

# Primedia Lifestyle takes home 13 Footprint Marketing Awards

Established by the South African Council of Shopping Centres (SACSC), the [Footprint Marketing Awards](#) celebrate excellence in shopping centre marketing throughout the country, acknowledging exceptional innovation and creative achievements through marketing campaigns. [Primedia Lifestyle](#) took home 13 of these prestigious awards, including 1 Gold, 6 Silver and 6 Bronze out of the overall 33 awards (approximately 40%), across multiple categories.



Primedia Lifestyle accepts the Gold Award for the *Grocery Avenue* campaign at Menlyn Park Shopping Centre, in the category of grand opening, expansion and/or renovation.

From left to right: Jeff Zidel, SACSC Fortress and President; Olive Ndebele, GM of Menlyn for Mswana Properties; Andrea De Wit, Marketing Manager of Menlyn for Primedia Lifestyle; and Amanda Stops, SACSC CEO.

Bradley Knowles, Primedia Unlimited Mall Division's new GM: Commercial and Marketing who joined the group in August of this year, credits the numerous awards and achievements to his team and the formulated multi-disciplinary approach which offers clients, shopping centre owners, retailers and landlords a holistic and integrated service offering. "We are honoured and extremely proud of our team who work incredibly hard with our clients and business partners to annually bring home these awards, consistently claiming recognition of service excellence and expertise. Thank you to the Primedia Lifestyle Group for achieving and excelling in this year's Footprint Awards and continuing to deliver the high standard of service to our clients."

Winning a coveted gold award for their *Grocery Avenue* campaign at Menlyn Park Shopping Centre, in the category of grand opening, expansion and/or renovation; the team outshone competitors with their unique, innovative and interactive concept of increasing foot count, engagement and awareness of and to the redevelopment of Pretoria's largest shopping centre. During the launch period, celebrity chefs were on show to demonstrate and engage shoppers in cooking and the new food retailer space.

Originally pioneered as a mall media and marketing company, Primedia Unlimited Mall Division has evolved over the years to offer a multi-disciplinary integrated approach to all aspects of retail marketing including activations, digital and most recently, non-GLA revenue optimisation.

“Our overall aim and focus is to create a common purpose with clients in creating unmatched and memorable shopper experiences. Integration with our many subject matter experts allow us to utilise the Mall Division’s larger infrastructure and areas of expertise, to deliver offerings that are informed by insights and integration,” shares Knowles.

“Commercially, we are the front-runners in generating non-GLA revenue for mall owners and the importance of non-GLA income for our centres is a top priority. Our objectives are to continue leading through better alignment and common purpose with property owners and managers.”

An all-encompassing approach to shopper marketing by way of numerous platforms to improve non-GLA income including the use of sponsorships, promotional courts, pop up stores and in mall media options which are all managed in house, is what keeps Primedia Unlimited Mall Division as leaders in the industry.

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