tenement houses incorporating innovative and interactive games and activities.



**GOLD  
WINNER**



## Wish & Have

**Forum Bornova**

Izmir, Turkey

**Management Company:** Multi Turkey

**Owner:** Commerz Real Investment GmbH

Forum Bornova's 'Wish and Have' mobile app allows visitors to arrange to have free services including cribs, high chairs, wheel chairs, newspapers, and books delivered to their location whenever they wish.



**SILVER  
WINNER**



## Kanyon My Way

**Kanyon**

Istanbul, Turkey

**Management Company:** Kanyon

**Owner:** Eczacibasi Group & IS Gyo

Kanyon use What's App in their customer service platform, allowing visitors to request a table at centre cafes, submit compliments and comments, and to receive information on centre events and promotions.



**GOLD  
WINNER**



## Alegro Multibrand Self-Service Kiosks & App

**Alegro Alfragide Shopping Centre**  
Carnaxide, Portugal

**Management Company:** Ceetrus Portugal

**Owner:** Ceetrus Portugal/Fund Alaska

Alegro Alfragide's omni-channel platform allows visitors to order and pay for their meal using the mobile app or food court kiosks, and to receive a text alert notifying them when their order is ready.



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WINNER**



## Digital Mall by ECE

**ECE Projektmanagement GmbH & Co. KG**  
Hamburg, Germany

ECE's Digital Mall customer platform allows visitors to receive up-to-the-minute information on product availability anywhere at any time, through the centre's website, mobile website, or mobile app.



**SILVER  
WINNER**



## Wanted: Dedicated Followers of Fashion

**Hammerson**  
London, United Kingdom

Style Seeker uses AI technology that allows users to snap a product or upload an image of something they like, and find similar items or like products available from retailers at their local shopping centre.



**SILVER  
WINNER**



**SPECIAL  
DISTINCTION  
INNOVATION**



## Carpool Karaoke

**Rødovre Centrum**  
Rødovre, Denmark

**Management Company/Owner:** Rødovre Centrum A/S

Rødovre Centrum took inspiration from the phenomenon television show 'Carpool Karaoke' and filmed social media videos of visitors singing along to their favourite songs in a specially designed car installation.



**GOLD  
WINNER**



# Footfall Activation



## Feel Festive by Giving

**IKEA Centres**

Moscow, Russian Federation

The 'Feel Festive by Giving' campaign was a multi-platform initiative that encouraged MEGA visitors to truly experience the magic and joy of the season through the gift of giving to those less fortunate.



SILVER  
WINNER



## Let's Light Up Manu

**Manufaktura**

Lodz, Poland

**Management Company:** Apsys Polska

**Owner:** Union Investment Real Estate AG

Manufaktura's weekend-long 'Let's light Up Manu' event featured spectacular digital lighting effects, large scale light-art installations, and live acrobatic, fire thrower, and outdoor theatre performances.



GOLD  
WINNER



## Final Four Fanzone

**Marmara Forum**

Istanbul, Turkey

**Management Company:** Multi Turkey

**Owner:** Multi Turkey & Ares

Marmara Forum's 'Final Four Fanzone' was a three-day Basketball celebration featuring player meet and greet events, themed exhibitions, fan merchandise, training workshops, and a local teams tournament.



SILVER  
WINNER



## MEGA Drift Show 2017

**Mega Novosibirsk**

Novosibirsk, Russian Federation

**Management Company/Owner:** IKEA Centres

MEGA Novosibirsk promoted their annual drift show event with an online teaser video showing two highly skilled drift drivers navigating the underground parking garages and throughout the indoor centre corridors.



SILVER  
WINNER

# Grand Opening / Expansion / Refurbishment



## Grand Opening

### MEGA Yekaterinburg

Yekaterinburg, Russian Federation

**Management Company/Owner:** IKEA Centres

MEGA Yekaterinburg's grand opening campaign for their newly refurbished centre was a celebration of the culture, history, music, dance, cuisine, and lifestyle the Ural Mountain region is known for.



SILVER  
WINNER



## Release Party

### Rødovre Centrum

Rødovre, Denmark

**Management Company/Owner:** A/S Rødovre Centrum

RC's 'Release Party' inspired by their partnership with the ARKEN Museum of Modern Art included a unique exhibition of art, video, and lighting, set to music from famed international musicians.



GOLD  
WINNER



## Mining for Low Prices! Czorny Piontek, Czorny Weekend: Black Friday our Way!

**Galeria Katowicka**  
Katowice, Poland

**Management Company:** Apsys Polska

**Owner:** Employees Provident Fund of Malaysia

Galeria Katowicka's 'Mining for Low Prices' campaign was a week-end long event that combined the city's proud Silesian character and historical mining traditions with the Black Friday phenomenon.



## Basket Burger

**Marmara Forum**  
Istanbul, Turkey

**Management Company:** Multi Turkey

**Owner:** Multi Turkey & Ares

To support their partnership with a local basketball team and to boost sales of a food court tenant, Marmara Forum offers a coupon redeemable for a free burger to fans with game ticket receipts.



## Candy Fashion

**Wijnegem Shopping Center**  
Wijnegem, Belgium

**Management Company:** SCMS-Ceusters part of Group Hugo Ceusters-SCMS

**Owner:** AXA Reim and Celsius Holding (by AEW)

Wijnegem filled an 8-meter-tall candy dispenser with centre retailer coupons, discounts, prizes, and candy, and offered visitors who met the minimum spend amount the chance to claim a prize.





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