

China Shopping Centre & Retailer Awards

RECon China | InterContinental Shanghai Puxi
Shanghai, China | 20 April 2018

A celebration of excellence within China's retail real estate industry.



CALL FOR ENTRIES

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Eligibility & Entry Requirements

Review this information thoroughly to ensure your entry is eligible and that you understand the entry requirements.

Who Can Enter

Shopping centre owners, developers, management companies, architects, designers, and retailers.

Eligible Regions

Mainland China, Hong Kong, Taiwan and Macau

How to Submit an Entry

All entries in the 2018 ICSC China Awards Competition must be submitted online at www.icsc.org/chinaawards. Each entry must include a fully completed entry form along with a detailed entry summary. Supporting materials in electronic format should be uploaded in the appropriate sections where indicated.

Language and Currency

If the description of entry and the summary sections are submitted in a language other than English, it must be accompanied by an English translation uploaded in the indicated field. All references to costs must indicate currency type.

Deadline

Entries must be submitted by **Thursday, 1 March 2018**.

Entry Fee

Each entry must be accompanied by a payment of:

ICSC members = \$350 (U.S. Dollars)

Non-members = \$425 (U.S. Dollars)

Payment

Payment for all entries must be received by **Thursday, 1 March 2018**. Your entry will not be accepted for judging if payment is not received by **Thursday, 1 March 2018**. All payments must be made by credit card.

Eligible Dates

Marketing Category:

1 January 2017 to 31 January 2018

Emerging Technology Category:

1 January 2017 to 31 January 2017

Design and Development Category:

1 June 2016 to 31 January 2018

New Retail Concepts:

1 January 2017 to 31 January 2018

Rulings

The ICSC China Awards Judges will make all eligibility rulings and reserve the right to reclassify, re-categorize or disqualify entries, as well as delete any ineligible materials. All decisions are final.

ICSC China Awards Presentation

RECon China
InterContinental Shanghai Puxi
Shanghai, China
20 April 2018

Help

Do you need additional help or have more questions? You may also contact us by phone at +1 646 728 3462 or by email at awards@icsc.org.

How to Enter

Your entry must be submitted online according to a specific format, as outlined herein. Please carefully read this information before beginning your entry preparation so you can resolve any questions in advance.

Register

Submitting an entry is simple and convenient. The website allows you to set up an account and manage all the entries you will be submitting. You only need to register once—you will use the same username and password to log on in the future.

Upload Files

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

Make a Payment

You do not have to pay before you start your entry. Payment must be received by Thursday, 1 March 2018. Entries will not be accepted for judging if payment is not received.

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.

Deadline

Thursday, 1 March 2018

Category One: Marketing

This category is intended to recognize excellence in marketing and programmes that strengthen a shopping centre's or company's bottom line such as:

- Strategic communications that advertise a shopping centre or company to its target market(s)
- A single or ongoing event, programme, or project that primarily benefits a charitable or community need, interest, or cause.
- A comprehensive marketing campaign intended to introduce or reposition a new, expanded, or renovated shopping centre
- A planned public relations programme or initiative intended to primarily benefit the commercial interests of a shopping centre or company
- Programmes or events intended to directly impact retail sales and customer traffic

Classifications

1. Shopping Centre 2. Company

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 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 goals.

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.

Creativity (UP TO 10 POINTS)

Creativity relates to developing an original concept or devising an innovative approach to a familiar programme or marketing effort.

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.

Budget (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?

Category Two: Emerging Technology

This category recognizes campaigns that are driven primarily via new media channels such as:

- Part of a wider marketing campaign where technology is central
- Programmes that include any of the following elements as part of a clear marketing strategy: innovative and effective use of a websites; mobile technology; augmented reality; location-based technologies; big data or new, integrated, digital innovations

Classifications

1. Shopping Centre
2. Company

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 on the following criteria:

Situation and Marketing Objectives (UP TO 20 POINTS)

This fundamental area addresses insight of consumer behavior in the digital space and the ability to connect using nontraditional marketing tools. Demonstrated use of digital channels to drive engagement and reach will be evaluated. Achieved metrics per channel coupled with a clear objective “vision” to influence consumer shopping and social interaction with the property/company will be a determination of success.

