
BCSC Purple Apple Marketing Awards

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REWARDING EFFECTIVE MARKETING

MENTORS

Peter Cook Centre Director, White Rose Shopping Centre

Beryl Emery Independent Research Consultant

David Fraser Founding Partner, Harrison:Fraser

Sean Kelly Director, PR4Property

Melanie Lillie Joint Managing Director, A L Marketing Communications

Hamish Millar General Manager, Buchanan Galleries

Sara O'Rorke Partner, Cord

Ivor Peters Creative & Development Director, Tracc Films

Michael Wiseman Centre Director, Grafton Centre

JUDGES



SPONSORS



MADISON SOHO

HONEST MARKETING COMMUNICATIONS





L D J

DESIGN & DISPLAY



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Talent Week



Golden Square

The Brewery


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Community Relations



Bluewater - The Learning Shop, Bluewater

Eastgate, Basildon - Gateway 97.8 FM at Eastgate

Elmsleigh Shopping Centre - Get Schools Growing

Festival Leisure Park - Come and meet Bobble

Festival Place - Shopmobility Gift Wrap

Foundry Shopping Centre - Light up a Life at The Foundry Shopping Centre

Freshney Place - Out of the Dark Art Exhibition

Glades Shopping Centre - Eco Hero

Kingdom Shopping Centre - New Town Heritage Centre

Kingdom Shopping Centre - World Cup Man Creche & Health Campaign

Lakeside Shopping Centre - Lakeside's Eco House

Lion Walk Shopping Centre - Help for Heroes, Personnel Recovery Centre

Parkgate Shopping - The Big Sleep at Parkgate Shopping

St. Enoch Centre - 'Be Part of Someone's Memories'

St Johns & Clayton Square Shopping Centres - Liverpool's Toy Appeal

The Mall Pavilions, Uxbridge - Christmas Carols at The Mall Pavilions

Touchwood Shopping Centre - Your Space

White Rose Shopping Centre - White Rose - Young Fashion Designer competition



Merit



White Rose
Young Fashion Designer competition

Well structured and promoted and with a significant return on investment and great results

Great example of inspiring the younger generation to consider a retail career in design and a great example of working in partnership with a retailer

Overall a lovely idea that positions White Rose as a shopping centre that not only cares about fashion, plus it feels responsible enough to invest in its future and its community



Merit



Out of the Dark Art Exhibition



A excellent example of leveraging local relationships to put together an event beyond the expectations of a shopping centre.


An impactful low cost event that broadened the appeal of art to the wider community.



Merit



The Big Sleep at Parkgate Shopping



A very simple and effective fundraising and awareness event that has been delivered on a minimal budget.

This ticks all the boxes under Community Relations: a partnership with a local charity that needs someone to deliver volume of awareness, engagement with the local community, donations and volunteering from retailers and centre staff.



Merit



Bluewater[®]

www.bluewater.co.uk

The Learning Shop, Bluewater

An excellent and professional set up demonstrating strong results over a number of years and this initiative is clearly supported by the PR opportunities generated through the centre and that the retailers also buy-in to the scheme.

Great scheme supporting careers within the Retail Industry and a great achievement of securing 26,000 jobs in the local area.

Delivers solid PR coverage.



Merit



World Cup Man Creche
and Health Campaign


Using the event to not just raise money for a worthy cause but to add a further dimension with NHS advice and health awareness, was a great idea.

What was good about this idea was that they thought through how the football theme can legitimately be tied into a charity fundraiser and a health check message.

Full marks for establishing an ongoing partnership with the NHS too.



Digital Marketing



Dundrum Town Centre - Dundrum Town Centre - Digital Marketing

Eden Shopping Centre - Hands Off My Hyundai

Festival Place - Festival Rewards - The Big Chat

Merry Hill - Get Spotted on Facebook: Style Hunter

The Brewery, Romford - Search for a Brewery Star

The Rock - The Rock Launch - Bury, Get Your Rocks Off!

The Victoria Shopping Centre - The Victoria - Summer Sessions

Westfield London - Digital SEO Campaign




Pip



VICTORIA
THE
SOUTHEND

The Victoria - Summer Sessions



A solid campaign with good results, a campaign with a very specific purpose, well targeted to its audience, and a lasting legacy of starting multi-channel communication with a potentially loyal audience.



Merit



Festival Rewards - The Big Chat

Well-structured and thought out campaign which builds upon the use of digital media through a rewards scheme.

Good participation from retailers supports the initiative and good use of centre touchscreens to encourage participation in digital media.

The scheme helps to build retailer awareness and drives sales for the retailer. Impressive growth in numbers.



Merit



Get Spotted on Facebook -
Style Hunter

A good use of Facebook from a retail (and fashion) perspective, encouraging active engagement of both the retailer and consumer alike.

A good concept that could engage existing fans whilst also encouraging them to promote the site to family and friends.

