

SACSC  
FOOTPRINT  
MARKETING  
AWARDS

UNIQUELY CREATIVE

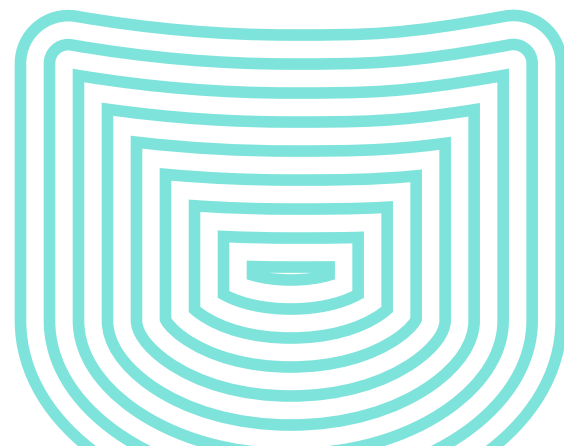


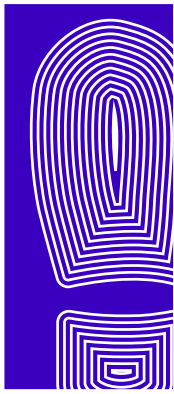
**SACSC**

South African Council  
of Shopping Centres

**WINNERS**  
**2020**

**MAKE YOUR MARK**





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## ABOUT THE AWARDS

The Footprint Marketing Awards celebrates excellence in Shopping Centre Marketing. Marketing remains a fundamental element of any successful business and the skill and creative process of implementing the “perfect” promotion or publicity is often underestimated and overlooked.

It is with this purpose that the SACSC recognises the importance of these awards and that the acknowledgement, recognition and the contribution made by the relevant marketers and centres to this dynamic retailing industry, is attributed where due.

This year, we take the opportunity to announce Bronze, Silver and Gold winners.

## THE JUDGING PROCESS

The SACSC Footprint Marketing Award judges first REVIEW AND ASSESS all entries for eligibility and qualification of a minimum standard for judging. An adjudication committee, made up of a combination of shopping centre marketing experts, asset managers, managing agents and owner representatives first review all entries. The entries are screened according to official criteria to ensure entries are being fairly scored and assessed.

The judging committee members are not allowed to review entries for their own companies or any entries where there may be any possible conflicts of interest.

Judges reserve the right to withhold an award, should the entries not meet the minimum standards required within a category and therefore there maybe instances where there is no winners for that category.

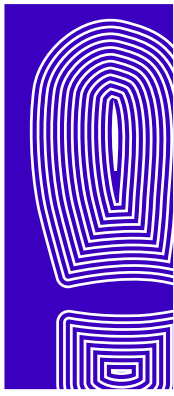
### ROUND 1 JUDGES

Industry peers involved in asset management, leasing management, property management and other areas of the shopping centre industry, review eligible submissions and score them confidentially. Judges will not review entries from their own companies or any entry that might constitute a conflict of interest.

### FINAL JUDGES

International industry experts and independent marketing experts evaluate all eligible entries and select finalists and winners.

The overall winner, or Gold winner achieving the highest score, will win the Spectrum Marketing Award. The Spectrum Awards celebrate retail excellence – across all disciplines and across all sectors. It is a platform for recognising innovation, outstanding economic and creative achievements.



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# AWARD CATEGORIES

**A - CENTRE PRODUCTIVITY**

**B - RETAIL PRODUCTIVITY**

**C - SALES PROMOTION AND EVENTS**

**D - PUBLIC RELATIONS**

**E - ADVERTISING**

**F - LEASING SUPPORT**

**G - GRAND OPENING EXPANSION AND/OR RENOVATION**

**H - COMMUNITY RELATIONS**

**I - ALTERNATIVE REVENUE**

**J - CATEGORY INTEGRATION**

**K - VISUAL MERCHANDISING**

**L - DIGITAL MARKETING**

## A CENTRE PRODUCTIVITY

This category recognises efforts that directly impact on a centre's revenue performance or operational efficiency. Entries must show a direct and quantifiable link between the strategy and how it tangibly benefitted the shopping centre owner's interests. Eligible entries may include such single examples as a sponsorship effort or a cost-saving operations initiative. Alternatively, entries may be more comprehensive, involving multiple disciplines such as management, marketing, leasing and speciality leasing successes, or innovative ways of generating revenue and/or patronage.

## B RETAIL PRODUCTIVITY

Programmes designed to benefit retailers by improving store productivity, ultimately leading to improved centre performance. The focus of efforts in this category must be the retailers in a shopping centre or group of shopping centres. Entries could include education programmes, newsletters, sales and customer service training, incentive programmes, marketing and operational assistance, or other activities designed to improve retailer performance (these are targeted at retailers, not consumers).

## C SALES PROMOTION AND EVENTS

Promotional and merchandising activities targeting the consumer and aimed at directly stimulating measured and documented retail sales, ultimately contributing to the centre's profitability. Entries should demonstrate a direct link between the effort and its quantified business sales results.

## D PUBLIC RELATIONS

A planned public relations programme or endeavour designed to primarily benefit the commercial interests of the shopping centre or company. The objective of the event or programme in this category is to address a particular need of the shopping centre or company, not to respond to a community need. This may include strategic efforts impacting on zoning or regulation issues, crisis management or prevention of a crisis situation, or a comprehensive media relations strategy designed to obtain positive news or media coverage.

## E ADVERTISING

Strategic efforts to advertise and promote a shopping centre or company. A campaign may be generic or a component of a sales promotion and merchandising, community service programme, grand opening, etc.

## F LEASING SUPPORT

Programmes and activities designed to benefit the leasing effort of a shopping centre or company. Entries may include brochures, campaigns, leasing (centres and convention) activities and temporary or speciality leasing support efforts, or more grass roots level centre programmes designed to attract a specific retailer, or to motivate retailers to lease or renew existing leases.

## G GRAND OPENING EXPANSION AND/OR RENOVATION

A complete campaign to introduce a new, expanded and/or renovated shopping centre.

## H COMMUNITY RELATIONS

A single or ongoing event, programme or project with the objectives of benefiting a specific community cause or charitable need, rather than a commercial or shopping centre goal. Examples include charitable efforts, promotion or a community cause or presentation of a themed entertainment event that serves a local interest or lifestyle. Entries in this category must be altruistic, benefiting an outside community or charitable cause.

## I ALTERNATIVE REVENUE

Programmes and initiatives intended to generate revenue that directly enhances the net operating income of a shopping centre or company. This may include sponsorships, alliances, advertising sales, or other supplemental or non-traditional revenue sources. It may include creative or innovative leasing and/or specialty leasing programmes, including targeted tenant retention efforts.

## J CATEGORY INTEGRATION

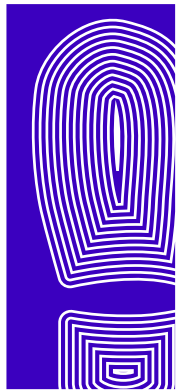
This category is intended to showcase major multi-faceted programmes or multichannel marketing campaigns that are too complex or comprehensive to fit within a single category. This category honours a broadly defined effort and its combined elements to recognise the specific and unique contributions of design, development, operations, finance, leasing, specialty leasing, management and strategies covered in all of the other categories. Entries should demonstrate how the multi-disciplinary integration contributed to meeting intended goals outlined by the shopping centre, mixed-use development, or company.