Action (UP TO 10 POINTS)

This area measures the degree to which the programme supported its original objectives and situation analysis and the level of competence and proficiency demonstrated in execution.

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.

Budget (UP TO 10 POINTS)

While digital tools are considered relatively cost-effective in comparison to traditional marketing such as advertising, it is still important to demonstrate responsible use of resources and investment in relation to overall marketing budgets. Essentially, cost-effectiveness evaluates the appropriateness with which centre/company funds were spent in achieving stated goals.

Supplemental Information (For Entries in Marketing and Emerging Technology)

Description of Entry

The judges will refer to the Description of Entry to compose commentary about the finalist and winning entries (max. 700 characters).

Summary

The Entry Summary is basically the Marketing Plan for the entry. The Entry Summary is limited to four (2,100 character max) sections:

1. Situation and Objectives
2. Action
3. Results
4. Budget and Resulting Cost-Effectiveness

We recommend bullet points rather than narrative paragraphs.

1. Situation and Objectives

Marketing Category: Provide background information on what inspired you to create and implement the programme or project. Discuss unique problems or opportunities that influenced your goals, strategies, and tactics.

Emerging Technology Category:

Provide information on your center or company's situation and what led you to use technology as a primary tool in the marketing plan. Explain the rationale for choosing one or a combination of the digital tools and provide your key metrics or goals for driving consumer behavior from reach to engagement to shopping, etc.

2. Action

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

Emerging Technology: Describe the implementation plan and components of the actions. Explain the creative decision making process and the innovative ways in which you used technology. Be clear on the use of each digital channel as it relates back to your goals and objectives

3. Results

Results should be specific and quantitative. Show documented facts 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 upon which percentages are based). You may also include traffic counts. If you used more than one digital tool, break out results for each.

4. Budget and Resulting Cost-Effectiveness

A one-page, detailed list 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. 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.

Images for Awards Presentation Upload up to 12 images related to your entry.

- These images will not be viewed by the judges and if your entry is awarded an Gold Award or a Silver Award, some of the images will be used to display your entry for the awards presentation, ICSC website, and publications.
- Copyrighted photographs must be accompanied by a release from the copyright holder, in addition to any preferred credit acknowledgments. Please include in the Release section.
- Images should include various photos of the programme's implementation and support materials.
- Accepted image file formats include high-resolution: jpg, jpeg, png, gif.

Documentation Section

Include one digital file 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 coverage
- All advertising
- Supporting materials—images such as letters, brochures, or advertisements published within the eligibility period, photos of events, proclamations, and publicity.
- File format: Word document or PDF

New Media

The New Media Section allows you to add up to 5 links for the judges that pertain to your entry. Links should go directly to the relevant page(s)/content host. Do not link to your center's digital program such as the website (or other websites) unless it specifically contains elements that are pertinent to your entry. You are encouraged to use your Print Screen button to copy and paste pages into your Documentation. Please test the hyperlinks. These links will be used for judging. Please do not upload videos to weblinks. For FTP sites, please include user names and passwords if applicable. Only one video is allowed and should be updated on the video link.

Audio and Video

- You may upload or link 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 file format: mp3, .wav, .wma, avi, .wmv, aiff.
- Video formats: 3GP, AAC, AVI, FLV, MP4 and MPEG-2
- You may provide raw footage or edited and narrated footage of actual events, publicity, and advertising, as long as the video clip does not exceed the five-minute limit.

Category Three: Design and Development

This category recognizes world-class retail properties for their design and development creativity.