Good results achieved for a limited budget. Well done Merry Hill!




Merit

The logo for Westfield LONDON is centered on a white rectangular background. The word "Westfield" is written in a red, cursive script font, with a large, stylized initial 'W'. Below it, the word "LONDON" is written in a bold, black, uppercase sans-serif font.

Westfield
LONDON

Digital SEO Campaign



A well thought through submission and first class use of Google to drive customers to the Westfield London website. This is reflected in the KPI's achieved.

Competing in the same market as the traditional 'west end' shopping streets and elevating yourselves to number 1 is not only a job well done, but essential in driving visits to the site and centre.



Driving Sales



Chapelfield - Student Discount Night

Dundrum Town Centre - Shop and Rock

Festival Place - Festival Place Creates a Wonderland at Easter

Highcross Leicester - Highcross Student Night

Merry Hill - Rub Shoulders with NDubz

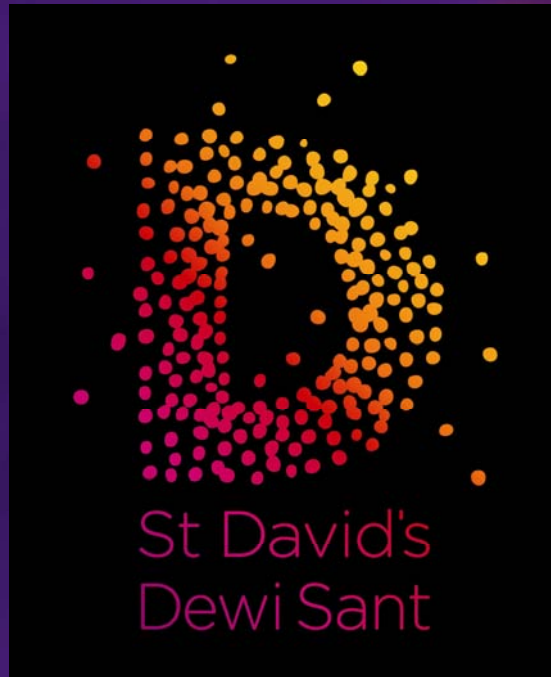
Pavillions Shopping Centre - East Coast Fashion Awareness Campaign

Southgate Bath - Driving Sales - Promoting Southgate's Car Park

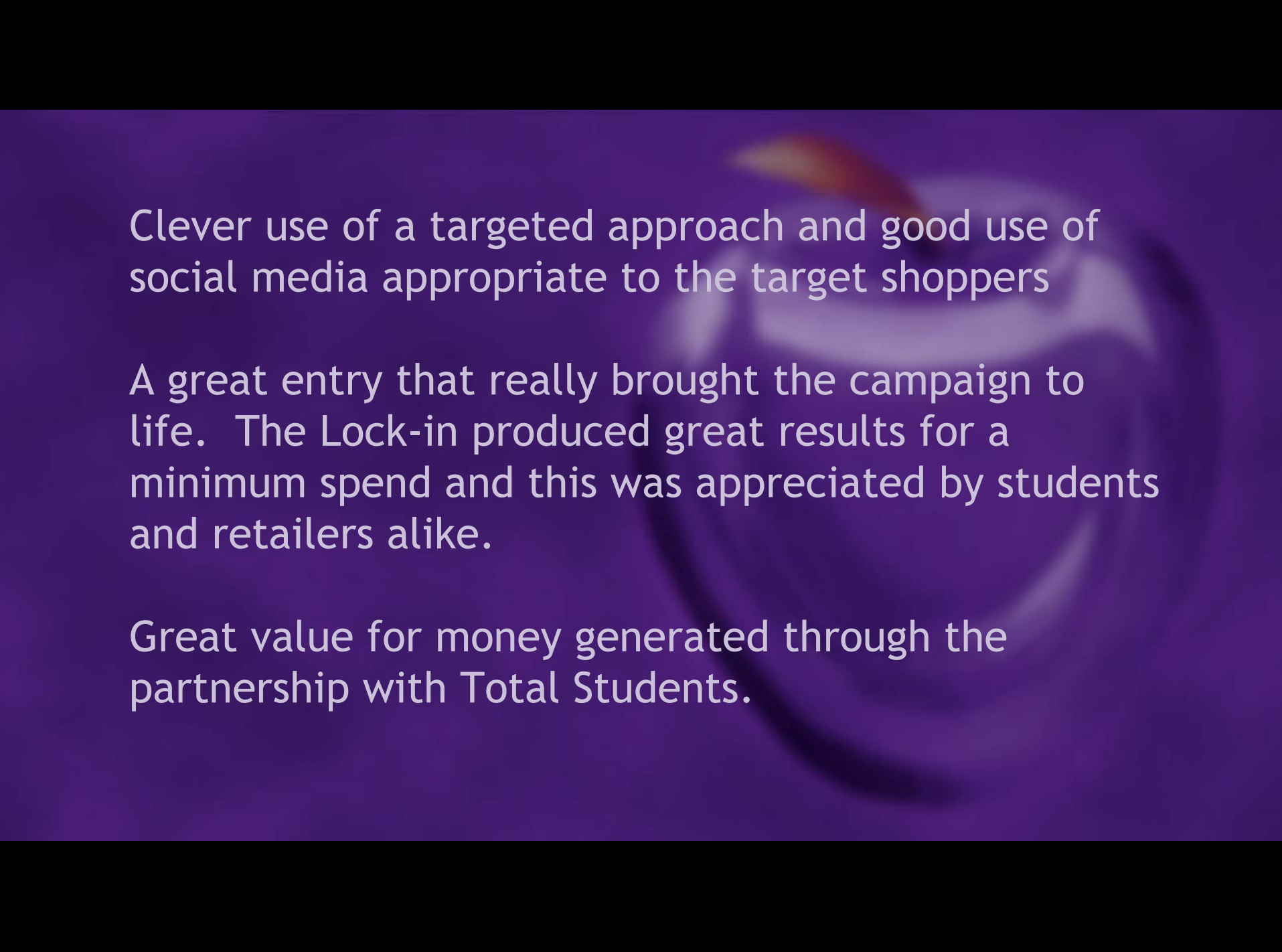
St. David's Dewi Sant- St David's Student Lock-in 2010



