

# Solal Marketing Awards

## 2019 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>BUSINESS-TO-BUSINESS</b>	This award acknowledges success in targeting a business audience rather than consumers.
<b>STRATEGIC MARKETING</b>	This category recognises the results of multilayered campaigns, which embrace a blend of disciplines such as advertising, digital, PR and events.
<b>TACTICAL ACTIVATION</b>	This category is geared towards campaigns and activities designed primarily to generate footfall and/or sales within the mall.
<b>GRAND OPENING / EXPANSION / REFURBISHMENT</b>	This award recognises innovation and excellence in the marketing of the opening of a new centre, or the re-launch of an existing centre.
<b>CORPORATE SOCIAL RESPONSIBILITY</b>	This award recognises innovation and achievement for projects which aim to benefit the centre catchment area, be it the local or wider community.
<b>PUBLIC RELATIONS [NEW!]</b>	This new category aims to reward centres that have developed innovative and effective PR campaigns.
<b>BRAND &amp; TENANT PARTNERSHIPS [NEW!]</b>	This new category recognises an effective partnership developed between a shopping centre and either its tenants, or a third-party brand.
<b>CUSTOMER SERVICES</b>	This award recognises excellence and innovation in customer service and customer experience.
<b>EMERGING TECHNOLOGY</b>	This category focuses on campaigns which are driven primarily via new technologies (hardware, software, big data, digital tools, or digital channels).
<b>SPECIAL DISTINCTIONS</b>	The ICSC Solal Awards Jury will award two special distinctions: the marketing campaign that scores the highest on the innovation criteria and the highest-scoring campaign with a budget of less than €10,000.







## The First Artificial Intelligence Christmas Tree

**CityLife Shopping District** Milan, Italy

**Owner:** Generali Real Estate srl

**Management Company:** Sierra Itali srl

CityLife Shopping District partnered with tech giant Huawei and installed a 15 meter tall by nine meter wide Christmas tree equipped with Artificial Intelligence, that would change the colour of the LED lights according to the emotions of the visitors surrounding it. The multifaceted campaign was supported by a robust events calendar that included live performances and celebrity appearances, alongside social media initiatives, centre promotions, festive decor, and Santa's Grotto.



## Life in a Box

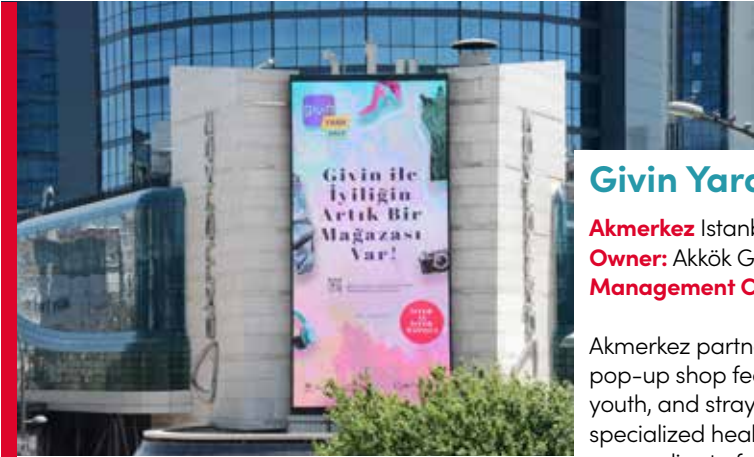
**Rødovre Centrum** Rødovre, Denmark

**Owner:** A/S Rødovre Centrum

**Management Company:** Centerforeningen Rødovre Centrum

Rødovre Centrum partnership with the internationally renowned Human Library organization included a multifaceted campaign where visitors could borrow a 'human book' from a specially designed bookshelf, and chat with them to learn about who they are, rather than the label they fall under. Visitors borrowed more than 85 living titles, representing transgender individuals, abuse victims, religious minorities, and people with mental health issues amongst others, helping them challenge their existing prejudices, and fostering greater acceptance of those around them.





### Givin Yard Sale Store

**Akmerkez** Istanbul, Turkey  
**Owner:** Akkök Group, Klepierre, Tekfen Group  
**Management Company:** Ucgen Bakim Ve Yonetim Hizmetleri A.S

Akmerkez partnered with online resource developer Givin to offer an in-centre pop-up shop featuring donated merchandise, with proceeds benefitting children, youth, and stray dogs. The initiative has provided nearly 1,000 children with specialized healthcare, educational resources, and financial support, as well as supplies to feed more than 8,500 dogs each day.



