

A black and white photograph of a woman standing in front of a large airplane. She is wearing a light-colored dress, a feathered hat, and high heels. The airplane's tail and wing are visible in the background.

✈️
ICSC CANADIAN
SHOPPING CENTRE AWARDS PRESENTS

Reaching NEW ✈️ Heights

SEPTEMBER 23, 2014



2014 AWARD WINNERS



GOLDEN MOMENT

Congratulations to this year's ICSC Award winners and nominees for their outstanding achievements in excellence and innovation. Oxford Properties Group portfolio includes office developments in major urban centres, luxury resort hotels across the country, and some of Canada's most prestigious shopping centres.



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2014 CANADIAN SHOPPING CENTRE AWARD WINNERS

The ICSC Canadian Shopping Centre Awards are designed to honour our industry's brightest and best. The Awards bring information and insight to the entire industry on what it takes to achieve high levels of success.

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MARKETING

ADVERTISING

Centres 150,000 to 400,000 sq. ft.
of total retail space

SILVER



Get Your Red On
Cottonwood Mall
Chilliwack, British Columbia

Management Company: Morquard
Owner: 2046459 Ontario Inc

Cottonwood Mall had three events wrapped in an effective ad campaign titled "Get Your Red On" which reduced the creative and placement costs. The combined media mix drove over 3.2 million audience impressions, 95% more than projected, and retail sales volume increased an incredible 123% for November and 86% for December 2013. When measured against the average sales volume increase of 10.5%, this ad campaign was a resounding success and provided an excellent return on investment!

SILVER



It's The Little Things
Eglinton Square Shopping Centre
Toronto, Ontario

Management Company: Bentall Kennedy (Canada) LP
Owner: Kingsett Capital Investments

Eglinton Square's 2013 campaign "It's The Little Things" was the answer to a demographic shift in the PTA that saw young families moving into post-war bungalows. Family traffic and related tenant sales grew in the double-digits by altering the Centre's voice to one that was more family-oriented. "It's The Little Things" captured the essence of the tenant mix and the object of the target's hearts.

Centres 400,000 to 750,000 sq. ft. of total retail space

SILVER



As we 'R'
Centre Les Rivières
Trois-Rivières, Québec

Management Company/Owner: Ivanhoé Cambridge

Les Rivières' management team embarked on a major rebranding campaign: they stylised "R," from "Rivières," into their new logo. There was multi-media branding, and two dynamic digitally based contests established a special connection with residents, driving exceptional visibility and 100% market penetration. The campaign generated over 19.8 million impressions and 2,280 weekly GRPs. Research conducted post-launch revealed that the new logo had achieved 58% recall.

SILVER



Rock Your Style
Cornwall Centre
Regina, Saskatchewan

Management Company: 20 Vic Management Inc.
Owner: Kingsett Capital & OPB

Cornwall Centre "Rock Your Style" campaign incorporated a professional photo shoot with aspirational, fashion-forward imagery. Models imitated famous musical icons while "Rocking Their Style." There was a combination of a mix of print ads, outdoor billboards, in-mall digital advertising and sponsorship to drive 8.1 million advertising impressions. The successful promotion increased traffic 13.5% in April and increased sales an impressive 16% in April and 11% in May.

GOLD



Let Your Shopper Out
Dixie Outlet Mall
Mississauga, Ontario

Management Company/Owner: Ivanhoé Cambridge

Dixie Outlet Mall is the ultimate shopping experience for deal hunters – a mall full of distinct pieces at great prices where customers can really "Let Their Shopper Out". Newly rebranded, Dixie was in need of a spring campaign that would challenge traditional mall advertising standards and make shoppers take notice. Armed with hunting accessories, backhanded apologies and training videos, Dixie Outlet Mall executed a multi-media campaign garnering over 22 million impressions!

SILVER



Fashion in the Fast Lane
Place Ste-Foy
Québec, Québec

Management Company/Owner: Ivanhoé Cambridge

Place Ste-Foy partnered with Mercedes, Le Germain Hotel and the Montreal Places des Arts. In exchange for financial contributions and contest prizeing, partners received prominent exposure in PSF's spring campaign. Integrated multi-channelled messaging, featuring 8 fashion videos and a Trends Guide, saw "fashion in the Fast Lane" shift sales into high gear! The campaign achieved over 16 million impressions and partnerships drove \$24,430 in cash and prizes, enhancing the budget +12.7%.



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Centres 750,000 to 1,000,000 sq. ft. of total retail space

GOLD



Lego Mania
Southgate Centre
Edmonton, Alberta

Management Company/Owner: Ivanhoé Cambridge
Owner: Ivanhoé Cambridge OPB

Southgate had LEGO® characters star in this highly creative campaign that chronicled their journey into the city. A multi-media campaign combined out-of-home, newsprint, radio and in-mall signage that generated over 117 million gross impressions. Southgate capitalised on the reach of digital and social media channels to engage over 784,000 users. The campaign was brought to life with a large custom mural in which an estimated 3,500 shoppers help build. The most successful grand opening was in North America exceeding other openings by +55%.

Centres more than 1,000,000 sq. ft. of total retail space

GOLD



I Want It All - Je veux tout
Les Galeries de la Capitale
Québec, Québec

Management Company: Oxford Properties Group
Owner: Oxford Properties Group/OMERS, CPPIB

Les Galeries de la Capitale made a new brand building campaign designed to reach out to today's modern woman with the tagline JE VEUX TOUT- I WANT IT ALL. The new TV campaign adopted an artistic style in the manner of a fashion short film. Strategically targeted television shows, radio programming and other media delivered 21 million gross media impressions to women 25 – 54 and another 67 million to the extended trade areas. This campaign increased sales every month for a +7.5% sales increase, significantly reversing the sales decline!

BUSINESS-TO-BUSINESS

Centres 400,000 to 750,000 sq. ft. of total retail space

GOLD



The Perfect Match
Dufferin Mall
Toronto, Ontario

Management Company: Primaris Management Inc.
Owner: H&R REIT

Dufferin Mall was being passed up for larger regional centres. Convinced the two brands were a "Perfect Match", Dufferin Mall launched a targeted campaign to the owner of Forever 21 that demonstrated their indisputable compatibility. The campaign was successful in motivating a personal visit to the Centre from Do Won Chang who saw the vision and signed the deal. In the end, a good gamble for Dufferin Mall.

CAUSE-RELATED MARKETING

Centres 150,000 to 400,000 sq. ft. of total retail space

GOLD



Hazelton Lanes Arts Festival
Hazelton Lanes
Toronto, Ontario

Management Company: First Capital
Management Services
Owner: First Capital Realty

The Hazelton Lanes Art Festival featured a stunning pop-up gallery that showcased a juried exhibition of contemporary works by 22 emerging students. An estimated 54,000 shoppers visited the "Unfolding the Oval Square" exhibit over the 10-day festival that included lectures, musical performances and art workshops. The



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Festival garnered 2.3 million impressions of publicity coverage. Participating artists were thrilled to have sold almost 100% of the art featured in the exhibition for over \$20,000.

SILVER



Lights of Hope
Montreal Eaton Centre
Montreal, Québec

Management Company/Owner: Ivanhoé Cambridge

In 2013, Montreal Eaton Centre introduced a dynamic new holiday décor and used the occasion to spotlight its commitment to Dans la Rue (DLR). "Lights of Hope" would invite shoppers to send a greeting of support to street-involved youth at an interactive in-mall display; MEC would donate \$1 for every greeting received. November and December sales increased 2%, \$25,000 was donated to DLR and media response to the program exceeded projections, generating an estimated 24 million gross impressions equal to 31x MEC's investment.

