

The background of the lower half of the image is a dark blue gradient. On the left side, there is a large, faint, teal-colored fingerprint graphic. On the right side, there is a network of glowing blue lines and dots, resembling a digital or data network.

**WINNERS  
2023**

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# ABOUT THE AWARDS

The SACSC 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 40 Bronze, 48 Silver and 18 Gold winners out of 205 entries.

# ABOUT THE PROCESS



The SACSC Footprint Marketing Award judges first **REVIEW AND ASSESS** all entries for eligibility and qualification of a minimum standard for judging.

# THE JUDGING PROCESS



The overall winner, or Gold winner achieving the highest score, will win the Spectrum Marketing Award.

An adjudication committee, made up of a combination of shopping centre marketing experts, asset managers, managing agents and owner representatives, as it is important the marketing and strategic centre objectives are met. 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 may be instances where there is no winners for that category

## FIRST ROUND 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 ROUND 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.

# AWARD CATEGORIES

## 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.

# A

## 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).

# B

## 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.

# C



## 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.

D

## 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.

F

## 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.

E

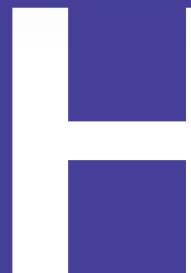
## GRAND OPENING EXPANSION AND/OR RENOVATION

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

G

## 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.



## 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.



## 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.



## VISUAL MERCHANDISING

This category is to recognise how visual merchandising contributes to the success of the shopping centre. Entries may be from speciality retailers, speciality 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.



A network diagram with white nodes and lines on a light blue background.

## 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.

A teal background with a large, stylized fingerprint graphic on the right side.

# JUDGES



# FINAL ROUND JUDGES



## AVIJIT YADAV

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

Avijit has 11 years of experience in agencies such as Ogilvy, Satchi & Satchi, Y&R, Bates, 8 years in Mall Marketing in Dubai and Canada, 11 years in Mall Management in Canada and Kuwait. Avijit reports to the TMM Board, advises them on management risk and maintains a delicate balancing act of managing customer expectations, financial results and a dynamic team. He and his team work closely with the company development and projects wing on innovation. Marketing the Dubai Shopping Festival, Repositioning a Mall in Toronto, Launching the 360 Mall and Al Kout Mall in Kuwait, obtaining the CSM, CLS, CDP, CRX & CMD are key moments in his career. Avijit enjoys reading, is an amateur photographer and enjoys travelling around the world.



## ALAN THORNTON

**MANAGING DIRECTOR**  
**AL MARKETING**

Alan has worked at a senior level within the retail destination sector for over 25 years, including international marketing roles at Clarks and Topshop. He's also held senior director positions with property specialists Donaldsons and DTZ and worked with destination specialists, MindFolio. Brands he's worked on include Covent Garden Market, Carnaby and Whiteleys in the UK, plus Arena Mall, Budapest; Centrum Galerie, Dresden; and Morocco Mall in Casablanca. Currently chair of the Solal Awards, he has played active roles within ICSC and REVO and co-authored the REVO guide to Marketing KPI's and Evaluation.



## NANCY WALTERS

**PRESIDENT**  
**VERY SPECIAL EVENTS (VSE)**

Nancy has been a Journalist for 9 years, Director in shopping Centre and Corporate Marketing for six years and President of Very Special Events for 37 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.

# FIRST ROUND JUDGES



## ALRITA GROENEWALD

**MANAGING DIRECTOR  
WORD4WORD MARKETING**

Managing Director at Word4Word Marketing Pty Ltd in Pretoria, Alrita Groenewald, has 6 years of experience as Managing Director for Word4Word Marketing and has been with the company since its inception in July 2006. Over the past 24 years, within Alrita's marketing profession, a key moment in her career was facilitating a retail marketing training session for GIC centre management staff in Beijing, which gave Word4Word Marketing the opportunity to consult with other international retail projects in Taiwan and India. To date, she has managed the marketing function for the refurbishment and/or launch of more than 50 shopping centres in South Africa and abroad. In her spare time, she enjoys drawing, cooking and baking for her three children.



## ANDREANA HOLMES

**FOUNDER & CEO  
THE BLUE ROOM**

With over 25 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.



## ANNE-MARIE JOUBERT

**ASSET MANAGER  
SASOL PENSION FUND**

Anne-Marie Joubert, Asset Manager for Sasol Pension Fund and has 15 years of experience in the property industry, from Centre Manager, Portfolio Manager to Asset Manager. Part of her career was being part of the development and opening of new shopping centres. In her current position she has been involved in redevelopments of some of our shopping centres, tenant relocations as well as tenant installations. She describes herself as a easy-going, fun loving person, although she is a perfectionist. Anne-marie spends her free time having fun with her children, doing carpentry or simply relaxing in the bush.



## BEVERLEY DEANS

**BUSINESS DEVELOPMENT CONSULTANT  
EXCELLERATE PROPERTY SERVICES**

Beverley Deans is Business Development Consultant 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 30 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. Bev 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.



## BJORN SAMUELS

**ASSET MANAGER**  
**OLD MUTUAL PROPERTY**

Bjorn Samuels joined Old Mutual Property as an Asset Manager in 2020. With over 9 years of experience in the listed and direct property sector, he currently oversees the asset management responsibilities for the entire 450 000 sqm retail GLA portfolio. The value and importance of innovation, vision and creative marketing in an environment as saturated as South Africa's cannot be undermined and overlooked. It is the key driver to foot traffic into Old Mutual Property's malls and is becoming a significant contributor to the bottom line for all stakeholders. Due to this and Bjorn's extensive experience and success, Bjorn was asked to manage company's investment in innovation and technology with We Are Egg and the various digital transformation initiatives currently underway. Outside of work you can often find Bjorn spending quality time with family and friends or somewhere on a mountain bike trail.



## BURGER BOTHMA

**COO**  
**TWIN CITY**

Burger has been in retail property for fifteen years, mostly in asset and property management. He was previously at Investec for ten years before joining Twin City as their COO.



## CARMEN COLLISON

**ASSET MANAGER**  
**CAVALEROS CONSTRUCTION**

With 17 years of industry experience, Carmen Collison recently joined Cavaleros as the Asset Manager for the Group. Her track record in the industry has cemented both her experience, knowledge base and network of key relationships. As the Asset Management Executive for Liberty 2 Degrees Ltd, she was responsible for Eastgate Shopping Centre and the Melrose Arch Precinct, a portfolio valued at approximately R14bn with an estimated 343 000m<sup>2</sup> of GLA. At SA Corporate Ltd, as the Retail Asset Manager, Carmen oversaw the South African and Zambian retail assets which was in excess of R8.5bn in terms of both operational and development management. She has also served as the MD of Motseng Property Services and the GM of Property Services at Billion Group. As a 50% shareholder of Prominent Properties (she has since exited the business), administered a mixed portfolio of assets on behalf of private landlords as well as Resilient Property Fund, Capital Property Fund and Monyetla Fund.



