

MAXI Awards

Entry Deadline: March 19, 2019

**Celebrating Innovative Thinking
with a Reimagined Awards Program**



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CELEBRATING INNOVATIVE THINKING WITH A REIMAGINED AWARDS PROGRAM

The ICSC MAXI Awards program is evolving to better reflect market trends and our ever-changing industry. ICSC has redesigned the award architecture with new categories and a streamlined process that minimizes submission time and cost.

Highlights of the New 2019 MAXI Awards Program

- Award categories have been revised to recognize our ever-changing industry, market trends and business objectives.
- The competition is now open to all centers and companies in North America (United States and Canada).
- All entries will be evaluated based on their individual merit using new judging criteria and jury process.

Award Requirements

- **Entry Summary:** An easy-to-draft format with leading questions to help formulate your response
- **Expense Summary:** Simply upload your total expenses, cost savings and revenue online. An Expense Summary PDF is no longer required, providing more confidentiality for shopping centers and their companies.
- **Documentation:** The maximum length has been reduced from twenty-five pages to fifteen pages.
- **Video:** To minimize costs associated with submitting an entry, narrated summary videos are no longer accepted.
- **Judging Criteria:** This will feature new weighing and key questions that judges will be required to use in evaluating entries to ensure consistent scoring.

ELIGIBILITY AND ENTRY REQUIREMENTS

Review the information thoroughly to ensure your entry is eligible and that you understand the requirements.

Who Can Enter

The MAXI Awards program is, first and foremost, a recognition program for North American shopping centers and shopping center companies. Although we welcome the work of advertising agencies, consulting firms and other support companies, all entries must be implemented and entered by a recognized shopping center and/or shopping center owner, developer and/or management company.

How to Submit an Entry

All entries in the 2019 MAXI Awards Competition must be submitted online at www.icsc.org/maxiawards. Each entry must include a fully completed entry form along with a detailed Entry Summary. Supporting materials should be uploaded in the appropriate sections where indicated.

NEW!

Multiple Entries/Previous Submissions

Multiple entries of the same initiative/program will no longer be permitted. Please submit your entry to the category where it is best suited. Initiatives that have previously won an award are no longer eligible to be re-entered.

Deadline

All entries must be submitted for judging by **Tuesday, March 19, 2019** at midnight eastern time.

Entry Fees

Member Fee: **\$295 U.S. Dollars**

Non-Member Fee: **\$395 U.S. Dollars**

Fees must be received by **Tuesday, March 19, 2019**, to be accepted for judging. Payment must be remitted by credit card only.

Acceptable Language

All responses to the questionnaire must be written in English.

All reference to costs must be in U.S. dollars.

Eligibility

The majority of your program must have been implemented between June 1, 2017 to January 31, 2019. If your program is ongoing or extends beyond the eligibility period, you may only include the elements used during the eligibility period. Elements from an entry that have previously won an award in the MAXI or Canadian Awards Program are not eligible. Ineligible materials from the entry will not be considered by the MAXI judges.

Rulings

The MAXI Task Force and ICSC officials will make all eligibility rulings. Both reserve the right to reclassify, recategorize or disqualify entries, as well as delete any ineligible materials. All decisions are final.

MAXI Publication

MAXI Gold and MAXI Silver Award-winning entries will be featured in *Shopping Centers Today*, published by ICSC, and on the ICSC's Global Awards gallery website. Your entry constitutes permission for ICSC to reproduce, copy, publish and display the entry materials in any format it deems appropriate. Please evaluate your entry for publication appropriateness, making sure you are comfortable with the contents relative to any confidential or proprietary information.

Global Awards Presentation

RECon 2019

Sunday, May 19, 2019

5:30 – 7:00 pm

Resources

For additional help or questions, contact the MAXI Committee at: **+1 646 728 3462** or email us at awards@icsc.org.

NEW!

AWARD CATEGORIES AND CLASSIFICATION



Experiential

An immersive initiative, event, technology or program designed to enhance the overall customer experience and captivate shoppers. Entries must drive foot traffic and engagement while heightening brand awareness and affinity.



Launch

An initiative, event, or program designed to launch a new shopping center, expansion, redevelopment or anchor/retailer. Entries must drive sales, foot traffic and engagement while establishing brand awareness.



