

# Primedia Lifestyle's Solal award finalists

Primedia Lifestyle Marketing Services is confirmed as having 15 finalist positions in this year's International Council of Shopping Centre's Solal Marketing Awards, which recognise shopping centre marketing excellence from around the globe.



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The 2015 awards received 234 entries from 25 countries, with South Africa submitting the second highest number of entries at 32. The highest number came from Turkey with 64 entries.

Primedia Lifestyle Group's MD Doug Mayne says, "We have achieved five more finalist positions than last year with seven of our shopping centres being featured. Well done to all our teams and business units involved - you've made us all very proud and are testament to living our values of common purpose, passion and innovation."

The shopping centres are Menlyn Shopping Centre with four finalists (Star Studded Festive Season, The new Menlyn brand, Crazy Combo and Menlyn drive in closure campaign); Gateway Theatre of Shopping with four finalists (So you think you can shop (in two categories), Celeb chef showdown and IBV supercar charity parade). Cavendish Square has three finalists (Sales strategy, #CavendishCares and Cape Philharmonic Choir Christmas); while The Zone@Rosebank (Magnum pop up store), Eastgate (To the Max), Vincent Park (the Buckaroo bailout) and Waterfall (For you campaign) shopping centres each receiving one finalist nomination.

"Representing South Africa with 15 local finalist positions shows that our teams continue to push to deliver world class shopping centre marketing ideas. We look forward to being at the awards ceremony in Copenhagen during May," concludes Mayne.