

Toronto – December 2, 2004

2004 was a very successful year for marketing programmes in shopping centres managed by Bentall Retail Services. Three of our centres were recognized by the International Council of Shopping Centres, (ICSC), with one centre receiving two awards. The marketing directors, managers and staff are to be congratulated on their hard work and dedication to their award winning work.

At the Maple Leaf Marketing Awards at the Canadian ICSC Convention this September, in the category of Consumer Advertising, the Maple Leaf Award went to:



Willowbrook Shopping Centre
“What’s Your Excuse?”

Marketing Director - Rosavel Scott
Centre Manager - Donn Champion

A consumer campaign that asks “What’s Your Excuse?” for shopping at Willowbrook. Creative headlines combine with strong photography produced the overall look that defines Willowbrook. Featuring merchandise from each sales category, the ‘What’s Your Excuse’ campaign brought Willowbrook to the forefront. A photograph of a beautiful piece of women’s lingerie presents the excuse “It goes with everything.” Bringing home other pair of black shoes because they were ‘a different black’. Utilizing the centre’s web site, consumers could write in with their ‘excuse’ for shopping at Willowbrook. To date, the numbers registered are in the thousands!

and, in the category of Public Relations, a Merit Award went to:



Central City Shopping Centre
Central City Jazz Festival

Marketing Director - Sabrina Binning
Centre Manager - Shane Eldstrom

The Central City Jazz Festival, which was more than 4 years in the making, heightened the awareness of the shopping centre and the many changes to the building itself and the retail mix. The festival was utilized to launch the centre’s new name, from Surrey Place to Central City Shopping centre. The music line up included a total of 9 local and international acts. The event drew hundreds of people, generated thousands of dollars in positive publicity for the centre and its retailers.

For the first time, Bentall Retail Services received international recognition for centre marketing at the ICSC MAXI Awards, held this September in San Antonio, Texas.

In the category of Consumer or Trade Advertising for centres 150,001 to 400,000 square feet, a Merit award went to:



Capilano Mall

Time To Shop

Marketing Director - Dave Mills
Centre Manager - Rick Warren

Utilizing strong photography of centre merchandise, Capilano initiates a call to action to its consumers. Each sales category is featured just prior to their peak sales period. "What twists" headlines a photo of a cork screw. "What shouts" is featured above a CD play. 'Time to Shop' is the positioning statement that pulls it all together.

and in the category of Consumer or Trade Advertising for centres 400,001 to 750,000 square feet, a Merit award went to:



Willowbrook Shopping Centre

Marketing Director - Rosavel Scott
Centre Manager - Donn Champion

Recognition in US and Canada!

Willowbrook's team made full use of their campaign! When the Vancouver Canucks made the NHL playoffs, Willowbrook was there to capitalize to capitalize on a great marketing opportunity. Employing their new campaign's theme any purchase at the centre on game day would enable the consumer to receive a free T shirt. The shirt carried the Willowbrook logo and the slogan "The Canucks Made the Playoffs What's Your Excuse?" Supplies were limited to 1,000 shirts per day. By the end of the first series, Willowbrook's shirts were everywhere in the Langley/Vancouver area – including the games!

The 2004 MAXI Awards programme saw participation from 19 countries, with a total of 87 companies represented. Throughout the presentation, a total of 54 Merit awards and 23 MAXI awards were presented to a possible 252 finalists.

Bentall Retail Services is very proud of this outstanding industry recognition and extends its congratulations to this year's winners!

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