## K VISUAL MERCHANDISING

This category is to recognise how visual merchandising contributes to the success of the shopping centre. Entries may be from specialty retailers, specialty leasing managers, marketing directors and/or general managers. Projects in this category may include merchandising of kiosks, retail merchandising units, temporary in-line space, enhancing the common area space with decor, etc. The execution will be scored based on criteria such as the quality of overall concept and design, merchandising, degree of challenge and innovation, and results and impact.

## L DIGITAL MARKETING

This category reflects the changes in the media mix utilised within the industry and is ideal for campaigns or specific activity using electronic forms of communication such as email, web, sms or plasma screens. This could be a promotion, an awareness campaign or on-going centre support. The entry should clearly demonstrate how new media techniques have enabled the shopping centre to effectively engage with the target audience whether this be shoppers or a business audience.



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## FINAL ROUND JUDGES



### AVIJIT YADAV

CEO  
TAMDEEN MALL MANAGEMENT CO. K.S.C.C

Avijit has been in the Shopping Centre industry for over twenty years and had his hands in Mall Marketing, Management and Development across the Middle East and Canada. Key moments include marketing the Dubai Shopping Festival, repositioning a Mall in Toronto, launching the 360 Mall and Al Kout Mall in Kuwait, and obtaining the CSM, CLS, CDP, CRX & CMD. He believes every day is a new day in retail real estate with variety, action and fun. He describes the Marketing Industry as Vital, Vibrant and Visionary.

Some of his favourite projects include launching the Dubai Shopping Festival, launch of 360 Mall in Kuwait and repositioning the Dufferin Mall in Canada. Avijit loves to read voraciously anything he can get a hand on. He describes himself as an amateur photographer who loves to travel extensively around the world.



### JACQUES SINKE

CEO  
RETEAM INTERNATIONAL

Jacques is a marketing veteran, with four decades of experience. He started his career in fashion retail, followed by leasing and marketing roles in international shopping centre development. A defining moment in his long career has been his jury membership of the ICSC Solal Marketing Awards. Some of this favourite projects include being part of the team that created Alexandrium in Rotterdam 1995-1996, Center Opening and launch campaigns of Frankfurt MyZeil during the financial crisis back in 2009 and welcoming South African entries to the ICSC European Solal Awards back in 2011.

Matching ever changing opportunities and challenges, meeting a huge variety of interesting people is what he loves most about the Marketing Industry. He describes the industry as Social, Beautiful and Exciting. In his free time, Jacques enjoys training and playing with his Choc Labrador Ollie, biking, cooking and Gastronomy in general.



### MICHELLE BUXTON

FOUNDER & CEO  
TOOLBOX GROUP

With more than thirty years' experience, Michelle had an early career in retail real estate in South Africa, voted Cape Times Business Person of the Year, moved to UK to work for a leading institutional owner before setting up Toolbox Group as a consultancy to the retail destination sector. Of her favourite projects also include Marketing for a twelve-centre portfolio across the Nordic countries for Boulton/EFM. Unibail-Rodamco-Westfield European, creation of their award-winning proptech solution Mallcomm as well as introducing the outlet concept to the Hungarian market with Premier Outlets.

Michelle believes Marketing is at the heart of innovation driving what tomorrow's retail and shopping centres will be and being at the forefront of consumer trends enables us to work on great pioneering projects with owners of real estate that share our innovative approach.

She enjoys walking her dog, swimming, family time and visiting her holiday home in France.

## NANCY WALTERS

**PRESIDENT  
VERY SPECIAL EVENTS (VSE)**

Nancy has been a Journalist for six years, Director in shopping Centre and Corporate Marketing for six years and President of Very Special Events for thirty-five years. Very Special Events is an international marketing and public relations agency providing brand building, event and PR to shopping centre companies across the world.

Years of teaching Marketing and Public Relations, judging awards and chairing MAXI Awards for ICSC have been key moments for Nancy.

Some of her favourite projects include World's Best Shopper Contest, Levi's Olympic Promotion and Mexico City Movie Premier with children from orphanages walking the red carpet as movie's stars and fans cheered them. She enjoys integrating her agency work with shopping centres and non-industry clients.

In her spare time, Nancy loves to travel, play golf, read and spend time with family.

## TERRY MURPHY

**PUBLISHER  
MARKETING MIX**

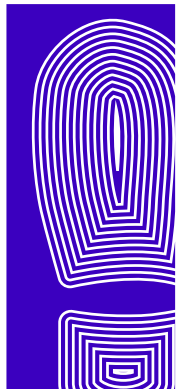
Terry Murphy is Publisher of Marketing Mix and organises about ten annual conferences per annum targeting professional marketers and working in close association with most of SA's leading marketing associations. He has over forty-four years of experience in the Marketing Industry.

He was president of the Institute of Marketing Management, chairman of the Specialist Press Association, and helped found what is now the IAB, the Mobile Marketing Association of South Africa and recently the Ecommerce Forum Africa.

Terry loves the stimulation of working with smart young people, and particularly the rising blacks execs. He describes the Marketing Industry as Challenging, Stimulating and Interesting.

In his free time, Terry enjoys reading, indigenous gardening, and is an active member of the community, contributing to community projects. He is married with two children and five grandchildren.





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## FIRST ROUND JUDGES



### ALRITA GROENEWALD

MANAGING DIRECTOR [MD]  
WORD4WORD MARKETING

Alrita has been in the marketing industry for twenty-two years, joined Word4Word Marketing fourteen years ago, appointed as Managing Director in 2016. Word4Word Marketing has consulted shopping centres in India, Beijing and Taiwan, enabling the company to help a number of malls in SA with challenges faced.

Alrita loves to think creatively and enjoys learning more about how technology is making her career in marketing more effective, measurable, creative and diverse. She describes the Marketing Industry as Digital, Multichannel and Progressive. Some of her favourite projects include assisting the marketing department of Tai Mall in Taiwan with their redevelopment strategy, launching Woodland Boulevard, Pretoria and its Ladies Club and taking the Woodlands Boulevard Ladies Club to the next level with a European tour.

In her spare time, she enjoys drawing, cooking and baking for her three children.



### ANDILE RAPIYA

DIVISIONAL DIRECTOR  
BROLL PROPERTY GROUP

After two years as National Marketing Manager at Broll Property Group, Andile played a key role with the internalisation of the retail marketing function for a client, through focus on brand building, execution excellence and capitalising on key relationships, which elevated her to the Divisional Director of Group Marketing, Brand & Communications in April this year.

Her 17 years of experience in the marketing industry, includes academia, corporate affairs, advertising agencies, retail and media. Andile loves the marketing environment for the dynamic nature of the industry where she can be part of business solutions in challenging economic times.

She regards herself as a performance driven, creative, charismatic and compassionate individual who believes 'staying woke' is the key to success in the marketing industry.



### ANDREANA HOLMES

FOUNDER & CEO  
THE BLUE ROOM

With over twenty-two years of experience, Andreana founded The Blue Room in 2000. When entering 'the world of shopping centres', she was privileged to have free reign in compiling her first marketing strategy, which immediately showed positive results in terms of customer's experience, tenant relationships were cemented, and attracted additional feet and revenue to the centre.

EVERY marketing project that she managed for Kenilworth Centre is close to her heart as this was her 'baby' at the start of her career in shopping centre marketing, and flourished.

Her core passion is people. Andreana loves conceptualising and creating impactful campaigns with her dynamic team, and the end result - unique solutions for each client. She describes the Marketing Industry as Creative, Forward-thinking and Ever-changing. Andreana enjoys running, walking on the beach and body boarding with her daughter.





