

## Media Release

**For Attention: Marketing & Advertising Media**  
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### **Primedia Lifestyle ranked SA's Number One Shopping Centre Marketing Consultancy**

*Primedia Unlimited subsidiary Primedia Lifestyle has been ranked the number one shopping centre marketing consultancy at the SACSC's (South African Council of Shopping Centres) Special Star Awards held recently. Dovetailing with the Special Star Awards, the Footprint Marketing Awards seek to distinguish exceptional shopping centre marketing, innovation, creative achievements, marketing campaigns, strategies and economic success within the property industry.*

Primedia Lifestyle is the first marketing company to claim an impressive 16 of the total 36 awards available this year with the second company in the running having achieved 5 out of the 36. Primedia Lifestyle won 78% of all KZN Footprint awards while on a national basis it walked away with 44% of the total Footprint Awards. Of these, Lifestyle proudly accepted four Gold, four Silver and eight Bronzes.

The awards are based on overall effectiveness of the South African mall marketing strategies, evaluated against criteria including concept, execution and the degree of success achieved, evidenced by an increase in foot count, centre turnover and publicity received.

On an individual centre level, a Gold Footprint Award went to The Crescent Shopping Centre in Phuthaditjaba in the Free State for the Centre's "Contemporary Culture - Horse Advertising" campaign which flighted during the launch of the Centre. Primedia Lifestyle also received international recognition for this campaign in April this year when it won a Maxi Award at the International Council of Shopping Centres' (ICSC) Maxi Awards for excellence in shopping centre marketing.

Primedia Lifestyle achieved a Gold Footprint award for the "Back to School is in the Bag" campaign at the Bushbuckridge Shopping Centre in Mpumalanga. A Silver award was collected for Setsing Plaza in Phuthaditjaba for its "Win a Bicycle" campaign.

The second Gold was awarded for its Menlyn Play Park at Old Mutual Investment Group's (OMIGPI) Menlyn Park Shopping Centre. The Prime Circle Rock Concert at Retail Africa's Irene Village Mall was another proud Gold winner for Primedia Lifestyle. The four Gold Footprint Awards now stand a chance of winning the Grand Prix Marketing Award to be announced at the SACSC Spectrum Awards in February 2010.

A Silver award went to OMIGPI's Gateway Theatre of Shopping in Umhlanga, for its Christmas Stocking Surprise campaign. Two Silver awards went to the Durban team's Sanlam Properties' Chatsworth Centre for its Clean Up campaign and SA Corporate's Springfield Value Centre for the Win Petrol for a Year campaign.

The Galleries Lafayette national campaign for ACSA's Airport Shopping Safari achieved a Bronze Footprint award alongside Irene Village Mall for the Mushroom Festival. Additional Bronze awards went to Primedia Lifestyle for Cape Town centre Cavendish Square for Coda Mother's Day Celebration and Tyger Valley Centre's Die Burger & Morgan's Proefees.

Four more Bronze awards were collected in KZN, two for the Seether Concert by Gateway Theatre of Shopping, one for Chatsworth Centre's Shopping Fair and one for Vukile Properties' Phoenix Plaza and the re-launch of its Reap the Rewards campaign.

Paul Carsley, MD for Primedia Lifestyle comments, “Our teams have done exceptionally well, sixteen awards is no mean feat and the most ever achieved by a shopping centre marketing consultancy in South Africa. We are thrilled to be acknowledged for the effectiveness of our strategies and campaigns. We have once again proven that Primedia Lifestyle is a force to be reckoned with within the South African shopping centre marketing arena.”

For more on Primedia Lifestyle, visit [www.primedia-unlimited.co.za](http://www.primedia-unlimited.co.za) or [www.primelife.co.za](http://www.primelife.co.za)

**Primedia Lifestyle DNA**

Founded in 1996, Primedia Lifestyle specialises in the advertising, marketing and promotion of shopping malls, delivering unique marketing strategies to improve retail sales and increase repeat visits and market share.

Primedia Lifestyle currently operates at over 65 shopping malls across SA, offering event and production services, assisting in the conceptualisation and implementation phases of conferences, launches, celebrations, road shows and major event spectaculars.

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