Centres 400,000 to 750,000 sq. ft. of total retail space

GOLD



May is Art Month
Capilano Mall
North Vancouver, British Columbia

Management Company: Bentall Kennedy (Canada) LP
Owner: bcIMC Realty Corporation

Capilano Mall launched "May is Art Month" which elevated the presence of Art in the community as a means to increase funding, enrollment and art education. In one month the Centre contributed over \$24,000 back into the arts community with scholarships, honorariums, school supplies and art sales. This provided an excess of 3.3 million gross publicity impressions to create awareness of the importance of art and facilitated 1,400 local artists and performers to exhibit their talents to the community.

SILVER



Under CANstruction
Lambton Mall
Sarnia, Ontario

Management Company: 20 Vic Management Inc.
Owner: KS Acquisitions II LP

Lambton Mall had partnered with Sarnia's Inn of the Good Shepherd food bank to present the annual CANstruction Event. They hired a PR expert, added a new media challenge and designed a local Sarnia boy/space hero Chris Hadfield structure to support Sarnia's Centennial build theme. CANstruction 2014 was a resounding success that could be measured in pounds and numbers: 37,000 pounds of food, over \$26,000 in cash; 19+ news stories, 43 column inches of print, 13 minutes of television, 2 hours of radio coverage and over 4 million social media impressions.

SILVER



Baby Iver
Uptown
Victoria, British Columbia

Management Company: Morquard
Owner: Greystone Managed Investments

In December 2013, a local mother just 22 weeks pregnant suffered a brain hemorrhage that left her declared brain dead. Her son was too young to be delivered and she had to be kept on life support until he was born at 26 weeks. The day after little Baby Iver was delivered his mother was taken off of life support and passed. The Uptown team leapt into action to financially help this distraught family by raising nearly \$23,000 through the proceeds of a Zipline that they built at the centre for Spring Break 2014.

Congratulations TO THE NOMINEES AND WINNERS!



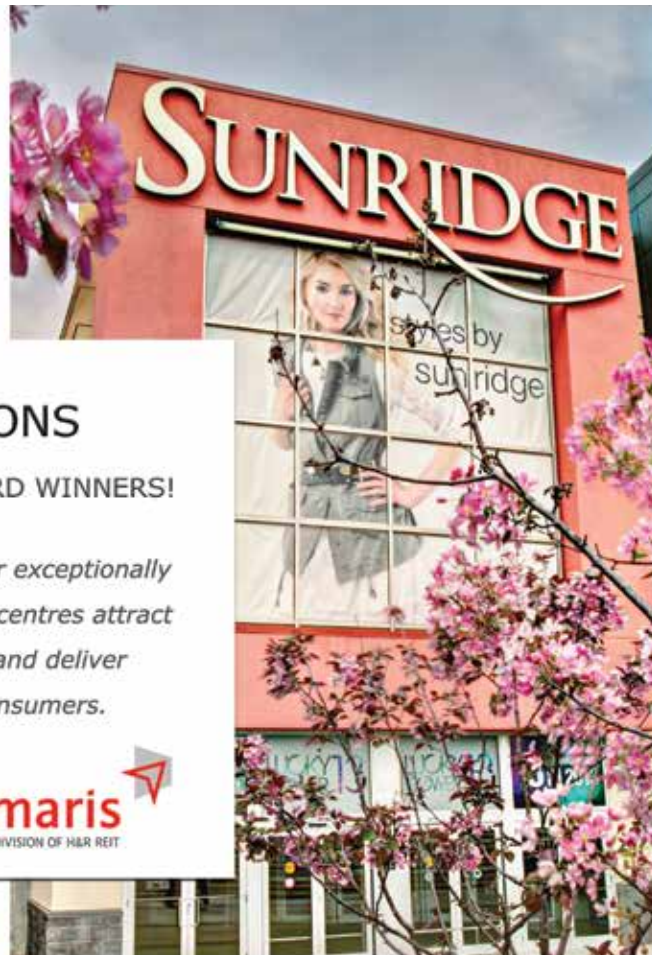
What's **YOUR INFLUENCER STRATEGY** on social media?

What impact are they having on **YOUR BOTTOM LINE ENGAGEMENT?**

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CONGRATULATIONS

TO ALL OF THE 2014 ICSC AWARD WINNERS!

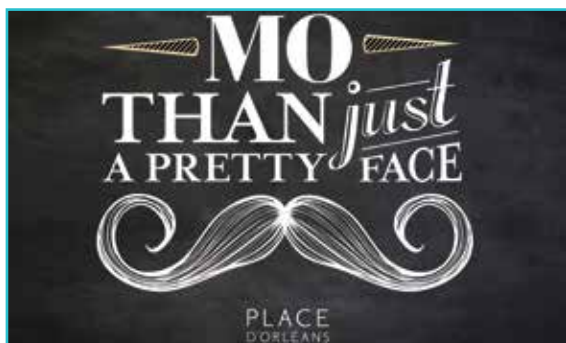
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Centres 750,000 to 1,000,000 sq. ft. of total retail space

SILVER



"Mo Than Just a Pretty Face"
Movember Campaign for Men's Health Campaign
Place d'Orleans Shopping Centre
Ottawa, Ontario

Management Company: Primaris Management Inc.
Owner: H&R Reit, Montez

Place d'Orléans launched the "Mo Than Just a Pretty Face" campaign. The campaign asked the community to "Grow a bad moustache for a good cause", the Movember team and share their progress via photos to win the \$1000 Grand Prize and have their donations matched by Place d'Orléans. Other activities: "Shave-Off" mall event with live radio remote, "MoHockey" tournament, a gift with purchase promotion, and #PDOMO photo booth. Engagement was high, gift card sales increased 23% and over \$13,000 was raised for the cause!

Centres more than 1,000,000 sq. ft. of total retail space

SILVER



Bramalea City Centre Flower Power
Bramalea City Centre
Brampton, Ontario

Management Company: Morquard
Owner: Morquard Corporation and Bramalea City Centre Equities

Bramalea City Centre launched "Flower Power" to assist residents after the devastating ice storm. They partnered with The City of Brampton and Davey Tree Experts and presented "Ask the Expert" sessions, HGTV's Carson Arthur provided information on post-storm gardening, and educated 200 little sprouts through a seed planting station. Their program engaged an estimated 79,000 shoppers, garnered over 77 hits of positive publicity (4.4 million impressions) and put the flower back into the Flower City!

Mixed Use

GOLD



STEP
Edmonton City Centre
Edmonton, Alberta

Management Company/Owner: Oxford Properties Group

Edmonton City Centre launched Start Tracking Every Pace ("STEP") this activated over 3,700 urbanites to walk after being housebound during the winter. They staged a Zombie Walk, Foodie Walk, Walk & Shop and Art Walk and 13 high-profile celebrities advocated for their program including Rona Ambrose, Minister of Health. In total over 18 million steps were logged exceeding their objective by +360% and 52 million grams of food were donated to their charity partner the Edmonton Food Bank.