## CORNEL PAPENFUS

**GROUP MARKETING MANAGER**  
**MOOLMAN GROUP**

Cornel has over 18 years of experience in the retail marketing arena. She honed her skills at a bespoke South African jewellery brand with a creative force and innovator who exposed her to daring projects on an international level involving successful local brand partnerships. This stood her in great stead as she entered her first position in the Property Industry as Marketing Manager for Mustard Seed Relationship Marketing. Over the course of 10 years various positions within the company followed, reporting to different landlords and overseeing a wide range of properties. It required tenacity, fast thinking, creativity, perception, and really understanding each building and its associated environment deeply. You have an enormous responsibility to manage marketing funds and deliver valuable marketing initiatives addressing critical performance indicators. In February 2020 Cornel was offered the position at Moolman Group, a dream come true. This offered her the opportunity to focus on the Group brand management, new developments, and the current retail portfolio – exploring new structures and execution models. Cornel loves her family, friends, food and travelling...like most people do, except a little EXTRA. She describes herself as being as a passionate, creative, and strategic activator. Her goal is to continue to explore the marketing universe and to deliver what really matters to the consumer, in the most significant way.





## DONALD MCLELLAN

### NATIONAL MARKETING MANAGER – SA CORPORATE RETAIL PORTFOLIO BROLL PROPERTY GROUP

Donald Mclellan, National Marketing Manager of Broll Property Group oversees the Strategic Marketing for 19 of SA Corporate's Retail Properties. Having worked in all roles within the shopping centre marketing environment through his career spanning 15 years he has developed a deep understanding of what it takes to compose and execute a meaningful marketing strategy that delivers measurable results. He draws his passion for marketing from the opportunity to bring big ideas to life through campaigns that can help others. He takes his role of positioning "Marketing" as a critical part of any business and calls on all Marketers to remember this responsibility through each of their interactions.



## ELIZE COETZEE

### SENIOR MANAGER: ALTERNATIVE INCOME MANAGEMENT VUKILE PROPERTY FUND

Qualified as a Chartered Marketer (CMSA) Elize has held various business and marketing positions with companies over the last 22 years. Elize is self-motivated, client focused, action oriented and results driven. She ensures that she is flexible and responds quickly to the demands of any challenging situation. She enjoys working in dynamic environments, delivering against set business requirements and enjoys motivating others. Elize is passionate about the conceptualisation and implementation of innovative business and marketing strategies. Working in collaboration with global or local marketing, management and sales teams, she strategically achieves key business objectives through targeted marketing and communications activities. Elize advocates the empowered role that women play in the industry, believing that the diversity which women bring to the business world is important, and women have a unique skills-set that carries the ability to complement and improve business results. Elize's work mantra includes passion, a positive attitude, and strong work ethic. She firmly believes that anything can be achieved once you put your mind to it.



## GERRI BOTHA

### PROPERTY MARKETING MANAGER REDEFINE PROPERTIES

Property marketing manager at Redefine Properties, Gerri Botha has over 20 years of marketing experience. Redefine is a JSE-listed South African-based Real Estate Investment Trust (REIT) that manages a diversified property asset platform with a value of R94.1 billion. Gerri oversees and manages Redefine's marketing activities – a broad area that includes developing and executing a strategic marketing plan for each property sector; managing the regional marketing manager team; providing strategic marketing, leasing and operational support to all internal stakeholders; and providing marketing support for the REACH broker programme, Smartten tenant programme, and all socioeconomic development initiatives. Key moments in Gerri's career include winning seven SACSC Footprint awards.



## HELOISE MGCINA

### MARKETING AND COMMUNICATIONS EXECUTIVE LIBERTY TWO DEGREES

Heloise has a track record of over 20 years in Marketing and Communications with expertise in brand management, digital marketing, sponsorship management and strategic communication. She has worked across several industries including Telecommunications, Professional Services and Banking and on multiple brands such as Vodacom, Procter & Gamble and WesBank. Heloise joined Liberty Two Degrees in January 2020. Her role entails strategically positioning the L2D brand in the market, while providing insights and direction across the portfolio. She is a passionate Marketer who immerses herself into the brands she is responsible for. She enjoys travelling and is happiest when spending quality time with her family and friends.



## 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-five 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 19 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.



## JILLIAN ARENDZE-NAIDOO

**ASSET MANAGER**  
**SASOL PENSION FUND**

Jillian has 8 years of experience as an Asset Manager in the Retail and Commercial sectors. Key moments in her career, include the opening and launching various retail shopping centres and commercial redevelopments after completion. This has enhanced the skill of effective collaboration with various stakeholders and brands to achieve a common goal.



## JUSTIN MENEZES

**RETAIL ASSET MANAGER**  
**IPIC GROUP**

With a dynamic career spanning the realms of all things real estate, Justin is a seasoned professional at the intersection of vision and execution. With 15 years of dedicated involvement in the industry, Justin has consistently demonstrated a keen ability to transform ideas into tangible realities. Justin joined the IPIC Group in 2021 as Asset Manager where he focuses on neighbourhood retail shopping centres in the Western Cape.



## KELLIE ETTMAYR

**MARKETING MANAGER**  
**GROWTHPOINT PROPERTIES**

With more than 15 years of shopping centre management and centre marketing management experience nationally, Kellie thrives at strategising and driving impactful and innovative marketing solutions aligned with business objectives and achieving results. As the Senior Brand Manager for Growthpoint's national retail portfolio, people-centred leadership, attention to detail and a sincere passion and love for what she does, enable her to manage multiple projects simultaneously and support the retail marketing teams. She is also responsible for driving national projects and identifying new business opportunities and brand partnerships for Growthpoint – the largest South African primary REIT listed on the JSE, with assets in South Africa, Eastern Europe, Australia and the UK. Curiosity, creativity and collaboration are three traits Kellie believes are essential in creating retail spaces to thrive.





## LEE RASMUSSEN

**DIRECTOR  
MK ILLUMINATION**

Lee has been linked to the retail and marketing industry for 17 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

**MANAGER PRIVATE PORTFOLIO  
CAVALEROS CONSTRUCTION COMPANY**

Leila Daya has nearly 35 years of experience in shopping centre management, including all areas of marketing, PR, leasing and overall property administration and operational functions including refurbishment. She enjoys the evolving trends in the Industry. She consults as the Retail Manager for The Cavaleros Property Group, and recently taken on the role of Manager New Projects &

Developments of a privately owned company, run hands on by the CEO, with cutting edge and out of the box thinking. Quality and perfection are instilled in all that work there, as they push beyond the limits to achieve exceptional quality and produce world class products. Leila strives to be unique and different, and to be the first always. She sums up the marketing industry as Digital, Trends and Instant, and herself as dedicated, committed and ambitious. She has just recently taken on the role of Manager : New Projects & Development. In her spare time she loves reading, listening to music, and creating decor items / recycled products.



## LINETTE IMRIE

**OWNER  
KITCHEN SINK**

Owner of The Kitchen Sink, Linette Imrie, has 27 years of experience within the shopping centre marketing industry. She has been actively involved in the marketing of over 100 Shopping centres, with over 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 campaigns". She focuses on balanced strategies, taking each centre's unique needs into consideration. Linette has also created two new terms, being "Culturalative" and "Communitive", distinguishing to the Shopping Centre Industry.



