SACSC
South African Council of Shopping Centres

SACSC FOOTPRINT MARKETING AWARDS

UNIQUELY CREATIVE



WINNERS 2026

The Platform for Landlord & Retailer Collaboration

www.sacsc.co.za

CONTENTS

ABOUT THE **AWARDS** 2

ABOUT THE **PROCESS** 3

THE JUDGING **PROCESS** 4

AWARD **CATEGORIES** 6

JUDGES 9

BRONZE AWARD **WINNERS** 38

SILVER AWARD **WINNERS** 48

SPECIAL RECOGNITION AWARD 56

GOLD AWARD **WINNERS** 58

SPECTRUM AWARD **WINNER** 82

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
80 Bronze, 78 Silver and 22 Gold winners out of 249 entries.

ABOUT THE PROCESS

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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 maybe 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

SACSC FOOTPRINT MARKETING AWARDS
UNIQUELY CREATIVE

SACSC
South African Council of Shopping Centres

A: STRATEGIC MARKETING

A big campaign idea using multiple marketing channels.

B: TACTICAL ACTIVATION

Campaigns and activities designed primarily to generate footfall or sales.

C: GRAND OPENING/EXPANSION/ REFURBISHMENT

The marketing of the opening of a new centre, or the re-launch of an existing scheme.

D: CORPORATE SOCIAL RESPONSIBILITY

Projects which aim to benefit the centre's catchment area or local community.

E: SOCIAL MEDIA

Acknowledging projects where social media is at the centre of the project.

F: PUBLIC RELATIONS

Campaigns centred around the communication of key messages in the media, human interest stories and crisis management comms.

G: BRAND & TENANT PARTNERSHIPS

Rewarding relationships between tenants, third party brands and sponsorships which have achieved positive marketing results.

H: CUSTOMER SERVICES

Campaigns and initiatives involved in customer service and guest experience.

I: EMERGING TECHNOLOGY

Projects which have technology at the heart of the programme.

J: BUSINESS-TO-BUSINESS

Campaigns targeting a business audience to raise the profile of assets and leasing opportunities.

K: BEST PLACEMAKING

Celebrating temporary or long-term innovations which add to the placemaking experience where people shop, live, eat, work or play.

JUDGES

FINAL ROUND JUDGES



ALAN THORNTON

MANAGING DIRECTOR

AL MARKETING

Alan has worked at a senior level within the retail destination sector for over 27 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.



ANITA STAMPFL

OWNER/PARTNER

ANISTA & PARTNERS

Anita is an experienced professional with a strong background in retail real estate and management consulting. Having studied in London and New York, she built her career across multiple industries before serving as Head of Operations at the former fashion label Rena Lange. She later held roles at Value Retail and MK Illumination, focusing on business development, before becoming an independent consultant. In this capacity, she has worked with companies including Estama, Multi, Value Retail, Innesco, Spaceflow, and HBB. She supports among others HBB in Germany on introducing new international fashion, leisure, and entertainment concepts to the market, while also supporting brands and companies in their expansion across various European markets and beyond. She is also Co-MD of the prestigious SOLAL Awards and conference and serves as a judge.



AVIJIT YADAV

CEO

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

Avijit has 13 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. Avijjit enjoys reading, is an amateur photographer and enjoys travelling around the world.



CHARLOTTE ANDERSON

MARKETING DIRECTOR

ROEDOVRE CENTRUM SHOPPINGMALL

Charlotte has spent 19 years in the shopping centre industry, turning her passion for retail into a distinguished career. A veteran of the retail property sector, she has dedicated nearly two decades to the prestigious Solal and ICSC Maxi Awards, using them to continually challenge herself and drive retail innovation. Her commitment has seen her serve as a jury member for both awards, including playing a key role in reviving the Solal Awards in Europe. Charlotte believes success in retail requires instinct, adaptability and a commitment to lifelong learning. Based in Denmark/Sweden, she shares her life with her partner and 11 Siberian Huskies, competing in sled dog races. For Charlotte, swapping high heels for thermal wear in minus 20°C keeps her energised, grounded and inspired.

FINAL ROUND JUDGES



CHLOE KEITH

MANAGING DIRECTOR

TOOLBOX MARKETING

Chloe Keith is Managing Director at Toolbox Marketing, overseeing a team of 20 responsible for delivering creative, community-focussed yet strategic, marketing solutions to the retail, leisure, and placemaking industries. Chloe has worked in every aspect of the retail marketing mix and therefore has a very detailed understanding of what is required for small community schemes, to large destinations in the UK and Europe. Chloe has a talent for coming up with unexpected campaigns that get noticed, understanding the importance of delivering omnichannel marketing for the consumer, and also what is required for owners, asset managers, and landlords. Working in partnership, and becoming part of the assets family, is what she strives to do. Chloe has been working in the industry, getting people to places, for over 12 years so has seen everything when it comes to shopping centre and place marketing, and loves a challenge!



MEGAN DE VROEG

CHIEF MARKETING OFFICER

DIS-CHEM

Megan Kim de Vroeg is Chief Marketing Officer at Dis-Chem, bringing an unconventional storytelling background to marketing leadership. She began her career as a filmmaker and storyteller, producing television, documentary and entertainment content across Africa, before moving into branded entertainment, integrated campaigns and strategic communications. She later advised international organisations and governments on communications across development, labour, trade and public health. These experiences shaped her passion for storytelling, culture, human behaviour and impact. Today, Megan leads marketing for one of South Africa's leading healthcare retail brands and has contributed to Dis-Chem's evolution into an integrated healthcare ecosystem, including initiatives such as Better Rewards. At heart, she remains fascinated by how ideas influence behaviour and how brands can create meaningful, lasting connections.



NANCY WALTERS

PRESIDENT

VERY SPECIAL EVENTS (VSE)

Nancy Walters is the President of Very Special Events (VSE), the international marketing and public relations agency she founded, and whose national clients have included Universal Studios, Disney, General Motors, L'Oreal and other major brands. Nancy was an award-winning journalist before her shopping centre industry career as a multi-MAXI winning mall Marketing Director and Trizec-Hahn corporate Special Events Director. The recipient of the ICSC Trustees Distinguished Service Award is a highly respected Public Relations and Marketing speaker across the globe. Nancy, a former ICSC MAXI Chair who has judged MAXI and other awards for many years, says judging the SACSC Footprint Marketing Awards is a challenge as so many entries deserve stellar scores!



NESRIN ÖZKAN

REGIONAL DIRECTOR

AL MARKETING

Nesrin Özkan brings extensive international experience across destination marketing, retail, property, leisure, fashion and FMCG. A defining chapter of her career was leading marketing and corporate communications at Metro Properties, where she helped transform shopping-centre performance and strengthened customer and tenant engagement through brand strategy, customer insight, data-driven marketing and strategic communications. Her earlier roles with Marks & Spencer and SC Johnson developed her strong instinct for consumer behaviour and commercially focused brand building. A marketing lecturer, industry speaker and long-standing Solal Awards jury member, Nesrin is inspired by the opportunity to turn complex commercial and placemaking challenges into relevant, customer-centric destinations. She believes successful marketers should remain curious, trust their instincts and never stop learning. Nesrin describes herself as strategic, resilient and calm. Outside work, she enjoys travelling and spending time at sea and holds an amateur captain's licence.

FINAL ROUND JUDGES



VALÉRIE THOMAS

OWNER

NARVAL

Valérie Thomas, based in Paris, France, has 25 years of experience in marketing and communications in the commercial and corporate real estate sector. She has served as Director of Marketing and Communications at several real estate companies (Hammerson, Neinver, and Marques Avenue). In 2020, she founded her consulting firm, Narval, to support real estate developers and brands with their marketing and communications strategies at every stage of an asset's lifecycle, using a 360° approach. In this capacity, she has worked on the positioning or repositioning of commercial, mixed-use, and retail chain assets on behalf of her clients, including Apsys, Société de la Tour Eiffel, Redevco, Amundi, Lasalle Investment Management, Invesco, Fondation Perce-Neige, Hammerson, Marjane, E. Leclerc... Having stumbled into the property sector by chance, Valérie discovered the richness and complexity of the field and has never looked back. Creative and passionate about theatre and cinema, she sees her work as the creation of diverse experiences and settings, with the sole aim of evoking an emotional response in the end customer.

FIRST ROUND JUDGES



ADEELA HAFFEJEE

NATIONAL MARKETING PROJECT MANAGER
BROLL PROPERTY GROUP

With 11 years of expertise in the shopping centre industry, Adeela Haffejee is a dedicated marketing professional with a deep passion for driving retail success. Currently the National Marketing Project Manager at Broll Property Group, she oversees the SA Corp portfolio, where her skills in conceptualizing and executing innovative marketing campaigns have flourished. Adeela has a proven track record of transforming creative ideas into successful, results-driven strategies. Her ability to seamlessly take campaigns from concept to execution makes her a dynamic force in the world of retail marketing.



ALRITA GROENEWALD

MANAGING DIRECTOR
WORD4WORD MARKETING

With more than 21 years of experience in the retail marketing industry, she was appointed Managing Director in 2016 and today leads a team of 26 marketing, design, sales and digital specialists. In 2026, Word4Word Marketing celebrates 20 years in the shopping centre marketing industry. A defining moment in Alrita's career was facilitating a retail marketing training programme for GIC centre management staff in Beijing. This created opportunities for Word4Word Marketing to consult on international retail projects in Taiwan and India, further expanding the company's global exposure. To date, Alrita has overseen the marketing strategy, launch, and/or refurbishment of nearly 60 shopping centres locally and abroad. What excites her most about the industry is the opportunity to combine creativity, strategy and consumer insight to create meaningful shopper experiences that drive results for both retailers and shopping centres. As a long-standing judge for the SACSC Footprint Awards, Alrita is passionate about recognising innovation, celebrating excellence and encouraging marketing campaigns that continue to elevate the South African retail property industry.



