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# Middle East and North Africa Shopping Centre and Retailer Awards

Ritz-Carlton DIFC | Dubai, United Arab  
Emirates 30 October 2018  
Deadline: 13 September 2018  
[www.icsc.org/menaawards](http://www.icsc.org/menaawards)



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The Middle East and North Africa Shopping Centre and Retailer Awards are designed to honour outstanding achievement in retail, marketing, NOI enhancement, and the design and development of retail properties. Review this information thoroughly to ensure your entry is eligible and that you understand the entry requirements.

## Eligibility & Entry Requirements

### Who Should Enter

Entries can be submitted by shopping centre owners, developers, retailers, management companies, architects, and designers. Although we welcome the work of advertising agencies, consulting firms and other support companies, all entries must be implemented and entered by a recognised retailer, shopping centre and/or shopping centre owner, developer and/or management company.

### How to Submit

All entries for the 2018 Middle East and North Africa Shopping Centre and Retailer Awards must be submitted online at [www.icsc.org/menaawards](http://www.icsc.org/menaawards). Each submission must include a completed entry form along with a detailed entry summary. Supporting materials should be uploaded in the appropriate sections where indicated. Forms with incomplete entries will not be accepted.

### Acceptable Language

All responses to the questionnaire must be written in English. All reference to costs must be in U.S. dollars.

### Deadline

All entries must be submitted for judging by **Thursday, 13 September 2018**.

### Entry Fee

\$595 Fee (U.S. dollars) Member; \$695 Fee (U.S. dollars) Non-Member. Payment for entries must be received by **Thursday, 13 September 2018**. Your entry will not be accepted for judging if payment is not received by **Thursday, 13 September 2018**. All payments are by credit card only.

### Eligibility

#### For entries in the Design and Development Categories:

Retail projects and stores opened within the period commencing **1 August 2016 to 31 July 2018**.

#### For entries in the Traditional Marketing and NOI Enhancement:

The majority of the programmes must have been implemented between **1 August 2017 to 31 August 2018**.

#### For entries in the Retailer Excellence and Retail Professional of the Year:

Examples of performance and initiatives accomplished within the period commencing **1 August 2017 to 31 July 2018**.

### Rulings

The Middle East and North Africa Shopping Centre and Retailer Awards Jury and ICSC officials will determine all the eligibility rulings. Both parties reserve the right to re-classify, re-categorise or disqualify entries, as well as delete any ineligible materials. All judges' decisions are final.

### Resources

Do you need additional help or have more questions?  
You may contact us at +1 646 728 3462 or email: [awards@icsc.org](mailto:awards@icsc.org).

### Awards Presentation

RECon Middle East and North Africa  
Ritz-Carlton DIFC  
30 October 2018  
Dubai, United Arab Emirates

### ICSC Foundation Community Support Award

This special distinction is designed to encourage and recognise outstanding community support executed by a shopping centre or company in its own neighbourhood who have made a significant contribution to a deserving community issue, cause, or charity. For more details on how to enter, please visit the ICSC Foundation website, [www.icsc.org/foundation](http://www.icsc.org/foundation).

## Judging Procedure

The Middle East and North Africa Shopping Centre and Retailer Awards Jury, a group of leading industry experts, will review eligible submissions and score them confidentially. The jury will not review entries from their own companies or any entry that might constitute a conflict of interest. Judges review each entry according to a specific criteria and award points accordingly. Please refer to the specific awards categories.

In each category and classification there is the potential for honouring Gold and Silver winners. All entries with a total of 85 for Design and Development and 40 for Marketing, NOI Enhancement and Retail will be honoured with a Gold Award and entries with the score of 75 points but less than 85 for Design and Development and 35 points but less than 40 for Marketing, NOI Enhancement and Retail will receive the Silver Award regardless of how many other winners are in each category or classifications. The entries that score within the top 50% are designated finalists.

ICSC and MECSC seeks to honour entrants in every category and classifications, but remember, the programme is designed to recognise the highest level of excellence, so entries must achieve a minimum number of points required to be considered for an award.

## General Information – How to Enter

**YOUR ENTRY MUST BE SUBMITTED ONLINE** according to a specific format, as outlined herein. Please read this information carefully before you begin your entry preparation so you can resolve any questions in advance.

We have a new online platform making the entry process simpler than ever. Our “How to Enter” Video will guide you through the process, offering information to use as a reference to your entry. Go to [www.icsc.org/menaawards](http://www.icsc.org/menaawards) to view the video.

### **Register for a User Name and Password**

You only need to register once and you can use this User Name and Password to log on in the future.

### **Entrant Form**

This Entrant Form only needs to be completed once. The person listed under Contact Information must be the person representing the award and he/she will be contacted should the entry be chosen as a finalist.

### **Add To Cart**

Once you complete your entry, add it to the cart. This will bring you to the Review and Checklist section where you can pay, edit, change, or print your entry.

### **Pay Now**

Each entry must be accompanied by a payment: \$595 (U.S. Dollars) Member, \$695 (U.S. Dollars) Non-Member. All payments are by credit card only. Note: Payment must be received for all entries by **Thursday, 13 September 2018**. Your entry will not be accepted for judging if payment is not received by **Thursday, 13 September 2018**.

### **Submit for Judging**

Deadline: **Thursday, 13 September 2017**

### **Owner/Management Company Authorisation**

All entries must have the electronic authorisation of the owner/management company to authorise the submission of the entry and agree to abide by all rules of the ICSC Middle East and North Africa Shopping Centre Awards Programme. Additionally, as duly authorised, the authorised individual will grant ICSC and MECSC the rights to publish any information contained in the entry and in any form including news releases, advertising, books, periodicals, and other publications. An e-mail confirmation will be sent to the Entrant and Owner Representative/Managing Agent to further confirm this authorisation.

### **Description of Entry**

The Description of Entry is used to compose commentary about the finalist and winning entries (Max. 700 characters including spaces). The Description of Entry will be available for viewing by the judges.

## Category One – Traditional Marketing

This category is intended to recognise excellence in marketing and programmes that strengthen a shopping centre's or company's bottom line.

### Awards Categories

#### **Advertising**

Strategic communications that advertise a shopping centre or company to its target market(s). This may include efforts in a single medium or those in a multimedia series or campaign. You may also enter the advertising component(s) of a sales promotion or event, grand opening or community relations programme. This category may also showcase innovative strategies that provide in-kind contributions to the marketing budget or that demonstrate effective media planning and buying that augments or maximizes a centre's marketing budget.

#### **Cause-Related Marketing**

A single or ongoing event, programme, or project that primarily benefits a charitable or community need, interest, or cause. The shopping centre or company's goals should essentially reflect an altruistic intent and, to a lesser degree, be shown to meet a business need.