### Drop Your Perception

**Churchill Square Shopping Centre** Brighton, United Kingdom  
**Owner:** Aberdeen Standard Investments  
**Management Company:** JLL

Churchill Square Shopping Centre hosted a series of inclusive, Gender Neutral Fashion Shows to challenge the perception of the role gender plays within the fashion industry today.



### Together We Can

**CNCC** Milan, Italy

This two-month-long campaign to raise funds and awareness for the Red Cross included the participation of 1800 volunteers at 313 Shopping Centres across Italy.



### For Our See

**Diagonal Mar** Barcelona, Spain  
**Owner:** DWS  
**Management Company:** CBRE

Diagonal Mar's ongoing efforts to protect the Mediterranean Sea from plastic waste included coastline clean-up days, a partnership with a charitable environmental group, a themed children's edu-tainment area, sustainably made centre merchandise, and sponsoring the Ultra Clean Marathon — a unique event where people compete to collect the most waste.







## Eco Hub

**Dolphin Shopping Centre** Poole, United Kingdom  
**Management Company:** JLL

Dolphin Centre transformed a vacant retail unit into the 'Eco Hub' a sustainably crafted space with a living wall and up-cycled furniture, offering free space for 50 community stakeholders, a children's 'Grow, Taste, and Learn' edu-tainment zone, a charity corner, water station, and a live feed of the centre's rooftop bee project.



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## Jurassic Escape Rooms

**Espacio León** León, Spain  
**Owner:** Espacio León Propco SL  
**Management Company:** Multi Spain Management SA

Espacio León invited school children to work together to solve a variety of tests and challenges and find a hidden dinosaur egg within their themed Jurassic Escape Rooms.



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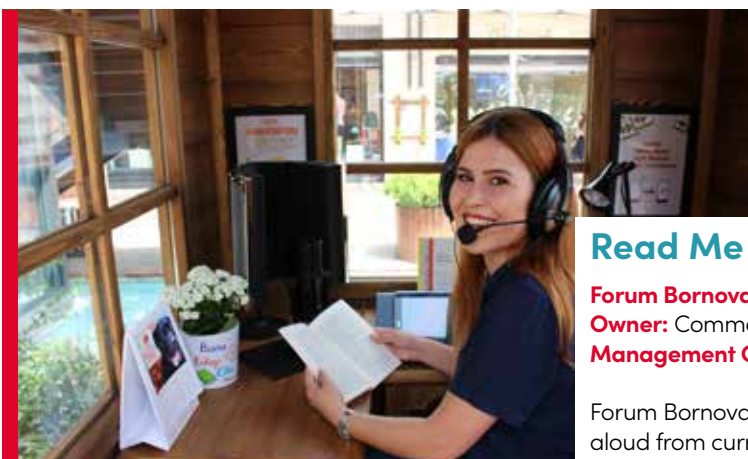
## IT Children Academy

**Espark Eskisehir** Eskişehir, Turkey  
**Owner:** Otto Family  
**Management Company:** ECE Projektmanagement

Espark Shopping Center offered 1,000 school-aged children the opportunity to learn coding, 3D design, and robotics at their specially equipped in-center classroom.



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## Read Me a Book

**Forum Bornova** Izmir, Turkey  
**Owner:** Commerz Real Investment Gesellschaft mbH  
**Management Company:** Multi Turkey

Forum Bornova installed a voice recording studio, where volunteers can read aloud from current novels and books to benefit the nearly 400,000 visually impaired citizens nationwide.



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Katowicka for Autism

**Galeria Katowicka** Katowice, Poland  
**Owner:** Employees Provident Fund of Malaysia  
**Management Company:** Apsys Polska



Galeria Katowicka offered designated shopping hours during which retailers will dim shop lights and music on request, and a specially designed Silent Room equipped with subdued colours and lighting, comfortable furniture, and a video intercom, to support their visitors with Autism Spectrum Disorder. In addition to their ongoing public awareness campaign, they also provide training for centre staff and retailers to recognize shoppers requiring additional support.



