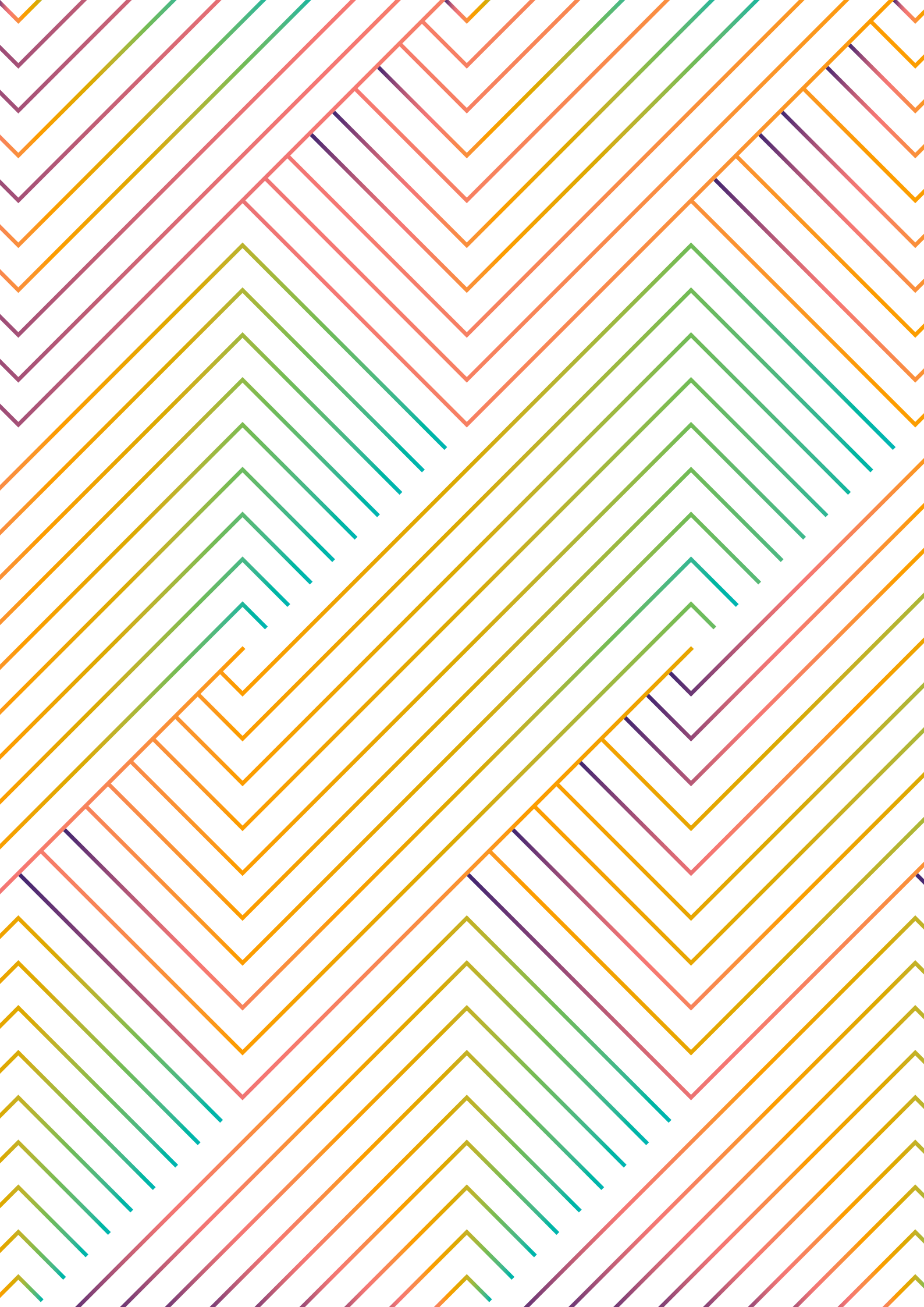




SHOPPING CENTRE
COUNCIL OF AUSTRALIA

MARKETING AWARDS

2023



FOREWORD

As we celebrate the exceptional shopping centre marketing achievements of 2023, it is important to recognise and acknowledge the passion, creativity and enthusiasm our industry colleagues bring to our businesses.