ANDREW GRUNDLINGH

DIRECTOR
HIGH FIVES CONNECT

With over 25 years of marketing experience, Andrew Grundlingh is recognised across the industry as a passionate pro; a strategist, sharply focussed on consumer marketing and, specifically, shopper engagement. Highlights of Andrew's career include developing and implementing comprehensive marketing strategies for 80 shopping centre brands across South Africa whilst managing a team of 69 staff members in eight provinces. As founder and director of High Fives Connect, Andrew is driving an innovative new client portfolio that taps into his deep expertise in all facets of marketing. His emphasis is on social media, real-time mobile, experiential and other forms of digital marketing, targeting all consumer segments and delivering measurable ROI. Andrew's approach is strategically holistic. He is committed to challenging the norm and putting multi-channelled and innovative approaches to work to engage with shoppers and grow the bottom line for his clients.



ANNA NIRMAL

SENIOR PROPERTY MANAGER
THE FOSCHINI GROUP

Anna Nirmal is a seasoned retailer property management professional with extensive experience in the real estate sector. As a Senior Property Manager, she is responsible for overseeing the landlord engagement, and strategic optimization of TFG property portfolios, ensuring sustainable value creation and exceptional stakeholder outcomes. Anna holds a Bachelor of Commerce (BCom) in Financial Management, completed Cum Laude, providing a strong foundation in finance, business strategy, and financial analysis. She brings extensive expertise in property operations, budgeting and financial oversight, capital projects, risk management, and stakeholder engagement. Anna is recognised for building strong relationships with landlords, service providers, and business partners while leading teams to deliver operational excellence. A results-driven and solutions-focused leader, she is passionate about continuous improvement, governance, compliance, and the sustainable growth of the retail property industry. She combines financial acumen, operational leadership, and a customer-centric approach to drive asset performance and long-term value.



ANTOINETTE KLEYN

ADVERTISING & PROMOTIONS MANAGER

PNA STATIONERS

At PNA, we inspire creativity, support learning, and make everyday moments more colourful. Since opening in 1992, PNA has grown into one of Southern Africa's favourite retail brands for stationery, office essentials, art and craft materials, books, educational books and educational toys. Today, we have more than 145 stores across all nine provinces in South Africa, as well as five stores in Namibia — and we're still growing. Whether you're a student, artist, entrepreneur, teacher, parent, hobbyist or stationery lover, our stores offer quality merchandise at exceptional value. We are especially proud of our educational range, designed to spark curiosity, support development, and make learning fun at home, at school and through play. The PNA COLOUR Rewards programme adds even more value for our customers. Our independently owned stores are run by passionate franchisees who understand their communities and tailor service to local needs. Through our products, service and community involvement, PNA helps people of all ages express themselves, bring ideas to life, and build brighter futures.



BENITA KELLER

PROPERTY DEVELOPMENT

SASOL PENSION FUND

Passionate about balancing risk, return and impact; Benita Keller is an accredited professional working in property development for an institutional investment manager, with complementary experience in asset management. Focused on creating sustainable value she draws on her background in quantity surveying and project management, across multiple property sectors and project scales, to support strategic oversight, adaptability and resilience. Benita completed a Master's degree examining the key success factors for sustainable shopping centers in South Africa, reflecting her commitment to advancing sustainability, performance, and long-term value of retail property assets.



BEVERLEY DEANS

GROUP MARKETING MANAGER

EXCELLERATE JHI

Beverley Deans is Group Marketing Manager for Excellerate JHI, 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.



BRONWYN RABIE

REGIONAL MARKETING MANAGER

REDEFINE PROPERTIES

Bronwyn Rabie is a retail property marketing professional based in Cape Town, with more than 20 years of experience spanning events, hospitality, and shopping centre marketing. She specialises in strategic marketing, tenant engagement, customer experience, digital marketing, and community-focused initiatives across leading shopping centres. A defining moment in Bronwyn's career was transitioning from large-scale event management into strategic retail marketing, where she recognised the opportunity to influence not only customer experiences but also long-term business performance. This broadened her perspective on marketing as a powerful business driver and strengthened her passion for creating campaigns that deliver measurable results while fostering meaningful connections between retailers, customers, and communities. Throughout her career, Bronwyn has led and supported a wide range of successful projects, including the Vodacom Beach Africa Festival, annual shopping centre marketing strategies, and retailer growth initiatives. She believes that the most successful marketers remain curious, adaptable, and committed to continuous learning.



CARLOS CORREIA

CEO

FUNDAMENTUM PROPERTY GROUP

The roots of Fundamentum started in 1996 when Carlos and Mlungisi Hlongwane started Sakhisiwe Holdings. With a focus on creating shopping centres in underserved communities throughout South Africa, Carlos gained extensive experience not only in the retail sector but in residential and commercial too, and how they serve the greater community in which they are developed. From 2005 to 2011 they were invested in Vukile, which listed on the JSE, with Mlungisi sitting on the board of Vukile and Carlos on the board of Lazarus Capital, the 25% shareholder in Vukile at the time. After exiting Vukile in 2012, Carlos and partners Sean and Donovan Bergsma and Brendon Penn started Fundamentum Property Group. This partnership not only created a sizable property portfolio of well-managed assets with strong income streams but also brought the long-term vision of Westown, Shongweni to life.



CHRIS MICKLEWOOD

CEO

COFFEE CREATIVE

Chris Micklewood is the CEO of Coffee Creative, a Durban-based integrated creative agency that partners with ambitious businesses to solve challenges, strengthen brands and drive sustainable growth. Leading a multidisciplinary team across strategy, branding, design, content, websites and digital marketing, Chris is passionate about helping businesses achieve their goals through strategy-led thinking and purposeful creative. He believes the best ideas are grounded in insight and brought to life through exceptional execution, delivering work that not only looks good but creates meaningful business results. Chris has played a key role in leading the marketing strategy of Westown Square, one of KwaZulu-Natal's most exciting mixed-use precincts, helping bring the destination to market through integrated campaigns and strategic brand thinking.



CORNEL PAPENFUS

GROUP MARKETING MANAGER

MOOLMAN GROUP

Cornel has over 20 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.



DESIRE BREYTENBACH

PROJECTS AND VISUAL DIRECTOR

THE CRAZY STORE

With an impressive 28 year career in retail, Desire has established herself as a visionary and creative leader in the industry. As the current Project and Visual Director at The Crazy Store, she brings her expertise and passion to drive innovative store designs, concepts, and experiences that delight customers and drive business success. She has been instrumental in the successful opening of new stores, refurbs, relocations, and enlargements. Her creative genius has also been key in designing and implementing new concepts, including the latest innovation – The Crazy Party Store. One of our most exciting current projects is the launch of The Crazy Store's first kiosk, a game-changer in the retail landscape. With her role, she has the freedom to create, design, and innovate every day, making each day a fresh and exciting challenge. For Desire, the ultimate goal is to have fun and make the shopping experience enjoyable for customers. As she believes, "If you enjoy what you do, you never worked a day in your life".



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.



EMSIE JANSEN VAN RENSBURG

REGIONAL MARKETING MANAGER

REDEFINE

Emsie Jansen van Rensburg is a retail marketing professional with more than 30 years of experience in communications, public relations and shopping centre marketing She currently leads portfolio retail marketing initiatives at Redefine Properties, where she develops strategic programmes that integrate customer intelligence, digital marketing, stakeholder engagement, governance and innovation across one of South Africa's leading retail property portfolios. Throughout her career, Emsie has successfully led marketing strategies for regional and super-regional shopping centres, working closely with centre management, retailers, agencies and community stakeholders to deliver measurable business growth and exceptional customer experiences. he is particularly passionate about using research and innovation to shape the future of retail, having spearheaded initiatives such as RetailIQ, RetailGuard360, Retail Revenue+ and CODE². She believes the best marketing combines creativity with insight, commercial thinking and meaningful community impact. Outside of work, she enjoys spending time with family, travelling and keeping up with emerging retail and consumer trends.



ERVINE KEKANA

GROUP HEAD OF NEW BUSINESS

SPUR CORP

Ervine is the Group Head of New Business at SPUR CORP, bringing strong expertise in property development, from site sourcing and market analysis to engaging prospective franchisees. He applies Geographic Information Systems effectively to support informed market decisions and is a confident lease negotiator with a proven track record in strengthening franchise agreements. He has successfully managed build programmes and project delivery while driving improvements in set-up costing and business viability assessments. His knowledge of property administration, legal documentation, and commercial development is well established. With extensive experience across Woolworths, Edgars, Pick n Pay, and YUM KFC South Africa, as well as first-hand experience running his own franchise business, Ervine brings a practical and commercially grounded perspective. He is a recognised contact within the SACSC community, is well connected with landlords across South Africa, and has worked in every corner of the country, visiting most major commercial hubs and shopping centres.