Merit



St. David's Student Lock-in 2010



Clever use of a targeted approach and good use of social media appropriate to the target shoppers

A great entry that really brought the campaign to life. The Lock-in produced great results for a minimum spend and this was appreciated by students and retailers alike.

Great value for money generated through the partnership with Total Students.



Merit

The logo for Highcross Leicester is displayed on a white rectangular background. The word "HIGHCROSS" is in a bold, grey, sans-serif font, with the letter "O" replaced by a stylized orange and yellow circular graphic. Below it, the word "LEICESTER" is in a lighter grey, sans-serif font.

HIGHCROSS
LEICESTER

Highcross Student Night

Excellent ROI for extremely small budget.

Good retailer buy in and participation, and even non-participating retailers did well out of the captive audience.

The majority of promotional activity was implemented online, again the preferred choice for the selected target customer.



Effective Advertising



Dockside Outlet Shopping Centre - Things are Hotting Up

Freeport Fleetwood - The Shopping Forecast from Freeport Fleetwood

Liverpool ONE - Liverpool ONE - A Celebration of Style and Success

Silverburn - Inspire Me Pleasure State

The Oracle - Discover Something Special at The Oracle



Pip



FREEPORT
FLEETWOOD
outlet shopping village

The Shopping Forecast From Freeport Fleetwood

The results delivered so an effective
advertising campaign



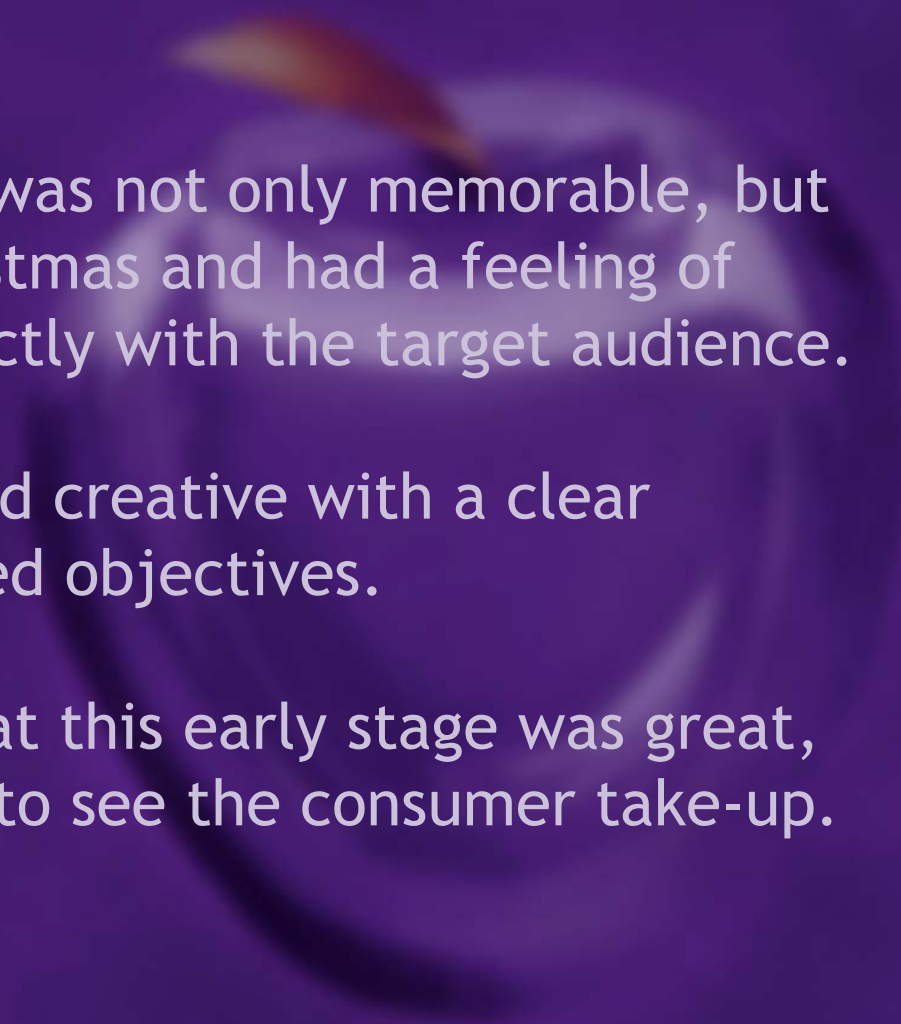


Merit

The Oracle Reading logo is centered on a dark blue rectangular background. It features the word "THE" in a small, white, serif font above the word "ORACLE" in a large, white, serif font. A registered trademark symbol (®) is located to the right of "ORACLE". Below "ORACLE" is the word "READING" in a smaller, white, serif font.

THE
ORACLE®
READING

Discover Something Special
At The Oracle



High quality creative that was not only memorable, but gave a real feeling of Christmas and had a feeling of luxury that matched perfectly with the target audience.

Good choice of media, good creative with a clear message and clearly defined objectives.

The use of QR technology at this early stage was great, however it would be good to see the consumer take-up.