## LUCAN PONISAMMY

**FOUNDER & CEO  
LUCAN MANAGEMENT**

Lucan Ponisammy, Founder & CEO at Lucan Management, boasts over 15 years of experience in retail marketing strategy. He comes with extensive retail experience in department stores, specialty chains and retail banking. His defining moments were spearheading campaigns for Edcon across South Africa as well as successfully developing and executing the acquisition strategy for FNB and Nedbank retail banking. He also served on the Regenesys Retail Advisory Council contributing to retail industry policy. What excites Lucan about being in retail marketing is the people. He looks forward to the future of retail – linking the physical with technology. In his spare time, he enjoys spending time with his family, long drives, hiking, cooking and exploring.



## MAIA KALAN (JORDAAN)

**FOUNDING MEMBER & EXECUTIVE DIRECTOR  
CREATIVE COLLECTIVE**

Maia has more than 16 years of experience in the shopping centre marketing industry and more than 26 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.



## MARK MAC KAISER

**ASSET MANAGER  
SA CORPORATE REAL ESTATE**

Mark has 23 years of experience in retail property management. Over the past 10 years as an Asset Manager he has been involved in various developments at super regional, regional, community and neighbourhood shopping centres. Mark has worked with various marketing companies and onsite marketing to guide stakeholders through developments and relaunching of the new offerings at shopping centres. His favourite project over the past 2 years has been the rebuild of Springfield Value Centre. After losing the centre through the devastating riots in July 2021 the centre has returned stronger than ever with exceptional demand for space from major national and international retail brands. Mark believes the two key elements in shopping centre management and marketing thereof are energy and the ability to build strong relations. He also has a strong passion to grow people he works with which is most important before building with brick and mortar.



## NAJEEBA SMALL-EBRAHIM

**PORTFOLIO MARKETING MANAGER  
EXCELLERATE BRAND MANAGEMENT**

Najeeba has 20 years of experience across property specialists, including Investec, Marriott, Old Mutual SACORP and Liberty Two Degrees. She has been the Marketing Manager at Liberty Promenade for more than a decade and also provides a support function to the Liberty Midlands and Botshabelo malls. Her core competencies in various facets of strategic shopping centre marketing include shopping centre launches, tenant-centric collaborations, competitions, brand & marketing management, publicity, advertising, digital marketing, market research and corporate social investment. She believes that it is critical to have a key understanding of your target audience to implement a holistic marketing approach and be consistent with your brand essence. Najeeba is passionate about purpose-led marketing causes and experiential marketing creating memorable brand interactions for shoppers, and gives credit to her three sons for her ability to juggle multiple projects and keep fun at the core of everything she does.



## NELIA TEIXEIRA-SCOTT

**ASSET MANAGER  
FLANAGAN & GERARD PROPERTY DEVELOPMENT**

Nelia Teixeira-Scott has been in the property industry for over 18 years and has been responsible in various property management roles with Marriott, CBS Properties and Finlay Property Services. Nelia joined the Flanagan & Gerard team in June 2013 as Centre Manager for Morningside Shopping Centre and within a year, joined the asset management team to oversee Flanagan & Gerard property portfolio. With a passion for Vespa's and good cooking, Nelia enjoys travelling to various destinations throughout Johannesburg to experience diverse cultural dishes.



## NIKIWE MKHABELA

**HEAD OF ASSET MANAGEMENT  
MASINGITA GROUP OF COMPANIES**

Nikiwe is Head of Asset Management at Masingita Group of Companies. Nikiwe believes serving communities through retail developments requires understanding of customers needs and creation of conducive environments that cultivate love and passion for retail for customers and tenants to thrive. Nikiwe has 17 years working experience in the property industry. She has in-depth knowledge in retail performance analysis and management. She works with a team of marketing and property management experts that consistently deliver award winning and world class marketing concepts that attract and excite customers and tenants. She is passionate about creating beautiful and welcoming environments that cultivate passion for retail and real estate in general. Shopping centres are catalysts for economic growth. They provide a platform for businesses, brands and services to find and connect with their relevant customers.



## NOZIPHO KUMALO

**NATIONAL MARKETING MANAGER  
MOWANA PROPERTIES**

Nozipho Khumalo serves as the National Marketing Manager at Mowana Properties, a position that looks after the marketing strategy formulation and implementation for the Pareto Limited's notable footprint of shopping centres and real estate developments. She also looks after the NONGLA Portfolio across the 7 Shopping Centres. Through her passion and dedication, she secured Southgate Mall as an official host venue of the Fifa World World Cup Trophy Tour in 2014. She then moved onto a host of achievements across the Pareto Portfolio including the accomplishment of numerous awards for marketing recognition and excellence. She has been part of various repositioning development projects with the Westgate and Southgate Mall Food Court, Cresta Aquarium development valued at R380 million, R40 million and R25 million respectively.



## OLIVE NDEBELE

**PORTFOLIO EXECUTIVE  
MOWANA PROPERTIES**

Olive started her career in Real Estate in 1993 amassed from Township Shopping Centres to Urban Shopping Centres including Menlyn Park Shopping Centre. Olive is a qualified CPM- International Real Estate Management professional and holds various post graduate studies at Wits, UCT, Manchester Business Schools as well as Property Management at UP. Her career profile spans across the Banking, Hospitality, Advertising, Marketing and Retail Property Management sectors. Olive serves on several committees - Chairperson - IREM SA Education Committee; South African Council of Shopping Centres- Gauteng Chapter, Vice Chair - St Marys DSG Alumnae, Member of the School Governing Body.



## RENEE BURTON

**CREATIVE DIRECTOR & OWNER  
BLUE DOOR THEORY**

Renée is a seasoned sustainability, marketing and business communications professional with over 18 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,





## SASHENA RAMPARSAD

### MARKETING MANAGER BALLITO JUNCTION REGIONAL MALL

Sashena Ramparsad has over a decade of experience in the marketing industry. Her journey commenced in leading marketing roles for established international brands that were introduced in South Africa and progressed to working within the shopping centre industry from 2017.

Her fundamental belief is that marketing communications is continuously evolving and heavily embedded in the new world of digital platforms & technology. As a creative, she is passionate about learning new marketing trends and adapting this to her key strategies which benefits & aligns to the shopping centre goals. Ballito Junction Regional Mall, located on the North Coast of KZN, boasts over 200 stores, is co-owned by Flanagan & Gerard Property Development and Investment; and Menlyn Maine. Sashena continues to enjoy the privilege of working with dynamic industry leaders and experts.



## SHANNON WULFF

### DIRECTOR MALL MARKETING MANAGEMENT

Shannon Wulff has 16 years of experience within the retail industry. Her defining moment working in the Marketing Industry was initiating a community driven campaign to launch the opening of the new Cosmo Mall Bridge expansion. This campaign identified the significance of community relationship management and allowed Shannon to experience firsthand the power of brand

loyalty, furthermore the campaign required sponsorship acquisition whereby aligning to relevant educational institutes allowed Cosmo Mall to provide sustainable educational support to local youth. What Shannon is most inspired about the Marketing Industry is relationship building and the creation of authentic connection between the brand and its customer in the challenging environment of a technologically driven industry, being able to identify a community's needs and meet those needs in a real tangible way through marketing campaigns, creating not just an impact on the brand itself but improving the lives of direct community. Shannon believes authenticity and relationships are the key to marketing success and staying adaptable within an ever-changing industry.