The Latest of the World

**La Fabbrica** S. Stefano di Magra, Italy  
**Owner:** Santo Stefano Ipermercati Srl/Melf Srl  
**Management Company:** Cushman & Wakefield



La Fabbrica's art competition challenged young artists to create a graphic novel detailing the journey unaccompanied minor migrants undertake to seek a new life in Northern Europe.



The World of Comics

**Manufaktura** Lodz, Poland  
**Owner:** Union Investment Real Estate AG  
**Management Company:** Apsys Polska



Manufaktura invited comic artists from the International Festival of Games and Comics to create and produce unique window banners for vacant stores and shops under renovations.



Redefine Properties Innovation Challenge

**Redefine Properties** Johannesburg, South Africa



Redefine Properties hosted a national competition to challenge innovators and entrepreneurs, to re-think, re-invent, and re-configure, the physical spaces in a retail mall.



## St. Enoch - Meeting the Needs of Autistic Shoppers

**St. Enoch Centre** Glasgow, United Kingdom

**Owner:** Blackstone

**Management Company:** Multi

St. Enoch Centre partnered with Scottish Autism to host inclusive fundraising and awareness events, and offer a dedicated quiet room for autistic and sensory sensitive visitors.



## #BeYourself

**Sint Jorisplein** Amersfoort, Netherland

**Owner:** Altera Vastgoed

**Management Company:** Colliers International

Sint Jorisplein's #BeYourself initiative allowed visitors to communicate with, and be coached by local social media influencers in the fields of fashion, beauty, and lifestyle.







## Garden Resort

**Centro Commerciale I Portali** Modena, Italy  
**Management Company:** SVICOM S.r.l

Portali's Garden Resort's in-centre installation offered gardening courses, botanical advice, music therapy, and the opportunity for vacationing residents to leave their beloved houseplants under the care of experts. The 30-day long summer initiative generated 40 online and offline videos, press reports, and broadcast pieces, with an estimated value of €25,000.



## Free Shuttle Bus Service

**Forum Algarve** Faro, Portugal  
**Owner:** CRI - Commerz Real AG  
**Management Company:** Multi Portugal

Forum Algarve offered a free shuttle bus service for tourists and visitors throughout the summer months, linking the centre with the international airport and the city's downtown core area.



## SOS Christmas Gift

**Kringlan** Reykjavik, Iceland  
**Owner:** Reitir ehf  
**Management Company:** Rekstrarfélag Kringlunnar

Kringlan Mall offered shoppers struggling to find the perfect gift for loved ones, the opportunity to solicit advice in person or online from centre representatives, and receive suggestions based on budget and tastes. The three-day long initiative helped 1,130 customers find the ideal gift, generated a 44% increase in online catalogue views, engaged the elusive male demographic, and delivered an outstanding customer service satisfaction rating.



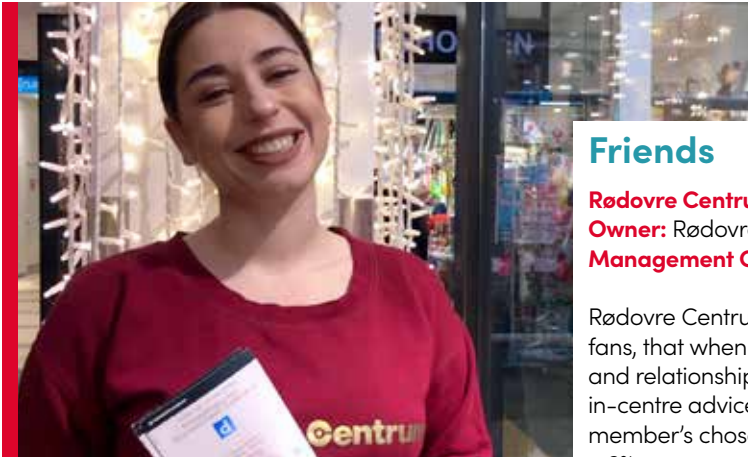
## Posnania #better2gether

**Posnania** Poznań, Poland  
**Owner:** Apsys Group  
**Management Company:** Apsys Polska

Posnania's multifaceted programme '#Better Together' included specialised customer service training for their retailer's employees, visual merchandising workshops, centre-wide competitions, customer service awards, and a grand-scale Christmas party for retailers, management, and their families.