GERRI BOTHA

DIRECTOR

DIGITAL LANDSCAPE

Gerri entered the marketing profession thirty years ago and has never lost his appetite for it. His work spans brand systems for listed property portfolios, financial platforms taken into markets others overlook, and a career-long return to the industry that shaped him: retail. A defining moment came not from a boardroom but from a shopper – a throwaway comment that became the backbone of a campaign, and permanently reshaped how he works. Beneath the strategy sits a simple conviction: relationships. The finest work is co-created, and its next chapter belongs to those who can see retail from both inside and out. He holds one professional intolerance – needless red tape – and makes one request of every room: back the brave idea before the spreadsheet can prove it. Should it fail, no matter; that is simply research with better stories. Gerri describes the industry in three words as human, brave and unforgiving, and himself as direct, connected and unbureaucratic. Digital Landscape is a brand and marketing agency working at the intersection of retail property, fintech and real South African consumers – strategy first, execution that earns attention. As Gerri puts it: relationships move mountains; paperwork just moves deadlines.



GRANT SILVERMAN

DIRECTOR

ABLAND PROPERTY DEVELOPERS

Grant Silverman is a South African property development executive and serves as Director of Marketing and Leasing at Abland Property Developers. He has been in the property industry for over 20 years. Grant Silverman, Director of Marketing and Leasing at Abland Property Developers, has more than 20 years of experience in South Africa's commercial property sector. Since joining Abland in 2011, he has played a key role in shaping the marketing and leasing strategies behind some of the country's most prominent mixed-use, retail, commercial and residential developments. What excites Grant most about the property industry is the opportunity to create destinations that connect people, businesses and communities while delivering long-term value. He believes successful developments are built on strong partnerships, a deep understanding of market dynamics, and the ability to anticipate how people live, work and interact. Throughout his career, Grant has worked closely with developers, investors, brokers and tenants to deliver leasing strategies that maximise the success of each development.



ISABELL SWANEPOEL

COO

EMERGE MARKETING

With over 19 years of experience in marketing, Isabell began her marketing career in the music industry, where her passion for creativity and strategic thinking first emerged. She later transitioned into retail marketing for an international tech brand, gaining valuable insights into consumer behaviour and global retail trends. In 2018, Isabell joined Emerge, a partnership of like-minded, creative individuals, driven by a shared passion for building successful retail brands. Emerge's collaborative and detail-focused approach resonated with Isabell, leading her to fully embrace the agency's culture of providing strategic and creative marketing solutions tailored to each of their clients' individual needs. Appointed as COO in 2023, Isabell now focuses on the agency's operations, however her love for retail marketing remains central to her role, as she continues to be actively involved in managing various portfolios, reflecting her enduring passion for the retail industry Isabell has a deep love for dogs, enjoying good food and travels with those closest to her.



JOANNE HAYES

OWNER & FOUNDER

TUMBLEWEED COMMUNICATIONS

Joanne Hayes has over 35 years of experience in both corporate and consultancy PR and graduated with a Bachelor of Primary Education degree from the University of the Witwatersrand. She draws on her extensive working experience and expertise gained as a consultant, particularly in tourism, business-to-business communication, leisure, hospitality, the arts and entertainment, to meet the needs of a broad range of clients. She has also lectured in PR & Communications at Damelin, Varsity College, and Durban University of Technology (DUT). Based in Durban, Tumbleweed Communications operates nationally and offers clients the benefit of national contacts and experience. Joanne's interests include books and reading, travel, food, theatre, and spending time in the 'Great Outdoors'.



KAYLENE MARKLEY

GROUP MARKETING MANAGER

ATTERBURY PROPERTY

Kaylene Markley is the Group Marketing Manager at Atterbury Property, with more than twenty years' experience shaping the brands behind some of Southern Africa's most recognisable retail, commercial and mixed-use developments. Having led the positioning and launches of more than 25 developments across South Africa, Botswana, Namibia, Nigeria and Ghana, she has built a reputation for turning complex property projects into brands with purpose, identity and commercial impact. A defining moment in Kaylene's career has been the opportunity to shape the marketing and brand strategies behind landmark property developments across multiple African countries. These experiences reinforced her belief that successful marketing begins with understanding people and communicating complex ideas with clarity and authenticity. She enjoys exploring how emerging technologies, particularly artificial intelligence, can strengthen strategic marketing while never losing sight of the human story behind every development. Her philosophy is simple: great marketing doesn't interrupt people's lives it becomes part of them.



KELLIE ETTMAYR

SENIOR BRAND MANAGER: RETAIL

GROWTHPOINT PROPERTIES

With more than 17 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.



KHANYI MOYO

HEAD OF MARKETING

MELROSE ARCH

Khanyi Moyo has more than 12 years of experience driving commercial growth across mixed-use property developments. She specialises in developing integrated marketing strategies that strengthen brand equity, increase customer engagement, enhance asset value, and deliver measurable business performance. With deep expertise spanning retail, commercial, residential, hospitality, and property development, Khanyi partners closely with executive leadership to align marketing strategy with business objectives, ensuring every initiative contributes to profitability, revenue growth, and long-term value creation. Recognised for building high-performing brands and delivering award-winning campaigns, she combines strategic thinking with commercial acumen to identify growth opportunities, unlock market potential, and create meaningful customer experiences that differentiate brands in competitive markets. A collaborative and influential leader, Khanyi is passionate about mentoring teams, fostering innovation, and inspiring excellence. Her purpose is to build brands that create lasting business impact while empowering people to achieve their full potential.



KURT HOGGAN

GENERAL MANAGER: ARBOUR TOWN

RESILIENT PROPERTIES

Kurt has been immersed in one way or another with the marketing industry for over 30 years, specialising in the shopping centre environment, where I've had the opportunity to lead numerous high-impact campaigns and projects. One of the defining moments in my career was overseeing the Angel Tree Project at Mall of Rosebank, which allowed me to blend creativity with community outreach. I also led the Project Rhino initiative at The Crescent and Galleria's Got Talent at Galleria Mall – each project unique in its scope and impact, reflecting my passion for using marketing as a force for good. What excites me most about marketing is the dynamic and ever-changing landscape that challenges us to stay curious and continuously adapt. Also watching my son compete in show jumping, spending time with family, and enjoying quiet moments at home keeps me grounded, while my caring, intuitive and patient nature keeps me motivated in my professional journey. Throughout my career, I've been driven by a commitment to learning and staying at the forefront of industry trends, which has allowed me to contribute meaningfully.



LEANNE NELL

CHIEF OPERATING OFFICER

MUSTARD SEED RELATIONSHIP MARKETING

Leanne Nell is the Chief Operating Officer of Mustard Seed Relationship Marketing and a seasoned retail marketing professional with more than 20 years of experience in shopping centre marketing, sales, operations, and business leadership. Known for challenging the status quo, Leanne believes that growth is driven by constant evolution, innovation, and a willingness to rethink traditional approaches. Her career spans some of South Africa's leading retail property and marketing organisations, where she has successfully led marketing, operational, and revenue-generating initiatives across a diverse portfolio of shopping centres. Combining strategic thinking with strong commercial acumen, Leanne has extensive experience in consumer marketing, stakeholder management, alternative income generation, and portfolio growth. Passionate about the future of retail, Leanne is committed to creating meaningful connections between consumers, retailers, and landlords while driving measurable business results through innovative marketing strategies.



LEE RASMUSSEN

DIRECTOR

MK ILLUMINATION

Lee Rasmussen has led MK Illumination's Southern African subsidiary for the past 20 years. As the global market leader in professional decorative and festive lighting in the region, MK offers innovative solutions for cities events and retail. Lee has overseen the implementation of large-scale festive lighting and decor projects for major retail assets across the country and continues to partner with leading industry players.



LINDY SEEVINCK

MARKETING PORTFOLIO EXECUTIVE

KITCHEN SINK

Lindy Seevinck is a Marketing Portfolio Executive at Kitchen Sink, where she develops and implements strategic marketing campaigns for shopping centres across Southern Africa. With experience spanning retail property marketing, public relations, digital marketing, customer experience, events, and brand strategy, Lindy is passionate about creating campaigns that deliver measurable business results while building meaningful connections within communities. Lindy's defining career moment came when she joined Kitchen Sink, where she was given the opportunity to work across a diverse portfolio of shopping centres and marketing disciplines. The experience has shaped her into a well-rounded marketing professional with a strategic approach and a passion for continuous learning. Some of Lindy's career highlights include the opening of the new wing at Fourways Mall, the "Elvis Ry vir Skoolgeld" campaign for Atterbury and Grove Mall of Namibia, and the opening of Princess Mkabayi Mall, where she had the opportunity to immerse herself in a different culture and gain valuable insight into marketing for diverse communities. Driven by her Clifton Strengths of Restorative, Empathy, and Learner, Lindy enjoys solving complex marketing challenges, developing innovative campaign strategies, and creating memorable customer experiences. She believes the marketing industry is dynamic, creative, and ever-evolving, and encourages aspiring marketers to remain curious, keep learning, and always put the customer at the centre of every campaign.



LIZANNE VOS

CEO

XPOTENTIAL

Lizanne has 30 years experience in Retail Marketing – she started her career in leading national fashion retailer Truworths afterwich she started her own Advertising Agency, Mustard Seed Marketing, and started specialising in the marketing of Shopping Centres. She subsequently sold the agency and is now consulting in the Shopping Centre and Retail Industry – strategically looking for potential in Malls, Retailers and individuals not capitalized on.



MIKAELA POTGIETER

MARKETING MANAGER: CRADLESTONE MALL

BROLL PROPERTY GROUP

With over five years of experience in retail marketing, Mikaela has built her career by creating meaningful connections between brands, communities, and shopping experiences. Her journey began at EBM as a Marketing Assistant at Eastgate Shopping Centre, where she discovered the exciting intersection of creativity, strategy, and consumer behaviour with the help of her fellow colleagues, she has since grown into the role of Marketing Manager at Cradlestone Mall, leading campaigns that do more than just create awareness, they create moments. She is passionate about developing strategic marketing that transforms digital engagement into real-world foot traffic, proving that the best campaigns don't just generate clicks, they inspire visits, provoke conversations, and lasting customers. From integrated campaigns and community activations to experiential events and digital storytelling, she loves curating initiatives that matter, create impact, and shift the narrative of marketing from being a "nice-to-have" to an essential driver of retail success. Mikaela believes retail marketing isn't just about filling shopping centres—it's about creating places where people want to be. If your campaign only lives on a screen, you've missed half the shopping journey. Great retail marketing gets people off the scroll and through the doors.