Events

Bracknell Town Centre - Love Christmas Love Bracknell

Brent Cross - Love Football Love Fashion

Capital Shopping Centres - CSC Supporting National Family Week

Fareham Shopping Centre - Christmas Wrap Race

Hempstead Valley Shopping Centre - Festival of Transport

Leeds Corn Exchange - Vintage Pop Up

Liverpool ONE - Event - Paradise in the Park

One New Change - One New Change - One New Experience





Prospect Shopping Centre - Santa's World...a truly unique event

Retail Birmingham - Celebration of Independents

St Georges Shopping Centre - The Great Student Lock-in

The Chantry Centre - Making 'Traditional' Exceptional

The Mall at Cribbs Causeway - Winter Wonderland 2010

The Wheatsheaf Shopping Centre, Rochdale - Xmas Factor 2010

Westfield London - Car Boot Fair - Autumn Winter 2010 Fashion Event

WestQuay - WestQuay Summer Funival Best Event

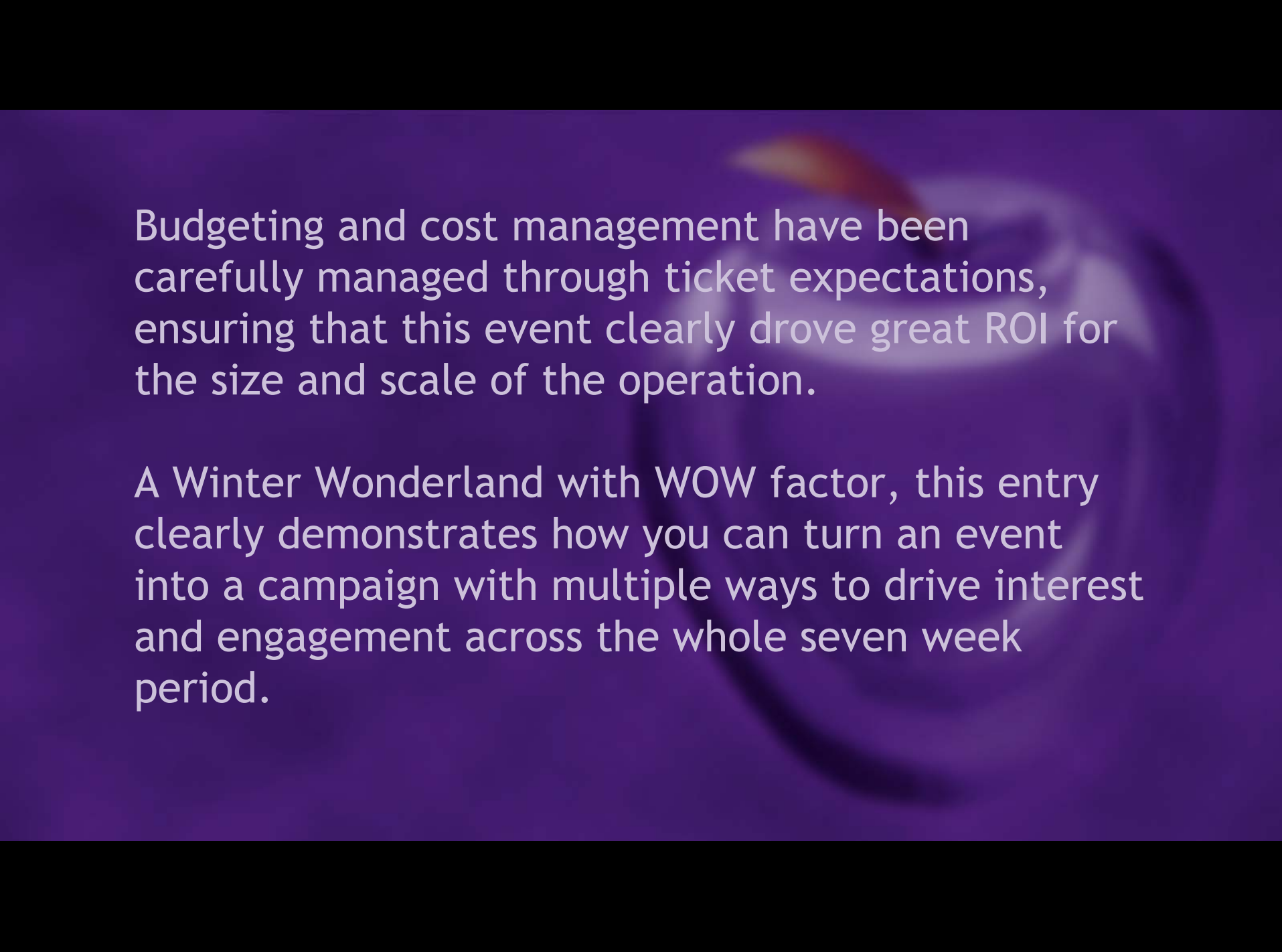


Merit



THE MALL
CRIBBS CAUSEWAY

Winter Wonderland 2010



Budgeting and cost management have been carefully managed through ticket expectations, ensuring that this event clearly drove great ROI for the size and scale of the operation.

A Winter Wonderland with WOW factor, this entry clearly demonstrates how you can turn an event into a campaign with multiple ways to drive interest and engagement across the whole seven week period.



Merit

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Westfield
LONDON

Car Boot Fair -
Autumn Winter 2010 Fashion Event

A well planned event with clear objectives considering the difficulty in executing events in London that achieve cut through, this is a well executed, multi-layered creative concept that achieved great results both for retailer and footfall.

Provided on-going entertainment throughout the week and something different to the regular fashion show.

This sets a benchmark in marketing planning and implementation that others should aspire to.



Merit

Leeds Corn Exchange

Vintage Pop Up

Faced with a challenge in a difficult market you have clearly identified a niche retail offering that compliments the existing mix and offers a USP in the key trading period.