## BEVERLEY DEANS

GROUP MARKETING MANAGER  
EXCELLERATE JHI

Beverley Deans is Group Marketing Manager for Excellerate, a Multi-billion Rand Company servicing sub-Saharan Africa. Her role is focused on connecting clients and markets with the Excellerate brand, to raise the awareness of the services and solutions on offer throughout the group. With over twenty four years in Property Marketing / Brand related experience, Beverley, has worked on over 50 shopping centres in South Africa, and has specialised in most facets of retail property including Brand & Marketing Management, Management of Non GLA Income Streams, Mall Media, Retail Centre Refurbishments and Developments including Shopping Centre Launches, Property Management, and Market Research.

She is passionate about the property industry and is very active in sourcing new ideas for growing the Groups Brand presence both here in South Africa and into the rest of Africa.



## DANIE VAN ASWEGEN

EXECUTIVE: RIGHTS & DEVELOPMENT - MALLS  
PRIMEDIA OUTDOOR

Danie, a chartered accountant fuelled by integrity, curiosity and compassion, started his career as regional financial manager at one of the largest retailers in Africa. Since then Danie has worked in various industries from manufacturing to engineering and advertising in senior finance positions. The importance of people and relationships took centre stage over conventional resources during his time in the advertising industry. Danie joined Primedia Unlimited Malls in 2014 as COO, but soon ventured into the commercial side applying his skills to broker win-win solutions for both the Mall Division and its business partners. Since Primedia's integration of the mall business into Primedia Outdoor in May 2018, Danie has been heading up the Rights & Development team responsible for malls at Primedia Outdoor.

Danie loves spending time with family & friends in between cycling, golf, reading, carpentry and DIY.



## GAYLE CROW

HEAD OF COMMUNICATIONS  
EXEMPLAR REITAIL

Gayle has a decade of experience in the industry. She is committed to seeing the best in people and participating in campaigns that have a positive impact on the community in which they serve. Some of her favourite projects include creating a mural of Nelson Mandela using over 4000 cupcakes at Fourways Mall in 2016, working on the 'living' museum in Alex Mall, honouring the legends of the township and #ChangeforGood - a movement that aims to encourage people to do 1 thing everyday, to change their surroundings for the better.

The constant need to evolve in order to stay relevant and keep your market interested in the product you have to offer is what she loves most about the Shopping Centre industry. In her spare time, Gayle enjoys reading and spending time with the family.



## HESTER ROBINSON

CEO  
MUSTARD SEED MARKETING

Hester Robinson, CEO of Mustard Seed Marketing has been applying her knowledge of the Property Industry gained over a period of twenty four years as Asset Manager to develop Mustard Seed Marketing into a full service agency. With a passion about brands and the ability to identify opportunities to showcase is able to offer clients a professional, strategic marketing service.

She regards the Shopping Centre industry as an opportunity to showcase the value of the combined skillsets developed over 18 years of being one of the leading Shopping Centre Marketing Agencies in the country. Hester believes in not only spending client's money, but rather making money to ensure a significant ROI on Marketing spend.

Living in the Cape Winelands provides Hester with ample opportunity to enjoy the outdoors along with a good glass of local wine.



## JACQUES KOK

REGIONAL MARKETING MANAGER  
REDEFINE PROPERTIES

With over thirteen years of experience in retail marketing and property management, Jacques has worked in retail, commercial and mixed-used properties. He has served on the SACSC Footprint judging panel for six years, as well as serving on the ICSC Solal judging panel in 2019. Involved in winning numerous Footprint awards including 5 gold and 1 Spectrum award. As well as a Solal international award. Jacques enjoys the opportunity to create campaigns, events, programmes showing the results and net effect on the bottom line and vital statistics. He describes the Marketing Industry as Dynamic, Rewarding and Trend-setting.

Some of his favourite projects include The Redefine Innovation Challenge, a corporate campaign, launching Loftus Park and the Redefine Challenge Convention, a Community outreach program in Soweto. He is an adventurer, loves hiking, mountain biking, kayaking, exploring and spending time outdoors.



## JASON NEL

MARKETING MANAGER  
FLANAGAN & GERARD

Based on his creative background in graphic design which also includes a musical background, Jason's role evolved from a short stint as a leasing administrator into marketing manager at Flanagan & Gerard, where he has held this position for six years now. Described by his peers as pragmatic, a philosopher and implementor, he enjoys creating innovative ways of expressing the Flanagan & Gerard brand.

Jason has played an instrumental role in the marketing of the openings of Springs Mall, Thavhani Mall, Ballito Junction and Maluti Crescent which are also some of his favourite projects. In his spare time, Jason enjoys being active, running, riding and playing squash as well as spending time with his seven-year-old son.



## KELLY CARMICHAEL

ASSET MANAGER  
FORTRESS REIT LIMITED

Kelly has been in the retail property industry for twenty years in various disciplines with a strong link in the marketing sphere. This has afforded her the opportunity to become a bit of an "all-rounder" in the field. 2020 has clearly shown how quickly a market can shift and how flexible our marketing and communication efforts need to be.

Kelly enjoys being able to stay in touch with consumers and their ever-evolving thoughts, patterns and behaviours. It's our consumer market that keeps raising the bar and it's exciting. She describes the Marketing Industry as evolving, energetic and feisty. She described herself as chatty, energetic and flexible with a love of family and travel and believes strongly in the concept of balance in all things. Kelly enjoys spending time with her daughter, weekends away and a good book.



## KIM HOMAN

CEO  
MALL SPACE MANAGEMENT

Kim has over thirty years of experience in the Marketing Industry. Exceeding the expectations of clients is always a highlight, reviewing events and seeing actual results. A key moment in her career involved a CSI drive where they managed and generated sponsorships to acquire material to assist in building a safe environment / school prefab for students who had been taught out of a shipping container. This was the realization of the power of marketing to enhance a brand's positive public relation.

Other projects she enjoyed include Cosmo Mall bridge launch, celebrating the bridge being built for safe access of the community and involved a free concert for the home of Cosmo community and The Northmead street store, creating a pop up shop for the homeless in the area and donating food. Kim enjoys reading in her free time.



## LEE RASMUSSEN

DIRECTOR  
MK ILLUMINATION

Lee has been linked to the retail and marketing industry for fourteen years. The company started as a lighting supplier, when it became apparent that it was more important to create experiences for the client. A key moment was the revamp and launch of Sandton City / Nelson Mandela Square, giant Showstoppers which gave MK Illumination the chance to showcase its unique LED Sculptures on a grand stage in the Sandton City node.

Some of his other favourite projects include Nelson Mandela Square Rhino Campaign, Tyger Valley Ice Rink and the Eastgate Festive Decor Programme 2016-2019. Lee enjoys the creation of happiness by implementing displays that put smiles on the faces of his clients and shoppers. He describes the Marketing industry as Changing. Innovative and Energetic. In his spare time, he enjoys going to the bush.



## LEILA DAYA

RETAIL PORTFOLIO MANAGER  
CAVALEROS CONSTRUCTION COMPANY

Leila Daya has over thirty years of experience in shopping centre management, including all areas of marketing, PR, leasing and overall property operational and refurbishment knowledge. She enjoys the evolving trends in the Industry. One of the key moments for Leila was being part of the Marketing Industry was attending the International Council of Shopping Centres conference in San Antonio Texas as a top 10 Finalist for the SAFDA Vukani Fashion Awards which gave the company a chance to partner with other blue-chip brands looking to open outlets in more shopping centres across the world.

Some of her favourite projects include Mr SA, SAFDA Vukani Fashion Awards, Mr Carlton Centre, SAPS Orphans and Widows Fund, Sand Sculptures International and Challah Bake. In her spare time, she loves reading, listening to music, and making decorations from recycled products.