MORGAN LEE DU PLESSIS

GENERAL MANAGER

MERINO MALL

Morgan Lee du Plessis is the General Manager of Merino Mall, managed by the Moolman Group in partnership with Abfund. With more than nine years of experience in the retail property industry, she has held roles as Property Manager at Broll Property Group, Centre Manager at Fortress REIT, Marketing Manager of Middelburg Mall, and now General Manager of Merino Mall. Morgan is passionate about creating shopping centre experiences that go beyond retail. What excites her most about the retail marketing industry is the opportunity to shape the shopper's journey and create memorable experiences that leave a lasting emotional impact. She believes that successful shopping centres are built on strong relationships with tenants, meaningful community engagement, and a commitment to delivering exceptional customer experiences. Morgan believes that the most successful shopping centres are those that balance commercial performance with meaningful customer experiences and strong community connections. She describes herself as trustworthy, compassionate, and resilient.



NAJEEBA SMALL

EBM GROUP

GROUP HEAD OF MARKETING

Najeeba Small is Group Head of Marketing at EBM Group, bringing more than 20 years of experience in the property and shopping centre marketing industry. After completing her Public Relations degree, she joined the launch team of a new Cape Town shopping centre, where her passion for retail and property marketing began. Today, she leads marketing teams across South Africa, driving brand, CSI, communications, immersive and strategic campaigns across EBM's portfolio. She is passionate about mentoring others and creating environments where teams can thrive. Her career highlights include pioneering community initiatives, leading special projects such as the Next Generation Musical Showcase, which reached 66 schools and hundreds of young performers, and contributing to the marketing of a shopping centre in Morocco, gaining insight into a very different retail environment. A defining career moment was winning a Gold SOLAL Award in Warsaw, Poland, for a mental health awareness campaign that showed the power of purpose-driven marketing. For Najeeba, the best part of the job is turning demanding briefs, constant planning and creative ideas into memorable experiences with real impact. Outside work, she enjoys spending time with her three sons or taking a long walk, because, as any marketer knows, "free time" is a relative concept.



NATASHA MODI

FOUNDER

MODISM

Natasha Modi is the Founder of Modism, the marketing agency responsible for driving strategic marketing and shopper engagement at Oceans Mall, one of South Africa's premier retail destinations. With nearly two decades of experience in advertising, branding, and strategic marketing, Natasha has a proven track record of delivering campaigns that connect brands with shoppers and enhance retail environments such as: Danone, MTN, Edgars, Peugeot, Nintendo, Colgate, SPAR Group, Coca-Cola, and Vodacom to name a few. Her deep understanding of shopper behaviour and retail dynamics enables her to craft innovative, sales-driven marketing solutions that boost foot traffic and brand loyalty. Natasha's expertise covers brand strategy, creative direction, and marketing communications. As a SACSC Footprint Marketing Awards judge, Natasha applies her extensive experience and shopper insights to evaluate retail activations, brand initiatives, and customer experiences, recognising those that set new benchmarks for excellence in the retail property industry.



NELIA TEIXEIRA-SCOTT

ASSET MANAGER

FLANAGAN & GERARD PROPERTY DEVELOPMENT

Nelia Teixeira-Scott has been in the property industry for over 20 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.



NICOLA KEOGH

DIRECTOR

BY ASSOCIATION

Nicola Keogh has spent over 20 years making a big impact in strategic marketing and events management, helping shopping centres thrive. With a talent for creating and delivering marketing campaigns that not only meet but exceed goals, she's been key to boosting revenue and building strong, trusted brands. Nicola's passion for retail marketing, along with her creative flair and strategic thinking, ensures that her work doesn't just bring commercial success — it creates memorable, engaging experiences for customers. Known for her fresh, innovative ideas, Nicola customises each campaign to fit the unique needs of the centre, all while aligning with larger business objectives. Her campaigns truly connect with audiences by turning customer insights into strategies that work. Whether it's a large event, a community activation, or a digital initiative, Nicola's seamless execution consistently delivers results and long-term success. Her ability to foster meaningful connections between brands and consumers sets her apart as a standout leader in the retail marketing world.



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 19 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.



NOKO SEKGOBELA

MANAGER PROPERTIES PORTFOLIO PF

SASOL PENSION FUND

Noko Sekgobela is an accomplished and versatile Asset Manager with a proven track record in successful asset and property management spanning several years. His expertise lies in managing both commercial and retail properties, demonstrating a diverse skill set that fosters positive team relationships and ensures optimal returns. With a deep passion for the property industry, he is eager to leverage his 10+ years of experience and growth to contribute to another thriving property leader.



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.



REGGIE MAPONYA

DIVISIONAL EXECUTIVE

BROLL PROPERTY GROUP

Reggie Maponya, Divisional Executive at Broll Property Group, is based in Johannesburg. She is a qualified CA who audited clients in the InfoTech, Entertainment and Hospitality industries, for 4 years before starting a career in property. That start was with residential and student accommodation for about 6 years before branching out to retail property management where she has been for 7 years. As a working wife and mother to a boy and girl, she gets to view retail from different perspectives, She leverages that type of consumer knowledge with her strong financial background to assist in decisions in her work. Her outgoing personality means she is always informed of new ideas, trends and what people are thinking and doing.



RESHMAAN LOOFER

MARKETING MANAGER

SPEAR REIT LTD

Reshmaan is a Marketing Manager for Spear REIT Ltd and Neovision Optometrists with 15 years experience in the industry. She is passionate about building meaningful connections and values the collaborative nature of the industry. She believes in learning from Centre Managers, Facilities Managers, Financial Managers, administrative staff, and support teams alike, understanding that each plays an important role in shaping successful marketing environments. This hands-on, people-centred approach continues to shape her growth within the industry. She can be described as talkative, smiley and full of energy. Outside of work, Reshmaan enjoys gardening, discovering new brunch spots, spending quality time with friends and family, and assisting NGOs where possible.



SHANNON WULFF

FOUNDER AND DIRECTOR

MALL MARKETING MANAGEMENT

Shannon Wulff is the Founder and Director of Mall Marketing Management, a specialist agency delivering strategic marketing solutions for shopping centres across South Africa. With more than 20 years of experience in retail and property marketing, she has partnered with landlords, asset managers and retailers to develop marketing strategies that strengthen brands, increase footfall and create meaningful engagement. Her expertise spans retail marketing strategy, brand development, digital marketing, public relations, events and stakeholder engagement. Passionate about the evolving role of retail, Shannon believes shopping centres are more than places to shop – they are destinations where communities connect, businesses grow and brands come to life. Working across a diverse national portfolio, she is committed to creating marketing that delivers measurable commercial results while strengthening the relationship between shopping centres, retailers and the communities they serve. Because great shopping centres are built on more than retail—they're built on community.



SHEREE MCHAFFIE

FOUNDER AND MANAGING DIRECTOR

BESPOKE MARKETING

Sheree is Founder and Managing Director of Bespoke Marketing and Bespoke Consulting Services with 30 years' experience in retail property marketing. Known for her strategic vision, creative approach with solution driven goals she played a pivotal role repositioning Mall of Africa from a mass-market destination to a premium retail experience. She is back at Hyde Park Corner after 13 years in a collaboration strengthening its position in the luxury retail market. Sheree's career began in 1996 at the Carlton Centre where she gained valuable experience in mixed-use developments and urban projects. Her 11 years at Sandton Square / Nelson Mandela Square further established expertise in niche and experiential marketing and special event management. Throughout her career Sheree has marketed more than 70 shopping centres, received 119 Footprint Marketing Awards and today she is focusing on delivering Bespoke concepts extending to hospitality and brand management in North Africa, UK and the USA.



SHERENÉ TAIT

LEGAL COUNSEL

H&M SOUTH AFRICA

Sherené Tait is a Leasing Manager at H&M South Africa and an admitted Attorney of the High Court, with more than 11 years of experience spanning retail property, legal advisory, leasing strategy, and portfolio optimisation. Sherené has held roles with leading organisations including Ernst & Young, Truworths, Noble Facilities Management, and H&M, where she is responsible for managing and optimising the retailer's South African store portfolio. Her expertise includes lease negotiations, commercial property strategy, legal risk management, landlord and tenant relations, and driving sustainable portfolio growth. Combining legal expertise with strong commercial acumen, Sherené has built a reputation for navigating complex negotiations and creating value-driven solutions that balance business objectives with long-term property performance. She works closely with landlords, developers, contractors, and internal stakeholders to deliver successful retail expansion and optimisation projects. A passionate advocate for the retail property sector, Sherené actively contributes to industry development through her involvement with the SACSC where she serves on the Western Cape Committee. She is also H&M's Regional Sustainability Ambassador, reflecting her commitment to responsible growth and sustainable retail practices.



SIBU MYOLI

ASSET MANAGER

OLD MUTUAL PROPERTY

Sibulele Myoli is a real estate asset management professional with experience across retail, commercial, residential and mixed-use portfolios. He is an Asset Manager at Old Mutual Property, overseeing retail assets in the Old Mutual Real Estate Holding Company (OMREHC) valued at an excess of R10 billion. His role focuses on driving strategy, financial performance and value creation in the fund. Sibulele is experienced in property asset management, financial reporting, financial modelling, investment restructuring, acquisitions, disposals and sustainability initiatives. He works closely with property management and marketing teams to develop and implement brand marketing strategies that enhance the performance of the fund while creating value for tenants and the communities served by its retail centres.