SILVER



The Grand Tree Shines at Place Ville Marie
Galerie Place Ville Marie
Montreal, Québec

Management Company/Owner: Ivanhoé Cambridge

Place Ville Marie (PVM) donated \$20,000 towards Sainte-Justine's Hospital Foundation's holidays fundraising goal of \$325,000. PVM collected donations by adopting the Foundation's tactics: selling Christmas tree lights for \$5 each. The centre raised \$46,500, exceeding their objective and only costing \$8,100 to implement. PVM benefited from substantial FREE media exposure including two high-profile live radio interviews. Total media generated 12.1 million impressions.

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CONSTRUCTION LEADERS

Project shown:
Chinook Centre
Expansion

CUSTOMER SERVICE EXPERIENCE/ENGAGEMENT

Centres 400,000 to 750,000 sq. ft. of total retail space

SILVER



The Personal Shopping Room at Uptown
Uptown
Victoria, British Columbia

Management Company: Morquard

Owner: Greystone Managed Investments

The Personal Shopping Room is more than a shopping service, it is a full-time dedicated room that exclusively offers a luxurious sanctuary and provides beauty and style solutions for women, girls and even men of all ages. It has been embraced by the Uptown target consumer who has used the service to help with everything from preparing for a job interview, to a first date, to getting ready for a high school reunion.

Centres more than 1,000,000 sq. ft. of total retail space

SILVER



BCC FashioniCITY Customer Engagement
Bramalea City Centre
Brampton, Ontario

Management Company: Morquard

Owner: Morquard Corporation and Bramalea City Centre Equities

FashioniCITY, Best Customer Club (BCC) program utilizes touchscreen kiosks in the centre to distribute retail offers for customers who scan their membership card each time they shop. This allows us to gain valuable information about our shoppers and their habits and reward them accordingly. Results to date for this program include over 19,235 members, 70,000 kiosk offers awarded, over \$200,000 in retail sponsorships and over \$4 million in tracked spending.

SILVER



RBC Avion Holiday Boutique
Yorkdale Shopping Centre
Toronto, Ontario

Management Company: Oxford Properties Group

Owner: Oxford Properties and AIMCO

Avion® Holiday Boutique is an exclusive lounge complete with a concierge, café, live pianist and complimentary gift wrapping & coat check. Over the 7-week program, the Boutique welcomed over 30,000 cardholders and shoppers, and usage of holiday services increased by +59%. Over 4,750 Avioners® took advantage of complimentary valet parking. By partnering with RBC Avion®, and including three retailers, Yorkdale presented a one-of-a-kind service initiative valued at \$420,000 at no cost to the centre!

Company

SILVER



The Oxford Commitment
Oxford Properties Group
Toronto, Ontario

The Oxford Commitment provided a framework to guide the company to deliver exceptional service through leadership training and 162 Dialogue Series that reached 1,600 colleagues and contract employees across Canada, and 0+ Positive, an online sharing platform that saw 850 customer service and innovative ideas. The program also inspired all 11 retail properties to create first-to-market services and custom service initiatives all designed to deliver on Oxford's commitment of exceptional service.



CONGRATULATIONS

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DIGITAL CAMPAIGN

Centres 150,000 to 400,000 sq. ft. of total retail space

GOLD



Drive in Style
Billings Bridge Centre
Ottawa, Ontario

Management Company: 20 Vic Management Inc
Owner: Capital City Shopping Centre Limited

Billings Bridge used its strong online voice and created "Drive in Style" Safe Driving Campaign to inspire change. The centre created a microsite where 1,200 shoppers took a distracted driving pledge that was posted on Facebook, capitalised on the influence and talents of 8 local bloggers and leveraged their strong integrated platform of digital and social media channels that actively engaged 14,000 users. A distracted driving app contest and a fun in-mall activation that featured eight community partners successfully encouraged over 22,000 shoppers to drive safe!

Centres 400,000 to 750,000 sq. ft. of total retail space

SILVER



Get an 'R'
Centre Les Rivières
Trois-Rivières, Québec

Management Company/Owner: Ivanhoé Cambridge

"Get your R" invited residents to post "selfies" on Facebook holding a die-cut stylised "R" from the mall's new logo signature. The contest generated over 2,500 photo entries and a Facebook fanbase lift of +21%. Participants in "As we R", tuned into its television partner's newscast, listened for the day's "R" word and registered it on Les Rivières' website to win a \$2,500 shopping spree generating an estimated 2,400 entries. The campaign generated 8.5 million impressions and 1,200 weekly GRPs.

SILVER



Win What You Buy
Rockland
Ville Mont-Royal, Québec

Management Company/Owner: Ivanhoé Cambridge

The "Win What You Buy" contest was introduced in December to stimulate holiday sales. Every day, for 31 days, shoppers who registered through the contest app available on Facebook and Rockland's website could win the value of their day's purchase. Over 4,400 entries and nearly \$500,000 in sales were generated through the contest. Participants spent on average \$110, 7% higher than Rockland's typical purchase. Facebook likes: +2,204%, driving 7.8 million digital impressions.

Centres 750,000 to 1,000,000 sq. ft. of total retail space

GOLD



Home Decor Showdown
Southgate Centre
Edmonton, Alberta

Management Company: Ivanhoé Cambridge
Owner: Ivanhoé Cambridge and OPB

"Home Décor Showdown", a one-of-a-kind multi-media campaign that resulted in an increase in Instagram followers, while achieving over 664,000 total digital impressions and positive growth across all its social media platforms. The contest captured the interest of design enthusiasts across Edmonton, increasing website unique visitors by 27% with a total of 65 submissions. Southgate secured over \$25,000 in added value, received over 6.7 million advertising impressions and 10 publicity pieces, effectively raising the profile of Crate and Barrel and Southgate.

Centres more than 1,000,000 sq. ft. of total retail space

GOLD



Dina's Closet
Yorkdale Shopping Centre
Toronto, Ontario

Management Company: Oxford Properties Group
Owner: AIMCo and Oxford Properties Group

Using an integrated digital platform, the centre created "Dina's Closet" – a virtual closet on Yorkdale.com that showcased over 181 daily looks with merchandise credits, and generated over 88,000 views, nearly 90,000 Tweets (1,600 of which were Tweeted by Dina herself), and 3,000 positive Facebook comments! Dina's on-air fashions and accessories were then sold in a Charity Wardrobe Sale. Almost 400 million digital and television impressions of brand-enhancing awareness was achieved.

EMERGING TECHNOLOGY

Centres 400,000 to 750,000 sq. ft. of total retail space

SILVER



myHSCcloset
Halifax Shopping Centre
Halifax, Nova Scotia

Management Company: 20 Vic Management Inc.
Owner: OPB Realty

Halifax Shopping Centre embraced the mobile trend by creating a fashion focused mobile app: myHSCcloset. A key feature was the personalized digital closet: users added items from the HSC-curated feed to their closet or snapped photos of items while shopping. The app also included mall directory, gift card balance check, current promotions and links to all social media channels. The app exceeded the centre goal by 73%.

Centres more than 1,000,000 sq. ft. of total retail space

SILVER



Mobile Engagement with Loodo
Devonshire Mall
Windsor, Ontario

Management Company: Ivanhoé Cambridge
Owner: Ivanhoé Cambridge/HOOPP Realty Inc.