#### **Customer Service Experience and/or Engagement**

A strategic customer service experience and/or shopper engagement initiative that demonstrates exceptional standards that may benefit consumers, employees, suppliers, shareholders, and communities. The entry must address and achieve a specific objective related to the overall enhancement of a customer's shopping experience and must document measurable results attributable to the effort. (i.e., ROI, surveys, shopper loyalty, shopper length of stay, frequency of visitation, and testimonials). This entry may include interactive touch screens, customer service programmes, and interactive in-mall promotions.

#### **Digital/Social Media**

Use of a single channel or multiple components of social media and/or digital technology to accomplish the goals of the media/marketing strategy. Social Media and Digital Technology may include: Facebook, Twitter, Instagram, Pinterest, YouTube, Blogs, QR Codes, Apps, LinkedIn, Foursquare, Yelp, TripAdvisor, websites, e-commerce sites, e-mail, etc.

#### **Grand Opening, Expansion & Renovation**

A comprehensive marketing campaign intended to introduce or reposition a new, expanded, or renovated shopping centre. Entries should demonstrate how strategies and tactics were linked to the centre's business objectives and may include strategic plans for overall development, leasing and merchandising, revenue generation, advertising, public relations, community relations, events, and promotions.

#### **New/Emerging Technology**

The entries can include strategic programmes and plans that include, but are not limited to geo-targeting, audience profile management, artificial intelligence, machine learning, and virtual reality to achieve brand and marketing communication goals for a shopping centre or company. Links to a live website or an FTP site should be provided as part of the entries. For website entries, a home page link and up to three additional pages should be included as part of your entry.

### Public Relations

A planned public relations programme or initiative intended to primarily benefit the commercial interests of a shopping centre or company. Such efforts should promote an understanding of or goodwill toward a shopping centre or company or be designed to influence public opinion in ways serving a commercial interest. Examples may include efforts to obtain positive publicity or the handling of negative publicity, crisis management or crisis prevention, government relations and initiatives directed to key external or internal groups or persons such as clients, tenants, shareholders, or analysts. Entries may also include internally directed initiatives such as professional development, incentive or recognition programmes, conferences and employee intranets, newsletters, magazines, or videos.

**NOTE:** While paid media advertising may comprise a part of an overall public relations programme, such expenses should not comprise more than one-third of the total programme expenses. Publicity coverage should be itemized and well documented with print scans, audio and/or video clips, website visuals, etc.

### Sales Promotion and Events

Programmes or events intended to directly impact retail sales and customer traffic. This may include efforts that target buyer conversion, shopping frequency, relative draw, or market share. It may also include more comprehensive initiatives such as tourism marketing and customer loyalty programmes. Entries may also include event marketing designed to generate publicity, market awareness, and customer traffic. Entries in this category must document specific and measurable results attributable to the programme or effort and should demonstrate return on investment.

**NOTE: Multiple Entries** You may segment an overall marketing campaign and enter it into multiple categories, providing you write each entry for that specific category. For example, if you enter your holiday marketing programme into the Advertising, Sales Promotion and Events, and Cause-Related categories, each entry must be written for that category and include only the components that relate to that category. It is not permitted to develop one general entry and submit it multiple times into different categories. Such duplications will be disqualified.

## Award Classifications

- Shopping Centre
- Corporate, Company or Joint Centre\*

\* Companies may choose to enter group or shared programmes in any category. Entries should document how such efforts benefited both the individual centres and the company or group. Additionally, all entries reflecting corporate marketing efforts should also use this category.

## Judging Criteria

Total Potential Score of 50. All judges use the same guidelines to assess the strength of the programme. Consider this information in your entry preparation. Entries are scored based on the following criteria:

### **Situation and Marketing Objectives** (up to 10 points)

This fundamental area addresses the appropriate use of research, formulation of overall marketing rationale, and the ability to realistically achieve stated measurable objectives. The judges ask the following when assigning a score:

- Were situation and marketing objectives based on strategic insights and facts, rather than opinion?
- Did they directly address the situation?
- Was a clear problem or opportunity identified and realistically addressed?
- Did objectives appear capable of addressing the situation as outlined?
- Were efforts business-based, i.e., owner's interests considered?
- Are objectives specific and time-based?
- Can objectives be measured quantitatively? If not, can qualitative goals be objectively measured?

### **Action** (up to 10 points)

This area measures the degree to which the programme supported its original objectives and the level of competence and proficiency demonstrated in execution. The judges will ask questions like these when assigning a score:

- Were the actions appropriate to the stated objectives?
- Was a high level of competence and professionalism exhibited in the actions?
- Did the entry properly document all the claims made, i.e., was it believable?
- Did the materials and documentation appropriately provide evidence of the results?

### **Creativity** (up to 10 points)

Creativity relates to developing an original concept or devising an innovative approach to a familiar programme or marketing effort. Judges evaluate creativity by asking the following questions:

- What was the big idea that considerably improved the programme delivery or message?
- Was it attention-getting or ground-breaking?
- Did the solution maximize the opportunity to succeed?
- Did the actions enhance the creative message and capitalise on the media selected?
- What obstacles or difficulties were overcome in terms of size, scope, budget limitations, etc?

### **Results (up to 10 points)**

The results reveal how competently the programme's actions were measured, documented and reported, and the degree to which they supported the programme's stated objectives. Judges will ask questions like these when assigning a score:

- Was strong detail provided in results documentation?
- Did the results relate to original objectives?
- Are the results credible?
- How was the centre/company impacted?
- Were the shopping centre owner's interests well-served?
- Is this entry worthy of emulation by the rest of the industry?

### **Budget and Resulting Cost Effectiveness (up to 10 points)**

Budget evaluation is essential to proper allocation of resources within the overall marketing plan. Cost effectiveness evaluates the appropriateness with which centre/company funds were spent in achieving stated objectives. Essentially, were the right resources invested in the right efforts to generate the best possible results? Judges will ask questions like these when assigning a score:

- Did the amount spent appear to be a wise use of funds?
- Did the results obtained merit the expense?
- Was creativity and resourcefulness shown in budgeting without compromising quality and ability to get results?
- Did the efforts generate maximum impact for every dollar spent?

## Category Two – NOI Enhancement

Programmes and initiatives intended to generate revenue that directly enhances the net operating income (NOI) of a shopping centre or company. These may include sponsorships, alliances, advertising sales, or other supplemental or non-traditional revenue sources. It may include creative or innovative leasing and/or specialty leasing programmes, including targeted tenant retention efforts. This category may also include unique examples of operational efficiencies or other cost saving measures that resulted in expense reduction and/or increased revenue for the shopping centre owner. Of particular note, while NOI enhancement is the goal, successful programmes in this category will demonstrate an innovative approach that is executed within brand standards including ownership quality expectations and overall strategic decision making.

### Award Categories

#### Marketing/Sponsorship

Marketing programmes that directly enhance the bottom line in a demonstrated and documented, clearly defined strategic direction. These may include sponsorships, partnership alliances that replace or alleviate marketing expenses, advertising sales, or other supplemental or non-traditional revenue sources.

