

2021 Footprint Marketing Award winners announced

The winners of this year's South African Council of Shopping Centres (SACSC) Footprint Marketing Awards were announced at an event held at Summer Place, Hyde Park on Monday.



Eastgate shopping centre. Source: Liberty Two Degrees

The Footprint Marketing Awards seek to recognise exceptional shopping centre marketing, innovation and creative achievements, together with economic success, within the South African property industry.

This year there was a total of 267 entries with 66 Bronze winners, 30 Silver winners and 15 Gold winners.

Footprint Awards categories include Centre Productivity, Retailer Productivity, Sales Promotion and Events, Public Relations, Advertising, Leasing Support, Grand Opening, Expansion and/or Renovations, Community Relations, Alternate Revenue, Category Integration, Visual Merchandising, and Digital Marketing.



Liberty Two Degrees malls scoop 44 Footprint Awards including overall Spectrum Award

Liberty Two Degrees 15 Nov 2021



Spectrum Award winner: #CreateTomorrow campaign

Sandton City, Nelson Mandela Square, Eastgate Shopping Centre, Liberty Midlands Mall and Liberty Promenade received the coveted overall Spectrum Award for their campaign #CreateTomorrow in the category Community Relations.

The SACSC notes that each year the Footprint Award entries become increasingly more challenging to judge as the quality of entries continues to impress.



#BizUnity: How Liberty Two Degrees is helping co-create a better tomorrow

Sandy Peters 27 Jul 2020



View the list of Spectrum and Gold winners below:

SPECTRUM AWARD WINNER			
Shopping centre	Campaign	Category	Marketing company
Sandton City, Nelson Mandela Square, Eastgate, Liberty Midlands Mall and Liberty Promenade	#CreateTomorrow	Community Relations	Excellerate Brand Management
GOLD AWARD WINNERS			
Shopping centre	Campaign	Category	Marketing company
Sandton City, Nelson Mandela Square, Eastgate, Liberty Midlands Mall and Liberty Promenade	#CreateTomorrow	Community Relations	Excellerate Brand Management
Sandton City, Nelson Mandela Square, Eastgate, Liberty Midlands Mall and Liberty Promenade	#CreateTomorrow	Category Integration	Excellerate Brand Management
Eastgate Shopping Centre	#BeTheChange	Category Integration	Excellerate Brand Management
Rustenburg Mall	#MakeItYours_Rustenburg Mall	Visual Merchandising	Kitchen Sink
Eastgate Shopping Centre	Aquaponics Farm District	Alternative Revenue	Excellerate Brand Management
Sandton City, Nelson Mandela Square, Eastgate, Liberty Midlands Mall and Liberty Promenade	#BeTheChange	Category Integration	Excellerate Brand Management
Sandton City, Nelson Mandela Square, Eastgate, Liberty Midlands Mall and Liberty Promenade	#BeTheChange	Public Relations	Excellerate Brand Management
Eikestad Mall	Even more for you!	Sales, Promotions and Events	High Fives Connect
Mall of Africa	Mall of Africa The New Home of SA Fashion Week	Public Relations	Bespoke Marketing
Sandton City	Sandton City #BuildTomorrowTogether	Digital Marketing	Excellerate Brand Management

View the [full list of Footprint Marketing Awards, including Silver and Bronze winners, here](#).

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