At Devonshire Mall, we identified the opportunity to capitalise on our customers' penchant for mobile activity. HCA Mindbox partnered with technology innovators of the Loodo entertainment app, to customise mobile game experiences for Devonshire Mall – Hot Spot Hook Up and d-Sweeps – created to drive traffic and engage shoppers in a more relevant and exciting manner. In addition, direct access to Devonshire's mobile site is provided within the Loodo app.

EVENT OR SALES PROMOTION:

Centres 150,000 to 400,000 sq. ft. of total retail space

GOLD



To Paris with Love
Carrefour Rimouski
Rimouski, Québec

Management Company/Owner: Ivanhoé Cambridge

Carrefour Rimouski introduced, "To Paris with Love". Shoppers purchasing at least \$50 in mall gift cards would qualify for a trip for two to Paris; those accessing the contest app to register online were awarded additional chances to win. A replica of the Eiffel Tower displayed in the mall proved to be a popular spot for photo "ops" and "selfies". The contest generated over 7,100 transactions and stimulated a staggering \$588,000 in gift card sales. Mall sales: November: +367% and December: +228%. Facebook Fanbase grew +225%.

SILVER



The gift of sales
Place Montréal Trust
Montréal, Québec

Management Company/Owner: Ivanhoé Cambridge

For a 12-day period, Place Montreal Trust offered a free \$25 Gift Card with every \$100 Gift Card transaction. 95% of transactions met the minimum purchase level and sales increased 929% during the promotion. December's corporate gift card sales tripled over December 2012 and transactions were double that for all of 2012! Mall sales increased 1% in December compared to a 6% decline in December 2012 and traffic increased 164% over the previous year.

SILVER



Pop for PINK
Village Green Centre
Vernon, British Columbia

Management Company: Bentall Kennedy (Canada) LP
Owner: OPTrust Retail Inc.

POP for PINK used the popularity and social space alliance of the artist PINK and her sold-out concert in Vancouver to drive Facebook fans, eclub membership, sales and loyalty to Village Green Centre in the missing age demographic of 25–49. PINK fans hoping to get a chance to win tickets and a PINK Pandora Shopping-themed bracelet drove Facebook likes by 127%, eclub membership by 215%, CRU sales by 8% and a younger audience began to enjoy the offerings of the Centre.

Centres 400,000 to 750,000 sq. ft. of total retail space

SILVER



Countdown to the Oscars at Bower Place
Bower Place Shopping Centre
Red Deer, Alberta

Management Company: Bentall Kennedy (Canada) LP
Owner: bcIMC Realty Corporation

"Countdown to the Oscars" built-on existing hype for the Academy awards, with themed cinema advertising and movie ticket prizes to encourage gift card sales and to positively impact traffic and overall centre sales. Results showed +20% in gift card sales, record-breaking GC average purchases for the month and centre sales +10.64% over relatively flat past 6-month trend, with incremental sales of almost +\$1 million.

GOLD



"... a Really Big Shopping Bag"
Carlingwood Shopping Centre
Ottawa, Ontario

Management Company: 20 Vic Management Inc.
Owner: Ontario Pension Board

Carlingwood launched a sweepstakes to win a Mazda 3 car that linked shopper's purchases with ballot entries. A multi-channel advertising plan that consisted of paid advertising, earned media and social engagement reached an extended audience in the primary and secondary trade areas with over 2,500,000 impressions that exceeded the goal by almost 30%. Ballots totaled an estimated 6,700 as the sweepstakes ignited sales. Same-store sales for women's apparel jumped +7.36% and the footwear category spiked +19.7%; well ahead of the desired +5% sales objective.

SILVER



Behind Closed Doors
Lansdowne Place
Peterborough, Ontario

Management Company: 20 VIC Management Inc.
Owner: HOOPP

Lansdowne secured approval from a Winnipeg mall to execute a branded "Behind Closed Doors" event. Their multi-channel advertising campaign delivered over 1 million gross media impressions and partnerships with 3 radio stations contributed 29% of added value to the marketing budget. Over 3,600 people showed up to shop the one-of-a-kind, one-night-only, back-to-school store specials. September sales volume increased an incredible 10.9%, exceeding the goal by over 50%!

GOLD



Spring Style Find
Westshore Town Centre
Victoria, British Columbia

Management Company: Bentall Kennedy (Canada) LP
Owner: bcIMC Realty Corporation

Westshore Town Centre launched Spring Style Find, an in-mall and online interactive gaming experience. This cross-platform concept meshed the iconic Price is Right with the idea of having customers guess the correct prices of products from the Centre. Spring Style Find was a real winner with a 6.95% increase in sales, an additional 25,000 shopping minutes and an estimated 8,900 store visits to search out correct prices and an average store visit per shopping trip that increased from 15 stores to 4.9!

Centres 750,000 to 1,000,000 sq. ft. of total retail space

GOLD



Rock That Coat
Coquitlam Centre
Coquitlam, British Columbia

Management Company: Morguard
Owner: Pensionfund Realty Limited

Coquitlam Centre launched a multi-channel campaign titled, "Rock That Coat." They opened a Pop-Up Shop stocked with the latest coats, jackets and accessories, executed an in-mall and fan-gated Facebook contest, collected gently used outerwear for Dress for Success Vancouver and produced four style videos. Their campaign stimulated a whopping 67,500 shopper engagements and over 7,000 entries into their two contests. They collected 179 coats, increased their Facebook "likes" by over 1,200 and best of all, increased participating retailers sales by +5.2% and shopper traffic by 9.6%.

SILVER



Get The Black Carpet Treatment
Erin Mills Town Centre
Mississauga, Ontario

Management Company: 20 VIC Management Inc.
Owner: OPB

Erin Mills Town Centre focused on delivering an unmatched and unrivaled shopping experience by inviting shoppers to "Get The Black Carpet Treatment." With an exciting shopping atmosphere, the event featured a Black Carpet theme including a \$1,000 Shopping Spree, a VIP Black Carpet Lounge, mini massages, mocktails, hors d'oeuvres, chocolate fountains and swag bags. Sales and traffic exceeded expectations realizing a 73% sales increase over the previous year's Black Friday event.

SILVER



KidsPlay at Kingsway
Kingsway Mall
Edmonton, Alberta

Management Company/Owner: Oxford Properties Group

Kingsway Mall created KidsPlay at Kingsway, a free membership program featuring fun and educational activities appealing to moms and kids aged 3–5 years. A high-profile launch event featured celebrity mommy blogger, Erica Ehm. A media tour gained 24 minutes and 155.07 column inches of earned coverage and captured the attention of Edmonton and area moms. KidsPlay at Kingsway successfully increased sales in the children's fashions category by 17%. The inaugural KidsPlay at Kingsway activity had 101 participants, four times our goal.

Centres more than 1,000,000 sq. ft. of total retail space

GOLD



Black Friday
Metropolis at Metrotown
Burnaby, British Columbia

Management Company/Owner: Ivanhoé Cambridge

Metropolis at Metrotown launched their first-ever Black Friday sales event. Top-of-mind awareness was generated through a combination of media and publicity that delivered over 34 million gross impressions and 38 hits of PR coverage. Over 600 early bird shoppers were enticed through a "Mystery Gift Card Giveaway" and "Gift Card Flash Sale" that generated over \$215,000 in sales. In total 107,000 shoppers visited the centre on Black Friday making it the centre's second busiest day of 2013!