## SHEREE MCHAFFIE

### MANAGING DIRECTOR BESPOKE MARKETING

Sheree McHaffie has a great love and passion for strategic and brand marketing with 28 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.



## ZOË GANZ

### MARKETING MANAGER: CAPEGATE CENTRE HYPROP INVESTMENTS

Zoë Ganz, Marketing Manager at CapeGate Shopping Centre, has over 8 years of experience in the marketing industry, all being within the retail industry. Starting her journey as a marketing assistant at Carlton Hair HO, then moving through her marketing co-ordinator role at Mustard Seed with client being Growthpoint she found her way to Hyprop Investments at Somerset Mall where she

built a solid foundation to being promoted to Marketing Manager at a sister mall being CapeGate Shopping Centre. Zoë's strategic thinking and creative mindset enables her to deliver targeted and compelling campaigns that resonates with diverse audiences. Zoë describes herself as bubbly, strong willed and ambitious. She enjoys going to the beach, camping and hiking and travelling to new places.

# 2023 BRONZE WINNERS

THIS YEAR WE ARE HONOURED TO ANNOUNCE  
**40** BRONZE AWARD WINNERS



SHOPPING CENTRE	CAMPAIGN	CATEGORY	MARKETING COMPANY	SHOPPING CENTRE OWNER
Atlyn Shopping Centre	#AtlynCommunityMatters	Community Relations	Safari Investments RSA	Safari Investments RSA
Evaton Mall	#BossoYaScience Evaluation 2022	Centre Productivity	Broll Property Group	Fortress Real Estate Investments
Eikestad Mall	Bag it! Campaign	Sales Promotions and Events	High Fives Connect	Attacq Retail Fund and Key Capital Property Holdings
Brooklyn Mall & Brooklyn Square	Brooklyn's Book Drive	Community Relations	Bespoke Marketing Consulting	Growthpoint Properties & Attacq Retail Fund
Brooklyn Mall & Brooklyn Square	Brooklyn's Bridal Fair	Category Integration	Bespoke Marketing Consulting	Growthpoint Properties & Attacq Retail Fund
Vincent Park Shopping Centre	Celebrating 50 Years with You	Sales Promotions and Events	Excellerate Brand Management	Old Mutual Property
Vincent Park Shopping Centre	Celebrating 50 Years with You	Visual Merchandising	Excellerate Brand Management	Old Mutual Property
Eastgate Shopping Centre	Christmas Colour Land	Sales Promotions and Events	Excellerate Brand Management	Liberty Two Degrees and Liberty Group
Goldfields Mall	Christmas Recycled	Visual Merchandising	Redefine Properties	Redefine Properties
Bedford Centre	Esports gaming	Category Integration	Excellerate Brand Management	Old Mutual Property
Maponya Mall	FIFA World Cup Trophy Tour	Sales Promotions and Events	Redefine Properties	Redefine Properties
Liberty Midlands Mall	Gaming Festival	Advertising	Excellerate Brand Management	Liberty Two Degrees and Liberty Group



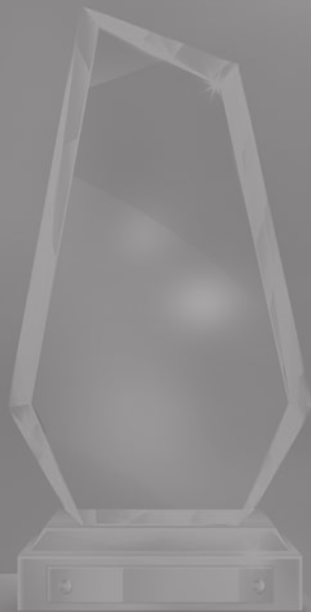
SHOPPING CENTRE	CAMPAIGN	CATEGORY	MARKETING COMPANY	SHOPPING CENTRE OWNER
Kwena Square	Grand Opening Kwena Square	Grand Opening, Expansion and/or Renovation	Redefine Properties	Redefine Properties
Bedford Centre	Halloweekend	Sales Promotions and Events	Excellerate Brand Management	Old Mutual Property
The Zone @ Rosebank	King of Joburg	Public Relations	Excellerate Brand Management	Old Mutual Property
Kwena Square	Kwena Square VIP Opening Ceremony	Public Relations	Redefine Properties	Redefine Properties
Gateway Theatre of Shopping	KZN Flood Response	Community Relations	Excellerate Brand Management	Old Mutual Property
Nelson Mandela Square	Live, Art On The Square	Retailer Productivity	Excellerate Brand Management	Liberty Two Degrees and Liberty Group
Nelson Mandela Square	Live, Art On The Square	Public Relations	Excellerate Brand Management	Liberty Two Degrees and Liberty Group
Mall of Africa	Mall of Africa hosts SA Fashion Week SS22 & AW23 Collections	Category Integration	Bespoke Marketing Consulting	Attacq and Atterbury Property
Mall of Africa	Mall of Africa: Fashion Weekends Out	Category Integration	Bespoke Marketing Consulting	Attacq and Atterbury Property
Mall of Africa	Mall of Africa: Fashion Weekends Out	Centre Productivity	Bespoke Marketing Consulting	Attacq and Atterbury Property
Mall of Africa	Mall of Africa: Shopping Weekends Out	Category Integration	Bespoke Marketing Consulting	Attacq and Atterbury Property

SHOPPING CENTRE	CAMPAIGN	CATEGORY	MARKETING COMPANY	SHOPPING CENTRE OWNER
Menlyn Park Shopping Centre	Menlyn's 21 Day Fashion Challenge	Digital Marketing	Menlyn Park Shopping Centre	Pareto
Menlyn Park Shopping Centre	Menlyn's Magical Festive	Public Relations	Menlyn Park Shopping Centre	Pareto
Menlyn Park Shopping Centre	Menlyn's Magical Festive	Category Integration	Menlyn Park Shopping Centre	Pareto
Liberty Midlands Mall	Midlands Mall at the Heart of the Community	Community Relations	Excellerate Brand Management	Liberty Two Degrees and Liberty Group
Liberty Promenade	Read.Dream.Repeat	Community Relations	Excellerate Brand Management	Liberty Two Degrees and Liberty Group
Liberty Promenade	Read.Dream.Repeat	Public Relations	Excellerate Brand Management	Liberty Two Degrees and Liberty Group
Southcoast Mall	Reimagine, Recycle, Redefine	Community Relations	Redefine Properties	Redefine Properties
Riverside Mall	Riverside Mall Tourism Expo	Sales Promotions and Events	Excellerate Brand Management	Old Mutual Property
Kwena Square	Setting a new benchmark	Community Relations	Redefine Properties	Redefine Properties
Maponya Mall	Single & Ready to Mingle	Digital Marketing	Redefine Properties	Redefine Properties
Somerset Mall	SM Art Mile in partnership with Marco Olivier	Visual Merchandising	Hyprop Investments	Hyprop Investments
Sandton City	The Chocolate Cafe	Retailer Productivity	Excellerate Brand Management	Liberty Two Degrees, Liberty Group and Pareto