SACSC FOOTPRINT MARKETING AWARDS
UNIQUELY CREATIVE

SACSC
South African Council of Shopping Centres



VERUSCHKA MOODLEY

MARKETING MANAGER

FOURWAYS MALL

Veruschka Moodley (Chinsamy) brings over 15 years of marketing experience to her role as Marketing Manager at Fourways Mall, where she's spent the past eight years helping shape the mall's brand and customer experience. She believes great marketing is equal parts creativity, strategy and staying calm when everything happens at once. One of her proudest career moments has been seeing families return to Fourways Mall and hearing them say, "This place feels different", a reminder that thoughtful marketing can genuinely change how people experience a place. Outside of work, she loves travelling, discovering great restaurants and choosing adventure with her two favourite little people, creating memories wherever they go.



ZUHRAH DAVIDS

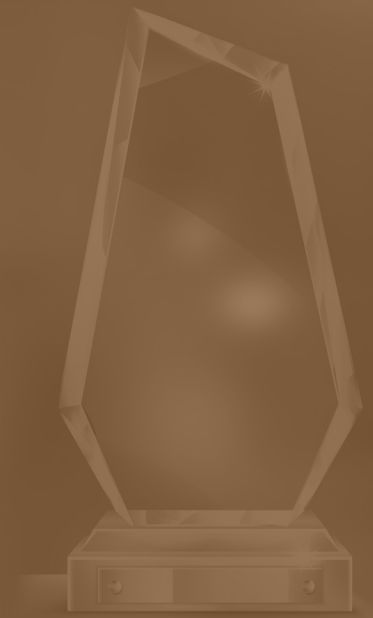
MARKETING MANAGER

FAIRVEST LIMITED

Head of Marketing at Fairvest Limited, Zuhrah Davids is a multidisciplinary marketing professional with more than a decade of experience spanning brand strategy, investor communication, digital marketing, public relations, art direction and business development. Having built her career across South Africa's property industry, she has led award-winning campaigns, major international brand initiatives and strategic communication for internationally recognised organisations. Know for combining creativity with commercial thinking, Zuhrah believes that the best marketers are equal parts, strategists, stroytellers analysts and problem solvers.

2026 BRONZE WINNERS

THIS YEAR WE ARE HONOURED TO ANNOUNCE 80 BRONZE AWARD WINNERS



SACSC FOOTPRINT MARKETING AWARDS
UNIQUELY CREATIVE

SACSC
South African Council of Shopping Centres

SHOPPING CENTRE	CAMPAIGN	CATEGORY	MARKETING COMPANY	SHOPPING CENTRE OWNER
Northgate Shopping Centre	27th Annual Northgate Road Race	Brand & Tenant Partnerships	Emerge Marketing	Growthpoint Properties & Sasol Pension Fund
The Zone @ Rosebank	Belong In The Mix	Social Media	EBM Group	Old Mutual Property
Blue Route Mall	Blue Route Bold Style	Brand & Tenant Partnerships	Mall Marketing Management	Redefine Properties
Blue Route Mall	Blue Route Mall Winter Style Edit	Social Media	Redefine Properties	Redefine Properties
Lynnwood Bridge Retail	Bubbles	Strategic Marketing	High Fives Connect	Attacq
Eastgate Shopping Centre	Candy Cane Lane	Best Placemaking	EBM Group	Liberty Standard Bank Group
Eastgate Shopping Centre	Candy Cane Lane	Tactical Activation	EBM Group	Liberty Standard Bank Group
Wonderboom Junction	Champions of Community	Public Relations	Redefine Properties	Redefine Properties
Chatsworth Centre	Chatsworth's Got Talent - Community entry	Public Relations	Mall Marketing Management	Sanlam Life Insurance
Chatsworth Centre	Chatsworth's Got Talent - PR entry	Public Relations	Mall Marketing Management	Sanlam Life Insurance
Gardens Centre	Colour Me Gardens	Brand & Tenant Partnerships	X-Potential	Growthpoint Properties
Umlazi Mega City	Connect to Give	Emerging Technology	Broll Property Group	SA Retail Properties
Menlyn Park	Destination Winter	Tactical Activation	Mowana Properties	Pareto

SHOPPING CENTRE	CAMPAIGN	CATEGORY	MARKETING COMPANY	SHOPPING CENTRE OWNER
Menlyn Park	Destination Winter	Strategic Marketing	Mowana Properties	Pareto
Portfolio - Daveyton Mall, Dobsonville Mall, Gugulethu Square, Mdantsane City, Pine Crest	Diski FanFest	Strategic Marketing	Mustard Seed Marketing	Vukile Property Fund
Portfolio - Daveyton Mall, Dobsonville Mall, Gugulethu Square, Mdantsane City, Pine Crest	Diski FanFest	Best Placemaking	Mustard Seed Marketing	Vukile Property Fund
Portfolio - Daveyton Mall, Dobsonville Mall, Gugulethu Square, Mdantsane City, Pine Crest	Diski FanFest	Tactical Activation	Mustard Seed Marketing	Vukile Property Fund
Cresta Shopping Centre	Dive Into Fun: Smurfs Character Tour & Activation	Social Media	Mustard Seed Marketing	Pareto
The Pavilion Shopping Centre	Durban Street Food Festival 2025	Brand & Tenant Partnerships	Mowana Properties	Pareto
The Pavilion Shopping Centre	Durban Street Food Festival 2025	Best Placemaking	Mowana Properties	Pareto
N1 City Mall	Eben Etzebeth Book Launch | Unlocked	Best Placemaking	Emerge Marketing	Growthpoint Properties
Cresta Shopping Centre	Fast Fest	Strategic Marketing	Mustard Seed Marketing	Pareto

SHOPPING CENTRE	CAMPAIGN	CATEGORY	MARKETING COMPANY	SHOPPING CENTRE OWNER
Centurion Mall	Festive | Digital Marketing	Social Media	Redefine Properties	Redefine Properties
Centurion Mall	Foodie Joe	Strategic Marketing	Redefine Properties	Redefine Properties
Fourways Mall	Fourways Mall Night Market	Best Placemaking	EBM Group	Accelerate Property Fund
Cresta Shopping Centre	Gabbys Dollhouse Character Tour & Activation	Tactical Activation	Cresta Shopping Centre	Pareto
Mall of the North	Gabby's Dollhouse: Play Zone & Character Meet & Greet	Tactical Activation	Mall of the North	Resilient Properties, Moolman Group & Flanagan & Gerard
Golden Walk Shopping Centre	Golden Walk Shopping Centre Spelling Bee	Public Relations	Mall Marketing Management	Redefine Properties
Golden Walk Shopping Centre	Golden Walk Shopping Centre Spelling Bee	Corporate Social Responsibility	Mall Marketing Management	Redefine Properties
Goldfields Mall	Goldfields Mall_Madiba Race	Corporate Social Responsibility	Redefine Properties	Redefine Properties
Groot Phesantekraal View Centre	Groot Phesantekraal View Grand Opening	Grand Opening/ Expansion/Refurbishment	Kitchen Sink	Abland Property Developers
Newcastle Mall	Hamba Kahle	Tactical Activation	EBM Group	Burstone Group
Liberty Promenade	Heroes Among Us	Corporate Social Responsibility	EBM Group	Liberty Standard Bank Group

SHOPPING CENTRE	CAMPAIGN	CATEGORY	MARKETING COMPANY	SHOPPING CENTRE OWNER
Horizon Shopping Centre	Horizon Shopping Centre Living The Upside	Corporate Social Responsibility	Mall Marketing Management	Redefine Properties
Horizon Shopping Centre	Horizon Shopping Centre Threads Up	Corporate Social Responsibility	Mall Marketing Management	Redefine Properties
Access Park	Hyundai Win A Car Competition	Brand & Tenant Partnerships	The Blue Room	Fairvest Limited
The Zone @ Rosebank	Lauryn Hill- Pop-Up	Brand & Tenant Partnerships	EBM Group	Old Mutual Property
Westown Square	Live for the Magic | Festive Campaign	Social Media	Coffee Creative	Fundamentum Property Group
21 Redefine Shopping Centres	Living The Upside National Campaign	Corporate Social Responsibility	Redefine Properties	Redefine Properties
Glenfair Boulevard	Love Letters	Corporate Social Responsibility	High Fives Connect	Attacq
Riverside Mall	Love Unlocked	Corporate Social Responsibility	EBM Group	Old Mutual Property
Melrose Arch	Magical Rainbow Easter	Tactical Activation	Melrose Arch Joint Venture	Amdec Group
Mams Mall	Mams Kasi Cookbook	Best Placemaking	Emerge Marketing	Resilient Property and New Africa Development
Maponya Mall and Golden Walk	Maponya Mall and Golden Walk - Spelling Bee	Public Relations	Redefine Properties	Maponya Mall Co-ownership