Classifications

1. Renovations/Expansion 2. New Developments

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)
- Land Use (UP TO 10 POINTS)
- Design/Sustainability (UP TO 35 POINTS)
- Development Goals (UP TO 20 POINTS)
- Productivity/Financial Performance (UP TO 10 POINTS)
- Innovation (UP TO 20 POINTS)

Supplemental Information

Description of Entry

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

Type of Project

(check all that apply)

- Neighborhood Centre
- Community Centre
- Lifestyle Centre
- Regional Centre
- Superregional Centre
- Theme Centre
- Outlet Centre

If applicable:

Annualized percentage of shoppers anticipated being 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 centre (max. 700 characters) _____

Total number of retail stores

(Excluding anchors) _____

(Including anchors) _____

Physical Characteristics of Project

Mall (check all that apply)

- Open-Air Centre
- Hybrid Centre
- Other (Specify)

Number of Levels _____

Projects' 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:

Size (radius) _____

People _____

Population of secondary trade area:

Size (radius) _____

People _____

Development Schedule

Center's original opening date

Center's renovation/expansion

Opening date

**Category: Renovations/
Expansions Only**

Total Retail Space
Before Renovation/Expansion
_____ sq. m.

After Renovation/Expansion
_____ sq. m.

Net difference—plus or minus
_____ sq. m.

Gross Leasable Area (GLA)
(Small shop space, excluding anchors)
Before Renovation/Expansion
_____ sq. m.

After Renovation/Expansion
_____ sq. m.

Net difference—plus or minus
_____ sq. m.

Total Acreage of Site
Before Renovation/Expansion
_____ sq. m.

After Renovation/Expansion
_____ sq. m.

Net difference—plus or minus
_____ sq. m.

**Category: New
Developments Only**

Total retail space
_____ sq. m.

Total acreage of site
_____ sq. m.

Gross Leasable Area (GLA)
(Small shop space, excluding anchors)
_____ sq. m.

Financial Information Confidentiality

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

Category: Renovations and Expansions Only

Percentage of increase of the average annual minimum rent per sq. m. from before Renovation/Expansion to after Renovation/Expansion:

- Less than 5%
- 5% to 10%
- 10% to 15%
- 15% to 20%
- 20% to 25%
- Over 25%

Since Renovation/Expansion was completed, what is the sales increase per sq. m. after the first year:

- Less than 5%
- 5% to 10%
- 10% to 15%
- 15% to 20%
- 20% to 25%
- Over 25%

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
 ----- %

Annualized average common area maintenance (CAM), insurance and tax charges of small shop GLA per sq. m., per month before Renovation/Expansion: Amount per sq. m.

Annualized average common area maintenance (CAM), insurance and tax charges of small shop GLA per sq. m., per month after Renovation/Expansion: Amount per sq. m.

Category: New Developments Only

Average annual minimum rent per sq. m., per month
 Amount per sq. m.

What Is the annualized sales increase per sq. m after the first year:
 Amount per sq. m.

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
 ----- %

Annualized average common area, insurance, and tax charges of small shop GLA per sq. m., per month:
 Amount per sq. m.

Entry Summary

The following questions highlight why your project is worthy of an award. Your responses will serve as the basis of the evaluation of your project and should be concise. Note the maximum word counts for each question is 1,500 characters (including spaces) unless otherwise indicated.

- Describe the characteristics of the project.
- In what ways do you feel that other developers can benefit from your experience?
- Was the developer required to make an investment in the community? If so, explain what had to be done and what the impact was on the community.
- What investment sources were used to finance the project?
- Is your project ISO, LEED, ARUP or BREEAM certified?
Yes _____ No _____
- If yes, at what level?

- Describe the centre's approach to sustainability: energy and water use, the internal environment, pollution, transport, materials, waste, ecology, and management processes. (Max. 3,000 characters)
- Why do you feel the project deserves an award?