SHOPPING CENTRE	CAMPAIGN	CATEGORY	MARKETING COMPANY	SHOPPING CENTRE OWNER
Sandton City	The Chocolate Cafe	Centre Productivity	Excellerate Brand Management	Liberty Two Degrees, Liberty Group and Pareto
Sandton City	The City of Icons	Visual Merchandising	Excellerate Brand Management	Liberty Two Degrees, Liberty Group and Pareto
Centurion Lifestyle Centre, Kyalami Corner, Kwenza Square, Horizon Shopping Centre, Mall of the South, Golden Walk Shopping Centre, Sammy Marks Square, Stoneridge Centre, Matlosana Mall, The Boulders Shopping Centre, The Mall @ Scottsville	The evolution of retail websites through a master template approach	Digital Marketing	Redefine Properties	Redefine Properties
Bedford Centre	Valentine's Mystery Box	Sales Promotions and Events	Excellerate Brand Management	Old Mutual Property
Bedford Centre	Valentine's Mystery Box	Category Integration	Excellerate Brand Management	Old Mutual Property

# 2023 SILVER WINNERS

THIS YEAR WE ARE HONOURED TO ANNOUNCE  
**48 SILVER AWARD WINNERS**



SHOPPING CENTRE	CAMPAIGN	CATEGORY	MARKETING COMPANY	SHOPPING CENTRE OWNER
Evaton Mall	#BossoYaScience Evaluation 2022	Community Relations	Broll Property Group	Fortress Real Estate Investments
Benmore Centre, Centurion Mall, East Rand Mall, Kyalami Corner, Mall of the South and Maponya Mall	#F1SimulatorChallenge	Digital Marketing	Redefine Properties	Redefine Properties
Mall of the South	#HelpThyNeighbour	Community Relations	Redefine Properties	RMB and Redefine Properties
Mall of the South	#Holler Women's Day	Public Relations	Redefine Properties	RMB and Redefine Properties
Centurion Mall	#theheartofcenturion	Digital Marketing	Word 4 Word Marketing	Redefine Properties
Evaton Mall	#YouDeserveForUsToServe	Centre Productivity	Broll Property Group	Fortress Real Estate Investments
Evaton Mall	#YouDeserveForUsToServe	Retailer Productivity	Broll Property Group	Fortress Real Estate Investments
Benmore Centre	Battle of The Buds	Digital Marketing	Redefine Properties	Redefine Properties
Blue Route Mall	Blue Route Mall Senior Santa Shoebox	Public Relations	Redefine Properties	Redefine Properties
Brooklyn Mall & Brooklyn Square	Brooklyn's Botanicals	Visual Merchandising	Bespoke Marketing Consulting	Growthpoint Properties & Attacq Retail Fund
Brooklyn Mall & Brooklyn Square	Brooklyn's Bridal Fair	Sales Promotions and Events	Bespoke Marketing Consulting	Growthpoint Properties & Attacq Retail Fund

SHOPPING CENTRE	CAMPAIGN	CATEGORY	MARKETING COMPANY	SHOPPING CENTRE OWNER
Brooklyn Mall & Brooklyn Square	Brooklyn's Crochetathon	Community Relations	Bespoke Marketing Consulting	Growthpoint Properties & Attacq Retail Fund
Brooklyn Mall & Brooklyn Square	Brooklyn's Indulge with Us	Sales Promotions and Events	Bespoke Marketing Consulting	Growthpoint Properties & Attacq Retail Fund
Brooklyn Mall & Brooklyn Square	Brooklyn's Indulge with Us	Visual Merchandising	Bespoke Marketing Consulting	Growthpoint Properties & Attacq Retail Fund
Village View Shopping Centre	Celebrating Women's Month	Community Relations	Emerge Marketing	Cavaleros Construction Company
Eastgate Shopping Centre	Christmas Colour Land	Visual Merchandising	Excellerate Brand Management	Liberty Two Degrees and Liberty Group
Menlyn Park Shopping Centre	Department of Home Affairs	Leasing Support	Menlyn Park Shopping Centre	Pareto
Menlyn Park Shopping Centre	Department of Home Affairs	Public Relations	Menlyn Park Shopping Centre	Pareto
Gateway Theatre of Shopping	Festive Photo Booths	Visual Merchandising	Excellerate Brand Management	Old Mutual Property
Liberty Promenade	Food District Rewards	Retailer Productivity	Excellerate Brand Management	Liberty Two Degrees and Liberty Group
Liberty Promenade	Food District Rewards	Sales Promotions and Events	Excellerate Brand Management	Liberty Two Degrees and Liberty Group

SHOPPING CENTRE	CAMPAIGN	CATEGORY	MARKETING COMPANY	SHOPPING CENTRE OWNER
Sandton City	Iconic22 Collection	Category Integration	Excellerate Brand Management	Liberty Two Degrees, Liberty Group and Pareto
Sandton City	Iconic22 Collection	Sales Promotions and Events	Excellerate Brand Management	Liberty Two Degrees, Liberty Group and Pareto
Melrose Arch	Keeping Hope Alive	Community Relations	Melrose Arch Joint Venture	Amdec Group
Nelson Mandela Square	Live, Art On The Square	Visual Merchandising	Excellerate Brand Management	Liberty Two Degrees and Liberty Group
Sandton City	Love is Love	Community Relations	Excellerate Brand Management	Liberty Two Degrees and Liberty Group
Sandton City	Love is Love	Digital Marketing	Excellerate Brand Management	Liberty Two Degrees, Liberty Group and Pareto
Phumulani Mall	Love Park - Experience Love Responsibly	Community Relations	Excellerate Brand Management	Old Mutual Property
Menlyn Park Shopping Centre	Made in Mzansi	Leasing Support	Menlyn Park Shopping Centre	Pareto
Menlyn Park Shopping Centre	Made in Mzansi	Public Relations	Menlyn Park Shopping Centre	Pareto
Mall of Africa	Mall of Africa: Fashion Weekends Out	Retailer Productivity	Bespoke Marketing Consulting	Attacq and Atterbury Property
Menlyn Park Shopping Centre	Menlyn's 21 Day Fashion Challenge	Sales Promotions and Events	Menlyn Park Shopping Centre	Pareto



SHOPPING CENTRE	CAMPAIGN	CATEGORY	MARKETING COMPANY	SHOPPING CENTRE OWNER
Menlyn Park Shopping Centre	Menlyn's Magical Festive	Sales Promotions and Events	Menlyn Park Shopping Centre	Pareto
Merino Mall	Merino Mall Grand Opening	Grand Opening, Expansion and/or Renovation	Kitcehn Sink	Moolman Group and Abland
Merino Mall	Merino Mall Local Starts Here	Community Relations	Kitchen Sink	Moolman Group and Abland
Gateway Theatre of Shopping	Museum of Memories	Visual Merchandising	Excellerate Brand Management	Old Mutual Property
Capegate Shopping Centre	Princess Project 2022	Community Relations	Hyprop Investments	Hyprop Investments
Liberty Midlands Mall	School of Fashion Design Showcase	Community Relations	Excellerate Brand Management	Liberty Two Degrees and Liberty Group
Eastgate Shopping Centre	See you at Eastgate	Digital Marketing	Excellerate Brand Management	Liberty Two Degrees and Liberty Group
Eastgate Shopping Centre	See you at Eastgate	Advertising	Excellerate Brand Management	Liberty Two Degrees and Liberty Group