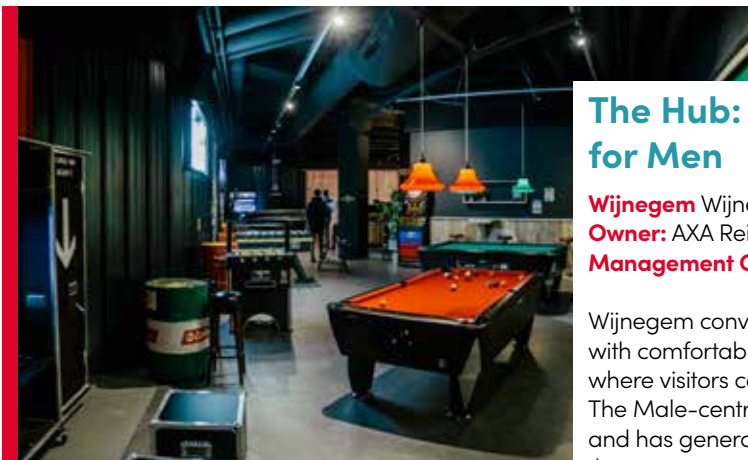
## Friends

**Rødovre Centrum** Rødovre, Denmark

**Owner:** Rødovre Centrum A/S

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

Rødovre Centrum developed a digital gift guide using input from their Facebook fans, that when activated offered five gift suggestions based on gender, budget, and relationship. The centre also employed a team of Facebook Friends to offer in-centre advice to Christmas shoppers, and in return made a donation to each member's chosen charity. The festive guide was activated 5,330 times, generated a 2% year-over-year revenue increase, and rated a 4.7 in customer satisfaction.



## The Hub: Customer Service Designed for Men

**Wijnegem** Wijnegem, Belgium

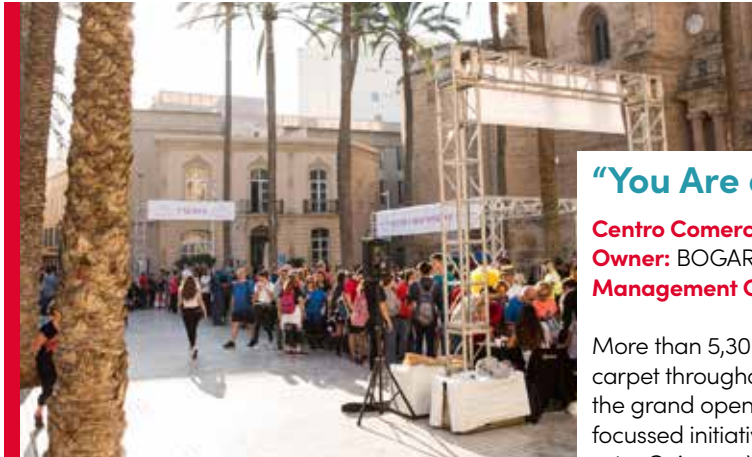
**Owner:** AXA Reim and Celsius Holding (by AEW)

**Management Company:** Ceusters nv

Wijnegem converted a vacant unit into a specially designed Man Cave, equipped with comfortable furniture, televisions, video games, billiards, and dart boards, where visitors can enjoy a beer or cocktail whilst their partners continued to shop. The Male-centric initiative has been visited more than 57,000 times and counting, and has generated national and international media coverage estimated at more than €316,000.



# Grand Opening / Expansion / Refurbishment



## "You Are a Star"

**Centro Comercial Torrecárdenas** Almeria, Spain

**Owner:** BOGARIS

**Management Company:** CBRE Real Estate

More than 5,300 costumed participants travelled along a 6.35 kilometer long red carpet throughout Almeria, in celebration of the area's rich cinematic heritage and the grand opening of the city's newest shopping centre. This creative, community-focussed initiative generated media coverage valued at nearly €142,000, and also set a Guinness World Record for the longest red carpet.



## IKEA MEGA Integration

**MEGA Yekaterinburg** Yekaterinburg, Russian Federation

**Owner:** INGKA Centers Rus Property B

**Management Company:** INGKA Centers Rus Operation

MEGA Yekaterinburg's newly revamped IKEA store offers direct access to the centre, and features pop-up shops, a co-working area, self-serve cash lanes, a trendy coffee bar, and an expanded bistro dining area.