## LEONIE SCHEEPERS

SENIOR CENTRE MANAGER  
GROWTHPOINT PROPERTIES

With over twenty-seven years of experience in the Shopping Centre industry, Leonie has had the opportunity to mentor many new marketing managers in the organisation. Her passion, dedication and ability to mentor these new industry professionals has proved invaluable to both her role and skillset as well as the organisation. She remains passionate and motivated. She enjoys the trends and every changing industry. Her favourite project is the re-branding of Walmer Park four times over the last twenty eight years.

Her love for the shopping centre environment- not only being a passionate shopper, has allowed her to develop her skills and remain passionate about the industry and retail environment, especially the marketing aspects of a shopping centre. In her spare time, Leonie enjoys walking, reading, and watching crime and investigation channels.



## LINETTE IMRIE

CHIEF COOK  
THE KITCHEN SINK

Linette has more than twenty years of experience in the Shopping Centre industry. She has been actively involved in the marketing of over 100 Shopping centres, with 50 Launches and Re-launches ranging from small community to Super Regional Shopping Centres. She has a flair for strategic thinking and "never before seen campaign ideas".

Linette focuses on balanced strategies, taking each centre's unique needs into consideration. She has also created two new terms, being "Culturalative" and "Communitive", distinguishing to the shopping centre industry. She enjoys finding the magic between strategy and creativity. Three words she uses to describe the Marketing Industry are "Ever-changing. Smorgasboard. Exciting." Some of her favourite projects include Fourways Mall, The Crescent Phudaditjaba and Lego.

In her free time, Linette enjoys travelling, dancing lessons with her husband and building Lego with her kids.



## LIZANNE VOS

CEO  
XPOTENTIAL

With twenty-five years of experience, Lizanne is CEO of Xpotential, a business strategy consultancy, obsessed with exploring and maximising potential. Lizanne started her career at Truworths as a store manager, later promoted to Head of Marketing. Subsequent to a career in retail, she started an advertising agency, Mustard Seed Marketing, specialising in the marketing and advertising of Shopping Centres. After fourteen years of building a highly successful agency, Lizanne sold the business in order to pursue a new vision - that of empowering and training previously disadvantaged retailers, frontliners and business owners.

Lizanne enjoys understanding and communicating with consumers. She describes the Marketing Industry as Strategic and Innovative. She loves all projects relating to Corporate Social Investment and Education. In her free time, she loves walking, reading, sketching and playing the piano.



## MAIA KALAN

FOUNDING MEMBER & EXECUTIVE DIRECTOR  
CREATIVE COLLECTIVE

Maia has more than thirteen years of experience in the shopping centre marketing industry and more than 25 years in the creative industry. Her defining moment working in the marketing industry was partnering with International Movie Houses, conceptualising and coordinating international movie activations and bringing these experiential activations to South Africa. She loves being able to identify and leverage trends, and in some cases even start them. Maia describes the Marketing Industry as Exciting and Progressive.

Some of her favourite projects include the LEGO Play Experience at Sandton City, The Art Of Experience at Design Quarter and The Grinch Movie Activation at The Zone @ Rosebank. When she has free time, Maia enjoys travelling and reading a gripping book, spending time with her family & 5 Weimeraner dogs, and spending time in nature.



## MAUDE KAWEESA

RETAIL ASSET MANAGER  
INVESTEC PROPERTY FUND

Maude has been in the retail property industry for over 13 years and joined Investec Property Fund's Asset Management team in July 2013. Her role as an Asset Manager in shopping centres, led to her involvement in the Marketing Industry. Steadfast and determined, she is passionate about her involvement in the annual marketing strategies for the shopping centres, understanding how important the alignment of the shopping centre marketing strategy is with the overall success of the shopping centre.

Maude believes the Marketing Industry is always at the forefront of innovation, it offers challenges and discovery. Three words she uses to describe the industry are Diverse, Futuristic and Challenging. In her spare time, she enjoys spending time with her family, watching crime series and travelling.



## MEGAN MEGAS

MARKETING MANAGER  
MENLYN PARK SHOPPING CENTRE (MOWANA PROPERTIES)

Megan has more than 10 years in Retail and Marketing experience. She enjoys being part of building products and brands, through analytic and creative processes. Using experience and skill to identify meaningful insights for your brand and sharing that with your customers ... and doing it with integrity brings her immense joy and satisfaction.

A highlight for Megan was being part of an international concept that established a mall as an iconic Fashion Destination, Empty Shop, Sandton City. This enhanced her marketing skills and experience in regard to International negotiating skills, Influencer ability to encourage customers and stakeholders to think in new ways, to reconsider their mall marketing perspectives.

Some of her favourite projects include The Empty Shop, Menlyn Loves Local, and Back To Varsity. She enjoys crocheting, ministry work, eating and shopping.





## MICHAEL WILSON

GROUP MARKETING MANAGER  
EXCELLERATE BRAND MANAGEMENT

Michael has over 13 years of experience within the property and retail industry. Whilst at Liberty 2 Degrees, he was given the opportunity to lead the Marketing of Liberty 2 Degrees' iconic retail portfolio which includes Sandton City, Nelson Mandela Square and Eastgate which has encouraged him to challenge himself to continuously grow and strive for new excellence. Some of his favourite projects include securing the country's renowned Fashion Event, SA Fashion Week at both Hyde Park Corner and Sandton City, creating and conceptualizing Hyde Park Corner's Annual Publication 'September Issue', and the launch of the Melrose Arch Piazza expansion.

Michael loves collaborating and innovating to create memorable and unforgettable experiences. He describes the Marketing Industry as evolving, dynamic and exciting. Michael enjoys traveling, exploring new cultures and cities, spending time outdoors and exercising.



## NICOLE BAUMGARTEN

DIVISIONAL DIRECTOR  
LISTED FUNDS, BROLL PROPERTY GROUP

Nicole is exposed to Marketing through her field of Property Management, where she is responsible for all aspects of property management from Finance, to Operations, Leasing, and Marketing. She started her career in Property Management, and then for ten years, moved into Marketing of New Developments, Relationship Management and Marketing their business. Nicole believes there must be a genuine connection between the centre and the community it serves to create meaningful and sustainable assets. She enjoys being exposed to continuous creativity, disruption, reinvention and technological leapfrogging the Marketing Industry brings. She describes the industry as Volatile, Competitive and Edgy.

In her free time, Nicole enjoys gardening (building fairy gardens), singing and dancing with her two girls, listening to TEDtalks, playing chess with her daughter and sipping G&T with her husband overlooking the Magaliesburg hills.



## PRESTON GADDY

GENERAL MANAGER  
EXCELLERATE JHI

With more than two decades of diverse property management and development exposure, Preston is recognized as an Industry expert in Retail Property and regularly consulted for advisory services. He gained vast experience on the ground as a Centre Manager and has been able to apply this knowledge across the multi-faceted Managed Portfolio as well as key turnaround projects. Asset Management exposure has further enhanced his overall knowledge base. The shopping centre field has been exceptionally rewarding throughout his career, and his vision and goal is to "pay back" that reward, to young professionals in the SC Industry through further mentorship and knowledge sharing programs.

Preston describes himself as Tenacious, Passionate and Dedicated, and if he is not spending time with his two daughters, you will find him playing golf or catching up on reading (Industry articles).



## RENEE BURTON

CREATIVE DIRECTOR & OWNER  
BLUE DOOR THEORY

Renée is a seasoned sustainability, marketing and business communications professional with over 15 years' experience and has worked with British American Tobacco, Unilever and, most recently, East Coast Radio in South Africa, which is where she is based. She easily identifies with the concept of being "an outlier who is willing to push the boundaries, in order to arrive at a new version of excellence". As a strong, independent and inspirational mother of two, she strives to build a legacy that will stand her children in good stead for their respective futures.