SHOPPING CENTRE	CAMPAIGN	CATEGORY	MARKETING COMPANY	SHOPPING CENTRE OWNER
Gateway Theatre of Shopping	The Bloom Room	Visual Merchandising	Excellerate Brand Management	Old Mutual Property
Gateway Theatre of Shopping	The Bloom Room	Sales Promotions and Events	Excellerate Brand Management	Old Mutual Property
Sandton City	The City of Icons	Centre Productivity	Excellerate Brand Management	Liberty Two Degrees, Liberty Group and Pareto
Sandton City	The Festive City	Public Relations	Excellerate Brand Management	Liberty Two Degrees, Liberty Group and Pareto
Sandton City	The Festive City	Centre Productivity	Excellerate Brand Management	Liberty Two Degrees, Liberty Group and Pareto
Sandton City	The Festive City	Retailer Productivity	Excellerate Brand Management	Liberty Two Degrees, Liberty Group and Pareto
Centurion Mall	Ticking the best boxes: TikTok	Digital Marketing	Word 4 Word Marketing	Redefine Properties
Eastgate Shopping Centre	Welcome to Eastgate	Public Relations	Excellerate Brand Management	Liberty Two Degrees and Liberty Group



# AWARD

## IN SPECIAL RECOGNITION OF SHOPPING CENTRE MARKETING EXCELLENCE



AWARDED TO

**Benmore Centre**

SHOPPING CENTRE

FOR

Battle of The Buds  
CAMPAIGN

Retailer Productivity & Digital Marketing  
CATEGORY

RECOGNISING

Redefine Properties  
MARKETING COMPANY

Redefine Properties  
SHOPPING CENTRE OWNER

AWARDED TO  
**Melrose Arch**  
SHOPPING CENTRE

FOR

Keeping Hope Alive  
CAMPAIGN

Community Relations  
CATEGORY

RECOGNISING

Melrose Arch Joint Venture  
MARKETING COMPANY

Amdec Group  
SHOPPING CENTRE OWNER

AWARDED TO  
**Capegate Shopping Centre**  
SHOPPING CENTRE

FOR

Princess Project 2022  
CAMPAIGN

Community Relations  
CATEGORY

RECOGNISING

Hyprop Investments  
MARKETING COMPANY

Hyprop Investments  
SHOPPING CENTRE OWNER

# 2023 GOLD WINNERS

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



## 2023 GOLD WINNER



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

FOR

21 Big Favours  
CAMPAIGN

Community Relations  
CATEGORY

RECOGNISING

Excellerate Brand Management  
MARKETING COMPANY

Old Mutual Property  
SHOPPING CENTRE OWNER



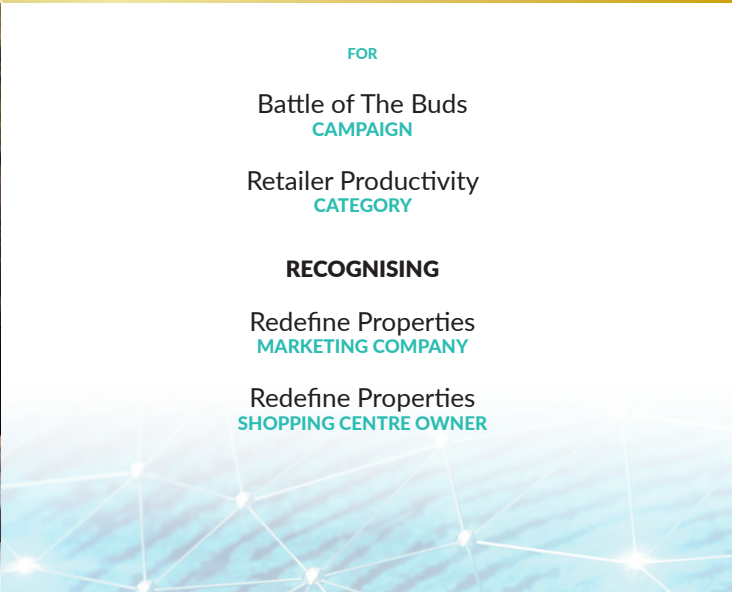


**2023 GOLD  
WINNER**

**AWARDED TO**  
**Benmore Centre**  
SHOPPING CENTRE

**2023 GOLD  
WINNER**

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



FOR

Battle of The Buds  
CAMPAIGN

Retailer Productivity  
CATEGORY

**RECOGNISING**

Redefine Properties  
MARKETING COMPANY

Redefine Properties  
SHOPPING CENTRE OWNER

FOR

Festive Photo Booths  
CAMPAIGN

Sales Promotions and Events  
CATEGORY

**RECOGNISING**

Excellerate Brand Management  
MARKETING COMPANY

Old Mutual Property  
SHOPPING CENTRE OWNER

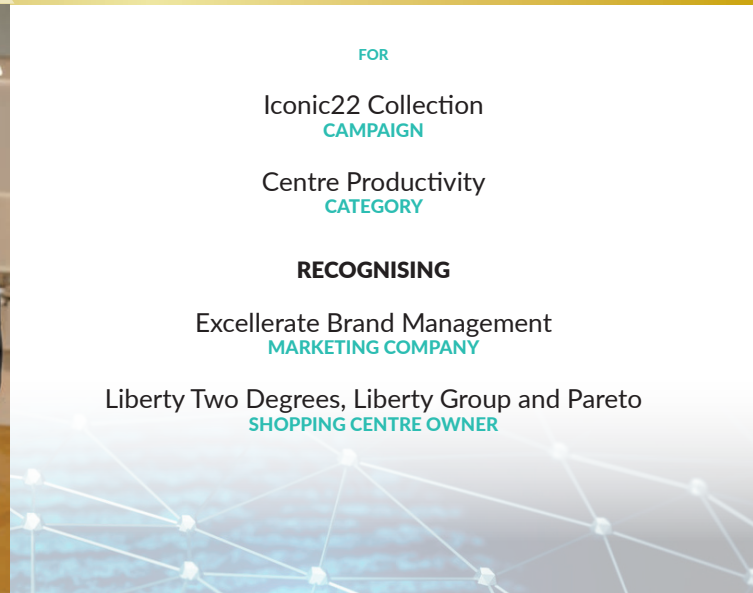


**2023 GOLD  
WINNER**

**AWARDED TO**  
**Kenilworth Centre**  
SHOPPING CENTRE

**2023 GOLD  
WINNER**

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



**FOR**  
Handpicked City Farm Kenilworth Centre Media Launch  
CAMPAIGN

Public Relations  
CATEGORY

**RECOGNISING**  
Mustard Seed Relationship Marketing  
MARKETING COMPANY

Redefine Properties  
SHOPPING CENTRE OWNER

**FOR**  
Iconic22 Collection  
CAMPAIGN

Centre Productivity  
CATEGORY

**RECOGNISING**  
Excellerate Brand Management  
MARKETING COMPANY

Liberty Two Degrees, Liberty Group and Pareto  
SHOPPING CENTRE OWNER



ICONIC  
22Collection

Customise your

COACH  
NEW YORK

leather purchase with  
a complimentary  
monogram.

