

Spectrum Award goes to Gateway

At the recent annual Footprint Marketing Awards, the South African Council of Shopping Centre (SACSC) awarded 8 Gold, 10 silver and 6 Bronze awards out of the 44 awards of the evening to the Primedia Lifestyle Group. The Gateway Theatre of Shopping, also part of the group, won the Spectrum Award, for its VIP Launch.



L - R: Doug Mayne (Primedia Lifestyle Group MD), Aileen Rodel (Gateway Theatre of Shopping Events Manager), Akash Maharaj (Gateway Theatre of Shopping Centre Manager) and Marius Muller (SACSC President).

Centre manager Akash Maharaj says, "In terms of marketing, Old Mutual Property is happy to have teamed up with Primedia Lifestyle and together we have made history by winning the Spectrum award two years in a row. Our aim is to constantly improve on our campaigns and so far 2013 has been a huge success and we are excited with our plans for 2014."

On winning 24 awards, Primedia Lifestyle Group MD Doug Mayne adds, "We're proud of our teams who manage to better their efforts constantly each year. We would also like to thank our clients and business partners, as these awards are not possible without their support."

"It's important to note that these awards are very results based and that each campaign contributed in some way to key mall KPIs, such as foot count, turnover, trading densities, spend per head, PR generated etc. The effective combination of these elements provides exceptional ROI for our clients."

"The importance of non-GLA income for our centres also cannot be understated. The constant pressure on maintaining and growing rental income combined with a decline in consumer spending has huge implications for landlords. The focus right now is on finding new income streams that can generate above inflation growth rates. Current non-GLA income amongst most shopping centres in South Africa is at 2% of gross income, with overseas counterparts being closer to the 3-5% range. There is also the challenge of managing multiple revenue streams and contracts and having a lack of dedicated resources to develop new ideas. To overcome these issues, mall portfolios are adopting a focused approach to non GLA income," he concludes.

To view all the winners, go to www.footprintawards.co.za/index/pastwinners.

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