

2014 SACSC Footprint Marketing Award winners

Cavendish Square scooped the coveted top award, the Spectrum Award of the South African Council of Shopping Centres (SACSC) Footprint Marketing Awards, announced at the Council's annual congress last week. The awards recognise exceptional shopping centre marketing, innovation and creative achievements, with economic success.



Cavendish Square's big win of the overall Spectrum Award at the SACSC 2014 Footprint Marketing Awards in Cape Town, from L-R Lisa Blane, director and partner of KMH Architects; Doug Mayne, managing director of Primedia Lifestyle Group; and Tanja Gerber, marketing manager at Cavendish Square.

It won the award for 'The Exchange', an initiative for the Organ Donor Foundation of SA and a gold in the advertising category. The Exchange at Cavendish Square was the world's first pop-up fashion boutique at which money was not accepted, but fashion from South Africa's top designers were exchanged by registering as an organ donor.

Primedia Lifestyle, which markets Cavendish Square, was the standout winner at the awards. Its malls earned a dozen of the 14 Gold Footprint Marketing Awards presented. Five of these gold awards were for Cavendish Square's marketing campaigns.

In addition to The Spectrum Award, Cavendish Square also received two gold awards for its Taste of Winter in the sales promotion and events category and the public relations category; its advertising of Guilt & Ganache dazzled judges, while its 'Introducing New Tenants' shone in the leasing support category.

Menlyn Park Shopping Centre took a trio of gold awards for Colour Your Wardrobe in the sales promotion and events category, The Beach 2013 for category integration and the public relations for its drive-in closure.

Gateway Theatre of Shopping and Brooklyn Mall each won a duo of gold awards. Gateway took golds for its digital marketing strategy and Gateway to the Lost World in the advertising category. Brooklyn Mall, which is marketed by Bespoke Marketing, won golds for its Little Black campaign in the sales promotion and events category and its SAFW Face

or Fashion and SAFW Pop-up Shop for category integration.

The final pair of gold awards went to Vincent Park for its Go Shop advertising campaign and the Musgrave Centre Flower Show for community relations.

All these gold awards had to achieve over 85% by a power line-up of local and international judges.

Entries forwarded to Solal Awards

For the first time this year, all SACSC Footprint Award Gold winners are automatically entered into the International Council of Shopping Centres' Solal Awards. This global awards campaign is set to be judged in March/April 2015.

Amanda Stops, SACSC CEO, says, "We received a strong set of entries, which reflects the esteem in which the awards are held by the industry. This year our international judges commended the entrants on the particularly high standard of entries. It is an excellent mark of retail marketing innovation and talent in South Africa.

"Strategy and objectives, creativity, implementation, cost-effectiveness and impact were all considered in the results. This year's winners were again judged to a global standard and can stand proud with top shopping campaigns worldwide.

"Marketing remains a fundamental element of any successful shopping centre. Through these awards we acknowledge the contribution made by malls and marketers to our dynamic retailing industry," concludes Stops.

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