As a published author, Renée appreciates the impact of the written word and the influence it can wield on people through an intimate engagement with prose. Renée describes herself as a poet, blogger, general commentator, karaoke wonder and your run of the mill tortured soul at large,



## SAKINA NOSARKA

ASSET MANAGER  
OLD MUTUAL PROPERTY

Sakina has worked with some exceptional colleagues during the course of her career. Choosing to start her career in a predominantly male industry, she knew she would be faced with a myriad of challenges but with hard work and determination she could navigate her way through any barriers.

Sakina hopes to continue to provide diversity and insight as well as objective and strategic advice based on her technical capabilities and retail experience. She is passionate about retail both as a shopper and as someone with retail expertise and would like nothing more than to participate in furthering retail awareness and networking in South Africa.

Travelling makes her heart sing with happiness. She believes it opens your eyes to new experiences, creates cool stories and also teaches you so much about yourself.



## SHEREE MCHAFFIE

MANAGING DIRECTOR  
BESPOKE MARKETING

Sheree McHaffie has a great love and passion for strategic and brand marketing with twenty five years' experience in the retail property industry, specialising in the marketing of shopping centres, mixed use developments and nodal precincts, within the luxury market.

She has marketed some of the most prominent centres. Some highlights include the Carlton Centre in Johannesburg CBD, twelve years at Sandton Square / Nelson Mandela Square, The Michelangelo Towers, The Mall of Rosebank, Hyde Park Corner, Brooklyn Mall, The Mall of Africa, and the event venue Waterfall Park.

Sheree was a member of the Central Johannesburg Partnership, Sandton Central, the Sandton Tourism Association, and the Rosebank Management District where she assisted with developing both brand and nodal marketing campaigns.



## WALDO MARCUS

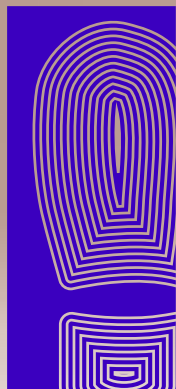
CONSULTANT  
WIW CONSULTING SOLUTIONS

Waldo has over fourteen years of experience in developing, leading and executing data driven marketing and Customer Experience strategies across multiple industries. He aims at changing the traditional mindset of marketing within a variety of Consumer environments which includes retail and malls.

Waldo came from a property development and management company, working in various positions within this dynamic industry and was involved in some of South Africa's most prestigious retail developments. He has a passion for understanding consumer behaviour and the underlying motivation and drivers for consumers to convert, adopt and remain loyal to brands. He has focused his career on influencing the traditional marketing mindset by driving a consumer-centric agenda.

He believes brands and consumer environments that is authentic, adaptive and willing to innovate for their customers will remain relevant and gain market share, especially during tough economic times.





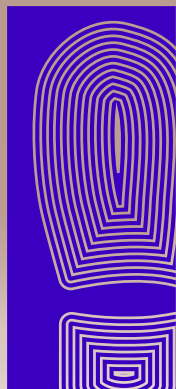
**SACSC  
FOOTPRINT  
MARKETING  
AWARDS**  
UNIQUELY CREATIVE

# BRONZE WINNERS 2020



## THIS YEAR WE ARE HONOURED TO ANNOUNCE **51** BRONZE AWARD WINNERS

SHOPPING CENTRE	CAMPAIGN	CATEGORY	MARKETING COMPANY	SHOPPING CENTRE OWNER
Eastgate Shopping Centre	#BeBeautiful	Digital Marketing	Excellerate Brand Management	Liberty 2 Degrees and Liberty Group
Liberty Midlands Mall	#LoveLocal Festival	Sales Promotions and Events	Excellerate Brand Management	Liberty 2 Degrees and Liberty Group
Alex Mall	#MasksforGood	Community Relations	Exemplar REITail	Exemplar REITail
Mimosa Mall	Adopt a Buddy Campaign	Community Relations	Mimosa Mall	Pareto
Eastgate Shopping Centre	Aquaponics Farm District	Community Relations	Excellerate Brand Management	Liberty 2 Degrees and Liberty Group
Vincent Park Shopping Centre	Art & Slime Jamming	Sales Promotions and Events	Excellerate Brand Management	Old Mutual Property
Menlyn Park Shopping Centre	Back To Varsity	Community Relations	Mowana Properties	Pareto
Madelief Shopping Centre, Kaalfontein Corner, Sam Ntuli, Kuruman Mall, KG Mall, Lephalale Mall	Bags Full of Love	Community Relations	Word4Word Marketing	Moolman Group
Bedford Centre	Breast Cancer Awareness	Community Relations	Excellerate Brand Management	Old Mutual Property
Brooklyn Mall and Brooklyn Square	Brooklyn's Asean Expo	Sales Promotions and Events	Bespoke Marketing	Growthpoint Properties and Attacq
Brooklyn Mall and Brooklyn Square	Brooklyn's Asean Expo	Category Integration	Bespoke Marketing	Growthpoint Properties and Attacq
Canal Walk Shopping Centre	Canal Walk Mandela Day Event	Community Relations	Canal Walk Shopping Centre	Hyprop Investments and Ellerrine Bros
Menlyn Park Shopping Centre	COSMO Matric Dance Campaign	Retailer Productivity	Mowana Properties	Pareto
Westgate Shopping Centre	COVID'19 Response 21 Day Lockdown	Community Relations	Bonfire Media	Pareto
Melrose Arch	Cycle for Smiles	Community Relations	Amdec Group	Amdec Group
East Point Shopping Centre	Decathlon Launch	Advertising	Broll Property Group	SA Corporate Real Estate
Denlyn Shopping Centre	Denlyn Stars	Community Relations	Safari Investments RSA	Safari Investments RSA
Sandton City	Digital Aquarium Changing Waves	Visual Merchandising	Excellerate Brand Management	Liberty Group , Liberty 2 Degrees, Pareto
East Rand Mall	Fashion Mile	Sales Promotions and Events	JHI Retail	Redefine Properties and Vukile Property Fund
Eastgate Shopping Centre	Festival of Fun	Sales Promotions and Events	Excellerate Brand Management	Liberty Two Degrees and Liberty Group
Menlyn Park Shopping Centre	Festive Carols in the Sky	Community Relations	Mowana Properties	Pareto
Sandton City	Festive City	Visual Merchandising	Excellerate Brand Management	Liberty Group, Liberty 2 Degrees, Pareto
The Mall Shopping Centre	Fully Bilingual Website	Digital Marketing	The Blue Room	Momentum Metropolitan Life
Gateway Theatre of Shopping	Gateway's Vodacom Durban July Fashion Experience	Sales Promotions and Events	Excellerate Brand Management	Old Mutual Property
Gateway Theatre of Shopping	Gateway's Vodacom Durban July Fashion Experience	Public Relations	Excellerate Brand Management	Old Mutual Property
Sandton City	Hot 91.9FM Teddy-Thon	Community Relations	Excellerate Brand Management	Liberty Group, Liberty 2 Degrees, Pareto
Kalahari Mall	INTERJOL Battle of the Chefs	Advertising	Word4Word Marketing	Dorpstraat Properties and Hosken Consolidated Investments



