

# Cresta Shopping Centre gets top nod at Footprint Marketing Awards

On the second day of the South African Council of Shopping Centres (SACSC) Annual Congress, the 2017 Footprint Marketing Awards winners were announced, recognising exceptional shopping centre marketing, innovation and creative achievements, with economic success and excellent customer service.



Elena Yiallourus, marketing manager, Cresta Shopping Centre; Virginia Bester, general manager, Cresta Shopping Centre; and Malcolm Horne, SACSC President.

The newly renovated Cresta Shopping Centre claimed the coveted Spectrum Award this year for its Food and Entertainment Court launch in the Grand Opening, Expansion and or Renovation category. The Pareto Limited-owned super-regional mall, which now boasts over 260 stores, won a Gold Footprint Award to qualify as a finalist for the Spectrum Award.

The shopping centre, managed by Mowana Properties, focused on the launch of the newly built food and entertainment court that saw uniquely implemented marketing techniques which were further highlighted by the appearance of the renowned Master Chef judges. The Spectrum Award pays tribute to exceptional innovation, creativity and vision across all disciplines and sectors in the South African retail industry.

This year, 35 awards were presented, of which eight were gold awards. All Gold SACSC Footprint Marketing Awards are automatically entered into the International Council of Shopping Centres' Solal Awards.

## Gold winners:

- Sandton City (Two awards)
- Westgate Super Regional Shopping Centre (Two awards)
- Nelson Mandela Square
- Gateway Theatre of Shopping
- Cosmo Mall
- Brooklyn Mall

Amanda Stops, CEO for the SACSC said she was impressed with this year's entries. "Extraordinary innovations and concepts made up the exciting number and quality of entries this year. These entries highlighted uncanny flair, detail and exceptional customer service. Each year, the Footprint Award entries get bigger and better and I am already looking forward to next year."

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