2023 GOLD  
WINNER

AWARDED TO  
Sandton City  
SHOPPING CENTRE

2023 GOLD  
WINNER

AWARDED TO  
Sandton City  
SHOPPING CENTRE



ICONIC  
22Collection

Shop Democratic  
Republic designs,  
and bag 20% off your purchase,  
between 5 and 12 July.



ICONIC  
22Collection

Build your own  
Le Creuset set,  
and **save 25%** when you  
spend R10 000 or more,  
between 12 and 19 July.



FOR

Iconic22 Collection  
CAMPAIGN

Advertising  
CATEGORY

RECOGNISING

Excellerate Brand Management  
MARKETING COMPANY

Liberty Two Degrees, Liberty Group and Pareto  
SHOPPING CENTRE OWNER



FOR

Iconic22 Collection  
CAMPAIGN

Public Relations  
CATEGORY

RECOGNISING

Excellerate Brand Management  
MARKETING COMPANY

Liberty Two Degrees, Liberty Group and Pareto  
SHOPPING CENTRE OWNER

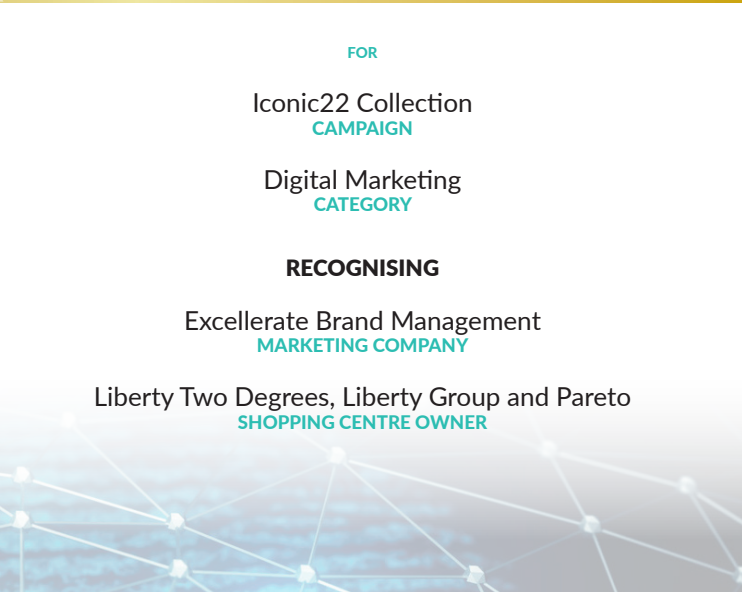
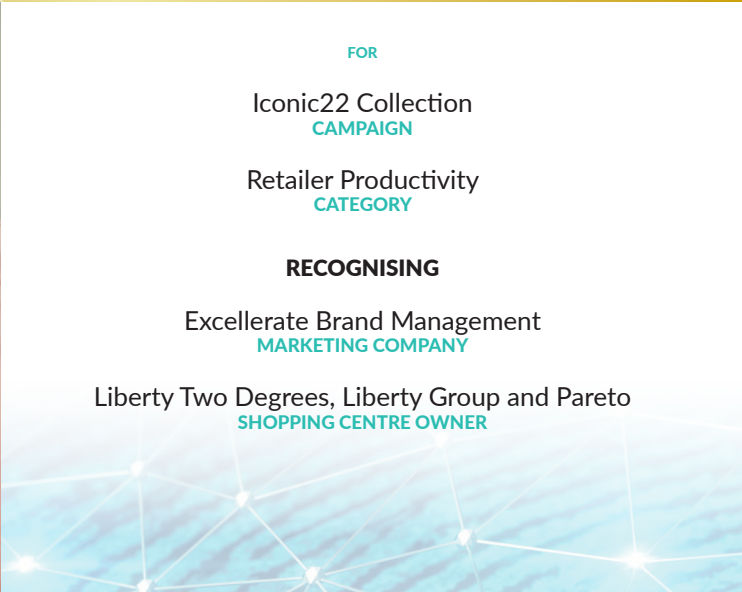