I sincerely congratulate all of this year's nominees, finalists and winners. I'd like to extend particular congratulations to QIC Real Estate who the External Judging Panel awarded as the winner of this year's 'Sabina Rust Memorial Prize for Campaign of the Year' for their "Werribee Ward" marketing campaign.

The Sabina Rust Memorial Prize has been awarded to honour the work and friendship of Sabina Rust and was established as a key part of our program with the agreement of Sabina's family. As a founder and managing editor of Shopping Centre News, Sabina chronicled the growth, innovations, performance, and personalities of our industry, and I am sure that she would be incredibly pleased with the innovation being displayed by the industry's marketing teams.

The success of the Awards is built on the time and dedication of a number of marketing leaders and SCCA Directors in our sector who generously give their time to advise on the Awards through the SCCA Marketing Awards Committee, and also participate in the review and judging process. To these individuals, thank you for your ongoing time and commitment to the Awards.

Sincere thanks are also offered to this year's independent judging panel; Louisa Alexander, Marketing Manager, WD-40 Company; Oonagh Flanagan, Chief Marketing Officer, Funlab and; Michael Frost, Customer Strategy Manager Bunnings. Their participation and time, also generously donated, ensures that the 'best of the best' are acknowledged and rewarded.

Lastly, I'd like to thank our 14 sponsors. Without their support, this amazing night would not be possible. This is a wonderful acknowledgement of the vital role that marketing plays in the continued success of the Shopping Centre industry.

A handwritten signature in white ink that reads "A. Mellowes". The signature is fluid and cursive.

ANTHONY MELLOWES

Chairman, Shopping Centre Council of Australia
Chief Executive Officer, Region Group

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JUDGES

EXTERNAL JUDGING PANEL



Oonagh Flanagan
Chief Marketing Officer
Funlab



Louisa Alexander
Marketing Manager
WD-40 Company



Michael Frost
Customer Strategy Manager
Bunnings

INDUSTRY EXPERT PANEL



Danielle Wilby
Colliers



Jessica Pagano
Charter Hall



Pat Fisher
Dexus



Melissa Prpic
The GPT Group



Tara-Lee Brown
JLL



Stacey Holt
Lendlease



Yasmin Chrzescijanski
Mirvac



Bronwyn Cooper
QIC



Ellie Quinti
Perron



Leonie Hatfield
Scentre Group



Catherine Kruger
Stockland



Michael Pirotta
Vicinity Centres

SABINA RUST MEMORIAL PRIZE CAMPAIGN OF THE YEAR

WINNER WERRIBEE WARD

Pacific Werribee
Owned by QIC Real Estate, Pacific Group of Companies
Managed by QIC Real Estate
Cassie Antony, Melissa Zanini, Paige Keogh



Both rounds of judging panels loved this campaign! The external expert judging panel thought it was a very well thought out campaign that engaged with both children and adults on such an important issue and that it was a lovely way to give back to the local hospital that gives so much to the community.



ENTRY TITLE	OWNER/MANAGER	CENTRE NAME	CAMPAIGN MANAGER
Spring Summer Season Opening RUNNER-UP	UniSuper / The GPT Group	Karrinyup Shopping Centre	Stephanie Larsen, Grace Murphy, Jayne Williams, Brad Smith
Define Your Different	DOTA and Victoria Square QV Investments / Dexu	QV Melbourne	Lorenza Maiolo, Maxine Barker
Celebrate Disney100 with Westfield	Scentre Group	Multi	Emma Donaldson, Leonie Hatfield, Michelle Lok, Rebecca Mahoney
The Good Day Collective	Lendlease	Multi	Stacey Holt
The Great Graze	Lendlease	The Streets of Barangaroo	Danielle Bullock
Barkly Square Traders Festival	ISPT / JLL	Barkly Square	Gabriella Bowman, Kylie Gordon, Esther Liu