An excellent idea to use Vintage fashion as a way of creating a 'shopping renaissance' event at Leeds Corn Exchange. Clear objectives meant that the target results were focused and smart.

Considering the small budget there was a great demonstration of creativity.



Merit

The logo for WestQuay Southampton is displayed in blue text on a white rectangular background. The word "WestQuay" is written in a serif font, with the letter "Q" featuring a stylized, flowing underline that extends to the right. Below "WestQuay", the word "Southampton" is written in a smaller, simpler sans-serif font. A small registered trademark symbol (®) is located at the end of the word "Quay".

WestQuay
Southampton

WestQuay Summer Funival Best Event

Costs were kept well under control and the inclusion of a voucher booklet gave real measurable benefits to retailers.

A series of well presented and linked events in the difficult school holiday period.



Apple

BRENT CROSS

Love Football Love Fashion

What a lovely campaign. Objectives well set out and timely. Combining fashion and football was excellent and 'seemed to do it for everyone'. Lots of the centre retailers driving conversion into sales. The results, in a potentially during a very tricky period for retail were phenomenal - very impressive.

Whilst the basic concept was quite simple, the inclusion of so many different elements, many of which demonstrated real innovation, made this an event with universal appeal



Public and Media Relations

Bluewater - There's no stopping Bluewater

Cavern Walks - Cavern Walks - Beatles Day Sculpture

Chapelfield - Chapelfield's Fifth Birthday

Lakeside Shopping Centre - Lakeside's Living Christmas Fairy

Meadowhall Centre Ltd - Cut Through

One New Change - One New Change - One New Experience

St Stephen's shopping centre - St Stephen's media relations strategy

The Liberty - The Liberty Fashion Design Competition

Westfield London - Rihanna Christmas Light Switch On Campaign



Merit



Bluewater[®]

www.bluewater.co.uk

There's No Stopping Bluewater

A well planned and thought out campaign which pro-actively made the most out of what could have been a very difficult situation. It placed the centre front of mind not only for guests but also for regional and national media who welcomed the information and updates.