## Pink Party

**Rødovre Centrum** Rødovre, Denmark

**Owner:** A/S Rødovre Centrum

**Management Company:** Centerforeningen Rødovre Centrum

Rødovre Centrum's Pink Party partnered with renowned designer Pauli Tvilling to create 50 vignettes incorporating vintage pink apparel with centre retailer merchandise. The innovative phase two launch included themed décor, giveaways, and the opportunity to win prizes by logging onto to social media when they spotted one of 10 Pink Cars on city streets.







## If Mothers Run Shopping Centres

**Forum Erzurum, Forum Kayseri, Forum Magnesia, Forum Mersin and Forum Trabzon** Turkey  
**Management Company:** Multi Turkey



Multi Turkey's social media videos followed a cast of mothers as they interacted with visitors, and performed the daily duties of mall staff at Forum shopping centres across the country.



## Time Travel in Love (10/20/30/40 Years Challenge)

**Marmara Forum** Istanbul, Turkey  
**Owner:** Multi Turkey & Ares  
**Management Company:** Multi Turkey



Marmara Forum's Time Travel in Love photo installation offered couples the opportunity to go back in time or into the future with the help of professional makeup artists and stylists.



## The Perfect Summer Job

**Wijnegem** Wijnegem, Belgium  
**Owner:** AXA Reim and Celsius Holding (by AEW)  
**Management Company:** Ceusters nv



Wijnegem launched 'The Perfect Summer Job' competition to find the ideal candidate to promote their retailers' summer collections on Instagram. In addition to a generous salary, the lucky winner was also given a €1500 shopping budget to purchase the season's must have items. The innovative idea generated 238 applications, gained national and international media coverage valued at €229,000, and tripled the centre's instagram followers.



## Area12 in a day

**Area12 Shopping Centre** Turin, Italy  
**Owner:** Stone Italy SRL – Tikehau Capital  
**Management Company:** CBRE srl



Area12 Shopping invited visitors to post videos of their shopping experience to Instagram using a designated hashtag, and incorporated the entries into the world's first Instamovie. The digital initiative inspired by Ridley Scott's Life in a Day YouTube video, produced 459 unique segments, attracted 1,600 new followers, and reached 100,000 users in a single day.



## Repositioning Arena Mall to Transform Tenant Sales

**Arena Mall** Budapest, Hungary  
**Owner:** NEPI Rockcastle  
**Management Company:** CBRE Hungary Kft.



Arena Mall's year-long marketing campaign challenging visitor's perceptions about immigration, politics, and gender roles, generated a year-over-year increase of more than €11 million in additional centre retailer sales. The strategic multi-platform campaign incorporated solid research reflective of social and cultural issues, to produce exceptional results.



## Discount Train

**Forum Gaziantep** Gaziantep, Turkey  
**Owner/Management Company:** Multi Turkey



Forum Gaziantep upcycled two redundant train cars into a unique 30-meter-long shopping environment, offering visitors a rotating selection of national and international brand goods at discount prices. Since opening in October 2018, the Wagon Store has offered more than 20 different brands, attracts approximately 45,000 visitors each month, and has generated the equivalent of €185,000 of positive Public Relations impressions.



## Once Upon a Time

**Rødovre Centrum** Rødovre, Denmark  
**Owner:** A/S Rødovre Centrum  
**Management Company:** Centerforeningen Rødovre Centrum



Rødovre Centrum invited visitors to share their favourite fairy tale on the centre Facebook page, and win the opportunity to appear in their 'Once Upon a Time' Christmas campaign.





## Forum Super League

**Forum Trabzon and Forum Kayseri** Turkey  
**Management Company:** Multi Turkey

The Forum Super League's joint centre campaign targeting football enthusiasts, offered customers purchasing a minimum amount on menswear the opportunity to subscribe to a week's worth of live Super League broadcasts for free. The strategically directed initiative delivered an 18% year-over-year increase in sales, and a 14% return on investment.



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## Picnic en Ville

**Galleries St Lambert** Liège, Belgium  
**Owner:** AG Real Estate  
**Management Company:** AG Real Estate Property Management

Galleries St. Lambert kicked off their Summer Sales Campaign with a giant urban picnic on centre grounds, offering live entertainment, games, an animal farm, and a free picnic lunch for 1300 people.