BRAND & PARTNERSHIPS

SMALL (75 STORES OR LESS)

WINNER

JESSICA DEMPSEY PARTNERSHIP

Malvern Central

Owned by UniSuper

Managed by The GPT Group

Ellie Burke



Malvern Central partnered with Jessica Dempsey delivering five campaigns focusing largely on fashion, food, homewares and convenience. The Centre's look and feel is a reflection and extension of the customers' homes and what the Centre felt was lacking was a Brand Ambassador, a true local to be the face of Malvern Central. Jess encompasses all things Malvern Central from motherhood, lifestyle and fashion.

JUDGES COMMENT

'Authentic and mutually beneficial partnership that put a variety of retailers at the heart of the strategy.'



ENTRY TITLE	OWNER/MANAGER	CENTRE	CAMPAIGN MANAGER
Forever More	Vicinity Centres and Link REIT / Vicinity Centres	The Strand Arcade	Corrine Barchanowicz, Daniella Manuel, Adelaide Sinclair
Zero to Hero RUNNER-UP	ISPT / JLL	Nundah Village	Setty Ferdousian

BRAND & PARTNERSHIPS

MEDIUM (76 TO 149 STORES)

WINNER

DEFINE YOUR DIFFERENT

QV Melbourne

Owned by DOTA, Victoria Square QV Investments

Managed by DexuS

Lorenza Maiolo, Maxine Barker



QV Melbourne embarked on a strategic rebrand campaign to revitalise and reposition the precinct to better align with the target market and the evolved CBD shopping experience post-COVID. The brand repositioning strategy has evolved the QV Melbourne brand to an experiential dining, entertainment, and boutique shopping destination to shift customer perception of QV as solely being a practical place to get things done.

JUDGES COMMENT

‘Well executed strategy that lead to a significant repositioning of the centre.’



ENTRY TITLE	OWNER/MANAGER	CENTRE	CAMPAIGN MANAGER
WA's First Thread Together Hub	Fawkner Property / CBRE	The Square Mirrabooka	Gracen Steinepreis
RUNNER-UP			

BRAND & PARTNERSHIPS

LARGE (150 STORES OR MORE)

WINNER

SPRING SUMMER SEASON OPENING

Karrinyup Shopping Centre

Owned by UniSuper

Managed by The GPT Group

Stephanie Larsen, Grace Murphy, Jayne Williams, Brad Smith



Following the Centre’s redevelopment, several shopping centres in WA executed campaigns to combat the competition and protect their market share. With increased competition both physically and online, an integrated marketing and communications campaign was required to reinforce Karrinyup as Perth’s leading fashion and beauty destination. The campaign launch coincided with Spring/Summer 22, leveraging the biggest season of the fashion calendar. Comprised of a bespoke event platform, curated communications and social media content, influencer collaborations and a broad-reaching media strategy, the campaign distinctively welcomed a new season of style and reinforced Karrinyup as the ultimate fashion and beauty destination in WA.



JUDGES COMMENT

‘Exceptional ROI, met all objectives. Well translated insight and consistency across activation. Execution was well aligned to target audience.’

ENTRY TITLE	OWNER/MANAGER	CENTRE	CAMPAIGN MANAGER
Melbourne – Space Jam: A New Legacy – Family Slam! RUNNER-UP	Vicinity Centres	The Glen	Martine Criswick, Cherie Fraser, Mikaela Smith-Chandler, Jasmin Fraser
YOUR Bankstown	Vicinity Centres and CIP Asset Management / Vicinity Centres	Bankstown Central	Fran Windon, Monique Forliano
Barbie’s Best Day Ever at Westfield Sydney	Scentre Group	Westfield Sydney	Emma Donaldson, Leonie Hatfield, Jennifer Ralph, Jennifer Liu, Lauren Markovski, Rebecca Mahoney
Game On – International Table Tennis Oceania Championships	QIC Real Estate	Eastland	Jodie Murphy

BRAND & PARTNERSHIPS

MULTI (2 OR MORE CENTRES)

WINNER

CELEBRATE DISNEY100 WITH WESTFIELD

Multi

Owned and managed by Scentre Group

Emma Donaldson, Leonie Hatfield, Michelle Lok, Rebecca Mahoney



Customers stepped into a world of magic as Westfield and Disney celebrated The Walt Disney Company's 100th anniversary. From captivating launch events and a mesmerising video to exclusive competitions and immersive pop-up stores, it transported customers into a realm where dreams come true for all generations. Through this collaboration, we strengthened our bond with customers and elevated the Westfield customer experience to new heights.