#### Operations/Overall Team

This classification will highlight unique and unconventional examples of operational efficiencies or other cost-savings measures that resulted in expense reduction and/or increased revenue for the shopping centre. This classification also recognises overall team contributions showing a documented focus on the target from each team member and collective support of each other as the plan is executed, evaluated, and revised for success resulting in highly successful NOI enhancement.

#### Leasing

Creative or innovative leasing and/or specialty leasing programmes, including targeted tenant retention efforts.

#### Award Classification

- Shopping Centre
- Corporate, Company, or Joint Centre\*

*\* Companies may choose to enter group or shared programmes in any category. Entries should document how such efforts benefited both the individual centres and the company or group. Additionally, all entries reflecting corporate marketing efforts should also use this category.*

### Judging Criteria

Total Potential Score of 50. All judges use the same guidelines to assess the strength of the programmes. Consider this information in your entry preparation. Entries are scored based on the following criteria:

#### Situation and Business Objectives (up to 10 points)

This fundamental area addresses the business opportunity or issue to be solved using overall operational insight, demonstrated use of research and shopping centre financial data to identify strategic intent and achievement of measurable and realistic objectives. The judges will ask these questions when assigning a score:

- Was there a realistic and clearly stated NOI financial opportunity?
- Was the understanding of NOI impact demonstrated based on overall benefit to the business?
- Was a rationale for targeted partnership/alliance, etc., involvement demonstrated?
- Was the innovative ideation based in business intent?
- Were financial objectives specific and time-based?
- Did the objective support overall ownership “brand” direction?

### **Action (up to 10 points)**

This area measures the degree to which the programme supported its original financial NOI enhancement objective through the use of strategic decisions and action that supports/enhances business standards and ownership brand. The judges will ask these questions when assigning a score:

- Are the actions appropriate to the overall financial objective?
- Are the actions appropriate for common area, brand, merchandising direction and overall business standards?
- Did the plan achieve the financial gain and prove a solid benefit to other parties involved, i.e., non-ownership partners?
- Was there clear documentation provided that demonstrates that this is a high-performing team that could dictate the “new” standard for the industry?

### **Innovation (up to 10 points)**

Innovation relates to the action of creative and unique ideas established in the business need. Although the key driver is NOI enhancement, the entry must demonstrate an innovative approach to achieving the business objective(s). The judges ask these questions when assigning a score:

- Does the entry clearly showcase a high degree of creative thinking?
- Is the creative thinking grounded in the business objectives?
- Is there an overall theme in the action plan, i.e., the entire programme is creative, well thought out and demonstrates a clear intent to achieve the objective(s)?

### **Results (up to 20 points)**

The results reveal how competently the programme’s actions were measured, documented, and reported, and the degree to which they supported the stated business objectives/NOI improvement. Judges ask these questions when assigning a score:

- Was strong detail provided in the results documentation?
- Did results relate to original objectives?
- Are the results credible?
- Did it impact the centre/company?
- Were the shopping centre owner’s interests well-served?
- Is it worthy of emulation by the rest of the industry?

## Supplemental Information

(Categories: One and Two)

### Documentation

Include one digital file (Word document or PDF) with up to 25 pages of information related to your entry. The first page of the file must be a table of contents that indicates each section's beginning page number. The file should contain summaries of:

- Publicity
- Advertising
- Supporting materials: images such as letters, brochures, or advertisements published within the eligibility period, photos of events, proclamations, and publicity

### Images

Upload up to 12 images related to your entry.

- These images will not be viewed by the judges and if your entry is awarded a Gold Award or a Silver Award, some of the images will be used to display your entry for the awards presentation, ICSC's and MECSC's websites and publications.
- Copyrighted photographs must be accompanied by a release from the copyright holder, in addition to any preferred credit acknowledgments.
- Images should include various photos of the programme's implementation and support materials.
- File format: High Resolution: jpg, jpeg, png, gif

### Summary

The entry summary is essentially the marketing plan results for the entry.

- The Entry Summary is limited to four web sections—one section for each element of the Summary (Max. 2,300 characters per section).
- It includes: The Situation, Action, Result, and Budget
- Facilitate the judges' review by providing an easy-to-read entry.
- We recommend bullet points rather than narrative paragraphs.

## Category One: Traditional Marketing

### Situation and Marketing Objectives

Background information on what inspired you to create and implement the programme or project. Discuss unique problems or opportunities that influence your goals, strategies, and tactics.

### Action

Give a detailed description of the "action" (something performed or done) that took place based on the situation at your property or company.

### Results

Results should be specific and quantitative. Show documented facts resulting from the implementation. Post sales gains as percentages, defined as either comparable sales or total sales, and include the period of measurement (where possible, show actual numbers on which percentages are based). You may also include traffic counts. Publicity results should be shown in actual time and space received only and not as estimated or explained using any formula-derived values. Entrants are required to provide a publicity summary in your publicity section, which can be summarized in your results page if publicity samples are provided. Your results should reflect the integrity intended in the ethics statement on your entrant form. Providing return on investment (ROI) data is suggested for entries submitted in the event and sales promotion and NOI enhancement. ROI demonstrates the dollar-for-dollar return that is achieved from your efforts and the resources invested.

### **Budget and Resulting Cost Effectiveness**

A one-page detailed list (in an Adobe PDF or Microsoft Word document) of dollars spent to implement your plan. All expenses, including primary and secondary expenses, must be included. This should include all production costs, media, and labour costs, fees, services, and incidentals. List donated expenses separately, and do not include with actual expense totals. Explanation should accompany any unusual cost savings or efficiencies. For joint campaigns, indicate costs for each participant. Sponsorship funds received should not be subtracted from total expenses when calculating the percentage of budget allocated. Please include all creative fees and agency retainers in your expense summary.

**NOTE:** You must show expenses as a percentage of your total annual marketing budget. Failure to do so may negatively affect the entry's score.

## **Category Two: NOI Enhancement**

### **Background and Business Objectives**

A description of the business opportunity or issue to be solved should be clearly outlined. Include historical information that might have impacted/caused the need for this programme. Describe the situation as it relates to the entry category, either for a particular discipline (marketing, operations, leasing, specialty leasing) or overall team approach. Revenue/operating goals should be clearly stated and quantifiable. Where appropriate, provide a complete view of the possible partnership/alliance scenarios that were available and explanation of decisions made. It's important to demonstrate the rationale for and competitive advantage of your strategic decisions to drive NOI enhancement.

### **Action**

Give a detailed description of the "action" (something performed or done) that took place based on the situation at your property or company. Provide overall understanding of the team roles, where appropriate and individual contributions to achievement of goal(s). Be sure to showcase the innovation and creative ideation process and execution as well as the quality of implementation as measured by property/company standards and branding.

### **Results**

NOI Enhancement results should be stated as a percent improvement over prior reporting time frame. Also, report the improvement as a percentage within an impacted line item, i.e., operations, leasing, marketing, or all. If possible show actual numbers in addition to the percent. Additionally, list any non-NOI enhancement results that became an outcome as a result of this programme, i.e., sales, traffic, publicity, increased partnership opportunities, etc. This additional information will demonstrate the impact NOI enhancement focus has on the total shopping centre success.

