

ICSC SOLAL MARKETING AWARDS - Finalists (2010 -2014)

2015 SOLAL AWARD NOMINEES (15)

2014 SOLAL AWARDS NOMINEES (10)

Category	Centre Name	Campaign Name
Advertising	Gateway Theatre of Shopping	Gateway to the Lost World
Alternative Revenue	Gateway Theatre of Shopping	Gateway's Sponsorship and Income Strategy
Alternative Revenue	Primedia Lifestyle Group	Content Innovation
Alternative Revenue	PU Mall Division	Alternative Revenue
Customer Service Experience	Menlyn Park Shopping Centre	The Beach is Back 2013
Cause Related Marketing	Cavendish Square	The Exchange
Grand Opening, Anniversary, Refurbishment or Extension	Cavendish Square	Guilt & Ganche 40th Birthday Anniversary
Public Relations	Cavendish Square	Taste of Winter
Emerging Technology	Cavendish Square	Augmented Reality Baby Reindeer
Integrated Digital Campaigns	Riverside Mall	Cooler School Competition

2013 SOLAL NOMINEES (12)

CATEGORY	SHOPPING CENTRE	CAMPAIGN NAME
Traditional Marketing - Advertising	Gateway Theatre of Shopping	Material World
Cause Related Marketing	Chatsworth Centre&Phoenix Plaza	Bursary Award
Grand Opening, Anniversary, Refurbishments or Extension	Cavendish Square	Lifted
	Tyger Valley Centre	Its All About You
	Tyger Valley Centre	Celebrate your new journey with us
Public Relations	Cavendish Square	J&B Met - Made Different
	Cavendish Square	Taste of Winter
	Menlyn Park Shopping Centre	The Beach is Back 2011
Sales Promotions	Gateway Theatre of Shopping	Lucious Loot
New Media -Emerging Technology	Gateway Theatre of Shopping	Gateway VIP Launch
	Gateway Theatre of Shopping	Gateway Hotel Takeover
Integrated Digital Campaigns	Musgrave Centre	The Professional Shopper

2012 SOLAL NOMINEES (13)

CATEGORY	SHOPPING CENTRE	CAMPAIGN NAME
Cause Related Marketing	Chatsworth Centre	"Sugars" the bitter truth
	Gateway Theatre of Shopping	Love Out Loud (LOL)
	Riverside Mall	Classic Challenge
Public Relations	Cavendish Square	Inspiring Healthy Living for a Healthy Planet
	Cavendish Square	Cavendish Square Royal Winter
Consumer and Trade Advertising	Gateway Theatre of Shopping	Holiday Line-up
	Gateway Theatre of Shopping	Rights Royal Affair
	Riverside Mall	Feast
	The Zone @ Rosebank	Brand Yourself
Sales, Promotions & Events	Menlyn Park Shopping Centre	The Beach is Back 2011
	Pine Crest Centre	Winter Warmers School holiday Programme
Grand Opening, Expansion & Renovation	Gateway Theatre of Shopping	Gateway Theatre of Shopping 10th Birthday
	Musgrave Centre	Accentuate an Icon

2011 SOLAL NOMINEES (13)

	SHOPPING CENTRE	CAMPAIGN NAME
	Cavendish Square, Cape Town	New Faces Search and J & B Met
	Cavendish Square, Cape Town	Football, Fashion, Fine Art Winter
	Cavendish Square, Cape Town	Re-discover Cavendish Square
	Cavendish Square, Cape Town	Flagship CSI - Literacy Project
	Menlyn Park Shopping Centre	Get Hitched at Menlyn
	Menlyn Park Shopping Centre	Soccer World Cup
	Gateway Theatre of Shopping	World Cup Campaign
	Gateway Theatre of Shopping	Gatewayworld Revamp
	Umlazi Mega City, Durban	World Cup Red Carpet
	Southgate Mall	Positively Inspired Shopping
	The Boulders Shopping Centre	Senior Citizen's Parking

	Shelly Centre	Africa Bike Week
	OMIGPI Joint Centres	WAGS - Joint Centre Campaign
2010 SOLAL NOMINEES (9)		
	SHOPPING CENTRE	CAMPAIGN NAME
	Umlazi Mega City, Durban	Sipethe Osaziwayo - Celebrity Shopper Campaign
	Cavendish Square, Cape Town	Celebrity Campaign
	Menlyn Park Shopping Centre	Menlyn Play park
	Menlyn Park Shopping Centre	The Beach has Landed
	Menlyn Park Shopping Centre	Win a Million Birthday
	Gateway Theatre of Shopping	Vodacom Durban July - Fashion Experience
	Gateway Theatre of Shopping	Supersize your Summer
	Vincent Park Shopping Centre	My Vicinity Campaign
	Airport Shopping Safari	Cape Town International - Launch

SUMMARY - Solal Finalists	
2010	9
2011	13
2012	13
2013	12
2014	10
2015	15
TOTAL	72