

It's Footprints time, and you can enter online

Yes, it's that time of year again, time to submit entries for the South African Council of Shopping Centres (SACSC) annual Footprint Marketing Awards. But hurry, entries close on Monday, 15 July 2013.



And this year becoming a contender just got a whole lot easier with a simplified, streamlined online entry process.

The Footprint Marketing Awards recognise the innovative world of shopping centre marketing, acknowledging exceptional campaigns and achievements while saluting the economic success these strategies have brought to the malls.

"It's not about big budget blowouts," says Amanda Stops, CEO of the SACSC. "What we're looking for is smart marketing; clever ideas that get people talking - and shopping! It's all about impact. After all, that's what drives marketing excellence."

So if you believe that your marketing campaign deepened your shopping centre's footprint, or increased it, get cracking and enter the Footprint Marketing Awards.

Categories are classed according to the size of the shopping centre, from lovely locals of under 15,000sqm all the way through to the marvellous mega-malls at upwards of 60,000sqm.

The Footprints Marketing Awards give awards in various categories and specialisations, from digital marketing and visual merchandising through to sales promotions, events, public and community relations, and more.

Judging criteria include creativity, cost-effectiveness, strategy and objectives, and of course results.

For all the information you need, or to enter, go to www.footprintawards.co.za.

SACSC Footprint Marketing Award winners will be announced later this year.

For more, visit: <https://www.bizcommunity.com>