

Entries for SACSC Footprint Marketing Awards now open

Entries for the annual SACSC Footprint Marketing Awards, which honour outstanding South African shopping centre marketing, with a focus on innovation, creative achievements and economic success, close for entries on Friday 20 July 2012.



The awards have an array of entry categories in different specialist marketing areas. They cover everything from public and community relations to digital marketing, visual merchandising and sales promotions and events, and more.

"Strategy and objectives, creativity, implementation, cost-effectiveness, impact and results all drive retail centre marketing. All must be considered to evaluate marketing success," says Amanda Stops, GM of the South African Council of Shopping Centres (SACSC).

For more information, go to www.footprintawards.co.za.

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