SHOPPING CENTRE	CAMPAIGN	CATEGORY	MARKETING COMPANY	SHOPPING CENTRE OWNER
Maponya Mall and Golden Walk	Maponya Mall and Golden Walk - Spelling Bee	Corporate Social Responsibility	Redefine Properties	Maponya Mall Co-ownership
Maponya Mall	Maponya Mall Thread's Up Charity Store - CSR	Corporate Social Responsibility	Mall Marketing Management	Maponya Mall Co-ownership
Menlyn Park	Menlyn Easter Hunt	Tactical Activation	Mowana Properties	Pareto
Menlyn Park	Menlyn Easter Hunt	Strategic Marketing	Mowana Properties	Pareto
Menlyn Maine Central Square	Menlyn Maine: Gallery of Giving	Corporate Social Responsibility	By Association	Government Employees Pension Fund c/o Public Investment Corporation
Menlyn Maine Central Square	Menlyn Maine: Gallery of Giving	Best Placemaking	By Association	Government Employees Pension Fund c/o Public Investment Corporation
Mushroom Farm Shopping Centre	Mushroom Farm Shopping Centre Grand Opening	Grand Opening/ Expansion/Refurbishment	Kitchen Sink	Century Property Developments
Mushroom Farm Shopping Centre	Mushroom Farm Shopping Centre Placemaking	Best Placemaking	Kitchen Sink	Century Property Developments
Heidelberg Mall	My Eco Garden	Corporate Social Responsibility	Capital Land Asset Management	Futuregrowth Community Property Fund
21 Shopping Centres	My Walk To Success	Strategic Marketing	Redefine Properties	Redefine Properties
Mall of the South	Nelson Mandela Day	Public Relations	Mall Marketing Management	Redefine Properties

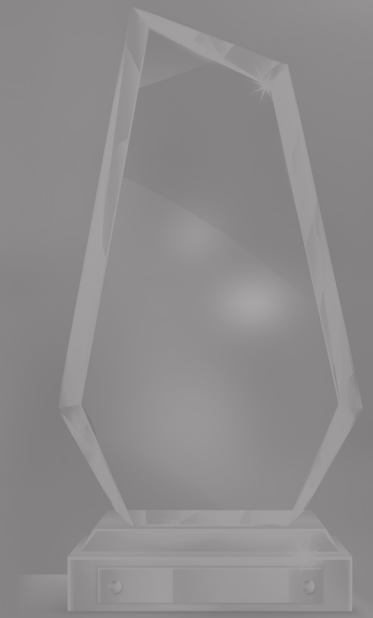
SHOPPING CENTRE	CAMPAIGN	CATEGORY	MARKETING COMPANY	SHOPPING CENTRE OWNER
Mall of the South	Nelson Mandela Day	Corporate Social Responsibility	Mall Marketing Management	Redefine Properties
Oceans Mall	Oceans Wrestle Rampage	Tactical Activation	Modism	Government Employers Pension Fund Represented by PIC
Pan Africa Mall	Pan Africa Mall Restoring Dignity One Restroom At A Time	Corporate Social Responsibility	Redefine Properties	Redefine Properties
Sammy Marks Square	Poppa Nathi	Corporate Social Responsibility	Redefine Properties	Redefine Properties
Jozini Mall, Emondlo Mall, Newcastle Corner, Tugela Ferry Mall, Bethal Mall, Mpophomeni Shopping Centre	Portfolio Tenant Visit	Brand & Tenant Partnerships	Kitchen Sink	Muller Group
Benmore Centre	Prom Me Up	Brand & Tenant Partnerships	Redefine Properties	Redefine Properties
Masingita Mall	Masingita 4in1 Marathon	Public Relations	Masingita Group of Companies	Masingita Group of Companies
The Boulders Shopping Centre	Rabbit Gxng - The Journey	Corporate Social Responsibility	Redefine Properties	Redefine Properties
Centurion Lifestyle Centre	Race for a Good Paws	Social Media	Redefine Properties	Redefine Properties
Wonderboom Junction	Schools Graffiti Wall Art Competition "Love Our Planet"	Best Placemaking	Redefine Properties	Redefine Properties

SHOPPING CENTRE	CAMPAIGN	CATEGORY	MARKETING COMPANY	SHOPPING CENTRE OWNER
Wonderboom Junction	Schools Graffiti Wall Art Competition "Love Our Planet"	Corporate Social Responsibility	Redefine Properties	Redefine Properties
The Marc	Share the LOVE - 28 Days of LOVE	Social Media	Eris Property Group	Momentum Property Group
Mall of the South	SOJO Helping Hands Foundation Threads Up Charity Store	Corporate Social Responsibility	Mall Marketing Management	Redefine Properties
Southcoast Mall	Southcoast Mall_Battle of the Flavours	Corporate Social Responsibility	Redefine Properties	Redefine Properties
Southcoast Mall	Southcoast Mall_Battle of the Flavours	Social Media	Redefine Properties	Redefine Properties
The Constantia Village Shopping Centre	Tenant Intervention Program	Brand & Tenant Partnerships	X-Potential	Growthpoint Properties
Lakeside Mall	The Chill Zone	Best Placemaking	Emerge Marketing	Growthpoint Properties
Eastgate Shopping Centre	The Scoop Shop	Brand & Tenant Partnerships	EBM Group	Liberty Standard Bank Group
Eastgate Shopping Centre	The Scoop Shop	Best Placemaking	EBM Group	Liberty Standard Bank Group
The Boulders Shopping Centre	Tshwaranang - Carrying each other forward	Corporate Social Responsibility	Redefine Properties	Redefine Properties
Westown Square	Turning Milestones into Momentum | Easter & 1st Birthday	Strategic Marketing	Coffee Creative	Fundamentum Property Group

SHOPPING CENTRE	CAMPAIGN	CATEGORY	MARKETING COMPANY	SHOPPING CENTRE OWNER
Vaal Mall	Vaal Mall Christmas Tree Competition 2025	Tactical Activation	Bespoke Marketing Consulting	Co- Owned by Growthpoint & Flanagan & Gerard
Vaal Mall	Vaal Mall Eyes of Love	Corporate Social Responsibility	Bespoke Marketing Consulting	Co- Owned by Growthpoint & Flanagan & Gerard
Vincent Park Shopping Centre	Vincent Park Easter Market	Best Placemaking	EBM Group	Old Mutual Property
The Boulders Shopping Centre	When a Mark is more than a Mark	Corporate Social Responsibility	Redefine Properties	Redefine Properties

2026 SILVER WINNERS

THIS YEAR WE ARE HONOURED TO ANNOUNCE 78 SILVER AWARD WINNERS



SACSC FOOTPRINT MARKETING AWARDS
UNIQUELY CREATIVE

SACSC
South African Council of Shopping Centres

SHOPPING CENTRE	CAMPAIGN	CATEGORY	MARKETING COMPANY	SHOPPING CENTRE OWNER
Mall of the South	#Holler	Corporate Social Responsibility	Mall Marketing Management	Redefine Properties
Liberty Midlands Mall	ARTopia	Strategic Marketing	EBM Group	Liberty Standard Bank Group
Bedford Centre	Bedford Sunset Market	Best Placemaking	EBM Group	Old Mutual Property
Bloem Plaza	Bloem Plaza Back to School	Brand & Tenant Partnerships	Mustard Seed Marketing	Vukile Property Fund
Blue Route Mall	Blue Route Mall Savour the Tasty Side	Social Media	Redefine Properties	Redefine Properties
Gateway Theatre of Shopping	Bluey Meet & Greet	Tactical Activation	EBM Group	Old Mutual Property
Newcastle Mall	Bluey Roadshow	Tactical Activation	EBM Group	Burstone Group
Liberty Midlands Mall	Boundless	Social Media	EBM Group	Liberty Standard Bank Group
The Pavilion Shopping Centre	Buckets of Nutrition - Mandela Day 2025	Public Relations	Mowana Properties	Pareto
The Pavilion Shopping Centre	Buckets of Nutrition - Mandela Day 2025	Corporate Social Responsibility	Mowana Properties	Pareto
Sandton City	City of Enchantment	Best Placemaking	EBM Group	Liberty Standard Bank Group

SHOPPING CENTRE	CAMPAIGN	CATEGORY	MARKETING COMPANY	SHOPPING CENTRE OWNER
Sandton City	City of Enchantment	Public Relations	EBM Group	Liberty Standard Bank Group
East Rand Mall	Colour in Motion	Social Media	Kitchen Sink & Excellerate JHI	Vukile & Redefine Properties
East Point Shopping Centre	Connect to Give	Emerging Technology	Broll Property Group	SA Retail Properties
Musgrave Centre	Connect to Give	Emerging Technology	Broll Property Group	SA Retail Properties
Umlazi Mega City	Connect to Give	Corporate Social Responsibility	Broll Property Group	SA Retail Properties & Sizovuna Property Fund
Centurion Mall	Creators Club	Social Media	Redefine Properties	Redefine Properties
Melrose Arch	Destination Christmas Funzone	Tactical Activation	Melrose Arch Joint Venture	Amdec Group
Menlyn Park	Destination Winter	Brand & Tenant Partnerships	Mowana Properties	Pareto
Menlyn Park	Destination Winter	Public Relations	Mowana Properties	Pareto
Portfolio - Daveyton Mall, Dobsonville Mall, Gugulethu Square, Mdantsane City, Pine Crest	Diski FanFest	Public Relations	Mustard Seed Marketing	Vukile Property Fund
The Pavilion Shopping Centre	Durban Street Food Festival 2025	Public Relations	Mowana Properties	Pareto