- Your results should reflect the integrity intended in the ethics statement on your entrant form.

### **Financial Summary**

Sometimes it takes money to make money. If you spent money on your NOI enhancement programme, provide a one page detailed list (in a PDF or Word document) of the actual dollars spent. Breakout expenses based NOI impact including marketing tools used, operations including labour, contractor or vendor expenses and other monies necessary to achieve the goal. Demonstrate net dollars gained to NOI either through increased revenue, reduction in operating expense, or other. Show expenses as a percent to total budget impacted. If no dollars were spent, please indicate it on this page.

### **Documentation**

Include one digital file that has up to 25 pages of information related to your entry.

- The first page of the file must contain a table of contents. Next to each element, indicate the page number.
- The files should contain:
  - Summary of your publicity coverage
  - Summary of all your advertising
  - Support material—you may include images such as letters, brochures or advertisements that were published within the eligibility period, photos of events, proclamations, publicity, and new releases.
- File Format: Word document or PDF

### **New Media**

This section can be used for both stand-alone programmes or as an individual component of marketing programmes i.e., your website was used as a part of the traditional advertising campaign.

The New Media Section allows you to add up to five links for judges that are pertinent to your entry. Links should go directly to the relevant page(s). Do not link your centre's website (or other websites) unless it specifically contains elements that are pertinent to your entry. If your entry is a web-based programme, you are encouraged to use your <Print Screen> button to copy and paste web pages into the documentation section.

### **Audio and Video**

- You may upload or link only one audio file and only one video file per entry.
- For Traditional Marketing entries, your audio or video can relate to either the Advertising or the Publicity aspect of your entry.
- All advertising and publicity examples must appear on the same audio or video files.
- Each file is limited to a maximum of five minutes of content. Judges will view or listen only to the first five minutes of each file.
- Audio file formats: mp3, .wav, .wma, avi, .wmv, aiff.
- Video formats: 3GP, AAC, AVI, FLV, MP4, and MPEG-2
- You may provide edited and narrated footage of actual events, publicity and advertising as long as the video clip does not exceed the five-minute limit. Please note that this must still be considered your only eligible video file.

## 2018 Foundation Middle East & North Africa Community Support Award

Shopping centres are an integral part of their local communities and have a long history of community outreach. The ICSC Foundation Community Support Awards program encourages and recognizes the industry's most innovative and impactful charitable initiatives.

The winner will be recognized at the RECon Middle East and North Africa on 30 October 2018 and its partner charity will receive a \$10,000 (U.S. Dollars) donation from the ICSC Foundation.

The winner will be automatically entered into a global competition for the prestigious Albert Sussman International Community Support Award. The winner will be recognized at RECon and its partner charity will receive an additional \$15,000 (U.S. Dollars) donation from the ICSC Foundation.

### Rules & Eligibility

#### Who Should Enter

We welcome entries from recognized shopping centres, shopping centre owners, developers or management companies.

#### How To Submit

All entries must be submitted online: Each entry must include a fully completed entry form along with an accompanying letter from the benefitting charity. Supporting materials should be uploaded in the appropriate section where indicated. Applications must be in English.

#### Deadline

All entries must be submitted by **13 September 2018**.

#### Entry Fee

The ICSC Foundation Community Support Award program is free to enter.

#### Eligibility Dates

The campaign must have been implemented between **1 August 2017 and 31 August 2018**.

#### Eligibility

Qualified applicants are those that identify a specific need and create or participate in a campaign that addresses that need. Campaigns must be implemented in collaboration with or for the benefit of a recognized non-profit charity.

#### Rulings & Judging Decisions

The ICSC Foundation makes all eligibility rulings and reserves the right to re-classify, re-categorize or disqualify entries, as well as remove any ineligible materials. All decisions are final. All entries become the property of the ICSC Foundation. By entering, all participants consent to the use by the ICSC Foundation of all the information provided in the entries for marketing or promotion purposes without any attribution, identification, right of review or compensation. All entrants agree to release and hold harmless the ICSC Foundation from and against any claim or cause of action arising out of participation in the contest. The ICSC Foundation may, within its sole discretion, require each award winner to sign and return an affidavit of liability and publicity release, in which each winner consents to the use of their application data and photo/video by the ICSC Foundation for advertising and promotional purposes, without any compensation, wherever lawful, as a precondition to acceptance of the award.

## Selection Criteria

### Campaign Mission

The Campaign addresses a specific need or cause that impacts the target community and is designed to create positive change.

### Creativity and Innovation

The Campaign incorporates fresh and creative ideas in creation, implementation and promotion.

### Community Impact and Effectiveness

The Campaign has clear objectives measured by funds raised, services offered, heightened awareness of an issue or combinations thereof.

### Facilitation and Implementation

The Campaign demonstrates superior organization and planning skills with an emphasis on teamwork and collaboration. The use of shopping centre resources to enhance results is important.

## Award Presentation & Recognition

The award winner will be notified by phone and/or email. The ICSC Foundation will award each winner with a commemorative trophy and contribute \$10,000 (U.S. Dollars) to the charity supported by the campaign.

## How To Submit Your Entry

**Your Entry Must Be Submitted Online** according to a specific format, as outlined herein. Register with your email address and create a password online. You only need to register once and you can use your email and password in the future.

### File Uploads

You will need to upload various files throughout your entry. You are responsible for making sure that the files you upload are viewable, playable or loadable after the upload is complete.

### Add To Cart

Once you complete your entry, add it to the cart. This will bring you to the Review and Checklist section where you can edit, change or print your entry.

### Description Of Entry

The Description of Entry is used to compose commentary about the finalist and winning entries and should have no more than 700 characters (including spaces) and will be available for viewing by the judges.

### Summary Section

The following questions highlight why your campaign is worthy of an award. Your responses should be concise and will serve as the basis of the judges' evaluation of your campaign. We recommend bullet points rather than narrative paragraphs.

**NOTE:** The maximum word count for each question is 2,300 characters with spaces.

- Describe the focus of your community support campaign and how it aligned with the needs of your community.
- What is the name and mission of the charitable organization that benefitted from your campaign and why did you select that organization?

- Describe in detail the components of your campaign and how it used shopping centre resources (customers, suppliers, employees, retailers, the facility and management) to achieve the campaign's objective.
- Describe the campaign's results—both short- and long-term.
- How did your campaign make your shopping centre a better corporate citizen?

## Supplemental Information

### Images For Awards Presentation

- Upload five images related to your entry.
- These images will not be viewed by the judges. If your entry is awarded, some of the images will be used in the awards presentation.
- Please submit high-resolution images in any of the following formats: JPG, JPEG, PNG, GIF

### Letter

- Upload a letter written by a representative of the benefitting charity or cause that describes the impact of your campaign
- File format: Word document or PDF

### Audio/Video

- You may upload or link to only one audio file and one video file per entry.
- Each file is limited to a maximum of five minutes of content. Judges will view or listen only to the first five minutes of each file.
- Audio format: MP3, WAV, WMA, AVI, WMV, AIFF
- Video format: 3GP, AAC, AVI, FLV, MP4 and MPEG-2
- Footage may be raw or edited and narrated.