JUDGES COMMENT

'Strong partnership that was well tied back to retailers and integrated consistently across touch points in multiple centres.'

ENTRY TITLE	OWNER/MANAGER	CENTRE	CAMPAIGN MANAGER
Food in Common	Stockland	Multi	Ashley Pilkinton, Louise Moore, Catherine Kruger, Georgia Thomas
RUNNER-UP			

COMMUNITY

SMALL (75 STORES OR LESS)

WINNER

BACK TO SCHOOL

Rosebud Plaza
 Owned and managed by Charter Hall
 Dallas Watt, Hannah Kuhlmann



The new school year can be a stressful time for low-income families, with significant expenditures including new uniforms and school supplies. In Australia, one in six young people are impacted by poverty, resulting in many students attending schools without the necessary supplies and often without lunch. Ahead of the new school year, Rosebud Plaza created an immersive school holiday experience with a philanthropic twist. Set amongst a classroom themed zone, we encouraged participants to decorate their own Lunchbox. For each lunchbox decorated, Rosebud Plaza donated a lunchbox full of snacks to Vinnie's Kitchen, targeting those who need it the most.



JUDGES COMMENT

'Understood the needs of the local community and created a campaign that gave back to those in need, whilst building positive sentiment in centre.'

ENTRY TITLE	OWNER/MANAGER	CENTRE	CAMPAIGN MANAGER
Flutter at Gateway, Vivid 2023	DWPF / Dexus	Gateway Sydney	Danika Crawford
Embrace The Rainbow	Charter Hall	Pacific Square	Rhys Simonds
RUNNER-UP			
Maarakool	Cbus Property / CBRE	140 Perth	Holly Johnsen, Gabby Lane

COMMUNITY

MEDIUM (76 TO 149 STORES)

WINNER

NAIDOC COMMUNITY FASHION SHOWCASE

The Square Mirrabooka
 Owned by Fawkner Property
 Managed by CBRE
Gracen Steinepreis



"Get Up! Stand Up! Show Up!" was the powerful message leading The Square Mirrabooka's NAIDOC Showcase; a fashion parade in partnership with Peter Farmer Designs and collaboration with local Aboriginal businesses, artists, youth and retailers. The project mentored 22 local youth, increased specialty sales by 3.2% and 21% of the total budget supported First Nations businesses directly. The project had a substantial impact on participants and community, reflecting the transformative power of cultural celebration and mutual respect.



JUDGES COMMENT

'Great tie back to retailers with a relevant and strong community feel.'

ENTRY TITLE	OWNER/MANAGER	CENTRE	CAMPAIGN MANAGER
Point Cook Pop Up Park Kaleidoscope	Stockland	Stockland Point Cook	Stephanie Alesich, Samara Anderson
BroadSlaaaay	Mirvac and Perron Investments / Mirvac	Broadway Sydney	Dontea O'Neal, Paras Cladakis
Enthroned: Honouring Pride Royalty RUNNER-UP	Vicinity Centres and Link REIT / Vicinity Centres	QVB	Corrine Barchanowicz, Daniella Manuel, Adelaide Sinclair, Alicia Wrightson

COMMUNITY

LARGE (150 STORES OR MORE)

WINNER

WERRIBEE WARD

Pacific Werribee
 Owned by QIC Real Estate, Pacific Group of Companies
 Managed by QIC Real Estate
 Cassie Antony, Melissa Zanini, Paige Keogh



In response to key community issues Pacific Werribee created Werribee Ward in partnership with Werribee Mercy Hospital. Local children were invited to become mini-medics learning how to care for life-like newborns in a fun, educational and interactive workshop. The centre hosted adult workshops, providing support and education to families and soon to be parents addressing key community concerns whilst increasing the awareness of services offered by Werribee Mercy Hospital. It served as a powerful bridge between the local community and Pacific Werribee further cementing the centres position as an integral pillar of the community.