Category: Renovations/ Expansions Only

- Explain why the owner decided to renovate or expand the centre. Include a description of the existing conditions prior to renovation or expansion: physical condition, sales, tenant mix, vacancy factor, etc.
- Describe how the renovation or expansion altered those conditions.
- What do you believe to be the key reasons for the success of the project? Why?
- How did you determine the business success of the project? Cite "before" and "after" statistics to back up the claim.
- If the centre was kept open during construction, explain what measures were taken to ensure shopper safety and main shopper traffic, and what impact the work had on business.
- In addition to the physical improvements, what ancillary measures were taken to enhance the centre?
- Describe any new marketing and/or re-leasing approaches successfully implemented during the period.

Category: New Development Only

- Explain what specific design and construction problems were solved or how new standards in the areas of design and construction were established.
- Describe what you feel to be the key reasons for the success of the project: environmental enhancements, space utilization, construction costs, etc.
- In what ways do you feel your efforts benefit your centre? The community?

Images

Upload 20 images to include 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 website, and in publications.
- Images may be used at the awards presentation, and on ICSC's website and publications.
- Accepted image file formats include high-resolution: jpg, jpeg, png, gif.

Documentation

Include one digital file of up to 15 pages of information that relates to your entry.

- Use the 15 pages to feature photos and samples that show the project's actual implementations. The photos should show typical examples of the exterior project entrance, exterior project elevations, and exterior signage. If applicable, show examples of the main interior, the interior court, and the interior storefronts (at least three each). Renovation projects must show "before" and "after" photographs of the project's interior and exterior from the same perspective.
- File format: Word document or PDF

List of Tenants

Include one digital file of your list of tenants. Indicate each tenant's GLA of the space occupied.

- List all major tenants. Describe each tenant's type of retail operation: department store, supermarket, multi-screen theatre, etc.
- 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 center 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, include at least four images (each) of the interior and exterior of the project, before and after.
- File format: Word document or PDF

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 should feature the main architectural features inside and out of your store and product mix, and display. 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.
- Accepted file formats: 3GP, AAC, AVI, FLV, MP4 and MPEG-2.

Category Four: New Retail Concepts

This category recognizes innovative and creative new retail concepts.

Classifications

1. Kiosk 2. Restaurants 3. Food Courts 4. Stores

Judging Criteria

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

- Overall Design Concept (UP TO 20 POINTS)
- Results/Impact (UP TO 10 POINTS)
- Creativity (UP TO 15 POINTS)
- Sustainability (UP TO 5 POINTS)

Retailer's Name _____

Address _____

City _____

Country _____

Size of store _____ sq. m.

Retailer Information

Company Name _____

Architect _____

Interior Designer _____

General Contractor _____

Description of Entry

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

Type of Format

- In-line
- Stand-Along/Out-Parcel
- Other

Type of Merchandise

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

Development Schedule

Opening Date

If a renovation:

Original opening date

Renovated opening date

Supplemental Information**Entry Summary**

The following questions highlight 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 is 1,500 characters including spaces.

- Describe the overall innovative/creative new retail concept and specify the reasons for its development.
- What makes this new retail concept innovative and what differentiates it from the current retail offerings within the marketplace?
- As a new retail concept, comment on what drove it to market, how it was researched, developed and launched.
- 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.
- As a new retail concept, describe any reevaluate 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.
- Within your new retail concept, describe what type, if any, sustainability initiatives you incorporated within the design and development of the overall concept.
- Are any of these initiatives innovative or new to sustainability within the retail industry?
- Is the product offered within this new retail concept a sustainable product? If so, list lines and offerings.
- What type of sustainability initiatives do you offer your consumers within this retail concept?

Images

Upload up to 12 images related to your entry.

- These images will 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 Web site.
- 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.

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 from the same perspective

Documentation

Include one digital file of up to 15 pages of information and images 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

Audio/Video Section

You may upload or link 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 should feature the main architectural features inside and out of your store. 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.
- Accepted video formats: 3GP, AAC, AVI, FLV, MP4, and MPEG-2

Contact

Email: awards@icsc.org

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