SILVER



PROMdale
Yorkdale Shopping Centre
Toronto, Ontario

Management Company: Oxford Properties Group
Owner: AIMCo and Oxford Properties Group

Yorkdale positioned itself as Toronto's ultimate prom destination with PROMdale. The centre launched a multi-faceted sales initiative that engaged an estimated 94,000 shoppers both in-mall and online, provided free one-on-one prom style consultations to 3,300 shoppers and offered contests that received over 11,200 entries. A specially designed microsite logged 30,000 visits, while awareness of Yorkdale among prom-goers was heightened with a targeted traditional and digital media campaign that delivered 15.5 million gross impressions. PROMdale was a "glam-slam" for Yorkdale's 50 participating fashion, footwear, accessories and beauty retailers who posted a +20% combined sales increase!

Joint Centre

SILVER



Throwaway Thursday-Make Room for Black Friday
24 Ivanhoé Cambridge Properties

Ivanhoé Cambridge launched "Throwaway Thursday" to activate shoppers to "Make Room for Black Friday" purchases by cleaning out their closets the day before their major sales event. They produced a comprehensive Instructional Package and master creative files, which could be easily downloaded, and participating properties customised the program with exciting social media contests which increased their fan bases by over 17,000 "likes". Their program broke through the overwhelming Black Friday advertising clutter with 49.5 million gross impressions; they collected over 19,000 lbs of gently used clothing for their charity partner "Clothesline"

SILVER



Let's Make Some Noise! It's Gonna Get Loud!
Golden Mile Shopping Centre, Southland Mall and
Town 'n' Country Mall
Regina, Saskatchewan

Management Company: Arcturus Realty Corp

To support the JUNO Awards, three Saskatchewan properties aligned themselves through sponsorship of the JUNO Cup hockey game. Southland Mall, Golden Mile Shopping Centre and Town 'n' Country Mall scored exclusive VIP JUNO experiences, which they awarded through contests that generated over 3,300 entries. They also staged photo opportunities, a Tailgate party and access to the JUNO Cup, engaging a whopping 310,800 shoppers! The centres became the hottest ticket in town with an average increase in shopper traffic of +16.1% and +4.53% in sales for April 2013.

Mixed Use

SILVER



EAT N' WIN
10 Dundas East
Toronto, Ontario

Management Company: Bentall Kennedy (Canada) LP
Owner: 10 Dundas Street Ltd.

10 Dundas East stimulated soft summer food court sales by launching a frequent eater program titled, "EAT N' WIN". Participants got their game card stamped with each \$5 meal purchased. Once all 5 boxes were stamped, the card became an entry to win a Vespa LX 150cc. They ensured their program didn't go stale by serving up additional monthly prizes and "Instant Win Wednesdays". Their campaign delivered an incredible 105.3 million gross impressions, June sales increased +9%, July +16.5% and August a whopping +26%.

GRAND OPENING, EXPANSION AND RENOVATION

Centres more than 1,000,000 sq. ft. of total retail space

GOLD



Yours GTC
Guildford Town Centre
Surrey, British Columbia

Management Company/Owner: Ivanhoé Cambridge

Guildford Town Centre launched a multi-platform "Yours" advertising campaign combined of out-of-home, television, radio, print, digital media and a rebranded website that generated 35.3 million gross impressions and achieved a record advertising recall of 76%. PR outreach delivered 28.9 million impressions of additional coverage. Cirque-style entertainment, a \$52,000 contest giveaway and luxury gift with purchase helped attract 320,000 shoppers, generated \$14.15/sq. ft. in expansion retailer sales over the six-day celebration.

SILVER



The First Taste of a New Square One
Square One Shopping Centre
Mississauga, Ontario

Management Company: Oxford Properties
Owner: Oxford Properties and AIMCo

Recent research findings indicated that the Square One food experience was negatively impacting the overall shopping centre experience. To address this concern, and increase frequency to the food court, Square One set its sights on delivering a new food court experience as part of an \$84 million dollar interior renovation. Square One needed to launch the new food court with impact and maximize awareness among key media, influencers and consumers.

MULTI-CHANNEL MARKETING

Centres 400,000 to 750,000 sq. ft. of total retail space

SILVER



Pink in the Rink
Catawaqui Centre
Kingston, Ontario

Management Company: Primaris Management Inc
Owner: H&R Reit

Catawaqui Centre established a multi-channel partnership with the Kingston Frontenac hockey team. "Pink in the Rink" contains pink rink boards, a branded entertainment stage and their logo was prominently featured on the pink warm-up jerseys worn by the players. They engaged their hockey-loving customers through a Corporate Hockey Night, sponsored in-stand Trivia, a Facebook contest and hosted two exclusive in-mall engagements and the team's Pop-Up Store. Catawaqui Centre stimulated over 53,600 fans engagements, generated 1 million gross impressions, achieved an ROI of +441% and increased traffic by +7%.

SILVER



As we 'R'
Centre Les Rivières
Trois-Rivières, Québec

Management Company/Owner: Ivanhoé Cambridge

Les Rivières' management team embarked on a major rebranding campaign, they stylised "R," from "Rivières," into their new logo. There was multi-media branding, and two dynamic digitally-based contests established a special connection with residents, driving exceptional visibility and 100% market penetration. The campaign generated over 19.8 million impressions and 2,200 weekly GRPs. Research conducted post-launch revealed that the new logo had achieved 58% recall.

GOLD



Voice of Fashion
Halifax Shopping Centre
Halifax, Nova Scotia

Management Company: 20 Vic Management Inc
Owner: OPB Realty

Halifax Shopping Centre's new brand campaign and tagline "Define Yourself" permeated all marketing channels and supported HSC's desired "voice of fashion" brand positioning. A multi-channel marketing approach across five equally weighted advertising elements successfully repositioned the Centre as a trusted voice of fashion. Traditional ads drove 6 million gross impressions, bloggers partnerships earned 125,000 media impressions, average monthly website visits increased by 10,000, social media engagement grew 68.5% on average, e-mail subscribers increased 30% and the new fashion app received over 1,700 downloads by December 31, exceeding the goal.

Centres more than 1,000,000 sq. ft. of total retail space

SILVER



Nail Art
Metropolis at Metrotown
Burnaby, British Columbia

Management Company/Owner: Ivanhoé Cambridge

Metropolis at Metrotown was inspired to use a fun theme as the platform of their multi-channel marketing campaign. A vibrant seasonal brand campaign delivered 27.5 million gross impressions while the centre hosted Nail Art Workshops. Their GET POLISHED Nail Art Facebook Contest logged over 7,900 votes and increased fans by +5%. Metropolis "nailed it" with healthy sales increases across the Health & Beauty, Fashion Accessories and Specialty apparel categories.

SILVER



Toronto Eaton Centre: Olympics
Toronto Eaton Centre
Toronto, Ontario

Management Company/Owner: Cadillac Fairview Corporation Limited

With 89% of Canadians set to watch the Sochi 2014 Olympic Games, Toronto Eaton Centre (TEC) was tasked with developing an interactive event series that could capitalise on the excitement. Through the development of strategic partnerships, TEC was able to launch an innovative program, CBC Olympic Viewing Lounges at Toronto Eaton Centre. The campaign achieved and exceeded campaign objectives, while promoting patriotism within the downtown Toronto community.