JUDGES COMMENT

‘Well thought out campaign that engaged with both children and adults. Lovely way to give back to the local hospital that gives so much to the community.’

ENTRY TITLE	OWNER/MANAGER	CENTRE	CAMPAIGN MANAGER
Ramadan Mubarak	GPT Wholesale Shopping Centre Fund / The GPT Group	Highpoint	Jo Gartner, Amanda Shaw, Carolyn Nguyen, Ahmad Ali
Language of Friendship Event RUNNER-UP	QIC Real Estate	Eastland	Jodie Murphy

COMMUNITY

MULTI (2 OR MORE CENTRES)

WINNER

THE GOOD DAY COLLECTIVE

Multi

Owned and managed by Lendlease

Stacey Holt



The Good Day Collective was a portfolio-wide marketing campaign aimed at injecting more depth and meaning into our Autumn-Winter marketing program. With over 80 million visitors coming through our centres each year we wanted to use our voice and platform to do more and make a positive impact in our community, whilst still driving centre sales and supporting our retailers. This campaign was all about creating authentic, deeper experiences for our customers and communities - inviting shoppers to enjoy uplifting and meaningful experiences that were all about being good, kind, and caring towards people, the community and the planet.



JUDGES COMMENT

‘Well-rounded campaign that was also tailored to each community’s core needs.’

ENTRY TITLE	OWNER/MANAGER	CENTRE	CAMPAIGN MANAGER
Auslan Santa	Scentre Group	Multi	Emma Niven, Julia Webb, Leonie Hatfield, Rebecca Mahoney
Living Proud This Christmas	Scentre Group	Multi	Suzanne Keane, Daniel Mitchell, Sierra Hudson
Woman of the Year RUNNER-UP	ISPT / JLL	Multi	Setty Ferdousian

COMPELLING EXPERIENCES

SMALL (75 STORES OR LESS)

WINNER

X MARKS THE SPOT – LET'S SHOP THE CITY

GPO & The Strand Melbourne

Owned by ISPT

Managed by JLL

Misti Neef



Shop the City is an annual City of Melbourne weekend which promotes the retail offer within Melbourne's CBD. Melbourne's GPO and The Strand Melbourne created a campaign that would form part of the programming for Shop the City 2023. This campaign needed to showcase the unique retail offer at the centres and assist with driving traffic and sales. Importantly, it also needed to be engaging enough to capture the attention of our customers in what was a saturated weekend of promotional activity in the CBD. X Marks the Spot: Let's Shop the City was created – an onsite activation driven by a social media campaign.



JUDGES COMMENT

'Cost effective and innovative experience to engage with customers and generate sales.'

ENTRY TITLE	OWNER/MANAGER	CENTRE	CAMPAIGN MANAGER
Sydney World Pride	Stockland	Stockland Piccadilly	Cathy Finlayson, Catherine Kruger, Rochelle Bye, Benjamin Vella
NewBARKet Markets RUNNER-UP	Reading International	Newmarket Village	Amy Boston, Lena Kretzschmann-Hill, Alana White

COMPELLING EXPERIENCES

MEDIUM (76 TO 149 STORES)

