

# Reaping awards!



Primedia Unlimited subsidiary, Primedia Lifestyle, raked in a phenomenal 16 out of 36 Footprint awards for excellence in Shopping Centre Marketing at the recent Special Star Awards hosted by the South African Council of Shopping Centres.

**4 GOLD • 4 SILVER • 8 BRONZE FOOTPRINT AWARDS**

Primedia Lifestyle achieved 44% of the total Footprint Awards. Our close second achieved 5 out of 36 = 14 %

## GOLD



**Menlyn Play Park**  
Menlyn Park Shopping Centre  
OMIGPI



**Horse Advertising**  
The Crescent Phuthaditjaba  
The Ideas Fund



**Clean Up Campaign**  
Chatsworth Centre  
Sanlam Properties



**Win a Bicycle**  
Setsing Plaza Phuthaditjaba  
The Ideas Fund



**Prime Circle Concert**  
Irene Village Mall  
Retail Africa



**Back to School is in the Bag**  
Bushbuckridge  
The Ideas Fund



**Christmas Stocking Surprise**  
Gateway Theatre of Shopping  
OMIGPI



**Win Petrol for a Year**  
Springfield Value Centre  
SA Corporate

## SILVER

## BRONZE

**ACSA Airport Shopping Safari**  
Galeries Lafayette Competition  
(OR Tambo International Airport; Cape Town International Airport; Durban International Airport)

**Gateway Theatre of Shopping**  
Seether Concert  
Public Relations  
OMIGPI

**Gateway Theatre of Shopping**  
Seether Concert  
Alternative Revenue  
OMIGPI

**Cavendish Square**  
Coda Mother's Day Celebrations  
OMIGPI

**Irene Village Mall**  
Mushroom Festival  
Retail Africa

**Tyger Valley Centre**  
Die Burger & Morgan's Proefees  
Pareto & Metropolitan Life

**Chatsworth Centre**  
Shopping Fair  
Sanlam Properties

**Phoenix Plaza**  
Reap the Rewards - Re-launch Campaign  
Vukile Properties