



## 19 October 2018

### Redefine wins big at The Footprint Marketing Awards

JSE listed diversified real estate investment trust (REIT) Redefine Properties won multiple accolades at the 2018 Footprint Marketing Awards helping put its Johannesburg based malls on the national stage. An initiative of the South African Council of Shopping Centres (SACSC), the awards recognise exceptional shopping centre marketing, innovation, creative achievements, with economic success and excellent customer service. This year the awards were held at Durban's International Convention Centre.

Redefine's Boulders Shopping Centre in Midrand took home the prestigious Spectrum Award for its "3 Hour Uncapped Free Wi-Fi" campaign in the digital marketing category. The winner is drawn from the overall winners of the Footprint Marketing Awards.

During the campaign period, shoppers were able to access Wi-Fi from dedicated hotspots. On an average, the dwell time increased by 35 minutes at the mall.

Redefine also received three Golds, awarded to Maponya Mall in Soweto for the Creamonaise Guinness Book of Records (longest sandwich campaign) in the sales and promotions category, Loftus Park in Pretoria for the grand opening, expansion and renovation (together with Abland) as well as for the 3 Hour Uncapped Free Wi-Fi campaign at the Boulders Shopping Centre.

All Gold SACSC Footprint Marketing Awards are automatically entered into the International Council of Shopping Centres' VIVA Awards.

Marijke Coetzee, Head of Marketing and Communications says, "We are extremely proud that our efforts have been recognised against such talented competition and reflects our passion we have for our customers and tenants."

Redefine's Matlosana and Maponya Mall won silver for Malls 4 Schools campaign in the sales and promotional events category and in the public relations category for the Creamonaise Guinness Book of Records respectively.

Two Bronze awards, for Boulders Shopping Centre for the creche refurbishments campaign in the community relations category and Maponya Mall for the World Cup Trophy tour in the public relations category took the day's tally to eight awards.

Redefine also scooped the best exhibitor (large stand) award to finish with nine awards.

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