

Footprint Marketing Awards winners for 2019

By [Lauren Hartzenberg](#)

18 Oct 2019

The South African Council of Shopping Centres (SACSC) announced the winners of the Footprint Marketing Awards 2019 on the second day of its Annual Congress in Cape Town.



Spectrum Award winners

The awards recognise exceptional shopping centre marketing in South Africa across various categories, including digital marketing, public relations and community relations. Shopping centre owners, mall marketing departments and agencies were invited to submit their entries in April.

Gold, Silver and Bronze awards are presented for winning work and campaigns, while the Spectrum Award is presented to an overall winner. This year's Spectrum Award winner is also automatically entered into the International Council of Shopping Centres' (ICSC) VIVA Awards in 2020.

This year, 38 Bronze winners were awarded, 27 Silver and 11 Gold. For the first time in the event's history, the SACSC selected 3 Spectrum Award winners.

All the Spectrum and Gold winners can be found below.

Spectrum Award winners

Shopping Centre	Campaign	Category	Marketing Company	Property Owner
Mall of Africa	Mall of Africa hosts 'Africa's Art Collective - Seasons'	Sales Promotions and Events	Bespoke Marketing	Attacq and Atterbury
Soshanguve Southview Centre	Soshanguve Southview Centre Innovative Advertising	Advertising	The Kitchen Sink	Abland, Fairvest Property Holdings & Melana Developments
Sandton City Shopping Centre	The Nutcracker's Winter Circus	Sales Promotions and Events	Excellerate Brand Management	Liberty Group, Liberty 2 Degrees & Pareto

#SACSCCongress: Carrol Boyes, Marc Wainer and Antoinette Joubert honoured

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Gold Award winners

Shopping Centre	Campaign	Category	Marketing Company	Property Owner
Canal Walk Shopping Centre	#CWSquad Brand Campaign	Digital Marketing	Canal Walk Shopping Centre	Hyprop Investments and Ellerines Bros
Brooklyn Mall	Brooklyn Mall 'Cultures of the World'	Sales Promotions and Events	Bespoke Marketing	Growthpoint Properties and Attacq
Centurion Mall	Chatbot	Digital Marketing	Redefine Properties	Redefine Properties
Kyalami Corner Shopping Centre	Kyalami Corner Where we Make Traffic Fun	Sales Promotions and Events	Redefine Properties	Redefine Properties & Dorpstraat Properties
Mall of Africa	Mall of Africa hosts 'Africa's Art Collective - Seasons'	Sales Promotions and Events	Bespoke Marketing	Attacq and Atterbury
Mall of Africa	Mall of Africa hosts 'Africa's Art Collective - Seasons'	Community Relations	Bespoke Marketing	Attacq and Atterbury
Soshanguve Southview Centre	Soshanguve Southview Centre Innovative Advertising	Advertising	The Kitchen Sink	Abland, Fairvest Property Holdings & Melana Developments
Sandton City Shopping Centre	South African Fashion Week	Public Relations	Excellerate Brand Management	Liberty Group, Liberty 2 Degrees & Pareto
Vincent Park Shopping Centre	Summer Unpacked	Sales Promotions and Events	Excellerate Brand Management	Old Mutual
Bedford Centre	The AMAZEing Journey	Sales Promotions and Events	Excellerate Brand Management	Old Mutual
Sandton City Shopping Centre	The Nutcracker's Winter Circus	Sales Promotions and Events	Excellerate Brand Management	Liberty Group, Liberty 2 Degrees & Pareto

ABOUT LAUREN HARTZENBERG

Managing editor and retail editor at Bizcommunity.com. Cape Town apologist. Dog mom. Get in touch: lauren@bizcommunity.com

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