Revenue

An income-generating initiative, activation, program or service brought to life through strategic partnerships, sponsorships or specialty leasing, such as pop-up shops.



Impact

A groundbreaking initiative, technology, event or integrated marketing campaign that delivered outstanding sales, traffic, impressions, engagement and ROI. Submissions may include but are not limited to events, sales promotions, PR initiatives, retailer onboarding programs or digital media campaigns.



Innovation

An event, program or initiative that solves a specific issue or achieves a specific goal for the property/client. Entries must demonstrate the specific thought process and strategy behind the event/program/initiative and provide proven metrics or results demonstrating achievement.



<10K

A highly efficient and effective initiative, technology, event or program that was achieved with a total budget of \$10,000 or less and generated significant results while demonstrating ingenuity.



Community

An altruistic initiative, event or program designed to positively impact a center's community and evoke change by sparking awareness and understanding.

Classifications

1. Shopping Centers under 500,000 square feet
2. Shopping Centers over 500,001 square feet
3. Joint Centers
4. Company

JUDGING PROCEDURE

MAXI Judging Procedure

The ICSC MAXI Awards Committee and ICSC Officials will review and jury all entries to confirm eligibility and ensure they meet a minimum standard for judging. The committee may reclassify or recategorize entries and delete elements that do not meet entry requirements. Entries that differ substantially from the category guidelines detailed herein will be disqualified without prior notice to the entrant. The MAXI Judges, a group of leading U.S. and Canadian industry experts, will review eligible submissions and score them confidentially. Judges will not review entries from their own companies or any entry that might constitute a conflict of interest. Judges review each entry according to specific criteria and award points accordingly. Each entry can earn a maximum cumulative score of 50 points.

ICSC Global “Best-of-the-Best” Viva Awards

All MAXI Gold winners will automatically be eligible to win ICSC’s Global “Best-of-the-Best” VIVA Award. The awards will be presented in Las Vegas at ICSC’s annual convention, RECon. The judges will be made up of an international group of shopping center marketing experts.

MAXI Scoring Procedure

ICSC officials manage and monitor the entire judging process. The process validates each judging score, eliminates the highest and the lowest scores, and then averages the remaining judges’ scores to calculate the entry’s total score. Officials rank the entries and designate the top scoring 50th percentile of entries as MAXI Finalists. ICSC announces the Finalists within 10 days of the judging. In each category and classification there is the potential for honoring MAXI Gold and MAXI Silver winners. Each entry can earn a maximum cumulative score of 50. The high score and low score are factored out and the remaining scores are averaged. An average score of 40 or more is required for a MAXI Gold award and an average score of 35 or more is required for a MAXI Silver award. ICSC seeks to honor entrants in every category and classification, but remember, the MAXI Awards Program is designed to recognize the highest level of marketing excellence, so entries must achieve a minimum number of points to be considered for an award.

SCORING CRITERIA

Total Potential Score of 50

All judges use the same guidelines to assess the strength of each entry and carefully review the following information in your entry preparation.

Entries Are Scored Based on the Following Criteria

Situation and Objectives (Up to 10 points)

This fundamental area addresses the appropriate use of research, formulation of overall marketing rationale, the ability to realistically achieve stated objectives, and address a center's challenges and opportunities. The judges will ask the following when assigning a score:

- Does the entry directly respond to the center's situation with a clear problem or opportunity identified and realistically addressed?
- Was the situation based on strategic insights and facts, rather than opinions?
- Do the objectives appear capable of addressing the situation?
- Were SMART objectives (Specific, Measurable, Attainable, Relevant and Timely) presented?
- If qualitative objectives were presented, could they be realistically measured?

Action (Up to 10 points)

This area measures the degree to which the program supported its original goal and the level of competence and proficiency demonstrated in the execution. The judges will ask questions like these when assigning a score:

- Did the solution and actions taken maximize the opportunity to succeed and improve the situation/challenge?
- Was a target audience defined? Was the communication, media mix or strategy enlisted effective in reaching and engaging this audience?
- Did the actions exhibit creativity and innovation?
- Was a high level of competence and professionalism exhibited in the execution?
- Were materials and documentation appropriate for achieving the desired results? Was it believable?