## Helpful Tips for Preparing Your Marketing and NOI Entries

### **1: Enter the right category**

Make sure you enter the most appropriate category. Some criteria overlap between categories so carefully check the definitions before you start. Your project may be entered into more than one category; however, each entry must adequately demonstrate the category's specific (and different) objectives.

### **2: Tell a story**

Your entry needs a clear storyline with a beginning, middle, and an end. The judges are unlikely to be familiar with your situation, be it a specific centre, a group of centres, or your entire portfolio, so make sure your entry describes why and what you did, and outlines all resources employed, corresponding costs, and detailed qualitative and quantitative results.

### **3: Be MECE**

The structure of your entry should be clear, concise, and relevant. Summarise, short sentences and bullet points are usually a better way to convey detail. Make sure you are MECE: Mutually Exclusive (you don't repeat yourself) and Completely Exhaustive (you don't leave anything relevant out).

### **4: Be SMART**

Everything you submit should be Specific, Measurable, Achievable and Realistic, and fit a clear Time frame.

### **5: Be honest**

Show how the project achieved good value for money and Return On Investment (ROI), but don't exaggerate—the judges will spot this. If some aspects of the project did not work well, or gave you an idea for improvement next year, then this shows a rounded and realistic approach.

### **6: Explain why**

Explain why the business idea behind your entry is good and why the implementation was successful. Why did you choose this idea and not something else? Was it aligned with your overall strategy? Did it answer your business brief? Were objectives and goals achieved? Is this entry a good benchmark for the industry?

### **7: Don't forget the power of the supporting material**

Make sure you have solid supporting evidence to show how you achieved your objectives. Images, photographs and/or videos, testimonies, and market research results are always great advantages.

### **8: Allow enough time to create your entry**

The best entries are planned well in advance and written with sufficient time for reviewing and editing.

## Category Three – Design and Development

This category is intended to recognise world-class retail properties for their design and development creativity.

### Development Categories

New Developments Entries must relate to a specific new retail project, completed and opened within the period commencing from **1 August 2016 to 31 July 2018**.

Renovations/Expansions involve an entire retail project, such as an enclosure, or a single facet of a retail project, such as an addition. The renovation or expansion must have been completed and the project fully opened for business within the period commencing from **1 August 2016 to 31 July 2018**.

### Award Classifications

A classification is determined by the amount of overall retail selling space in your centre, including vacant space. This includes all square footage included in gross leasable area (GLA), all department stores or other square footage, entertainment components, movie theatres and all peripheral space engaged in retail enterprises. Do not include office or hotel square footage.

- Centres less than 47,000 square metres (500,000 sq. ft.) of total retail space
- Centres of 47,001 – 92,900 square metres (500,001 – 1,000,000 sq. ft.) of total retail space
- Centres over 92,901 square metres (over 1,000,001 sq. ft.) of total retail space
- Mixed-Use Projects\*

*\* To qualify under the mixed-use classification, the retail portion of the project should be significant, e.g., comprising at least 25% of the floor area. Likewise, non-retail uses should be significant, comprising at least 25% of the floor area. Retail projects not meeting minimum required space devoted to non-retail uses should enter under the appropriate size classification.*

### Judging Criteria

Total Potential Score of 100 points. The economic success of the project as well as the quality of design, are among the judging criteria.

#### **Presentation of Entry Material** (up to 5 points)

- Quality
- Completeness
- Conciseness and Factualness

#### **Land Use** (up to 10 points)

- Master Site Plan
- Configuration and Layout
- Circulation and Parking, Accessibility
- Contextual Response

#### **Design** (up to 35 points)

- Entrances
- Colour Combination
- Lighting
- Interior Materials and Finishes
- Interior Signage
- Storefront
- Exterior Materials and Finishes
- Exterior Signage and Wayfinding
- Landscaping

### **Development Goals** (up to 20 points)

- Market Compatibility
- Merchandise Mix
- Occupancy Level
- Average Rent
- Tenant Allowance/Key Money
- Budget vs. Actual
- Schedule vs. Actual

### **Productivity/Financial Performance** (up to 10 points)

- Sales Productivity
- CAM Costs
- Occupancy at Time of Submission

### **Innovation** (up to 15 points)

- Degree of Difficulty
- Innovation
- Community Acceptance

### **Sustainability** (up to 5 points)

## **General Information** (Detail Section)

### **Description of Entry**

Provide a general description of the retail project (Max. 1,500 characters with spaces).

The Description of Entry will be available for viewing by the judges.

### **Professional Recognition** (The information will be used in all official listings)

- Development Company
- Owner
- Design Architect
- Production or Executive Architect
- Graphic Designer
- Lighting Designer
- Landscape Architect
- General Contractor
- Management Company
- Leasing Company
- Finance Company

## **Shopping Centre Information** (All sizes must be expressed in square metres)

### **Renovations/Expansions only**

#### **Total Retail Space**

Before Renovation/Expansion \_\_\_\_\_ square metres

After Renovation/Expansion \_\_\_\_\_ square metres

Net Difference – plus or (minus) \_\_\_\_\_ square metres

#### **Gross Leasable Area (GLA)** (Small Shop Space Excluding Anchors)

Before Renovation/Expansion \_\_\_\_\_ square metres

After Renovation/Expansion \_\_\_\_\_ square metres

Net Difference – plus or (minus) \_\_\_\_\_ square metres

### Total Acreage of Site

Before Renovation/Expansion \_\_\_\_\_ square metres  
After Renovation/Expansion \_\_\_\_\_ square metres  
Net Difference – plus or (minus) \_\_\_\_\_ square metres

### Development Schedule

Centre's Original Opening Date \_\_\_\_\_  
Centre's Renovation/Expansion Opening Date \_\_\_\_\_

## New Developments Only

### Total Retail Space

Total Retail Space \_\_\_\_\_ square metres  
Total Acreage of Site \_\_\_\_\_ square metres

**Gross Leasable Area (GLA)** (Small Shop Space Excluding Anchors)  
\_\_\_\_\_ square metres

### Development Schedule

Official Opening Date \_\_\_\_\_

### For Mixed-Use Classification Only

Other Uses (indicate all that apply)  
Office \_\_\_\_\_ square metres  
Hotel \_\_\_\_\_ square metres  
Residential \_\_\_\_\_ square metres \_\_\_\_\_ units  
Other (specify) \_\_\_\_\_ square metres \_\_\_\_\_ units

## General Information for Both Categories

### Building Information

**Type of Project** (check all that apply )

- Neighbourhood Centre
- Community Centre
- Regional Centre
- Superregional Centre
- Fashion/Specialty Centre
- Theme/Festival Centre
- Lifestyle Centre
- Power Centre
- Outlet Centre
- Mixed-Use Centre
- Other (Specify) \_\_\_\_\_