GOLD



50 Years of Style
Yorkdale Shopping Centre
Toronto, Ontario

Management Company: Oxford Properties Group
Owner: AIMCo and Oxford Properties Group

To celebrate its 50 years of style and announce a \$331 million expansion, Yorkdale launched a multi-channel marketing campaign featuring international supermodel Coco Rocha. The centre commissioned Bryan Adam, to capture portraits of nine Toronto Style Makers, which were revealed during an anniversary VIP reception. Its CN Tower was lit gold, a sell-out commemorative retailer merchandise collection debuted, and a Throwback Thursday social media campaign engaged conversation. In total, 721 million gross impressions of paid media and publicity coverage were delivered, and sales grew by +10%.

Company

SILVER



Catch the Spirit
Bentall Kennedy (Canada) LP
Mississauga, Ontario

Bentall Kennedy's "Catch the Spirit" campaign featured a multi-pronged approach to communication with a customised microsite www.catchthespirit.ca. The site included holiday-themed components from customised digital colouring pages, to "ask an expert" blogger forum; the "spirit" spread fast. A custom-built, interactive video game added a fun precursor to enter to win 2 grand-prize packages of \$10,000 in gift cards and \$2,500 for the winner's charity. The campaign enhanced the company's digital footprint as well as centre performance. The Catch the Spirit campaign garnered over 287.8 million impressions in publicity.

PUBLIC RELATIONS

Centres 150,000 to 400,000 sq. ft. of total retail space

SILVER



The Art of Style 2
Complexe Les Ailes
Montreal, Québec

Management Company/Owner: Ivanhoé Cambridge

Complexe Les Ailes "Art of Style 2" campaign was a spectacular cultural exhibition that was presented in the atrium to revitalise the centre's battered image. Emerging modern artists competed for a \$5,000 prize, by creating original works of art that celebrated the fusion of art and fashion. Art of Style 2 drove 3 million+ media impressions, valued at over \$201,000. Drawn to view the exhibition, traffic increased +4.3%, spurring sales increases: September +3.25% and October +4.31%.

SILVER



Battery Totem
Montreal Eaton Centre
Montreal, Québec

Management Company/Owner: Ivanhoé Cambridge

To coincide with Earth Day, Montreal Eaton Centre introduced a new battery recycling program and commissioned environmental trailblazer Peter Gibson to create a high impact in-mall sculpture of totem poles resembling stacks of batteries. Battery Totems received exceptional media coverage — 18.5 million impressions with an editorial value of over \$512,000. Drawn to MEC to view the exhibit, traffic increased 3% during April/May. In the first year, 2,800 pounds of batteries have been recovered.

Centres 400,000 to 750,000 sq. ft. of total retail space

SILVER

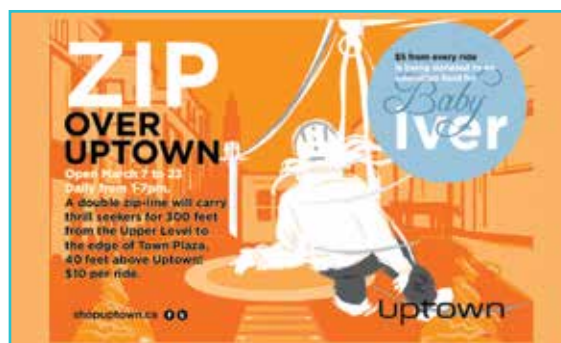


Marlborough's Media Pursuit
Marlborough Mall
Calgary, Alberta

Management Company: 20 Vic Management Inc.
Owner: HOOPP Realty Inc.

Marlborough Mall wanted to take a proactive approach and truly embrace the power of publicity. By working with PR experts, advanced media training and improved media relations, Marlborough Mall achieved a positive new media and public profile. The integrated PR program drove an incredible 9.6 million gross impressions of publicity coverage (57 total stories) and influenced the community to shop with a 2% sales volume increase from March 2013 — April 2014.

GOLD



Zip Over Uptown
Uptown
Victoria, British Columbia

Management Company: Morquard
Owner: Greystone Managed Investments Inc.

In 2013, Uptown launched the first Urban Zipline on Vancouver Island as a fundraising tool to raise money for a baby whose Mother passed away once he was born. The Centre worked closely with local media to acquire mass awareness of this exciting Spring Break activity and to help the family in need. Over 16 million gross publicity impressions were achieved with a value of over \$150,000 and an ROI of 334%! An estimated 4,700 customers rode the Zipline and nearly \$23,000 was raised for Baby Iver.

Centres 750,000 to 1,000,000 sq. ft. of total retail space

SILVER



EMTC Transformation "Better Not Bigger"
Erin Mills Town Centre
Mississauga, Ontario

Management Company: 20 VIC Management Inc.
Owner: OPB

Erin Mills Town Centre was approaching its 25th year anniversary and announced that the centre would undergo an exciting \$100 million redevelopment. The challenge became how to "stand out from the crowd" and glean media attention. "Better not Bigger" was the message. With improved sightlines, an iconic glass sphere piercing through the roof into the central court area, an awe-inspiring infinity pool and contemporary seating it would become THE PLACE to meet, greet and be entertained.

Centres more than 1,000,000 sq. ft. of total retail space

SILVER



Microsoft Opening
Square One Shopping Centre
Mississauga, Ontario

Management Company: Oxford Properties Group
Owner: Oxford Properties and AIMCo

Securing one of only four Microsoft Stores in Canada, Square One realized the impact of this iconic brand on the perception of the Shopping Centre. Working closely with the Microsoft team and Veritas, the Microsoft agency of record, Square One utilized its resources to catapult Microsoft's publicity efforts. Through Square One's social media and mobile technologies, this grand opening was the most successful North American Microsoft Store grand opening to date with sales ranking #1 out of 85 Microsoft Store openings across North America!

Centres more than 1,000,000 sq. ft. of total retail space

GOLD



Changing Perceptions - Yorkdale's Crisis PR
Yorkdale Shopping Centre
Toronto, Ontario

Management Company: Oxford Properties Group
Owner: AIMCo and Oxford Properties Group

The centre responded by undertaking an internal security audit. A strategic PR campaign was structured to ensure public awareness of Yorkdale's security initiatives, highlight enhanced shopper safety and help deter criminal activity. The centre publicly launched its \$3.4 million security upgrade, regarded as Canada's most advanced security surveillance system providing almost 100% coverage with high-resolution cameras. The public relations initiative generated 32.4 million gross impressions including 49 minutes of broadcast coverage positioning Yorkdale as one of Canada's safest shopping centres.

Mixed Use

SILVER



Celebrate MasterCard Memorial Cup at Citi Plaza
Citi Plaza
London, Ontario

Management Company: Avison Young
Owner: I.F Propco Ontario 31 Limited

With the MasterCard Memorial Cup hockey tournament taking place in London, Ontario, Citi Plaza, launched a public relations campaign "Celebrate the MasterCard Memorial Cup at Citi Plaza". The anchor tactic was a giant synthetic ice rink in the Centre Court. Hundreds of people skated on the ice over the 10 days as well as participated in many contests and viewings of the Memorial Cup. Press coverage and social media generated over 949,000 impressions.

GOLD



Revealing a Twass the Night to Remember
The CORE Shopping Centre
Calgary, Alberta

Management Company: 20 VIC Management Inc.
Owner: AIMCo and Ivanhoe Cambridge

An intimate media dinner party helped provide the important marketing messaging and details about The CORE's signature after-hours holiday shopping event "Twass the Night". The resulting media coverage demonstrated the value of the VIP media pre-event with an incredible 32 media hit for a 78% increase. Media coverage drove almost 26 million gross media impressions from the TV and Radio coverage. The intimate dinner had influenced pre-event media coverage that attracted over 4,200 RSVPs and over 5,000 shoppers representing an 8.4% increase and record-breaking sales!