2023 GOLD  
WINNER

AWARDED TO  
**Sandton City**  
SHOPPING CENTRE

2023 GOLD  
WINNER

AWARDED TO  
**Sandton City**  
SHOPPING CENTRE



FOR

Iconic22 Collection  
CAMPAIGN

Retailer Productivity  
CATEGORY

RECOGNISING

Excellerate Brand Management  
MARKETING COMPANY

Liberty Two Degrees, Liberty Group and Pareto  
SHOPPING CENTRE OWNER

FOR

Iconic22 Collection  
CAMPAIGN

Digital Marketing  
CATEGORY

RECOGNISING

Excellerate Brand Management  
MARKETING COMPANY

Liberty Two Degrees, Liberty Group and Pareto  
SHOPPING CENTRE OWNER



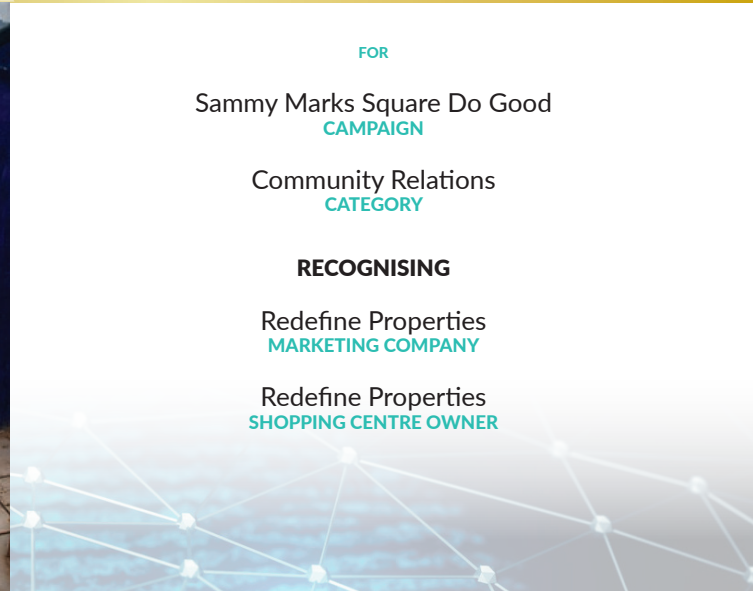


**2023 GOLD  
WINNER**

AWARDED TO  
**Mall of Africa**  
SHOPPING CENTRE

**2023 GOLD  
WINNER**

AWARDED TO  
**Sammy Marks Square**  
SHOPPING CENTRE



FOR

Mall of Africa hosts SA Fashion Week  
SS22 & AW23 Collections  
CAMPAIGN

Public Relations  
CATEGORY

RECOGNISING

Bespoke Marketing Consulting  
MARKETING COMPANY

Attacq and Atterbury Property  
SHOPPING CENTRE OWNER

FOR

Sammy Marks Square Do Good  
CAMPAIGN

Community Relations  
CATEGORY

RECOGNISING

Redefine Properties  
MARKETING COMPANY

Redefine Properties  
SHOPPING CENTRE OWNER



**2023 GOLD  
WINNER**

**AWARDED TO**  
**Eastgate Shopping Centre**  
SHOPPING CENTRE

**2023 GOLD  
WINNER**

**AWARDED TO**  
**Fourways Crossing**  
SHOPPING CENTRE



**FOR**

See you at Eastgate  
CAMPAIGN

Centre Productivity  
CATEGORY

**RECOGNISING**

Excellerate Brand Management  
MARKETING COMPANY

Liberty Two Degrees and Liberty Group  
SHOPPING CENTRE OWNER

**FOR**

The Bark Park @ Fourways Crossing  
CAMPAIGN

Category Integration  
CATEGORY

**RECOGNISING**

Mustard Seed Relationship Marketing  
MARKETING COMPANY

Growthpoint Properties and Ellerine Bros  
SHOPPING CENTRE OWNER





2023 GOLD  
WINNER

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

2023 GOLD  
WINNER

AWARDED TO  
**Sandton City**  
SHOPPING CENTRE



FOR

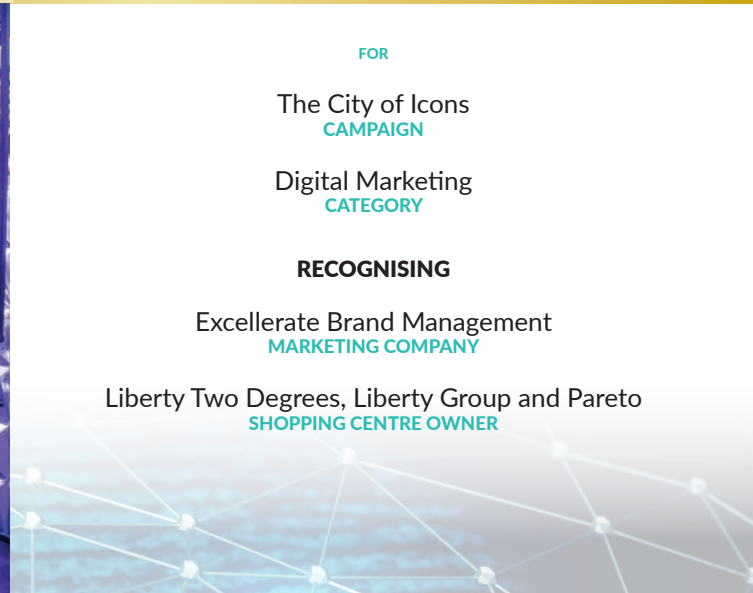
The Bloom Room  
CAMPAIGN

Digital Marketing  
CATEGORY

RECOGNISING

Excellerate Brand Management  
MARKETING COMPANY

Old Mutual Property  
SHOPPING CENTRE OWNER



FOR

The City of Icons  
CAMPAIGN

Digital Marketing  
CATEGORY

RECOGNISING

Excellerate Brand Management  
MARKETING COMPANY

Liberty Two Degrees, Liberty Group and Pareto  
SHOPPING CENTRE OWNER

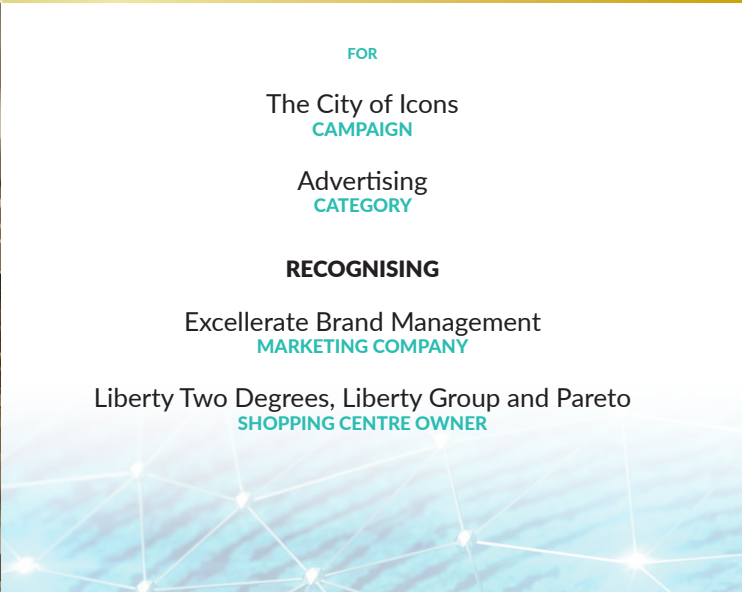


**2023 GOLD  
WINNER**

AWARDED TO  
**Sandton City**  
SHOPPING CENTRE

**2023 GOLD  
WINNER**

AWARDED TO  
**Sandton City**  
SHOPPING CENTRE



FOR

The City of Icons  
CAMPAIGN

Advertising  
CATEGORY

RECOGNISING

Excellerate Brand Management  
MARKETING COMPANY

Liberty Two Degrees, Liberty Group and Pareto  
SHOPPING CENTRE OWNER

FOR

The Festive City  
CAMPAIGN

Sales Promotions and Events  
CATEGORY

RECOGNISING

Excellerate Brand Management  
MARKETING COMPANY

Liberty Two Degrees, Liberty Group and Pareto  
SHOPPING CENTRE OWNER



Centurion Mall  
 Don't let Janu-ROCK get you down! 🤖  
 Complete a task and we'll tell you how our restaurants...  
 Stand a chance to win a delicious meal to the value of R500 at any of our restaurants...  
 well... we'll put your skills to the test.  
 Enter here -> [https://bit.ly/centurionmall](#)  
 T & C's Apply:  
 Competition ends Tuesday, 21 January 2023  
 #CenturionMall #competition #Quiz #Quizies #MyShoppingSpree #Shopping  
 #ShoppingMall



2023 GOLD  
 WINNER

AWARDED TO  
**Centurion Mall**  
 SHOPPING CENTRE

FOR

Who are you?  
 CAMPAIGN

Digital Marketing  
 CATEGORY

RECOGNISING

Word 4 Word Marketing  
 MARKETING COMPANY

Redefine Properties  
 SHOPPING CENTRE OWNER



# SPECTRUM

## WINNERS 2023





## 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

*Mall of Africa*

SHOPPING CENTRE

FOR

Mall of Africa hosts SA Fashion Week SS22 & AW23 Collections  
CAMPAIGN

Public Relations  
CATEGORY

RECOGNISING

Bespoke Marketing Consulting  
MARKETING COMPANY

Attacq and Atterbury Property  
SHOPPING CENTRE OWNER



## 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

*Sandton City*

SHOPPING CENTRE

FOR

The City of Icons  
CAMPAIGN

Advertising  
CATEGORY

RECOGNISING

Excellerate Brand Management  
MARKETING COMPANY

Liberty Two Degrees, Liberty Group and Pareto  
SHOPPING CENTRE OWNER





## CONTACT US

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