SHOPPING CENTRE	CAMPAIGN	CATEGORY	MARKETING COMPANY	SHOPPING CENTRE OWNER
Sammy Marks Square	Educate & Empower	Corporate Social Responsibility	Redefine Properties	Redefine Properties
Grove Mall of Namibia	Elvis Ry vir Skoolgeld	Corporate Social Responsibility	Kitchen Sink	Atterbury
Liberty Midlands Mall	Gaming Festival: Next Dimension	Emerging Technology	EBM Group	Liberty Standard Bank Group
Liberty Promenade	Glow Kids	Best Placemaking	EBM Group	Liberty Standard Bank Group
Horizon Shopping Centre	Horizon Shopping Centre Threads Up	Public Relations	Mall Marketing Management	Redefine Properties
Menlyn Park	I DO Bridal Fair	Tactical Activation	Mowana Properties	Pareto
Menlyn Park	I DO Bridal Fair	Social Media	Mowana Properties	Pareto
Mall of Africa	Inspired by Africa Brand Campaign	Strategic Marketing	EBM Group	Attacq Waterfall Investment Company
Kwena Square	Kwena Square - Living The Upside Heritage Day	Corporate Social Responsibility	Mall Marketing Management	Redefine Properties
Kwena Square	Kwena Square Clean Up Crew	Corporate Social Responsibility	Mall Marketing Management	Redefine Properties
Gateway Theatre of Shopping	LEGO® Biggest Build Ever At Gateway	Tactical Activation	EBM Group	Old Mutual Property
Gateway Theatre of Shopping	LEGO® Biggest Build Ever At Gateway	Brand & Tenant Partnerships	EBM Group	Old Mutual Property

SHOPPING CENTRE	CAMPAIGN	CATEGORY	MARKETING COMPANY	SHOPPING CENTRE OWNER
Lenz Quarter	Lenz Quarter Grand Opening	Grand Opening/ Expansion/Refurbishment	Kitchen Sink	Luton Prop
21 Redefine Shopping Centres	Living The Upside National Campaign	Public Relations	Redefine Properties	Redefine Properties
21 Redefine Shopping Centres	Living The Upside National Campaign	Social Media	Redefine Properties	Redefine Properties
Hyde Park Corner	Made For & Pups Paws	Public Relations	Bespoke Marketing Consulting	Hyprop Investments
Hyde Park Corner	Made For & Pups Paws	Strategic Marketing	Bespoke Marketing Consulting	Hyprop Investments
Hyde Park Corner	Made For Bold: Denim Designer Week	Brand & Tenant Partnerships	Bespoke Marketing Consulting	Hyprop Investments
Hyde Park Corner	Made For Bold: Denim Designer Week	Strategic Marketing	Bespoke Marketing Consulting	Hyprop Investments
Hyde Park Corner	Made For Fashion: SAFW Student Competition	Social Media	Bespoke Marketing Consulting	Hyprop Investments
Eastgate Shopping Centre	Made for your Feed | Eastgate goes TikTok	Emerging Technology	EBM Group	Liberty Standard Bank Group
Eastgate Shopping Centre	Made for your Feed | Eastgate goes TikTok	Social Media	EBM Group	Liberty Standard Bank Group
Hyde Park Corner	Made To Indulge Introducing Marcs by Marc Jacobs	Public Relations	Bespoke Marketing Consulting	Hyprop Investments

SHOPPING CENTRE	CAMPAIGN	CATEGORY	MARKETING COMPANY	SHOPPING CENTRE OWNER
Maponya Mall	Maponya Mall All White	Brand & Tenant Partnerships	Redefine Properties	Maponya Mall Co-ownership
Maponya Mall	Maponya Mall All White	Tactical Activation	Redefine Properties	Maponya Mall Co-ownership
Maponya Mall	Maponya Mall All White	Social Media	Redefine Properties	Maponya Mall Co-ownership
Matlosana Mall	Matlosana Mall Learning Centre	Best Placemaking	Redefine Properties	Redefine Properties
Matlosana Mall	Matlosana Mall Learning Centre	Corporate Social Responsibility	Redefine Properties	Redefine Properties
Menlyn Park	Matric Expo	Brand & Tenant Partnerships	Mowana Properties	Pareto
Menlyn Park	Matric Expo	Strategic Marketing	Mowana Properties	Pareto
Maynard Mall	Maynard Mall Community Pad Project	Corporate Social Responsibility	Spear Reit	Spear Reit
Menlyn Maine Central Square	Menlyn Maine: Gallery of Giving	Strategic Marketing	By Association	Government Employees Pension Fund c/o Public Investment Corporation
Menlyn Maine Central Square	Menlyn Maine: Japanese Festival	Best Placemaking	By Association	Government Employees Pension Fund c/o Public Investment Corporation
Menlyn Maine Central Square	Menlyn Maine: Japanese Festival	Strategic Marketing	By Association	Government Employees Pension Fund c/o Public Investment Corporation

SHOPPING CENTRE	CAMPAIGN	CATEGORY	MARKETING COMPANY	SHOPPING CENTRE OWNER
Menlyn Park	Menlyn Som van Twee Premiere	Tactical Activation	Mowana Properties	Pareto
Menlyn Park	Moms of Menlyn	Tactical Activation	Mowana Properties	Pareto
Menlyn Park	Moms of Menlyn	Strategic Marketing	Mowana Properties	Pareto
Secunda Mall	More Than a Christmas Tree	Corporate Social Responsibility	Secunda Mall Centre Management	Resilient Properties, Imojoe International & Sasol Pension Fund
Bedford Centre	Neon Glow Mini Golf	Tactical Activation	EBM Group	Old Mutual Property
Nkomo Village	Nkomo Village: From unemployment to employable	Corporate Social Responsibility	Safari Investments RSA	Safari Investments RSA
Mall of Africa	Playtime at Lé Petit Playhouse	Tactical Activation	EBM Group	Attacq Waterfall Investment Company
Benmore Centre	Prom Me Up	Corporate Social Responsibility	Redefine Properties	Redefine Properties
The Boulders Shopping Centre	Rabbit Gxng - The Journey	Brand & Tenant Partnerships	Redefine Properties	Redefine Properties
Sandton Gate Central	Sandton Gate Central Launch	Public Relations	Mall Marketing Management	Abcon Developments & Tiber
Fourways Mall	Santa Land: Jingle Bell Academy	Strategic Marketing	EBM Group	Accelerate Property Fund

SHOPPING CENTRE	CAMPAIGN	CATEGORY	MARKETING COMPANY	SHOPPING CENTRE OWNER
MooiRivier Mall	Shop & Support	Tactical Activation	High Fives Connect	Attacq
Mall of the South	Sustainable Festive Season	Corporate Social Responsibility	Mall Marketing Management	Redefine Properties
Cavendish Square	Taste the Trend	Tactical Activation	EBM Group	Old Mutual Property
Springfield Value Centre	Tenant Content - Viral TikTok Videos, Whatsapp Channel	Social Media	Broll Property Group	SA Retail Properties
Bedford Centre	The Bedford Succulent & Orchid Show	Tactical Activation	EBM Group	Old Mutual Property
Bedford Centre	Ticketless Parking	Strategic Marketing	EBM Group	Old Mutual Property
Vincent Park Shopping Centre	Vincent Park Easter Market	Tactical Activation	EBM Group	Old Mutual Property
The Constantia Village Shopping Centre	Walk of Art 2025	Brand & Tenant Partnerships	X-Potential	Growthpoint Properties
Merino Mall	Woven Into The Community	Corporate Social Responsibility	X-Potential	Merino Mall Co-Owners (Moolman Group & Abfund)
Lephalale Mall	Young Entrepreneur Market	Corporate Social Responsibility	Kitchen Sink	Moolman Group & Uniqon
Mall of Africa	Zootropolis 2-Inspired Mini Golf Experience	Public Relations	EBM Group	Attacq Waterfall Investment Company