Results (Up to 20 points)

The results reveal how competently the program's actions were measured, documented and reported, and the degree to which they supported the program's stated objectives. Judges will ask questions like these when assigning a score:

- Did the results align and were results provided for each of the outlined SMART objectives?
- Did the results provide tangible measurements and evaluate true impact?
- Were the results credible and justified with quantifiable data?

- Was the center/company positively impacted by this initiative and were the owner's and retailers' interests well-served? Were sales and traffic impacted? Was ROI delivered?
- Is this entry worthy of emulation by the rest of the industry?

**NEW!**

Budget and Cost Benefit (Up to 10 points)

Budget evaluation is essential to proper allocation of resources within the overall marketing plan. Cost-effectiveness evaluates the appropriateness with which center or company funds were spent. Judges will ask the following questions when assigning a score:

- Did the amount spent appear to be a wise use of funds and an appropriate percentage of a center's/company's total budget?
- Did the achieved results merit the expense? Was creativity and resourcefulness shown in growing the initiative's budget? For example, was there creative funding, sponsors or cost savings?
- If the entry generated revenue, was this maximized through the initiative presented?
- Did the entry provide a realistic ROI?

HOW TO ENTER

Your entry must be submitted online according to a specific format, as outlined herein. Please read this information carefully before you begin your entry preparation so you can resolve any questions in advance.

File Uploads

You will need to upload various files throughout your entry. You are responsible for making sure that the file(s) you are uploading are viewable, playable or loadable after the upload is complete. Submitting an entry is simple and convenient. The ICSC MAXI Award website allows you to set up an account and manage all the entries you will be submitting.

- Register for a User Name and Password – You only need to register once and will use your User Name and Password to log on in the future.

Payment

You do not have to pay before you start your entry. Payment must be received by Tuesday, March 19, 2019. Entries will not be accepted for judging if payment is not received.

Add to Cart

Once you complete your entry, add it to the cart. This will bring you to the Review and Checklist section where you can edit, change or print your entry.

Deadline

Tuesday, March 19, 2019

Owner/Management Company Authorization

All entries must have the electronic authorization of the owner/management company to authorize the submission of the entry and agree to abide by all rules of the ICSC MAXI Awards Program. Additionally, a duly authorized individual will certify that there are no persons or organizations responsible for creating or collaborating on the submitted entry other than those listed in the professional recognition section of this form and grants ICSC rights to publish any information contained in the entry in any form including but not limited to news releases, advertising, books, periodicals, galleries and other publications. An email confirmation will be sent to the Entrant and Owner Representative/Managing Agent to confirm this authorization.

SUPPLEMENTAL INFORMATION

Description of Entry

The Description of Entry is used to compose a commentary about the finalist and winning entries (a maximum of 700 characters with spaces). The Description of Entry will be available for viewing by the judges.

Entry Summary

The Entry Summary sells your initiative to the judges and includes three sections (a maximum of 2,100 characters for each section, including spaces). The Entry Summary is to be written using bullet points only, to simplify the entry and judging process.

1. Situation and Objectives

- What were the challenges or opportunities that inspired you to create and implement the submitted initiative or program?
- Please **do not** include key property facts that have been included in the Center Information section (e.g. location, GLA, number of stores, anchors, sales, etc.).
- What were your initiative's key objective(s)? Where possible, please ensure that you provide SMART objectives for your initiative (Specific, Measurable, Attainable, Relevant and Timely).

2. Action

- What did you do? Provide a description of your initiative's execution and tactics.
- Who was your initiative targeted to?
- What media mix or communication tactics did you use to strategically support your initiative?

3. Results

Award winning ideas need to have achieved substantial results and impact to be recognized. Results should be quantitative and where possible, include benchmarks to provide context and the significance of the achievement. Please cite actual numbers, percentage increase achieved and time period. Due to space constraints, please do not restate your objectives. Please list your results numerically to align to your stated objectives. Your results should reflect the integrity intended in the ethics statement on your Entrant Form.



NEW!