WINNER

THE GREAT GRAZE

The Streets of Barangaroo

Owned and managed by Lendlease

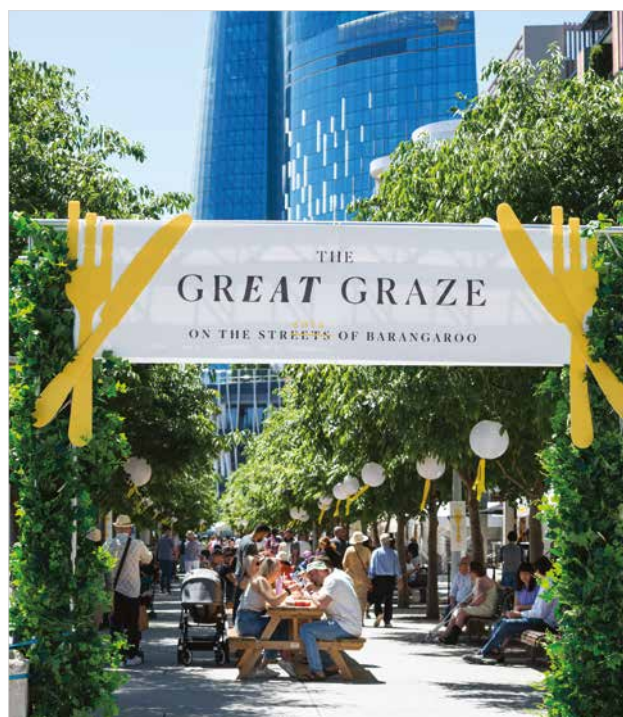
Danielle Bullock



A food lovers haven, the two-day festival attracted over 22,000 attendees and included a tasting plate trail involving 26 precinct retailers, a speaker series with celebrity chefs, a First Nations native foods market and a host of live entertainment for the whole family. The 100% NSW Government grant-funded festival delivered on driving sales, visitation and engagement to the precinct while focussing on increasing social connectedness and engagement post-COVID.

JUDGES COMMENT

‘Clear problem solving which translated into a compelling experience and retailer engagement.’



ENTRY TITLE	OWNER/MANAGER	CENTRE	CAMPAIGN MANAGER
Level up! Student Shopping Night	Mirvac and Perron Investments / Mirvac	Broadway Sydney	Dontea O'Neal, Paras Cladakis
Greenwood Self-Style Studio	Mirvac and CapitaLand / Mirvac	Greenwood Plaza	Juliana Lovell
Jurassic Creatures RUNNER-UP	ISPT / Colliers	Wairn Ponds Shopping Centre	Georgina Ricca, Angela Grant
BESTmas	Mirvac and Perron Group / Mirvac	Rhodes Waterside	Marina Ross, Tahlee Baldry

COMPELLING EXPERIENCES

LARGE (150 STORES OR MORE)

WINNER

HARRY POTTER TAKES OVER KARRINYUP

Karrinyup Shopping Centre

Owned by UniSuper

Managed by The GPT Group

Stephanie Larsen, Grace Murphy, Jayne Williams, Brad Smith



The Karrinyup team worked tirelessly to secure an Australian exclusive, first to market activation leveraging one of the world's favourite brands. Karrinyup worked with Warner Brothers, Wizarding World and Blair Partnership to create the first licensed "Celebrate Hogwarts" Wizarding World Experience. In an Australian first fans of all ages enjoyed the Halls of Hogwarts, Platform 9 ¾ and other iconic locations from the Harry Potter films. Three interactive zones bespoke for Karrinyup were offered free for customers to enjoy throughout the centre.



JUDGES COMMENT

'Compelling destination activation bringing multiple engaging elements.'

ENTRY TITLE	OWNER/MANAGER	CENTRE	CAMPAIGN MANAGER
The Drip Lab	The GPT Group	Melbourne Central	Sara Aiezza, Samantha Carr, Rachel Portelli
MERMAIDS @ Kawana	Mirvac and ISPT / Mirvac	Kawana Shoppingworld	Hannah Adams, Kelsey Waddell, Tamika Glazier
Winter Village	QIC Real Estate	Canberra Centre	Ellie Daly, Angela Myott, Jessica Williams
Springo	Scentre Group	Westfield Chermside	Natasha Gribble, Anne-Marie Butler, Michelle Sayers
Santa Claws RUNNER-UP	QIC Real Estate and Pacific Group of Companies / QIC Real Estate	Pacific Werribee	Cassie Antony, Melissa Zanini