SOCIAL MEDIA

Centres 150,000 to 400,000 sq. ft. of total retail space

SILVER



Fashion Influence
Holt Renfrew Centre
Toronto, Ontario

Management Company: Morquard
Owner: Pensionfund Realty Limited

Holt Renfrew Centre created a new six-step social media strategy that included the selection of top Toronto fashion bloggers based on criteria that included quality and size of audience. Content and event plans included virtual Twitter parties, seasonal blog posts, contests and Facebook ads. HRC's Facebook community gained over 1,400 new fans. Retailers reported not only a boost in their brands' online engagement but in-store sales. This strong new social media strategy kept costs low and generated solid results.

Centres 400,000 to 750,000 sq. ft. of total retail space

SILVER



Our Highstreet Blog
Highstreet Shopping Centre
Abbotsford, British Columbia

Management Company/Owner: Shape Property Management Corporation

Highstreet created a blog that would act as the foundation for all things social and became a springboard for content. The blog was developed with two objectives in mind: create killer content for people to stay engaged and position Highstreet as a local tastemaker, utilizing regular monthly features, contributions from local experts, unique events, curated content and dynamic community partnerships.

GOLD



LEGO Gets Social at North Hill Centre
North Hill Centre
Calgary, Alberta

Management Company: Bentall Kennedy (Canada) LP
Owner: Westpen North Hill LP and BIM North Hill Inc.

With the launch of the LEGO 2 movie, North Hill Centre created a digital campaign "LEGO Gets Social." As a result our social strength reached 11 million views within 65 km of the shopping centre over a 16-day period. Line-ups, 350 deep, began one hour before the mall opened and 2 hours ahead of the scheduled event. The traffic for the day was up +13% over Easter Saturday the prior year and best of all, the excitement and event's overwhelming participation used only 27% of the 2014 Marketing budget.

SILVER



Countdown to Christmas
Sevenoaks Shopping Centre
Abbotsford, British Columbia

Management Company/Owner: Morquard

Sevenoaks created a simple yet powerful "Countdown to Christmas Facebook contest". Starting December 1st, entrants had to "like" or "comment" on the daily Facebook prize post to qualify. Entrants were also asked Christmas-related questions on traditions and favourite gift ideas. By December 24th, Sevenoaks had over 5,000 followers; a 31% increase in 24 days. Facebook comments totaled over 18, with another 17,400 likes. The contest reached an estimated 512,000 people.

Centres more than 1,000,000 sq. ft. of total retail space

SILVER



Spring Spin to Win
Metropolis at Metrotown
Burnaby, British Columbia

Management Company/Owner: Ivanhoe Cambridge

Metropolis at Metrotown launched the "Spring Spin to Win" Facebook Contest app To drive awareness of the contest and Facebook channel, the centre supported it with a multi-channel media campaign that generated 9.3 million gross impressions and 15,599 entries at their in-mall kiosks. The slot-machine styled game proved to be highly addictive with entrants spinning nearly 180,000 times, spending 6.21 minutes on the contest page and growing their Facebook fan base

GOLD



Spring Scratch & Win
Metropolis at Metrotown
Burnaby, British Columbia

Management Company/Owner: Ivanhoe Cambridge

Metropolis at Metrotown presented the "Spring Scratch & Win" game. The centre's first multi-platform contest app successfully achieved an engagement level of 14 million with nearly 10,900 users who shared the contest or redeemed a code 13,000 times and spent on average 8:35 minutes playing the game. Over 47% of entrants played via their mobile devices or tablet. Metropolis grew its Facebook fanbase to 59,000 during the month-long contest!

Company

SILVER



H&M Facebook Fan Faves Campaign
Cadillac Fairview Corporation Limited
Toronto, Ontario

The H&M Facebook Fan Faves Campaign details the successful implementation of the first-of-its-kind, co-branded social media campaign. Cadillac Fairview and H&M teamed up to promote the release of H&M's new Spring 2014 collection by engaging their Facebook fans with an online contest that integrated both digital and in-store components. By using current principles of social business in its design, CF and H&M engaged followers in featured products, delivering over 36 million impressions, reaching over 5 million people, and engaging 18,000 fans while growing sales of H&M's new Spring Collection, all for only \$0.08 per click.

DESIGN & DEVELOPMENT

RENOVATIONS/EXPANSIONS

Centres of 150,000 sq. ft. or less of total retail space

SILVER



Broadmead Village
Victoria, British Columbia

Management Company: SDM Realty Advisors
Owner: Grosvenor Americas
Total Retail Space: 127,834 sq. ft.
Number of Stores: 36

Broadmead Village is sophisticated open-air grocery anchored neighbourhood shopping centre. Its \$8.2 million sustainability-focused renovation has resulted in a high-quality revitalization of the Centre that features upgraded storefronts and signage and an array of exceptional specialty shops and nationally branded stores and services. The central breezeway was revitalised into an interactive public realm with features

that include an outdoor fireplace, interactive water feature, covered seating area and free Wi-Fi. Improved directional signage, expanded sidewalks and raised crosswalks offer a more pedestrian-friendly environment and encouraged visitors to stay longer.

Centres between 750,001 and 1,000,000 sq. ft. of total retail space

SILVER



St. Vital Centre
Winnipeg, Manitoba

Owner: Ontario Pension Board
Management Company: 20 Vic Management Inc.
Total Retail Space: 826,534 sq. ft.
Number of Stores: 167

Inspired by the Arts & Crafts design movement, and specifically the work of Frank Lloyd Wright, St. Vital is a tribute to the natural wonders of the Prairies landscape. The renovation included new flooring, ceilings, wall coverings, energy-efficient lighting and the addition of two new skylights in separate wings of the mall immersing shoppers in natural light.

NEW DEVELOPMENTS

Centres between 400,001 and 750,000 sq. ft. of total retail space

GOLD



Highstreet Shopping Centre
Abbotsford, British Columbia

Owner: Shape Abbotsford West Limited Partnership
Management Company: Shape Property Management Corporation
Total Retail Space: 600,000 sq. ft.
Number of Stores: 90

Highstreet is a 600,000-square-foot open-air shopping centre bringing urban lifestyle shopping to the Fraser Valley. The three-level centre includes fashion, food, services and entertainment on the main street shopping level with a large-format anchor tenant, Walmart Supercentre on the lower level, office space and an 11-screen Cineplex VIP cinema on the second level. Innovation by design and use of high-end finishes enhance and optimise the social experience, emulating the vibrancy found in town squares.

Mixed-Use

SILVER



120 Lynn Williams Shopping Centre
Toronto, Ontario

Management Company/Owner: First Capital Realty
Total Retail Space: 27,000 sq. ft.
Number of Stores: 7

120 Lynn Williams Shopping Centre seeks LEED® accreditation, with the design orientated to maximise solar exposure to the south and minimise window openings to the north. Overhangs and sun shades provide adequate solar deflection during the summer season. The concept of inward and outward display influenced the design of the three public faces of the building. At the south side, transparency at the corner and patio terrace slide outwards from the formal entrance leading to the second-story restaurant. Directly above the entrance on the east side is a unique glazed room defining a focal point to the parking courtyard in the forecourt.