**SACSC  
FOOTPRINT  
MARKETING  
AWARDS**  
UNIQUELY CREATIVE

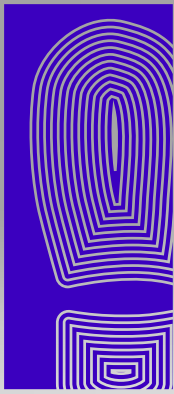
# BRONZE

## WINNERS 2020



## THIS YEAR WE ARE HONOURED TO ANNOUNCE **51** BRONZE AWARD WINNERS

SHOPPING CENTRE	CAMPAIGN	CATEGORY	MARKETING COMPANY	SHOPPING CENTRE OWNER
Ferndale on Republic	Introducing The People Behind The Scenes & Masks	Advertising	Kitchen Sink	Moolman Group, PHG Group & Braam van Huyssteen
Victoria Wharf Shopping Centre	Joy from Africa to the World	Community Relations	V&A Waterfront	Growthpoint Properties and PIC
Liberty Promenade	Kite Decorating Workshop and Community Fly	Community Relations	Excellerate Brand Management	Liberty 2 Degrees and Liberty Group
Nelson Mandela Square	Latitudes Art Fair	Public Relations	Excellerate Brand Management	Liberty 2 Degrees
Liberty Promenade	Next Generation Musical: Save the Earth	Community Relations	Excellerate Brand Management	Liberty 2 Degrees and Liberty Group
Liberty Promenade	Next Generation Musical: Save the Earth	Public Relations	Excellerate Brand Management	Liberty 2 Degrees and Liberty Group
Village Mall	Night With The Stars Concert	Advertising	Word4Word Marketing	Moolman Group and Twin City Development
Cavendish Square	Recycling Garden	Sales Promotions and Events	Excellerate Brand Management	Old Mutual Property
River Square Shopping Centre	River Square Weigh In	Community Relations	Mustard Seed Relationship Marketing	Growthpoint Properties
Nelson Mandela Square	Rugby World Cup	Digital Marketing	Excellerate Brand Management	Liberty 2 Degrees
Sandton City	Sandton City Gamers Expo	Retailer Productivity	Excellerate Brand Management	Liberty Group, Liberty 2 Degrees, Pareto
Liberty Midlands Mall	Santas Grotto	Visual Merchandising	Excellerate Brand Management	Liberty 2 Degrees and Liberty Group
Eastgate Shopping Centre	Since 1979	Visual Merchandising	Excellerate Brand Management	Liberty 2 Degrees and Liberty Group
Killarney Mall	Stationery Drive	Community Relations	Mall Marketing Management	Octodec Investments
Liberty Promenade	Tackle, Toss and Triumph	Sales Promotions and Events	Excellerate Brand Management	Liberty 2 Degrees and Liberty Group
Liberty Midlands Mall	The Art of Fashion	Community Relations	Excellerate Brand Management	Liberty 2 Degrees and Liberty Group
The Boulders Shopping Centre	The Boulders Family Search	Community Relations	Redefine Properties	Redefine Properties
The Zone @ Rosebank	The Crossing	Advertising	Excellerate Brand Management	Old Mutual Property
Kagiso Mall	The First Township Radio Station in a Mall	Community Relations	Excellerate Brand Management	Old Mutual Property
Sandton City	The Nutcracker's Winter Circus	Advertising	Excellerate Brand Management	Liberty Group, Liberty 2 Degrees, Pareto
The Zone @ Rosebank	The Walking Gallery	Category Integration	Excellerate Brand Management	Old Mutual Property
The Zone @ Rosebank	The Walking Gallery	Advertising	Excellerate Brand Management	Old Mutual Property
Gateway Theatre of Shopping	VDJ Young Designers Competition	Community Relations	Excellerate Brand Management	Old Mutual Property
Liberty Midlands Mall	We're Plugged Into The Sun	Public Relations	Excellerate Brand Management	Liberty 2 Degrees and Liberty Group



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FOOTPRINT  
MARKETING  
AWARDS**

UNIQUELY CREATIVE

# SILVER

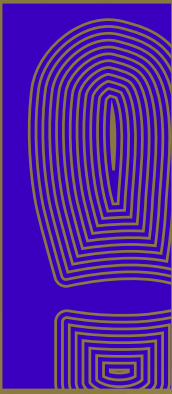
## WINNERS 2020



**SACSC**  
South African Council  
of Shopping Centres

## THIS YEAR WE ARE HONOURED TO ANNOUNCE 35 SILVER AWARD WINNERS

SHOPPING CENTRE	CAMPAIGN	CATEGORY	MARKETING COMPANY	SHOPPING CENTRE OWNER
Eastgate Shopping Centre	#BeBeautiful	Community Relations	Excellerate Brand Management	Liberty 2 Degrees and Liberty Group
Vincent Park Shopping Centre	#ENOUGH Free Self-Defense Classes	Community Relations	Excellerate Brand Management	Old Mutual Property
Liberty Midlands Mall	#LoveLocal Festival	Community Relations	Excellerate Brand Management	Liberty 2 Degrees and Liberty Group
Brooklyn Mall and Brooklyn Square	Brooklyn's Lipstick Challenge	Category Integration	Bespoke Marketing	Growthpoint Properties and Attacq
Brooklyn Mall and Brooklyn Square	Brooklyn's Lipstick Challenge	Community Relations	Bespoke Marketing	Growthpoint Properties and Attacq
Brooklyn Mall and Brooklyn Square	Brooklyn's Lipstick Challenge	Public Relations	Bespoke Marketing	Growthpoint Properties and Attacq
Brooklyn Mall and Brooklyn Square	Brooklyn's Lipstick Challenge	Sales Promotions and Events	Bespoke Marketing	Growthpoint Properties and Attacq
Canal Walk Shopping Centre	Canal Walk Mandela Day Event	Sales Promotions and Events	Canal Walk Shopping Centre	Hyprop Investments & Ellerrine Bros
Centurion Mall	Christmas Holiday Program	Sales Promotions and Events	Carab Events & Promotions, Word4Word Marketing	Redefine Properties
Cresta Shopping Centre	CrestAquarium Launch	Grand Opening, Expansion and/or Renovation	MbongiWorks	Pareto
Eastgate Shopping Centre	Eastgate Autoshow Goes Modified	Centre Productivity	Excellerate Brand Management	Liberty 2 Degrees and Liberty Group
Sandton City	Festive City	Centre Productivity	Excellerate Brand Management	Liberty Group, Liberty 2 Degrees, Pareto
Gateway Theatre of Shopping	Follow Me - Gateway's Ambassador Programme	Digital Marketing	Excellerate Brand Management	Old Mutual Property
Fourways Crossing Retail Centre	Fourways Crossing Closet Cleanout Drive	Community Relations	Mustard Seed Relationship Marketing	Growthpoint Properties & Ellerrine Bros
Gateway Theatre of Shopping	Gateway's Festive Season 2019	Advertising	Excellerate Brand Management	Old Mutual Property
Victoria Wharf	Good Night Fridays	Digital Marketing	V&A Waterfront	Growthpoint Properties & PIC
Cosmo Mall	Heritage Day	Community Relations	Mall Marketing Management	The Bentel Group
Nkomo Village	Jewels of Atteridgeville	Community Relations	Safari Investments RSA	Safari Investments RSA
Sandton City	JHB Pride	Centre Productivity	Excellerate Brand Management	Liberty Group, Liberty 2 Degrees, Pareto
Bedford Centre	Love Local Market	Community Relations	Excellerate Brand Management	Old Mutual Property
The Pavilion Shopping Centre	Mahle F1 Schools Challenge	Community Relations	Mowana Properties	Pareto
Mall of Africa	Mall of Africa "#turnthepage campaign with Global Citizen"	Community Relations	Bespoke Marketing	Attacq & Atterbury
Mall of Africa	Mall of Africa "Sessions for Africa Day"	Digital Marketing	Bespoke Marketing	Attacq & Atterbury
Southgate Mall	My Paper Family	Community Relations	Mowana Properties	Pareto
Southgate Mall	My Paper Family	Digital Marketing	Mowana Properties	Pareto
Gateway Theatre of Shopping	Northern Dreams	Visual Merchandising	Excellerate Brand Management	Old Mutual Property
Gateway Theatre of Shopping	Northern Dreams	Advertising	Excellerate Brand Management	Old Mutual Property
Loftus Park	Rugby World Cup Fan Park	Centre Productivity	RLM Marketing	Abland & Redefine Properties
Sandton City	Sandton City Gamers Expo	Sales Promotions and Events	Excellerate Brand Management	Liberty Group, Liberty 2 Degrees, Pareto
Tyger Valley Centre	Santas's Grotto at Tyger Valley	Sales Promotions and Events	Jelly Bean Concept Events	Pareto
Eastgate Shopping Centre	Since 1979	Centre Productivity	Excellerate Brand Management	Liberty 2 Degrees and Liberty Group
Eastgate Shopping Centre	Since 1979	Category Integration	Excellerate Brand Management	Liberty 2 Degrees and Liberty Group
Wonderboom Junction	Teens Graffiti Wall	Community Relations	Redefine Properties	Redefine Properties
Bedford Centre	Very Beary Christmas	Community Relations	Excellerate Brand Management	Old Mutual Property
Cavendish Square	World of Wonder	Sales Promotions and Events	Excellerate Brand Management	Old Mutual Property