**Physical Characteristics of Project** (check all that apply)

- Mall
  - Open-Air Centre
  - Hybrid Centre
  - Other (Specify) \_\_\_\_\_
- Number of Levels \_\_\_\_\_

**Project's Trade Area** (select one)

- Suburban
- Urban Central Business District
- Urban but not Central Business District
- Rural
- Middle Market
- Other (Specify) \_\_\_\_\_

**Population of Primary Trade Area**

Number of people \_\_\_\_\_

**Population of Secondary Trade Area**

Number of people \_\_\_\_\_

Annualised percentage of shoppers anticipated from outside of trade area  
(e.g., tourists, conventioners)

% of shoppers \_\_\_\_\_

Number of Parking Spaces Provided \_\_\_\_\_

If deck parking, list vehicle capacity and number of levels of parking structure and briefly describe how structure connects to centres (Max. 700 characters with spaces)

**Total Number of Retail Stores**

(excluding anchors) Number of Stores \_\_\_\_\_

(including anchors) Number of Stores \_\_\_\_\_

**Financial Information**

Confidentiality: The jury will use the financial information supplied only for the purpose of evaluating the submission. The financial information will not be published in any form. All financial information must be expressed in U.S. dollar equivalents. Tenant Rent and Sales of Small Shop GLA (excluded: department stores and other non-retail, non-entertainment use such as office, hotel, residential, etc.)

NOTE: Financial information is not mandatory but the project is likelier to achieve a higher score if the jury is convinced that the project is financially stable and successful in the marketplace.

## Renovations/Expansions Only

**Average annual minimum rent**

Before Renovation/Expansion: \$ \_\_\_\_\_ per sq. metres

After Renovation/Expansion: \$ \_\_\_\_\_ per sq. metres

**Average tenant improvement allowance**

Before Renovation/Expansion: \$ \_\_\_\_\_ per sq. metres

After Renovation/Expansion: \$ \_\_\_\_\_ per sq. metres

Is there percentage/turnover rent?  yes  no

**If tenant contributed "key money", average key money**

Before Renovation/Expansion: \$ \_\_\_\_\_ per sq. metres

After Renovation/Expansion: \$ \_\_\_\_\_ per sq. metres

**Total annualised sales for the first year after renovation/expansions**

\$ \_\_\_\_\_ per sq. metres

**Vacant GLA:** Amount of small shop space not open for business shown as a percentage of GLA  
Before renovation/expansion \_\_\_\_\_ %  
At date of re-opening \_\_\_\_\_ %  
At date of submission \_\_\_\_\_ %

Annualised average common area maintenance (CAM), insurance and tax charges of small shop GLA per square metres before renovation/expansion: \$\_\_\_\_\_ per sq. metres

Annualised average common area maintenance (CAM), insurance and tax charges of small shop GLA per sq. metres after renovation/expansion: \$\_\_\_\_\_ per sq. metres

If deck parking, how are taxes and maintenance of parking deck paid for? (check one)

- Fee for parking
- Charged back to non-anchor tenant
- Other (specify) \_\_\_\_\_

## New Developments Only

### Average annual minimum rent

\$ \_\_\_\_\_ per sq. metres

### Average tenant improvement allowance

\$ \_\_\_\_\_ per sq. metres

Is there percentage/turnover rent?  yes  no

### If tenant contributed "key money", average key money

\$ \_\_\_\_\_ per sq. metres

### Total annualised sales for the first year

\$ \_\_\_\_\_ per sq. metres

**Vacant GLA:** Amount of small shop space not open for business shown as a percentage of GLA

At date of opening \_\_\_\_\_ %

At date of submission \_\_\_\_\_ %

Annualised average common area maintenance (CAM), insurance and tax charges of small shop GLA per sq. metres

\$\_\_\_\_\_ per sq. metres

If deck parking, how are taxes and maintenance of parking deck paid for? (check one):

- Fee for parking
- Charged back to non-anchor tenant
- Other (specify) \_\_\_\_\_

## Summary

The Summary responses are to be written using bullet points only, to simplify the entry and judging process. Each response should be a maximum 2,100 characters, spaces included.

- Describe the architectural characteristics of the project you are submitting for an award.
- Describe your project's approach regarding sustainability (include any Environmental/Sustainability Accreditations received).
- Detail what is innovative about your project? Include any new design and development standards that were achieved?
- Why should your project be recognized by the Awards program? Include the impact on key performance indicators and business success.
- Why did you decide to renovate or expand the centre (physical condition, sales, tenant mix, vacancy)? How did it improve conditions? (renovation/expansion only)

## Supplemental Information

### Images

Upload the 20 images that you included in the photo gallery sections. These images will be used in preparing the presentation

- These images will not be viewed by the judges and if your entry is awarded a Gold Award or a Silver Award, some of the images will be used to display your entry for the awards presentation, ICSC's and MECSC's websites and publications.
- They will also be used to display your entry for the awards presentation, ICSC's and MECSC's websites and publications
- File format: High Resolution: jpg, jpeg, png, gif

### List of Tenants

Include one digital file of your list of tenants. Indicate for each tenant the size (GLA) of the space occupied.

- List all major tenants. Describe type of retail operation, i.e., department store, supermarket, multi-screen theatres for each tenant.
- File format: Word document or PDF

### Area Map/Site Plan

Include one digital file containing an area map showing the site and a site plan showing parking and street access.

If applicable, include a building or lease plan by level.

- File format: Word document or PDF

### Photo Gallery

Include one digital file containing at least 20 images related to your project. Images to include:

- An aerial shot showing where the centre is situated
- Shots of key stores and brands
- Main architectural features
- Shots of food court area
- Shots of parking area
- Development plans/renderings
- Visual of the interior and exterior of the project
- For renovation projects, visual of the interior and the exterior of the project before and after, at least four images of each
- File format: Word document or PDF

You will be required to upload several of these images in the Image Section for use by ICSC and MECSC. Copyrighted photographs, videos, maps, or drawings must be accompanied by a release from the copyright holder, in addition to any preferred credit acknowledgments. Please include in the Release section.

### Video

You may upload or link only one video file per entry. The file is limited to a maximum of five minutes of content. Judges will view only the first five minutes of the file. Your video can contain before and after footage of the project. Additional coverage may include space utilization, design themes, innovative construction techniques, leasing and/or re-leasing approaches, and community integration.

- Video file format: 3GP, AAC, AVI, FLV, MP4, and MPEG-2

## Retail Store Design Category

This category recognises how professional store design contributes to the commercial success of the retail industry. Entries may be from retailers, architects or design companies for new or renovated stores completed and opened within the period between **1 August 2016 to 31 July 2018**. Projects in this category may include services or other non-retail uses.

