

Primedia, the sole SA winner at the Solal Awards

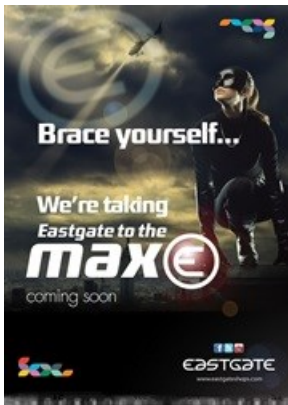
The Primedia Unlimited owned shopping centre marketing specialists have won a Gold and a Silver award at this year's International Council of Shopping Centre's Solal Marketing Awards...

"The awards recognise shopping centre marketing excellence from around Africa and Europe," said Primedia Lifestyle Group's MD Doug Mayne. "With only 20 awards up for grabs this year, nine less than last year, we're thrilled to lay claim to two of them, and to be the only South African company to bring the awards home."

"An added bonus of winning a Gold Solal is that it allows us automatic entry into the ICSC (International Council of Shopping Centres) global Viva Awards, which honour and recognise the most outstanding examples of shopping centre marketing, design and development, sustainability and community service worldwide.

"This is the crème de la crème of retail awards and we're beyond pleased to be one of just four countries that will have automatic access following our Solal success."

Turkey received the most Solals overall, scoring three Silvers and one Gold, followed by Italy with one Gold and two Silvers.



Mayne added: "We received our Gold award for the very successful Magnum pop-up store at The Zone@Rosebank and a Silver for the team's Eastgate To the Max campaign at Eastgate."

Receiving a Silver Solal, the Eastgate To the Max campaign was based on the centre's redevelopment and the need to create a theme that entertained, while still being engaging for shoppers.

Amanda Stops, CEO of the South African Council of Shopping Centres (SACSC), said that the Primedia Lifestyle Marketing Services team has a thorough understanding of the shopping centre and retail business as a whole and therefore understands the importance of aligning marketing strategy to business strategy to obtain the best results.

"They integrate research and strategy to their campaigns and ensure smart objectives which are measurable for the owners," said Stops. "The company also understands the environment in which they operate, focus on innovation and involve a number of people in brainstorming for initial ideas, they don't just leave this to the on-site team, they include head office team as well as asset managers, centre managers, owners etc.

"And, last but not least, they take care in compiling entries and understand that it is an opportunity to showcase their work. Because time is limited for viewing entries, first impressions count and they understand and value the time judges take to evaluate each entry and, therefore, are mindful of ensuring concise, well thought through entries which showcase their ideas."

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