RETAIL STORE DESIGN

Kiosks And Carts

SILVER



BlueGrass Landscaping Ltd.
Lethbridge, Québec

BlueGrass Landscaping Ltd. is an outdoor living area complete with a large sunken patio of several different paving stones, a cedar pergola

covering the seating area, an outdoor wood-burning fireplace, a built-in grill and curved eating bar made from polished concrete that overlooks a multi-level water feature. Resident goldfish entertained shoppers from the cedar bridge that crossed the pond while underwater lighting created an effect beneath the waterfall. Unique stone and log accents offer shoppers a "woodland" feel to a truly unique and interactive display.

SILVER



Loto-Québec
Montreal, Québec

With a wider selection of lottery games available in recent years, and the advancement of technology it was time to redesign the Loto-Québec mall units. Like an airplane cockpit, the kiosk was designed from the inside out. The interior was planned according to the operator. The redesigned kiosk now has a more modern, simple and fresh look. The new design integrates well into all the different centres and surroundings.

GOLD



Metalsmiths Sterling
Edmonton, Alberta

Toronto Pearson entered into an agreement with Metalsmiths Sterling to create a floating retail boutique. Having already opened boutiques in four other Canadian airports, the company was ready to take on Canada's largest airport by offering a flexible store design that adapts to limited airport concourse space and requires little storage or additional infrastructure.

SILVER



Toronto Eaton Centre-Starbucks
Toronto, Ontario

The re-imagined Starbucks Coffee kiosk at the Toronto Eaton Centre was created to be a timeless representation of craftsmanship through the use of natural materials, thoughtful detailing and art. The concept for the design was derived from a pseudo-tale created by the Starbucks design team. This was accomplished by creating beautifully-lit vitrine cases, reminiscent of finely detailed jewelry cases.

Restaurants

SILVER



Spring Rolls
Hamilton, Québec

The geometric square pattern ceiling and walls showcases the space and embodies the essence of the restaurant. The custom light fixtures and furniture integrate into the architecture to create a sense of spatial separation without the use of walls. The result allowed the client to maximise the seating capacity without compromising comfort. Imported flamed granite, custom tables and benches, powder-coated aluminium and acrylic light fixtures, and finally, large-scale format graphics unify to make a truly original customer experience.

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SILVER



Vinifera
Toronto, Ontario

The Toronto Pearson airport plan developed previously unused airport spaces into restaurants with menus designed by well-known Toronto chefs. One of these is Vinifera, a wine bar featuring wines selected by Master Sommelier John Szabo and a menu designed by concept chef Michael Coury. Its soaring glass façade and use of former passenger hold space revitalised Terminal 1's International departures area.

Stores less than 1,000 sq. ft. in area

GOLD



Popino
Gatineau, Ontario

Originally called "Snacks", Popino was conceived as a bulk goods store selling candies and sweets. At the completion of the new circus/carousel inspired design, the impact on the store's image was as extreme as day and night. Existing customers, new customers, mall owners, leasing representatives, suppliers and just about anyone who walked by the store had positive comments.

Stores between 1,001 and 2,500 sq. ft. in area

SILVER



LCBO- Our Wine Country Ontario
St. Catharines, Ontario

The launch of LCBO's Our Wine Country Ontario boutique provided an opportunity for smaller wineries to elevate the profile of their products and for LCBO customers to learn about Ontario's wine regions, the appellations, varietals and styles as well as enjoy a unique Ontario wine-shopping experience. Located inside the LCBO's St. Catharines' store, Our Wine Country Ontario boutiques offered a customer experience that recreates a visit to wine country.

SILVER



Spareparts — St. Vital
Winnipeg, Alberta

The strategy for St. Vital was to create brand continuity while creating a fresh and unique interpretation of the original flagship design concept but reduce the complexity and cost of the supply and installation. A focus on a clean classic pallet, texture and form were the predominate goals. Lighting was an important element in the store design. The use of vertical space was maximised in order to achieve optimal merchandise display while staying true to the visually clean and minimal esthetic.

SILVER



Flagship BCLC Lotto! Signature Store
Burnaby, British Columbia

BCLC wanted to evolve the customer experience by creating an inline Flagship Lotto! Signature Store. This store provides an enhanced lottery entertainment experience where you can be a lottery winner through interactive digital experiences. Other key features of the store include promotional areas, seating, electronic access to product and responsible gambling information, a prize payout area, and a full suite of lottery games.

Stores between 5,001 and 10,000 sq. ft. in area

SILVER



LIV Nail Bliss
Belleville, Québec

LIV Nail Bliss design attempts to offer a more downtown, fashion and lofty studio-chic experience in a suburban style mall. The client touch points are all very clean and simple in order keep it relevant and less alienating to a mainstream clientele. Basic square details and white Formica offset the warm colours, higher-end quartz surfaces and molded acrylic seating. This store is all about contrast and complementation.

GOLD



Saje Natural Wellness at Guildford Town Centre
Surrey, Québec

Saje Natural Wellness connects people to the healing power of plants through knowledgeable teams and educational content. The goal of this design was to elevate the brand and create an experiential space that helps to engage the customer with the product. The materials were chosen to complement this journey, such as white oak wood flooring, reclaimed barn board storefront, hot rolled steel, bronze glass and honed granite. This warm and inviting space transforms the feel of an old-world apothecary shop into a modern day retail environment.

Stores in excess of 10,001 sq. ft. in area

SILVER



The Duty Free Store and Boutiques
Mississauga, Ontario

Understanding how passengers flow through the space, access other amenities and services and ultimately get to their gate ensured the store's design responded to the interior architecture of the airport. The look and feel is light, transparent, fresh and is a contemporary yet accessible backdrop for the products on sale. There are two primary shopping areas — the luxury fashion boutiques, split into two zones on either side of artwork by world-renowned sculptor Richard Serra, and a refurbishment of the existing duty free store.

GOLD



La Maison Simons Galerie D'Anjou
Anjou, Ontario

Anjou is pure Simons — unique, evocative and committed to creating a next-to-none experience. From curated art and graphics, "touch points" throughout, experiential fitting rooms, distinct departments, and a café, the store is exciting and connective. Anjou has surpassed all expectations; generated an on-line following and increased regional brand recognition, reinforcing the critical role of bricks and mortar in driving sales channels.

SILVER



Mark's
Winnipeg, Manitoba

The new Mark's prototype store was designed to recall the heritage and history of the brand. The new industrial-chic concept successfully reflects the brand's true values and highlights the durability criteria put forward in their products, all while offering a modern and distinctive store environment. Starting with the layout, with well-defined and well-designed departments, the new floor plan allows for better focus on the specific sections. Clients easily find their way to the right department and an element of curiosity emerges as they discover the other areas of the store. Shoppers stay longer, are interested in finding out what the other departments have to offer, and buy more items per visit.



LEADING THE WAY


Congratulations to the 2014 ICSC Canadian Shopping Centre Award winners and finalists for leading the way in setting new benchmarks for excellence in the shopping centre industry. A real estate company of international scope, Ivanhoé Cambridge brings its expertise in developing premium-quality, innovative retail, office and residential environments in the world's great urban centres—in the USA, Europe, China and Brazil—to lead the way in creating uniquely exciting shopping experiences across Canada.

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