### Judging Criteria

Total Potential Score of 50 points. Entries are scored based on the following criteria:

#### Overall Design Concept (up to 20 points)

- Overall Interior and Exterior Design
- Finishes
- Storefront Design
- Display and Fixturing
- Merchandising

#### Retail Graphics and Signage (up to 5 points)

#### Use of Materials (up to 15 points)

- Combination of Color, Materials, and Lighting

#### Degree of Difficulty and Innovation (up to 10 points)

#### General Information (Detail Section)

Store Name: \_\_\_\_\_

Shopping Centre Store Is Located: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_

Country: \_\_\_\_\_

Size of Store \_\_\_\_\_ sq. metres:

#### Retailer Information

Company Name: \_\_\_\_\_

Architect: \_\_\_\_\_

Designer: \_\_\_\_\_

General Contractor: \_\_\_\_\_

### Description of Entry

The Description of Entry is used to compose commentary about the finalist and winning entries. (Max. 1,500 characters including spaces). The Description of Entry will be available for viewing by the judges.

### Type of Merchandise

- General Merchandise
- Apparel
- Home Goods
- Furniture and Furnishing
- Sporting Goods
- Stationery
- Restaurant
- Entertainment
- Mass Merchandise
- Supermarket
- Toys/Hobby
- Other \_\_\_\_\_

### Development Schedule

Opening Date \_\_\_\_\_

#### If Renovation:

Store's Original Opening Date \_\_\_\_\_

Store's Renovated Opening Date \_\_\_\_\_

### Images

Upload up to 12 images related to your entry. These images will not be viewed by the judges and if your entry is an award winner, these images will be used in preparing the presentation. They will also be used to display your entry on ICSC's and MECSC's websites and publications. Copyrighted photographs must be accompanied by a release from the copyright holder, in addition to any preferred credit acknowledgments. Images to include:

- Main architectural features
- Visual of the interior and exterior of the project
- For renovated stores, visual of the interior and exterior of the project before and after
- File format: High Resolution: jpg, jpeg, png, gif

### Summary

The following questions highlight those points that explain why your project is worthy of an award. Your responses will serve as the basis of the judges' evaluation of your project and should be concise. Note the maximum word counts for each question.

- Provide detailed information on the design concept, including background on the reasons for the concept, its development and impact on store image and sales performance. (Max. 3,100 characters with spaces)
- Describe the integration of interior, storefront, and merchandise displays. (Max. 1,500 characters with spaces)
- Describe the difference between the new concept and previous designs (if applicable). (Max. 1,500 characters with spaces)
- Describe the specific materials used in creating the new concept. (Max. 1,500 characters with spaces)
- If this is a renovation, describe the impact on sales. If this is a new store, comment on sales performance to date versus the planned performance. (Max. 1,500 characters with spaces)

- Total cost per square metres including design, leasehold improvements, and fixtures. (Max. 1,500 characters with spaces)

#### **Documentation**

Include one digital file, up to 15 pages of information and images, which relates to your entry. Use your 15 pages to document and illustrate your entry. These pages should feature photos and samples that show your retail store design concept. File Format: Word document or PDF

#### **Floor Plan**

Include one digital file of your floor plan showing size (GLA) of the space occupied.

- File format: Word document or PDF

#### **Video**

You may upload or link only one video file per entry. The video is limited to a maximum of five minutes of content.

- The file is limited to a maximum of five minutes of content. Judges will view only the first five minutes of the file.
- Your video should feature the main architectural features inside and out of your store and product mix.
- If a renovated store, entries should demonstrate before and after footage of the project.
- Additional coverage may include space utilization, design themes, and innovative construction techniques.
- Video format: 3GP, AAC, AVI, FLV, MP4, and MPEG-2

## Category Four – Retail Excellence

This category aims to recognize Retailers in the region for their outstanding performance, innovation, and commercial success within the period **1 August 2017 to 31 July 2018**.

### Award Categories

- Fashion
- Children’s Wear
- Gold, Jewellery, and Watches
- Footwear and Accessories
- Sportswear and Goods
- Pharmacy, Health, and Beauty
- Home and Office Furnishing
- Kiosks
- Entertainment, Music, and Leisure
- Bank and Financial Services
- Fast Food
- Restaurants
- Luxury

### Judging Criteria

Total Potential Score of 50 points. Entries are scored based on the following criteria:

#### Overall Achievements (up to 25 points)

- Growth
- Number of Stores
- Services
- Merchandising Mix

#### Results/Impact (up to 25 points)

- Sales Turnover
- Revenue
- Index/Data
- Consumer Awareness/Acceptance

### General Information (Detail Section)

Retailer Name: \_\_\_\_\_

Store Location: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_

Country: \_\_\_\_\_

Size of Store \_\_\_\_\_ sq. metres:

### Description of Entry

The Description of Entry is used to compose commentary about the finalist and winning entries. (Max. 1,500 characters including spaces). The Description of Entry will be available for viewing by the judges)

### Type of Format:

- In-line
- Stand alone/Out Parcel
- Other \_\_\_\_\_

### Images

Upload up to 12 images related to your entry. These images will not be viewed by the judges and if your entry is an award winner, these images will be used in preparing the presentation. They will also be used to display your entry on ICSC's and MECSC's websites and publications. Copyrighted photographs must be accompanied by a release from the copyright holder, in addition to any preferred credit acknowledgments. Images to include:

- Main architectural features
- Merchandise – product mix and display
- Visual of the interior and exterior of the project
- File format: High Resolution: jpg, jpeg, png, gif

### Summary

The following questions highlight those points that explain why your project is worthy of an award. Your responses will serve as the basis of the judges' evaluation of your project and should be concise. Note the maximum word counts for each question.

- Describe the overall retail concept. (Max. 1,500 characters with spaces)
- What makes this concept innovative and what differentiates it from the current retail offerings within the marketplace. (Max. 1,500 characters with spaces)
- Describe what type of retailer it is (i.e., international retailer new to market, local development, partnership between government agency and local retailer, completely new store concept etc.), current number of stores and if there are any expansion plans. (Max. 1,500 characters with spaces)
- Provide performance data, current sales performance versus the planned performance, customer traffic, overall brand awareness and acceptance, turnover, total cost per square metres, any design changes since launch. (Max. 1,500 characters with spaces)

### Documentation

Include one digital file, up to 15 pages of information and images, which relates to your entry. Use your 15 pages to document and illustrate your entry. These pages should feature photos and samples that show your product mix and display, retail store design concept, advertising awards, honours, recognition, and press coverage. File Format: Word document or PDF

### Video

You may upload or link only one video file per entry. The video is limited to a maximum of five minutes of content.

- Your video should feature the main architectural features inside and out of your store and product mix and display.
- Additional coverage may include product mix and display, space utilization, design themes, and innovative construction techniques
- Video format: 3GP, AAC, AVI, FLV, MP4, and MPEG-2

## Category Five – Best MENA Retail Brand

This award honours a MENA retailer that has truly demonstrated an overall successful year in terms of performance, product, marketing, and customer service within the period **1 August 2017 to 31 July 2018**.

