

South Africa scoops international shopping centre awards

The International Council for Shopping Centres' Solal Awards, which recognise best practice and outstanding, effective shopping centre marketing against European standards, were awarded on 17 June 2010 in Lisbon and South Africa's Primedia Lifestyle won two Silver awards for its campaigns for KZN Umlazi Mega City and Cape Town's Cavendish Square.



Frank Poestges, head of 2010 Solal Awards;
Ogdem Gonen, Jones Lang Lasalle Turkey;
Liana Sirazetdinova, IKEA Shopping Centres
Russia; and Doug Mayne, Primedia Lifestyle

Campaigns increase traffic

Cavendish marketing manager Madrie Verwey explains, "Our mandate for the Cavendish Square Celebrity campaign was to increase foot count for the fourth quarter and in turn, assist Cavendish Square retailers in boosting turnover over the same period. Local and international celebrity appearances from John Smit, Keri Hilson and the Parlotones, drew shoppers into the centres and subsequently delivered retailer turnover beyond targets.

Umlazi Mega City Marketing Manager at the time Sli Dumakude comments "Lifestyle's Sipethe Osaziwayo campaign for the Umlazi Shopping Centre substantially increased shopper foot count during the campaign weekend, and generated an increase in turnover versus the same period in 2008.

Campaigns entered into the awards are assessed against quantifiable objectives including building brand awareness, increased turnover, added value for shoppers, increased foot count, sponsorships, database recruitments and PR generated for each campaign - this year there were 7 gold awards and 22 silver awards issued to the entrants.