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FOOTPRINT  
MARKETING  
AWARDS

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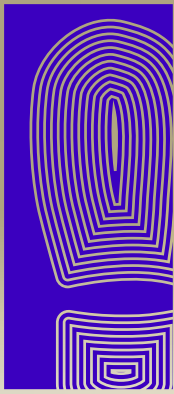
# GOLD

## WINNERS 2020

THIS YEAR WE ARE HONOURED TO ANNOUNCE  
**15** GOLD AWARD WINNERS







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FOOTPRINT  
MARKETING  
AWARDS  
UNIQUELY CREATIVE

**GOLD**  
WINNER 2020



**SACSC**  
South African Council  
of Shopping Centres

**AWARDED TO**  
**Sandton City**  
**SHOPPING CENTRE**

**FOR**

Black Coffee Portrait Guinness World Records  
**CAMPAIGN**

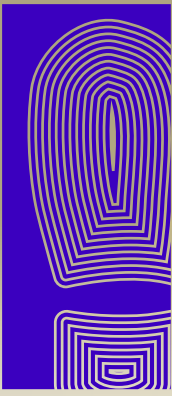
Visual Merchandising  
**CATEGORY**

**RECOGNISING**

Excellerate Brand Management  
**MARKETING COMPANY**

Liberty Group, Liberty 2 Degrees, Pareto  
**SHOPPING CENTRE OWNER**





SACSC  
FOOTPRINT  
MARKETING  
AWARDS  
UNIQUELY CREATIVE

**GOLD**  
WINNER 2020



**SACSC**  
South African Council  
of Shopping Centres

AWARDED TO  
**Sandton City**  
SHOPPING CENTRE

FOR

Festive City  
CAMPAIGN

Sales Promotions and Events  
CATEGORY

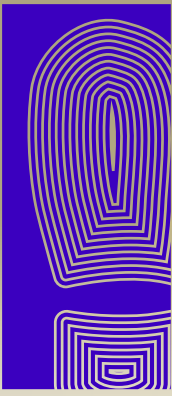
RECOGNISING

Excellerate Brand Management  
MARKETING COMPANY

Liberty Group, Liberty 2 Degrees, Pareto  
SHOPPING CENTRE OWNER







SACSC  
FOOTPRINT  
MARKETING  
AWARDS

UNIQUELY CREATIVE

**GOLD**  
WINNER 2020



**SACSC**  
South African Council  
of Shopping Centres

AWARDED TO  
**Sandton City**  
SHOPPING CENTRE

FOR

Festive City  
CAMPAIGN

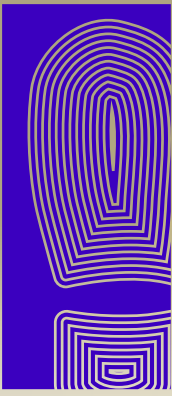
Community Relations  
CATEGORY

RECOGNISING

Excellerate Brand Management  
MARKETING COMPANY

Liberty Group, Liberty 2 Degrees, Pareto  
SHOPPING CENTRE OWNER





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FOOTPRINT  
MARKETING  
AWARDS  
UNIQUELY CREATIVE

**GOLD**  
WINNER 2020



**SACSC**  
South African Council  
of Shopping Centres

AWARDED TO  
**Sandton City**  
SHOPPING CENTRE

FOR

JHB Pride  
CAMPAIGN

Community Relations  
CATEGORY

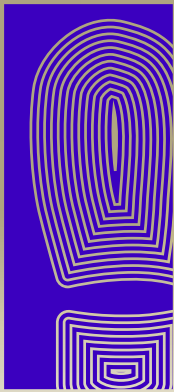
RECOGNISING

Excellerate Brand Management  
MARKETING COMPANY

Liberty Group, Liberty 2 Degrees, Pareto  
SHOPPING CENTRE OWNER







SACSC  
FOOTPRINT  
MARKETING  
AWARDS  
UNIQUELY CREATIVE

**GOLD**  
WINNER 2020



**SACSC**  
South African Council  
of Shopping Centres

**AWARDED TO**  
**Loftus Park**  
**SHOPPING CENTRE**

**FOR**

Loftus Park Rugby World Cup Fan Park  
**CAMPAIGN**

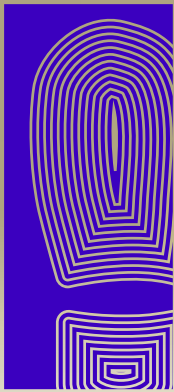
Sales Promotions and Events  
**CATEGORY**

**RECOGNISING**

RLM Marketing  
**MARKETING COMPANY**

Abland and Redefine Properties  
**SHOPPING CENTRE OWNER**





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MARKETING  
AWARDS  
UNIQUELY CREATIVE

**GOLD**  
WINNER 2020



**SACSC**  
South African Council  
of Shopping Centres

**AWARDED TO**  
**Bedford Centre**  
**SHOPPING CENTRE**

FOR

Love Local Market  
**CAMPAIGN**

Leasing Support  
**CATEGORY**

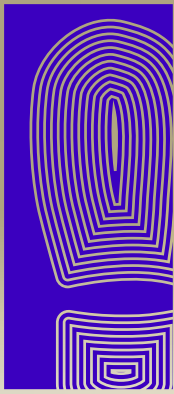
**RECOGNISING**

Excellerate Brand Management  
**MARKETING COMPANY**

Old Mutual Property  
**SHOPPING CENTRE OWNER**







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FOOTPRINT  
MARKETING  
AWARDS