A good clear and concise submission and campaign. Small budget but big impact producing stellar EAV; ROI & PR value KPIs. Well done Bluewater.



Merit

**/ONE NEW/
/CHANGE/**

One New Change -
One New Experience



Very well thought out, high profile media campaign which builds awareness and anticipation of a major development. It reinforces the key messages of the opening and demonstrates building relationships with stakeholders.

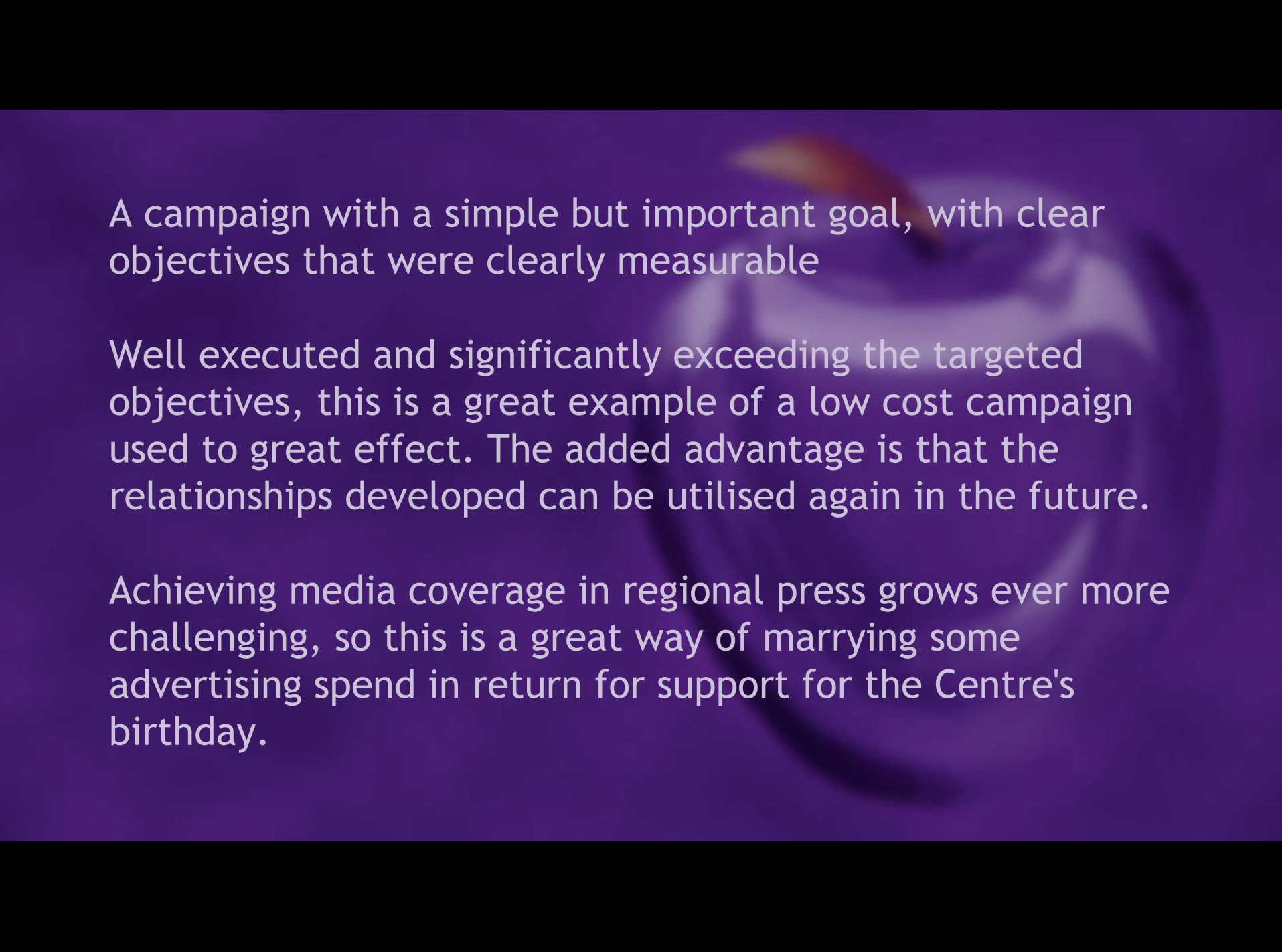
A fantastic launch campaign illustrated in great detail throughout the comprehensive entry document.



Merit



Chapelfield's Fifth Birthday



A campaign with a simple but important goal, with clear objectives that were clearly measurable

Well executed and significantly exceeding the targeted objectives, this is a great example of a low cost campaign used to great effect. The added advantage is that the relationships developed can be utilised again in the future.

Achieving media coverage in regional press grows ever more challenging, so this is a great way of marrying some advertising spend in return for support for the Centre's birthday.