### Judging Criteria

Total Potential Score of 50 points. Entries are scored based on the following criteria for Overall Achievements:

- Financial Performances
- Expansion
- Product
- Store fit-out
- Innovation
- Marketing Campaigns
- Customer Service

### General Information (Detail Section)

Retailer Name: \_\_\_\_\_

Store Location: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ Country: \_\_\_\_\_

Size of Store \_\_\_\_\_ sq. metres:

### Description of Entry

The Description of Entry is used to compose commentary about the finalist and winning entries. (Max. 1,500 words with characters). The Description of Entry will be available for viewing by the judges.

### Type of Format:

- In-line
- Stand alone/Out Parcel
- Other \_\_\_\_\_

## Images

Upload up to 12 images related to your entry. These images will not be viewed by the judges and if your entry is an award winner, these images will be used in preparing the presentation.

They will also be used to display your entry on ICSC's and MECSC's websites and publications. Copyrighted photographs must be accompanied by a release from the copyright holder, in addition to any preferred credit acknowledgments. Images to include:

- Main architectural features
- Merchandise – product mix and display
- Visual of the interior and exterior of the project
- File format: High Resolution: jpg, jpeg, png, gif, tiff

## Summary

The following questions highlight those points that explain why candidate is worthy of an award. Your responses will serve as the basis of the judges' evaluation and should be concise.

Note the maximum word counts for each question.

- Describe the overall retail brand concept. (Max. 1,500 characters with spaces)
- Explain how your retail brand is profitable? Provide performance data, current sales performance versus the planned performance, customer traffic, turnover, total cost per square metres. (MAX. 1,500 characters with spaces)
- What makes this retail brand innovative and what differentiates it from the current retail brand offerings within the MENA region. (Max. 1,500 characters with spaces)
- Describe your marketing strategy for the retail brand. (Max. 1,500 characters with spaces)
- Current number of stores and if there are any expansion plans. (Max. 1,500 characters with spaces)

## Documentation

Include one digital file, up to 15 pages of information, and images, which relate to your entry.

Use your 15 pages to document and illustrate your entry. These pages should feature photos and samples that show your product mix and display, marketing campaigns, customer service programmes, honours, recognition and press coverage.

- File format: Word document or PDF

## Video

You may upload or link only one video file per entry. The video is limited to a maximum of five minutes of content.

- Your video should feature the main architectural features inside and out of your store and product mix and display.
- Additional coverage may include product mix and display, space utilization, design themes, and innovative construction techniques.
- Video format: 3GP, AAC, AVI, FLV, MP4, and MPEG-2

## Category Six – Retail Professional of the Year

This category will recognize innovative CEOs, COOs, MDs, Directors and Senior Managers from the MENA region who have made an outstanding contribution to their business over the period, **1 August 2017 to 31 July 2018.**

Senior executives can nominate themselves or may be nominated by a third party.

### Judging Criteria

Individuals will be judged on their achievements in their executive role. This includes:

- Their personal achievements
- The contribution/difference the individual has made to the company he/she works for
- Any financial highlights
- New initiatives put into place
- How the applicant has “gone above and beyond” their job description
- Any other information that demonstrates the success of the entrant is encouraged

### General Information (Detail Section)

Individual Name: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ Country: \_\_\_\_\_

Phone: \_\_\_\_\_ Email \_\_\_\_\_

Assistant's name: \_\_\_\_\_

Assistant's Email: \_\_\_\_\_

Length of time at company: \_\_\_\_\_ Years \_\_\_\_\_

Position: \_\_\_\_\_

Length of time in position: \_\_\_\_\_ Years \_\_\_\_\_

## Images

Upload up to 12 images related to your entry. These images will not be viewed by the judges and if you are selected as an award winner, these images will be used in preparing the presentation. They will also be used to display your entry on ICSC's and MECSC's websites and publications. Copyrighted photographs must be accompanied by a release from the copyright holder, in addition to any preferred credit acknowledgments. Images to include:

- Headshot
- Various photos of individual in business settings
- File format: High Resolution: jpg, jpeg, png, gif

## Summary

The following questions highlight those points that explain why candidate is worthy of an award. Your responses will serve as the basis of the judges' evaluation and should be concise.

Note the maximum word counts for each question.

What have been your key achievements in your role over the period, **1 August 2017 to 31 July 2018**? (Max. 3,100 characters with spaces)

Why do you believe you are the 2017 Retail Professional of the Year? (Max. 6,200 characters with spaces)

## Documentation

Include one digital file, up to 15 pages of information. Documents to provide with the entry can include, but are not limited to, photographs, press clippings, letters of recommendation, and other examples which support the entrant's achievements.

- File format: Word document or PDF

## Category Seven – Best New Technology in Retail

This award for Service Providers recognizes the year's best solution, which is defined as including delivery to a client of both technology product(s) and professional services to solve a particular problem or take advantage of a specific opportunity within the period **1 August 2017 to 31 July 2018**.

### Judging Criteria

Total Potential Score of 50 points. Entries are scored based on the following criteria for Overall Achievements:

- Financial Growth
- Business Growth
- Sustainability
- Impact on the Market/Industry
- Technical Business and Product/Service Excellence.

### General Information

Service Provider Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ Country: \_\_\_\_\_

### Description of Entry

The Description of Entry is used to compose commentary about the finalist and winning entries. (Max. 1,500 words with characters). The Description of Entry will be available for viewing by the judges.

### Images

Upload up to 10 images related to your entry. These images will be used in preparing the presentation. They will also be used to display your entry on ICSC's and MECSC's websites and publications. Copyrighted photographs must be accompanied by a release from the copyright holder, in addition to any preferred credit acknowledgments.

- File format: High Resolution: jpg, jpeg, png, gif

### Summary

The Summary responses are to be written using bullet points only, to simplify the entry and judging process. Your responses will serve as the basis of the judges' evaluation of your entry and should be concise. Note the maximum word counts for each question.

- Is the company a recognized leader in its market with a reputation for being innovative? (Max. 1,500 characters with spaces)
- Has the innovation positioned the company for future growth and success? (Max. 1,500 characters with spaces)

- Provide detailed descriptions of a problem/opportunity, the solution and the results/ outcome. Be sure to address the following: Why was this service made; what problems is it solving for users; how do you know you're making an impact with your service; how are you using feedback from users to make your service better. (Max. 3,000 characters with spaces)
- How does this tech service demonstrate innovation or market disruption? (Max. 1,500 characters with spaces)
- Is the service a great value for its target audience? Provide customer results and/or other results of this tech service that demonstrate its real-world success. (Max. 1,500 characters with spaces)
- Does the tech service have lasting ability and the potential to become an industry benchmark? (Max. 1,500 characters with spaces)

### **Documentation**

Include one digital file, up to 15 pages of information, and images, which relate to your entry. Use your 15 pages to document and illustrate your entry.

- File format: Word document or PDF

### **Video**

You may upload or link only one video file per entry. The video is limited to a maximum of five minutes of content.

- Video format: 3GP, AAC, AVI, FLV, MP4, and MPEG-2Add