

PRESS RELEASE
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THE MALL WINS EUROPEAN MARKETING AWARD

The Mall at Cribbs Causeway has won a European retail marketing award for its multi-media marketing campaign 'The Joy of Shopping'. The centre received a Merit Award in the consumer advertising category of The International Council of Shopping Centres' Solal Awards, presented at the ICSC's 28th Annual Conference in Budapest, Hungary last week.

'The Joy of Shopping' campaign was launched in early 2002 to position The Mall as an up-market and aspirational fashion-based shopping centre that would appeal to the centre's predominantly female audience and clearly differentiate it from its competitors.

The £750,000 campaign, devised and implemented by Bristol agency HHC Advertising, is based on the proposition that The Mall offers the ultimate in retail therapy and focuses on the pleasure that women in particular derive from shopping, particularly for fashion and beauty products.

This campaign supports The Mall's strong line-up of fashion stores and its convenience as a local shopping centre with long opening hours, free parking and easy access.

Treatments included pre-Christmas TV advertising, radio, bus supersides, outdoor 48 sheets and direct mail as well as all The Mall's internal literature.

Sue Boor says: "The 'Joy of Shopping' campaign has already achieved excellent results, exceeding its objectives and satisfying The Mall's management and retailers. We are very pleased with the campaign and will be continuing to run with it over the coming 12 months."

Footfall in 2002 was up by 5.4% against a 2% target, with over 14 million shoppers visiting The Mall compared to a regional footfall index of only 2.9% in the South West.

Significantly, The Mall bucked the national sales trend, recording a 10.4% increase in sales in 2002 compared to 2001. Clothing (ladies, mixed fashion and accessories) and footwear sales year-on-year were up 18% and 13% respectively. These two categories alone delivered just over £9 million of incremental business against December 2001.

Awards administrator at the ICSC European headquarters in London, Ana Lennon, said: "As our industry becomes more competitive, good marketing can play a part in enhancing profitability. The judges were impressed at the quality of this year's entries which continue to break new ground with their creativity and ingenuity."



Photo Caption

The photograph shows The Mall's marketing manager Sue Boor (right) collecting the Award from Eileen Connolly, Director of Retail Marketing at Donaldsons in London and Jean Louis Solal, founder of the Solal Awards.

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