

Retail, Design and Development Awards and Footprint Marketing Awards entries open now

The 2018 Retail, Design and Development Awards (RDDA) and the Footprint Marketing Awards have officially opened for entries. Organised and facilitated by the South African Council of Shopping Centres (SACSC), these annual events recognise excellence in design, innovation, environmental consciousness and marketing in the retail environment.



Last year's Footprint Award Winner: Crest Shopping Centre

Retail, Design and Development Awards

The RDDAs are awarded annually to shopping centre, restaurant and retail store designs that display a seamless harmony of design excellence, innovation and environmental consciousness.

Among the category winners last year, Menlyn Park Shopping Centre in Pretoria stood out from the rest and was named the winner of the coveted Spectrum Award. The Spectrum Award celebrates retail excellence across all disciplines and sectors, recognising innovation, economic and creative achievements. This award is selected from all the Retail Design and Development Award category winners. Menlyn Park Shopping Centre was also the winner of the Renovation/Expansion category.

Sponsored by Nedbank Corporate and Investment Banking (NCIB), those interested are urged to submit their entries by 5 June 2018.

Footprint Marketing Awards

The SACSC Footprint Marketing Awards recognise innovative shopping centre and retailer marketing. All Gold SACSC Footprint Marketing Awards are automatically entered into the International Council of Shopping Centres' (ICSC) VIVA Awards.

Last year the newly renovated Cresta Shopping Centre, managed by Mowana Properties, claimed the Spectrum Award for its Food and Entertainment Court Launch in the Grand Opening, Expansion and/or Renovation category. The launch of the food and entertainment court saw uniquely implemented marketing techniques, amplified by the appearance of the renowned Master Chef judges.

Entries for this year's SACSC Footprint Marketing Awards close on 25 June 2018.

"Judging the awards have become progressively difficult as each year we see even more innovation than the previous years. I would like to wish all the entrants well for this year's RDDA and Footprint Awards. I am exceptionally excited to see what this year brings in terms of new creativity, especially as the market and consumer is changing so rapidly," says Amanda Stops, chief executive officer for the SACSC.

For more information on the Retail, Design and Development Awards please visit www.rdda.co.za and for the SACSC Footprint Marketing Awards visit www.footprintawards.co.za or call 010 003 0228.

For more, visit: <https://www.bizcommunity.com>