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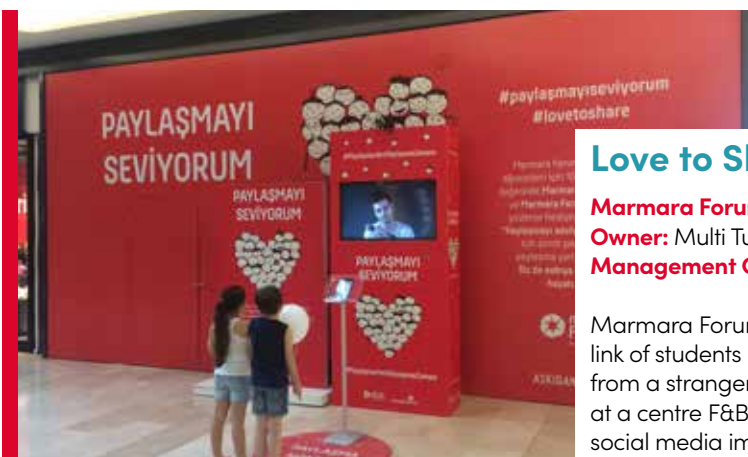
## Earn Points as You Spend at Gordion

**Gordion** Ankara, Turkey  
**Owner/Management Company:** Multi Turkey

Gordion's innovative mobile app rewards instant points redeemable for centre gift cards, to visitors shopping at participating retailers during designated times.



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## Love to Share

**Marmara Forum** Istanbul, Turkey  
**Owner:** Multi Turkey & Ares  
**Management Company:** Multi Turkey

Marmara Forum's Love to Share campaign allowed visitors watched a video link of students reporting their experiences of acts of kindness gifted to them from a stranger, and were asked to share it forward by pre-purchasing a meal at a centre F&B retailer for a struggling student. The campaign generated 15 million social media impressions, 3,235 designated hashtag mentions, and over 5,800 pre-purchased meals.



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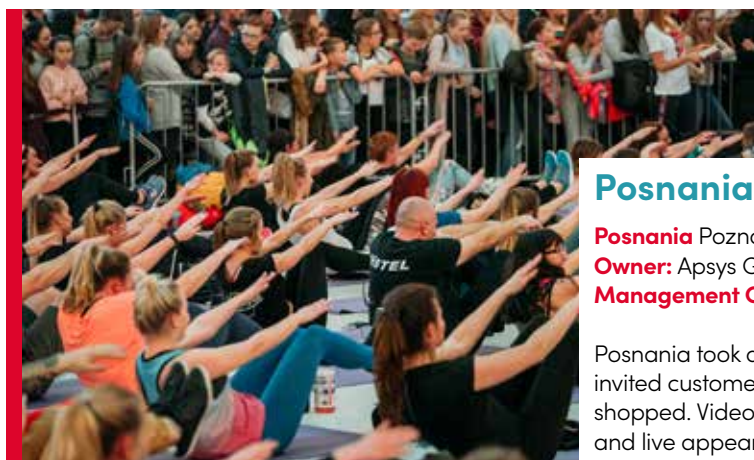
## Change with Us

**MEGA Teply Stan** Moscow, Russian Federation

**Owner:** INGA Centers

**Management Company:** INGKA Centers Rus Operation

MEGA Teply Stan created nine themed areas in a centre reconstruction zone offering a variety of interactive entertainment options for visitors of all ages to enjoy. The imaginative and impactful approach employed to counteract a challenging situation, and the delivery of a unique and engaging platform for visitors to experience, that helped to generate a 10% increase in traffic, and a 6% year-over-year increase to affected retailer sales.



## Posnania Shopping Cardio Challenge

**Posnania** Poznań, Poland

**Owner:** Apsys Group

**Management Company:** Apsys Polska sp. z o.o.

Posnania took a humorous approach to the post-Christmas sales season and invited customers to keep their New Year's resolution and work out while they shopped. Videos of exercises to perform while shopping, in-centre fitness events, and live appearances by sport celebrities, helped to generate year-over-year increases of more than 15% in both footfall and sales turnover.







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