CATEGORY 15:

IMAGES MOST ADMIRED SHOPPING CENTRE OF THE YEAR: BEST MARKETING & PROMOTIONS

ELIGIBILITY: Shopping Centres that have been in operation since 31st December 2016 or earlier

Shopping Centers that conducted the most effective marketing campaign during the year, jointly with tenants or on their own, which led to increased footfall and sales of tenants

Minimum Built Up Area: 1,00,000 Sq Ft

ASSESSMENT PERIOD: January 2017 – December 2017

CONTACT DETAILS & GENERAL INFORMATION:

|  |  |
| --- | --- |
| Name of Developer: |  |
| Name of nominated Shopping Centre: |  |
| Shopping Centre Address: |  |
|  |  |
| Company Name & Office Address: |  |
|  |  |
|  |  |
| Contact Person: |  |
| Designation: |  |
| Landline Phone Number |  |
| Mobile Phone Number |  |
| eMail ID: |  |
|  |  |
| Alternate Contact Person Name: |  |
| Designation: |  |
| Mobile Number: |  |
| eMail ID: |  |
|  |  |
| Date Of Launch: |  |
| Land Area (Specify Sq M / Sq Yd / Acre): |  |
| Total Built Up Area: |  |
| Gross Leasable Area: |  |

ASSESSMENT INFORMATION:

|  |  |
| --- | --- |
| 1) ADVERTISING AGENCY NAME: |  |
|  |  |
| 2) OTHER MARKETING / EVENT AGENCY: |  |
|  |  |
| 3) P R AGENCY: |  |
|  |  |
| 4) SOCIAL MEDIA MANAGEMENT AGENCY: |  |
|  |  |
| 5) NUMBER OF PEOPLE IN MARKETING TEAM: |  |
|  |  |
| 6) ANNUAL MARKETING BUDGET: (Rs Lakhs) |  |
| * Print
 |  |
| * TV
 |  |
| * Outdoor
 |  |
| * Social Media / Digital
 |  |
| * PR
 |  |
| * Events
 |  |
| * B2B Media
 |  |
| * Any Other
 |  |
| * TOTAL:
 |  |
| Contribution Of Tenants to Total Budget (Rs Lakhs): |  |
| Total Lease Revenue of the Shopping Centre: (Rs Lakhs): |  |
| Marketing Budget as % of Total Lease Revenue: (%) |  |
|  |  |
| 7) SOCIAL MEDIA ENGAGEMENT: |  |
| Facebook Page: |  | No Of FB Fans: |  |
| Twitter Page: |  | No of Followers: |  |
|  |  |
| 8) NO OF UNIQUE CUSTOMERS IN MAILING LIST: |  |

QUALITATIVE PARAMETERS:

PLEASE WRITE A NOTE DESCRIBING HOW YOUR SHOPPING CENTRE HAS EXCELLED IN EACH OF THE FOLLOWING 7 AREAS DURING THE PERIOD JANUARY 2017 TO DECEMBER, 2017:

(Note: these will form an important part of the jury decision):

1) Tenant Mix Change in Calendar Year 2017 and result of that.

2) Marketing and promotion activities done in Calendar Year 2017 – independently and/ or jointly - with tenants and result of that.

3) Outstanding/ unique initiatives taken in Calendar Year 2017 to make the mall a happening place and result of that.

4) Increasing average sales per sq ft per day – overall and in key categories. How did you achieve that?

5) Names of some of the tenants with all India best sales in your mall with sales per sq ft per day.

6) Corporate Social Responsibility (CSR) & Conservation of Environment and Public Resources.

7) Any special features or achievement during the assessment period.

If shortlisted as a finalist the person who will represent the company at the ISC Award ceremony is (Please specify name & designation):

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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Signed by CEO / Director / Owner

Name:

Designation:

**TERMS & CONDITIONS:**

1. Award categories and titles are subject to change without notice.
2. Submitting an entry form does not guarantee nomination. Nominees will be shortlisted on the basis of Performance data as supplied in the entry form.
3. The final evaluation will be done by a ISCA grand jury which comprises of the most respected industry experts, analysts and observers.
4. The Jury members evaluate only on information contained in the entry form and not on any other information / perception / judgment, hence please fill in the form carefully
5. Any attempt to canvass for selection could lead to disqualification. Nominees must not contact Jury members or organizers in this regard
6. All information in the entry form is mandatory. If any information is not provided, it will directly impact the overall ranking and rating by the Jury.
7. All nominees specifically agree that by participating in these awards, they are confirming that they will use:

A: The authorized and complete description of the award as mentioned on the first page in any public communication related to these awards.

B: Specific template of ISCA logo, ribbon & trophy provided by IMAGES Group.

1. Entries with factually incorrect or misleading information may be deemed invalid.
2. All nominees specifically confirm that the information they submit is accurate and true, and that it may be used for internal research & Industry insights unless otherwise specified.
3. Every entry form must be attested by a person at the level of Director / CEO / Proprietor
4. Jury and the organizers have the right to decide on the final categories to be awarded, renaming the titles, clubbing the categories and moving nominations to a category other than the category originally filed in – wherever required.
5. Minimum 3 valid nominations are required per category, else the award may be withheld and same will be communicated to participant.

**OTHER REQUIREMENTS:**

Please send a Brand / organization logo along with high resolution award category specific pictures of Shopping Centre/s. It can be sent by email to awards@irisretail.com or through www. wetransfer.com.

**FORM SUBMISSION:**

Please provide complete information and submit the form by FRIDAY 23RD MARCH 2018 to:

Ritesh Pandey. Mobile: +91-9810613585

E-mail: awards@irisretail.com /ritesh@irisretail.com

Website: [www.indiashoppingcentreforum.com](http://www.indiashoppingcentreforum.com/)

**Thank you**