Apple



Lakeside's Living Christmas Fairy

A very bold move to not host a traditional lighting up event and it paid off and the coverage was well in excess of what would have otherwise been attracted.

Lakeside spotted an opportunity to break away from tradition and create a phenomenal photo-moment that enabled them to stand out from the crowd.

Brilliant, brilliant - PR at its best. The irreverent choice of an Essex girl as the Christmas Fairy gives a wonderful nod to that traditional Christmas stalwart - the Pantomime. Inspired.



Apple

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Westfield
LONDON

Rihanna Christmas Light
Switch on Campaign

Not many centres have the facilities to put on an event of this size and of those that do very few could do it this well! An amazingly ambitious set of objectives and the team at Westfield pulled it off brilliantly.

Very well planned and implemented with fabulous results and incredible ROI against quite a modest budget having secured the attendance free of charge.

Excellent PR value achieved across all spectrums of media and a substantial increase on the success of the event last year.


Results all the more spectacular given that the event was unexpectedly brought forward.



Apple



Cut Through



The unique use of Pop-up Boutiques allowed the Mall to present a point of difference and provide exposure to up and coming retailers who will be part of the future scene of the retailer industry.



Strategic and Overall Integrated Marketing

Buchanan Galleries, Glasgow - Buchanan Galleries: BIG on Fashion

Cabot Circus - Delivering Double Digital Growth

One New Change - One New Change - One New Experience

Merlin's Walk - The Magic of Merlin

Market Hall & Middleton Grange Shopping Centre -

Hartlepool Market Hall Buy Local Scheme

Bracknell Town Centre - Love Bracknell Consumer Campaign

The Oracle - Discover Something Special At The Oracle

The Rock - The launch of The Rock, Bury

White Rose Shopping Centre - 'I am White Rose' Integrated campaign

The Light - It's Always on!


Lowry Outlet Mall - Launch Of Lowry Outlet Mall's New Gap Outlet



Merit



Delivering Double Digital Growth



Clear that sales increases have resulted from the increased footfall and the work done on consumer perceptions helps to support the argument.

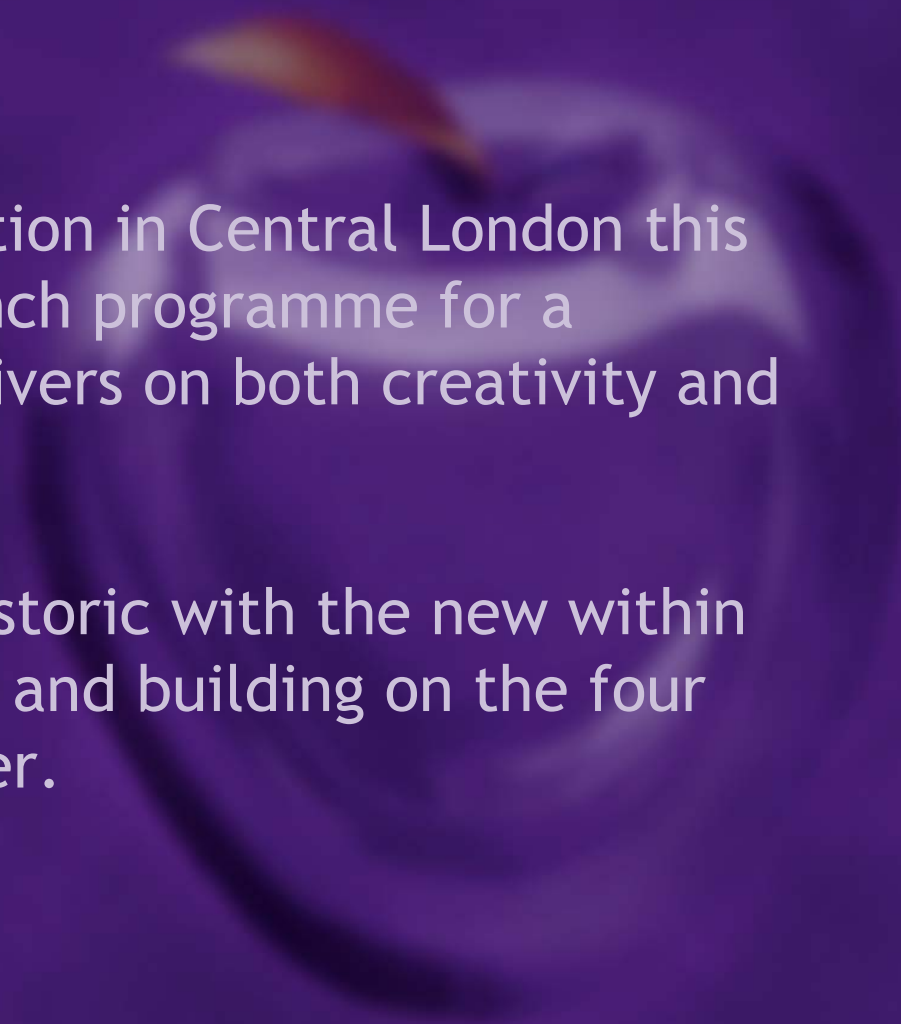
Very well set out, the results stand up and the investment in 'personality' rather than media seems to have worked for the target audience



Merit

**/ONE NEW/
/CHANGE/**

One New Change One New Experience



Considering the competition in Central London this is a quirky take on a launch programme for a shopping centre that delivers on both creativity and campaign stretch.