Your entry's results should highlight the key impact that your initiative accomplished:

1. **Sales** – Post sales gains as percentages, defined as either comparable sales or total sales, and include the period of measurement (where possible, show actual numbers on which percentages are based).
2. **Traffic** – Obtained from digital/electronic traffic counting systems, iBeacons.
3. **Digital Media** – Website visits, growth of social following, e-blast subscribers/open rates, total impressions, engagement, cost/click.
4. **Advertising** – Total paid media impressions achieved as part of the initiative.
5. **PR** – Provide actual impressions and number of hits of PR achieved by media (broadcast, online, print).
6. **Cost Saving/Sponsorship** – Detail sponsorship sources, in-kind donations and cost savings in dollars.
7. **ROI** – The dollar-for-dollar return that is achieved from your efforts and the resources invested. Providing return on investment (ROI) data is suggested for all entries where applicable. Please indicate what is included in your ROI calculation (e.g., sources of financial gain and total cost).
8. **Any Other Notable Results** – industry first, retailer participation/feedback, etc.



4. Budget and Cost Benefit Note

Please include the total amount of dollars spent and generated as a result of your initiative/program. Please note that you are no longer required to provide a one-page detailed PDF. Instead, you will need to include the following financial information (outlined below) when uploading your entry.

- **Total Expenses** – Provide a total of your initiative's total expenses, including primary and secondary expenses. This total should include all production costs, media, creative fees, agency retainers, labor costs, fees, services and incidentals.
- **Percent of Marketing Budget** – You must show your total expenses as a percentage of your total annual marketing budget.
- **Cost/Center** – For joint campaigns, indicate costs for each participating center.
- **Total Cost Savings and Donated/In-Kind** – Please tally the value of donated and in-kind materials and include it in the cost saving total.
- **Cost Effectiveness** – Entrants may include up to 1,000 characters (spaces included) to explain special cost saving measures.
- **Total Revenue, Sponsorship and Other Income** – If your initiative generated revenue, please provide a total. Please note that your revenue should not be subtracted from your total expenses.
- **ROI %** – Return on Investment (ROI) is an important metric of award-winning marketing initiatives. ROI is calculated in the following way:

$$ROI = \frac{\text{(Financial Gain from the Initiative – Cost of the Initiative)}}{\text{Cost of the Initiative}} \times 100$$

Images for the Award Presentation

Upload up to 12 images related to your entry.

- These images will be viewed by the judges. If your entry is awarded a MAXI Gold Award or a MAXI Silver Award, then some of the images will be used during the awards presentation, on the ICSC website, and in *Shopping Centers Today*. Images should include various photos of the program's implementation and support materials.
- Copyrighted photographs must be accompanied by a release from the copyright holder, in addition to any preferred credit acknowledgments.
- All files must be high resolution (minimum 1 MB) and feature a **single** image (no photo collages).
- Accepted image file formats: JPG, JPEG, PNG, GIF

NEW!

Documentation

Include one digital file (PDF or Word document) with up to 15 pages of information related to your entry that documents your actions, provides proof of execution (samples of ads, creative, event photos, PR clips/screen captures) from the eligibility period, media blocking chart, total PR coverage generated and digital media metrics. The last page should summarize the entry's key results.

Online

This section allows you to add up to five links, if they are pertinent to your entry, for judges to view. Links should go directly to the relevant page(s). Do not link your center's website (or other websites) unless it specifically contains elements that are pertinent to your entry. If your entry is a web-based program, you are encouraged to screen capture relevant materials and include in your Documentation PDF.

NOTE: Please test the hyperlinks. These links will be used for judging. Please do not upload videos to web links. Only one video is allowed and should be uploaded in the audio and video section.

NEW!

Audio and Video

In an effort to minimize costs associated with submitting an entry and ensure all entries are judged equally, centers are **no longer** eligible to submit narrated summary videos. Any videos that don't adhere to the rules will be removed prior to judging. You may upload only one audio and one video file to support your entry. Your audio or video should relate to either the advertising and/or PR from your entry.

- Each file is limited to a maximum of five minutes. Judges will view or listen only to the first five minutes of each file.
- Audio formats: .MP3, .WAV, .WMA, AVI, .WMV, .AIFF
- Video formats: 3GP, AAC, AVI, FLV, MP4, MPEG-2

Contact Information

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