AWARD

IN SPECIAL RECOGNITION OF

SHOPPING CENTRE MARKETING EXCELLENCE



SACSC FOOTPRINT MARKETING AWARDS
UNIQUELY CREATIVE

SACSC
South African Council of Shopping Centres

AWARDED TO

Gateway Theatre of Shopping

SHOPPING CENTRE

FOR

Unity At Gateway
CAMPAIGN

Corporate Social Responsibility
CATEGORY

RECOGNISING

EBM Group
MARKETING COMPANY

Old Mutual Property
SHOPPING CENTRE OWNER

2026 GOLD WINNERS

THIS YEAR WE ARE HONOURED TO ANNOUNCE
22 GOLD AWARD WINNERS



SACSC FOOTPRINT MARKETING AWARDS
UNIQUELY CREATIVE

SACSC
South African Council of Shopping Centres

2026 GOLD WINNER





AWARDED TO

Fourways Mall
SHOPPING CENTRE

FOR

#DestinationFourways
CAMPAIGN

Public Relations
CATEGORY

RECOGNISING

EBM Group
MARKETING COMPANY

Accelerate Property Fund
SHOPPING CENTRE OWNER



2026 GOLD WINNER

AWARDED TO

Mall of the South

SHOPPING CENTRE





FOR

#Holler
CAMPAIGN

Public Relations
CATEGORY

RECOGNISING

Mall Marketing Management
MARKETING COMPANY

Redefine Properties
SHOPPING CENTRE OWNER



SACSC FOOTPRINT MARKETING AWARDS
UNIQUELY CREATIVE

SACSC
South African Council of Shopping Centres

2026 GOLD WINNER

AWARDED TO

Mams Mall

SHOPPING CENTRE





FOR

Bambino Spaza Shop
CAMPAIGN

Best Placemaking
CATEGORY

RECOGNISING

Emerge Marketing
MARKETING COMPANY

Resilient Property and New Africa Development
SHOPPING CENTRE OWNER





SACSC FOOTPRINT MARKETING AWARDS
UNIQUELY CREATIVE

SACSC
South African Council of Shopping Centres

2026 GOLD WINNER

AWARDED TO

Melrose Arch

SHOPPING CENTRE





FOR

Black Coffee Foundation Benefit Concert
(Africa is not a jungle)
CAMPAIGN

Corporate Social Responsibility
CATEGORY

RECOGNISING

Melrose Arch Joint Venture
MARKETING COMPANY

Amdec Group
SHOPPING CENTRE OWNER

2026 GOLD WINNER

AWARDED TO

Umlazi Mega City

SHOPPING CENTRE





FOR

Character of Umlazi
CAMPAIGN

Social Media
CATEGORY

RECOGNISING

Broll Property Group
MARKETING COMPANY

SA Retail Properties
SHOPPING CENTRE OWNER



2026 GOLD WINNER

AWARDED TO

East Rand Mall

SHOPPING CENTRE





FOR

Colour in Motion
CAMPAIGN

Corporate Social Responsibility
CATEGORY

RECOGNISING

Kitchen Sink & Excellerate JHI
MARKETING COMPANY

Vukile & Redefine Properties
SHOPPING CENTRE OWNER



SACSC FOOTPRINT MARKETING AWARDS
UNIQUELY CREATIVE

SACSC
South African Council of Shopping Centres

2026 GOLD WINNER

AWARDED TO

Umlazi Mega City, Musgrave Centre & East Point Shopping Centre

SHOPPING CENTRE





FOR

Connect to Give
CAMPAIGN

Emerging Technology
CATEGORY

RECOGNISING

Broll Property Group
MARKETING COMPANY

SA Retail Properties
SHOPPING CENTRE OWNER



2026 GOLD WINNER

AWARDED TO

Eastgate Shopping Centre

SHOPPING CENTRE



FOR

Eat Out at Eastgate
CAMPAIGN

Strategic Marketing
CATEGORY

RECOGNISING

EBM Group
MARKETING COMPANY

Liberty Standard Bank Group
SHOPPING CENTRE OWNER



SACSC FOOTPRINT MARKETING AWARDS
UNIQUELY CREATIVE

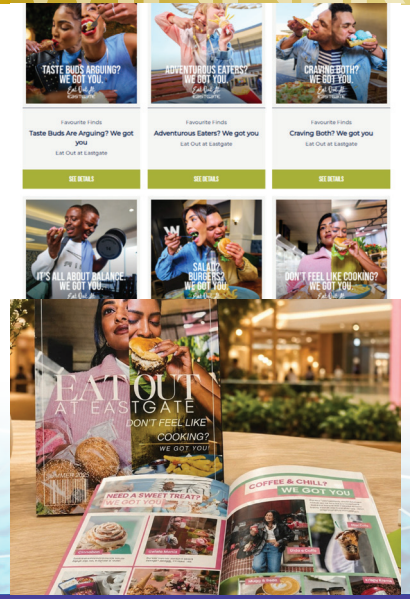
SACSC
South African Council of Shopping Centres

2026 GOLD WINNER

AWARDED TO

Eastgate Shopping Centre

SHOPPING CENTRE



FOR

Eat Out at Eastgate
CAMPAIGN

Brand & Tenant Partnerships
CATEGORY

RECOGNISING

EBM Group
MARKETING COMPANY

Liberty Standard Bank Group
SHOPPING CENTRE OWNER



2026 GOLD WINNER

AWARDED TO

Menlyn Park
SHOPPING CENTRE





FOR

I DO Bridal Fair
CAMPAIGN

Strategic Marketing
CATEGORY

RECOGNISING

Mowana Properties
MARKETING COMPANY

Pareto
SHOPPING CENTRE OWNER



SACSC FOOTPRINT MARKETING AWARDS
UNIQUELY CREATIVE

SACSC
South African Council of Shopping Centres

2026 GOLD WINNER

AWARDED TO

The Zone @ Rosebank
SHOPPING CENTRE





FOR

Lauryn Hill Pop-Up
CAMPAIGN

Tactical Activation
CATEGORY

RECOGNISING

EBM Group
MARKETING COMPANY

Old Mutual Property
SHOPPING CENTRE OWNER



2026 GOLD WINNER

AWARDED TO

Mustard Seed Marketing





FOR

LoFi Content Strategy
CAMPAIGN

Social Media
CATEGORY

RECOGNISING

Mustard Seed Marketing
MARKETING COMPANY



SACSC FOOTPRINT MARKETING AWARDS
UNIQUELY CREATIVE

SACSC
South African Council of Shopping Centres

2026 GOLD WINNER

AWARDED TO

Longbeach Mall
SHOPPING CENTRE



FOR

Longbeach Mall Festive Décor Reimagined
CAMPAIGN

Corporate Social Responsibility
CATEGORY

RECOGNISING

X-Potential
MARKETING COMPANY

Growthpoint Properties
SHOPPING CENTRE OWNER







2026 GOLD WINNER

AWARDED TO

Hyde Park Corner

SHOPPING CENTRE

FOR

Made For Hugs: Festive Tree lighting
CAMPAIGN

Strategic Marketing
CATEGORY

RECOGNISING

Bespoke Marketing Consulting
MARKETING COMPANY

Hyprop Investments
SHOPPING CENTRE OWNER



SACSC FOOTPRINT MARKETING AWARDS
UNIQUELY CREATIVE

SACSC
South African Council of Shopping Centres





2026 GOLD WINNER

AWARDED TO

Maponya Mall

SHOPPING CENTRE

FOR

Maponya Mall - E-Hailing Crisis
CAMPAIGN

Public Relations
CATEGORY

RECOGNISING

Redefine Properties
MARKETING COMPANY

Maponya Mall Co-ownership
SHOPPING CENTRE OWNER



2026 GOLD WINNER

AWARDED TO

Maponya Mall

SHOPPING CENTRE





FOR

Maponya Mall Turning Positive Behaviour Into Measurable Impact
CAMPAIGN

Corporate Social Responsibility
CATEGORY

RECOGNISING

Redefine Properties
MARKETING COMPANY

Maponya Mall Co-ownership
SHOPPING CENTRE OWNER



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UNIQUELY CREATIVE

SACSC
South African Council of Shopping Centres

2026 GOLD WINNER

AWARDED TO

Eikestad Mall

SHOPPING CENTRE





FOR

Mega-vibes
CAMPAIGN

Tactical Activation
CATEGORY

RECOGNISING

High Fives Connect
MARKETING COMPANY

Attacq and Key Capital
SHOPPING CENTRE OWNER



2026 GOLD WINNER

AWARDED TO

Bedford Centre

SHOPPING CENTRE





FOR

Ticketless Parking
CAMPAIGN

Public Relations
CATEGORY

RECOGNISING

EBM Group
MARKETING COMPANY

Old Mutual Property
SHOPPING CENTRE OWNER



SACSC FOOTPRINT MARKETING AWARDS
UNIQUELY CREATIVE

SACSC
South African Council of Shopping Centres

2026 GOLD WINNER

AWARDED TO

Gateway Theatre of Shopping

SHOPPING CENTRE





FOR

Unity At Gateway
CAMPAIGN

Corporate Social Responsibility
CATEGORY

RECOGNISING

EBM Group
MARKETING COMPANY

Old Mutual Property
SHOPPING CENTRE OWNER



2026 GOLD WINNER

AWARDED TO

Westown Square

SHOPPING CENTRE





FOR

Westown Square Best Placemaking
CAMPAIGN

Best Placemaking
CATEGORY

RECOGNISING

Coffee Creative
MARKETING COMPANY

Fundamentum Property Group
SHOPPING CENTRE OWNER



SACSC FOOTPRINT MARKETING AWARDS
UNIQUELY CREATIVE

SACSC
South African Council of Shopping Centres

2026 GOLD WINNER

AWARDED TO

Sandton City

SHOPPING CENTRE





FOR

Words that Heal
CAMPAIGN

Corporate Social Responsibility
CATEGORY

RECOGNISING

EBM Group
MARKETING COMPANY

Liberty Standard Bank Group
SHOPPING CENTRE OWNER



2026 GOLD WINNER

AWARDED TO

Sandton City

SHOPPING CENTRE





FOR

Words that Heal
CAMPAIGN

Public Relations
CATEGORY

RECOGNISING

EBM Group
MARKETING COMPANY

Liberty Standard Bank Group
SHOPPING CENTRE OWNER

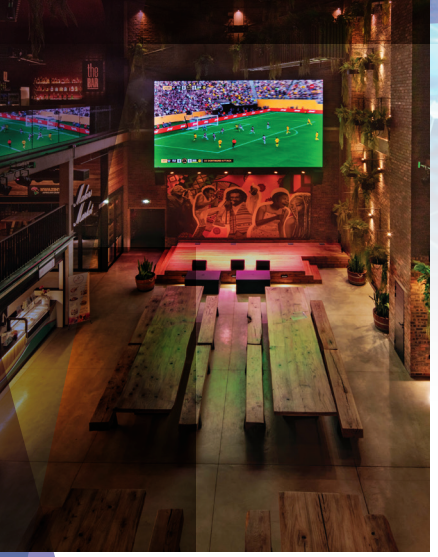
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UNIQUELY CREATIVE

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South African Council of Shopping Centres

SPECTRUM
WINNER 2026









SACSC FOOTPRINT MARKETING AWARDS
UNIQUELY CREATIVE

SACSC
South African Council of Shopping Centres

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

Westown Square

SHOPPING CENTRE

FOR

Westown Square Best Placemaking
CAMPAIGN

Best Placemaking
CATEGORY

RECOGNISING

Coffee Creative
MARKETING COMPANY

Fundamentum Property Group
SHOPPING CENTRE OWNER

SACSC
South African Council of Shopping Centres

SACSC FOOTPRINT MARKETING AWARDS
UNIQUELY CREATIVE

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