The integration of the historic with the new within the campaign was strong and building on the four reasons to visit was clever.



Merit



Buchanan Galleries

Buchanan Galleries: BIG on Fashion



Strong single-minded fashion campaign, with good brand ownership Clear branding with the BG and the single minded fashion proposition were good.

The BIG campaign was simple but effective and delivered results at a difficult time. The creative was good and the feature led PR was impressive



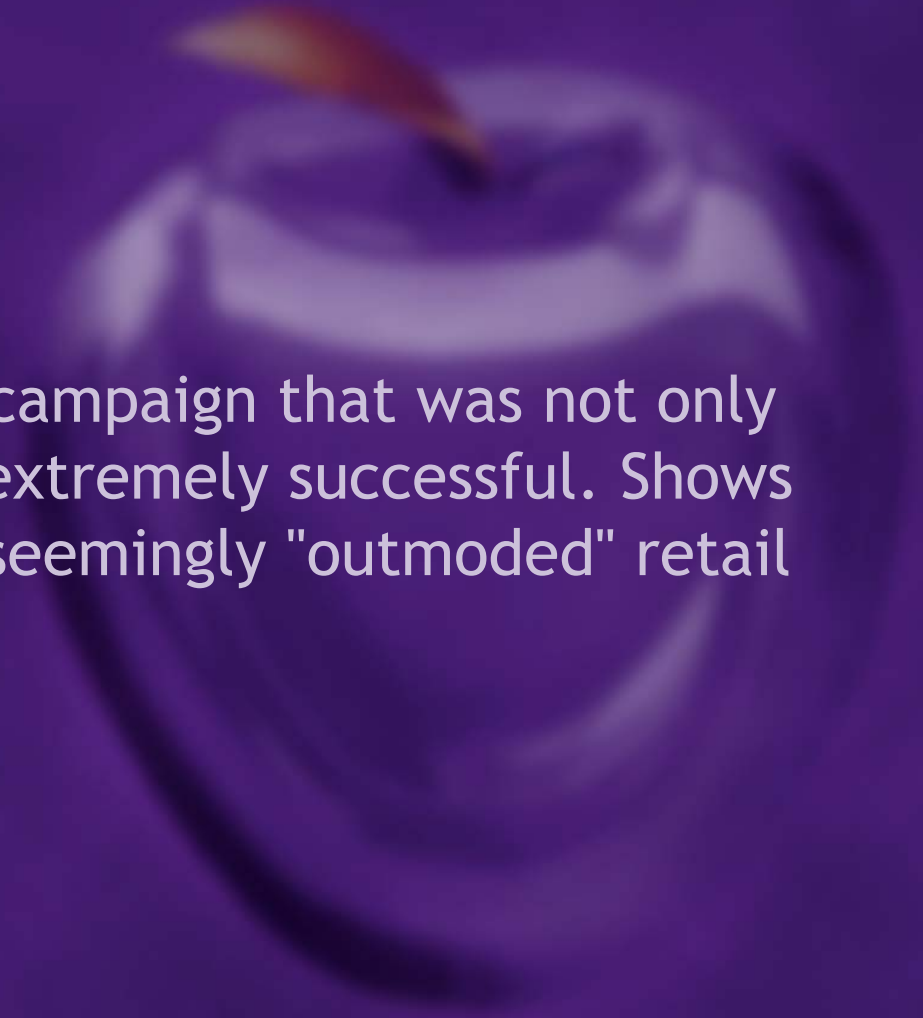
Pip

The logo for Middleton Grange Shopping Centre Hartlepool is contained within a light blue rectangular box. It features the text "Middleton Grange" in a large, white, serif font, with "Shopping Centre Hartlepool" in a smaller, white, sans-serif font below it. The background of the box is light blue and features a faint, stylized graphic of a globe or a similar circular design with curved lines.

Middleton Grange
Shopping Centre Hartlepool

Hartlepool Market Hall Buy Local Scheme

A well thought through campaign that was not only well executed but also extremely successful. Shows what can be done with seemingly "outmoded" retail concepts. Well done!





Pip



Merlin's Walk

The Magic of Merlin



A very clear agenda and objectives that were pursued in the face of adversity.

It is clear that there was a need identified to rebrand the scheme in the face of new competition and it is a good example of how a name change can excite local opinion and generate substantial PR.

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