COMPELLING EXPERIENCES

MULTI (2 OR MORE CENTRES)

WINNER

SOUTH AUSTRALIA'S BIGGEST BLACK FRIDAY WEEKEND

Rundle Mall

Owned and managed by Adelaide Economic Development Agency

Andrew White, Nicola Smith, Abby Sim, Michael Rossi



'South Australia's biggest Black Friday weekend' provided an unrivalled experience for shoppers and delivered significant economic benefits to Rundle Mall retailers by overcoming road closures on arterial routes into the city and combatting cost of living pressures. The campaign featured 16 continuous hours of shopping from 8am to midnight and the first-ever Rundle Mall Concierge activation which, with the support of an extensive marketing strategy, delivered a 13.5-to-1 return on investment and saw the Precinct's sales, foot traffic, market share and average transaction value increase.



JUDGES COMMENT

'Customer focused experience to enable premium shopping experience for retailers in a creative and innovative way.'

ENTRY TITLE	OWNER/MANAGER	CENTRE	CAMPAIGN MANAGER
Full Bloom	Mirvac	Multi	Nicole Addinall, Yasmin Chrzescijanski
CBD Grants	Scentre Group	Multi	Jen Ralph, Jacqueline Charalambous, Tamarra Barrett, Whitney Shields, Jacinda Dobson, Beck Mauro, Sally Rice, Alex Cleary
Personal Best RUNNER-UP	QIC Real Estate	Multi	Holly Howell, Hayley Coote, Kelly McGufficke

INNOVATION

WINNER

SAVOUR

Multi

Owned and managed by Charter Hall

Megan Biddle, Ruth Hutchinson, Libby Crampton



Inspired by local recipes and fostering a sense of belonging within the communities in which we operate, Charter Hall developed 'Savour', a simple and easy to use web-based recipe generator app that focuses on delivering hyper-convenience for busy mealtimes and reducing household food waste. The premise of Savour is about sharing the love of simple food within our communities whilst saving time, money, and utilising common leftover ingredients or items that are readily available in the average household fridge or pantry.



JUDGES COMMENT

'Innovative way to use technology to solve food wastage problem while supporting retailers.'

ENTRY TITLE	OWNER/MANAGER	CENTRE	CAMPAIGN MANAGER
Rntr. Sustainable Fashion Pop Up	The GPT Group	Melbourne Central	Sara Aiezza, Samantha Carr, Rachel Portelli
It's Not Rocket Science	QIC Real Estate		Kelly McGufficke, Hayley Coote, Melissa Shaw, Delphine Richard, Ashlee Hume, Ellie Daly, Jacinta Bonsak, Tiffany Ellul
Making eGifting Easy - Digital Gift Card Program	The GPT Group, GPT Wholesale Shopping Centre Fund, UniSuper and ACRT / The GPT Group		Melissa Prpic, James Nguyen

RUNNER-UP

RETAILER MARKETING

SMALL (75 STORES OR LESS)

WINNER

BARKLY SQUARE TRADERS FESTIVAL

Barkly Square

Owned by ISPT

Managed by JLL

Gabriella Bowman, Kylie Gordon, Esther Liu



The Barkly Square Traders Festival highlighted the beloved retailers of the Centre and provided much needed support post the difficult COVID period. The campaign was designed to drive sales and visitation by rewarding customers for their loyalty. It included a variety of creative elements, such as a 'Spend to Vend' vending machine, busking, entertainment, and food sampling. It brought people together and helped them to connect with each other and the businesses in their community. It showed how important it is to support local businesses, and it inspired people to shop local.



JUDGES COMMENT

'Strongly demonstrated how best to tie strategic decisions to data and insights, while translating these into key jobs to be done via execution elements which drove a credible ROI.'