UNIQUELY CREATIVE

**GOLD**  
WINNER 2020



**SACSC**  
South African Council  
of Shopping Centres

AWARDED TO  
**Mall of Africa**  
SHOPPING CENTRE

FOR

Mall of Africa "Africa's Art Collectives"  
CAMPAIGN

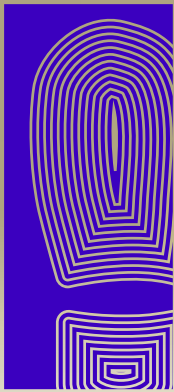
Community Relations  
CATEGORY

RECOGNISING

Bespoke Marketing  
MARKETING COMPANY

Attacq & Atterbury  
SHOPPING CENTRE OWNER





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FOOTPRINT  
MARKETING  
AWARDS  
UNIQUELY CREATIVE

**GOLD**  
WINNER 2020



**SACSC**  
South African Council  
of Shopping Centres

AWARDED TO  
**Mall of Africa**  
SHOPPING CENTRE

FOR

Mall of Africa hosts "GQ Best Dressed"  
CAMPAIGN

Public Relations  
CATEGORY

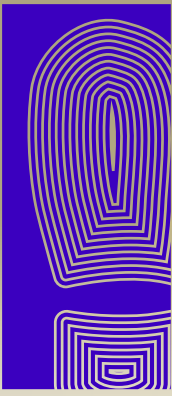
RECOGNISING

Bespoke Marketing  
MARKETING COMPANY

Attacq & Atterbury  
SHOPPING CENTRE OWNER







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FOOTPRINT  
MARKETING  
AWARDS  
UNIQUELY CREATIVE

**GOLD**  
WINNER 2020



**SACSC**  
South African Council  
of Shopping Centres

**AWARDED TO**  
**Northmead Square**  
**SHOPPING CENTRE**

**FOR**

Mandela Day Street Store  
**CAMPAIGN**

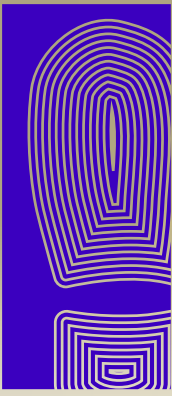
Community Relations  
**CATEGORY**

**RECOGNISING**

Mall Marketing Management  
**MARKETING COMPANY**

The Bentel Group  
**SHOPPING CENTRE OWNER**





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FOOTPRINT  
MARKETING  
AWARDS  
UNIQUELY CREATIVE

**GOLD**  
WINNER 2020



**SACSC**  
South African Council  
of Shopping Centres

AWARDED TO  
**Exemplar REITail**

FOR

Portfolio Response to COVID-19  
CAMPAIGN

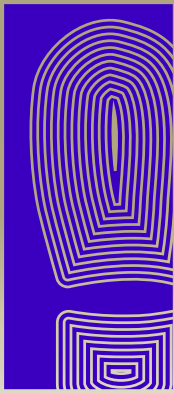
Community Relations  
CATEGORY

RECOGNISING

Exemplar REITail  
MARKETING COMPANY

Exemplar REITail  
SHOPPING CENTRE OWNER





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FOOTPRINT  
MARKETING  
AWARDS  
UNIQUELY CREATIVE

**GOLD**  
WINNER 2020



**SACSC**  
South African Council  
of Shopping Centres

**AWARDED TO**  
**Gateway Theatre of Shopping**  
SHOPPING CENTRE

FOR

Rainbow Shake Up  
CAMPAIGN

Digital Marketing  
CATEGORY

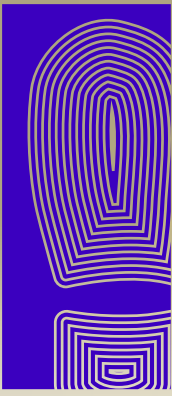
**RECOGNISING**

Excellerate Brand Management  
MARKETING COMPANY

Old Mutual Property  
SHOPPING CENTRE OWNER







SACSC  
FOOTPRINT  
MARKETING  
AWARDS  
UNIQUELY CREATIVE

**GOLD**  
WINNER 2020



**SACSC**  
South African Council  
of Shopping Centres

AWARDED TO  
**Loftus Park**  
SHOPPING CENTRE

FOR

Rugby World Cup Fan Park  
CAMPAIGN

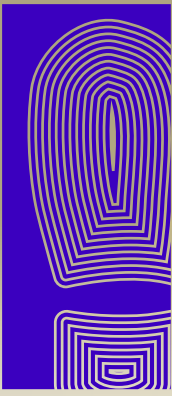
Public Relations  
CATEGORY

RECOGNISING

RLM Marketing  
MARKETING COMPANY

Abland & Redefine Properties  
SHOPPING CENTRE OWNER





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FOOTPRINT  
MARKETING  
AWARDS  
UNIQUELY CREATIVE

**GOLD**  
WINNER 2020



**SACSC**  
South African Council  
of Shopping Centres

AWARDED TO  
**Sandton City**  
SHOPPING CENTRE

FOR

SA Style Awards  
CAMPAIGN

Community Relations  
CATEGORY

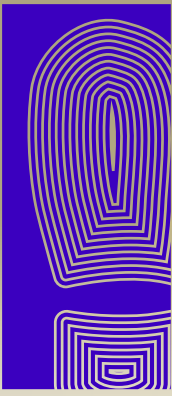
RECOGNISING

Excellerate Brand Management  
MARKETING COMPANY

Liberty Group, Liberty 2 Degrees, Pareto  
SHOPPING CENTRE OWNER







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FOOTPRINT  
MARKETING  
AWARDS  
UNIQUELY CREATIVE

**GOLD**  
WINNER 2020



**SACSC**  
South African Council  
of Shopping Centres

**AWARDED TO**  
**Sam Ntuli Mall**  
**SHOPPING CENTRE**

**FOR**

Sam Ntuli Mall Grand Opening  
**CAMPAIGN**

Grand Opening, Expansion and/or Renovation  
**CATEGORY**

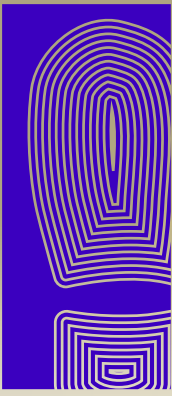
**RECOGNISING**

Kitchen Sink  
**MARKETING COMPANY**

Moolman Group & Twin City  
**SHOPPING CENTRE OWNER**







SACSC  
FOOTPRINT  
MARKETING  
AWARDS  
UNIQUELY CREATIVE

**GOLD**  
WINNER 2020



**SACSC**  
South African Council  
of Shopping Centres

AWARDED TO  
**The Pavilion Shopping Centre**  
SHOPPING CENTRE

FOR

The Pavilion Junior Chef  
CAMPAIGN

Public Relations  
CATEGORY

RECOGNISING

Mowana Properties  
MARKETING COMPANY

Pareto  
SHOPPING CENTRE OWNER





SACSC  
FOOTPRINT  
MARKETING  
AWARDS

UNIQUELY CREATIVE



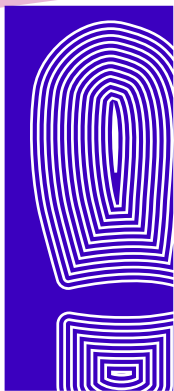
SACSC

South African Council  
of Shopping Centres

# SPECTRUM

## WINNER 2020





**SACSC  
FOOTPRINT  
MARKETING  
AWARDS**  
UNIQUELY CREATIVE



## THE SPECTRUM AWARDS

CELEBRATIONS OF RETAIL EXCELLENCE

The SACSC Spectrum Awards celebrate retail excellence across all disciplines and across all sectors. It is a platform for recognising innovation, outstanding economic and creative achievements.

**AWARDED TO**

*Sam Ntuli Mall*

**SHOPPING CENTRE**

**FOR**

Sam Ntuli Mall Grand Opening  
**CAMPAIGN**

Grand Opening, Expansion and/or Renovation  
**CATEGORY**

**RECOGNISING**

Kitchen Sink  
**MARKETING COMPANY**

Moolman Group & Twin City  
**SHOPPING CENTRE OWNER**





## CONTACT US

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First Floor, Sandton 2196

[www.rdda.co.za](http://www.rdda.co.za)

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