

Footprint Marketing Awards winners announced

The 2018 Footprint Marketing Awards winners were announced on the second day of the South African Council of Shopping Centres (SACSC) Annual Congress, held at Durban's International Convention Centre.



SACSC president Stephan Le Roux with this year's Spectrum Award winner.

The annual awards recognise exceptional shopping centre marketing, innovation, customer service and economic achievements.

This year, 46 awards were presented in total, of which 11 were Gold awards and 21 were Silver. All Gold Footprint Marketing Awards are automatically entered into the International Council of Shopping Centres' Viva Awards.

Boulders Shopping Centre scoops Spectrum Award

The Boulders Shopping Centre in Midrand, Gauteng was crowned the Spectrum Award winner for its 3 Hour Uncapped Free Wi-Fi Launch, a campaign which saw dwell time increase by 35 minutes. Redefine Properties was responsible for the creation and implementation of the campaign.

A long list of new customers was added to the mall's database and this also allowed management to monitor shopper patterns over the month-long campaign. Shoppers had access to dedicated Wi-Fi hotspots throughout the centre, with dedicated sign boards highlighting these areas.



#SACSCCongress2018: Retail, Design and Development Awards winners revealed

18 Oct 2018



Gold Winners

Dunes Mall Grand Opening

Category: Grand Opening, Expansion and/or Renovation

Shopping centre: Dunes Mall

Marketing company: Cultivate Consulting

Redevelopment and Launch of The Market: Facebook Video Campaign

Category: Grand Opening, Expansion and/or Renovation

Shopping centre: Ballito Lifestyle Centre

Marketing company: Ballito Lifestyle Centre

Creamonaise Guinness Book of Records - The Longest Sandwich

Category: Sales Promotions and Events

Shopping centre: Maponya Mall

Marketing company: Redefine Properties

The Magic of Fashion - Vodacom Durban July Campaign 2017

Category: Sales Promotions and Events

Shopping centre: The Pavilion Shopping Centre

Marketing company: Mowana Properties

Brooklyn Mall's Japan Cultural Expo

Category: Sales Promotions and Events

Shopping centre: Brooklyn Mall

Marketing company: Bespoke Marketing Consulting

Longbeach Mall - Eco Champs

Category: Community Relations

Shopping centre: Longbeach Mall

Marketing company: Mustard Seed Relationship Marketing

My Story My Style Brand Campaign

Category: Advertising

Shopping centre: Canal Walk Shopping Centre

Marketing company: Canal Walk Shopping Centre



#MyStoryMyStyle: Canal Walk shines a light on local, authentic brand heroes

Lauren Hartzenberg 3 Oct 2017



Mall of Africa hosts 'Africa's Art Collective - Seasons'

Category: Community Relations

Shopping centre: Mall of Africa

Marketing company: Bespoke Marketing Consulting

Loftus Park

Category: Grand Opening, Expansion and/or Renovation

Shopping centre: Loftus Park

Marketing company: Kitchen Sink

Meet.Eat.Repeat

Category: Sales Promotions and Events

Shopping centre: The Zone @ Rosebank

Marketing company: Excellerate Brand Management

“Extraordinary innovations and concepts made up the exciting number and quality of entries this year. These entries showcased 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,” said Amanda Stops, chief executive officer for the SACSC.

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