ENTRY TITLE	OWNER/MANAGER	CENTRE	CAMPAIGN MANAGER
Love Local	Stockland	Stockland Forster	Brooke Rowlings, Carina Thai, Jesse Lackey
Grab Lunch RUNNER-UP	Cbus Property / CBRE	140 Perth	Holly Johnsen, Gabby Lane

RETAILER MARKETING

MEDIUM (76 TO 149 STORES)

WINNER

SPEED INTERVIEWING JOBS FAIR

Brookside Shopping Centre

Owned by Trondage Enterprises, YFG Shopping Centres

Managed by Retail First

Christian Polglase



In response to the staffing difficulties that many retailers faced as we emerged from COVID, Brookside put a twist on a popular dating format, by hold a 'speed interviewing' jobs event (think speed dating but for future employees, not partners!) to assist those tenants who are looking for staff. The unique event put retailers in touch with job seekers via a rotating mini-interview process with a view to generating a short list for consideration. Costing a mere \$1,230 to implement, the event saw 130 candidates register, 100% of jobs advertised being filled and over \$140,000 in free publicity generated.



JUDGES COMMENT

'Planned and implemented a strategy that made a real difference at low cost. Driving short term growth coupled with longer term value for retailers.'

ENTRY TITLE	OWNER/MANAGER	CENTRE	CAMPAIGN MANAGER
Festival of Fashion	Stockland	Stockland Wendouree	Stephanie Alesich, Emma Phillips, Samara Anderson
Black Fri-Yay RUNNER-UP	Mirvac and Perron / Mirvac	Broadway Sydney	Dontea O'Neal, Paras Cladakis
Black Friday Spot the Dot	Mirvac	Birkenhead Point	Jessica Thy, Adelaide Highfield

RETAILER MARKETING

LARGE (150 STORES OR MORE)

WINNER

SUNDOWN SOCIAL

Westfield Chermside

Owned by and managed by Scentre Group

Alex Cleary, Twee Nguyen, Anne-Maree Butler,

Meagan Maclachlan



Sundown Social enhanced customer experiences, supported retailers and showcased the diverse dining offering at Westfield Chermside. Customers who spent \$50 or more on dining between 5pm – 9pm were rewarded with a \$20 gift card. The precinct was reimagined as a Palm Springs retreat, offering an enticing atmosphere and family-friendly activities. The event was a huge success, seeing customer spending increase by 60% with 931 gift cards redemptions and a 2.18% yearly increase in weekend traffic.



JUDGES COMMENT

‘Showcased new retailers with a positive halo effect on other precinct retailers.’

ENTRY TITLE	OWNER/MANAGER	CENTRE	CAMPAIGN MANAGER
Shop After Dark RUNNER-UP	GPT Wholesale Shopping Centre Fund / The GPT Group	Highpoint	Jo Gartner, Amanda Shaw, Carolyn Nguyen, Ahmad Ali
Fashion Canvas	Stockland and AMP Capital / Stockland	Stockland Townsville	Jacqui Buffett, Iris Johns, Yianna Cambetis
Golden Ticket	The GPT Group	Melbourne Central	Sara Aiezza, Samantha Carr, Rachel Portelli

RETAILER MARKETING

MULTI (2 OR MORE CENTRES)

WINNER

GET DAD INTO IT

Multi

Owned and managed by Stockland

Ashley Pilkinton, Louise Moore,

Catherine Kruger, Georgia Thomas



Leading into Father's Day, Stockland knew their customers wanted to thank their dad with a special gift. But with most dads not showing an interest in any new hobby in years, deciding what to buy was challenging. Stockland's Father's Day campaign, "Get Dad into it" set out to encourage customers to get Dad into a new or old interest this Father's Day while promoting the breadth of our retail offering at Stockland Town Centres.



JUDGES COMMENT

'Identified a clear problem and delivered a simple, single minded yet impactful execution which lead to significant growth across all channels.'

ENTRY TITLE	OWNER/MANAGER	CENTRE	CAMPAIGN MANAGER
Bring a Loved One Home RUNNER-UP	QIC Real Estate	Multi	Charlotte Hall, Kaitlyn Harnell, Katie Beare, Renae Failla
2022 QIC National Jobs Fair	QIC Real Estate	Multi	Tiffany Ellul, Dana Sakkal-Scott, Charlotte Hall, Cassie Antony



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