



FINALISTS 2022

BRAND & PARTNERSHIPS: SMALL (75 STORES OR LESS)

CAMPAIGN NAME	OWNER/MANAGER	CENTRE NAME	CAMPAIGN MANAGER/S
Hello Kitty Town	Lendlease	Darling Square	J Stanton, S Ong
Recycle Revolution	Charter Hall	Raine Square	D Milsom

BRAND & PARTNERSHIPS: MEDIUM (76 TO 149 STORES)

CAMPAIGN NAME	OWNER/MANAGER	CENTRE NAME	CAMPAIGN MANAGER/S
Month of Love	Mirvac	Birkenhead Point	J Thy, A Highfield
BroadHEEEY! Mardi Gras 2022	Mirvac, Perron Group / Mirvac	Broadway Sydney	B Johnson, K Knorr
Sydney Isn't Sydney Without You	Lendlease	The Streets of Barangaroo	J Stanton, D Bullock
NAIDOC Showcase	Fawkner Property	The Square Mirrabooka	M Matta, G Steinepreis

BRAND & PARTNERSHIPS: LARGE (150 STORES OR MORE)

CAMPAIGN NAME	OWNER/MANAGER	CENTRE NAME	CAMPAIGN MANAGER/S
The New Karrinyup - WA on Stage	UniSuper / AMP Capital	Karrinyup	G O'Shea, E Cooper
MC Mart	The GPT Group	Melbourne Central	S Aiezza, G Houghs, R Portelli
Highpoint: Close Up	GPT Wholesale Shopping Centre Fund The GPT Group / The GPT Group	Highpoint	J Gartner, T Ryder, N Sawaya
Welcome to the Otherside	Perron Group / JLL	Cockburn Gateway	T Daniel, M Khan

BRAND & PARTNERSHIPS: MULTI (2 OR MORE CENTRES)

CAMPAIGN NAME	OWNER/MANAGER	CENTRE NAME	CAMPAIGN MANAGER/S
One in a Minion	QIC	Multi	M Shaw, D Sakkal-Scott
Monopoly Shop Scan Win	Vicinity Centres	Multi	K Weiss, M Criswick, V Fekete, M Chandler-Smith
Spring Outside The Box - Seasonal Beauty & Fashion Led Campaign	Scentre Group	Multi	A Copley, K Grose, A Beirne
Apple Music for Business x Westfield Partnership	Scentre Group, JV Partners / Scentre Group	Multi	A Doueihy, K Lyons, P Dellis

COMMUNITY: SMALL (75 STORES OR LESS)

CAMPAIGN NAME	OWNER/MANAGER	CENTRE NAME	CAMPAIGN MANAGER/S
United We Shine	Charter Hall	Pacific Square	R Simonds
Mango Hill Community Masterpiece	ISPT / JLL	Mango Hill Marketplace	S Ferdousian
Little Day Out - Ripley Town Centre	Sekisui House Australia / Knight Frank	Ripley Town Centre	K O'Keefe, A Byrne

COMMUNITY: MEDIUM (76 TO 149 STORES)

CAMPAIGN NAME	OWNER/MANAGER	CENTRE NAME	CAMPAIGN MANAGER/S
We Welcome Ukraine	Fawkner Property	The Square Mirrabooka	M Matta, G Steinepreis
Celebrity cookoff to support SecondBite	Perron Group / JLL	Belmont Forum Shopping Centre	J Elliott, C Kendall
Creating Kindness	Stockland	Stockland Burleigh Heads	C Clark, M Bampton, I Johns

COMMUNITY: LARGE (150 STORES OR MORE)

CAMPAIGN NAME	OWNER/MANAGER	CENTRE NAME	CAMPAIGN MANAGER/S
Jobs Fair	QIC, Pacific Group of Companies / QIC	Pacific Werribee	C Antony, S Meehan, S Rajjevic
Sending the Love	ACRT, ASCF / AMP Capital	Macquarie Centre	A Zubrycki, E Merlino
Friendship Ninja Zone - Friendology at Eastland	QIC	Eastland	J Murphy
NAIDOC Week 2021	Scentre Group, SPH REIT / Scentre Group	Westfield Marion	E Niven, R Tiller, H Penfold

COMMUNITY: MULTI (2 OR MORE CENTRES)

CAMPAIGN NAME	OWNER/MANAGER	CENTRE NAME	CAMPAIGN MANAGER/S
Good Food for Good - Two Good Co. Cookbook Two	Charter Hall	Multi	M Biddle, R Bacon
Uniquely Designed	Charter Hall	Multi	D Irving, H Kuhlmann, S Loudon, K Ward, R Hutchinson
Community Connect	ISPT / JLL	Multi	S Ferdousian

Awards Gala Dinner

Wednesday 19 October 2022
sccamarketingawards.com.au

COMPELLING EXPERIENCES: SMALL (75 STORES OR LESS)

CAMPAIGN NAME	OWNER/MANAGER	CENTRE NAME	CAMPAIGN MANAGER/S
Giftination	ISPT / JLL	Forrest Chase	B Macpherson
PrideFest Film Festival	Charter Hall	Raine Square	D Milsom, M Biddle
Empowered	Charter Hall	Raine Square	D Milsom

COMPELLING EXPERIENCES: MEDIUM (76 TO 149 STORES)

CAMPAIGN NAME	OWNER/MANAGER	CENTRE NAME	CAMPAIGN MANAGER/S
Student Shopping Night	Mirvac and Perron Group / Mirvac	Broadway Sydney	B Johnson, K Knorr
Stockland Wendouree Pet Search	Stockland	Stockland Wendouree	S Anderson, E Phillips, A Paul

COMPELLING EXPERIENCES: LARGE (150 STORES OR MORE)

CAMPAIGN NAME	OWNER/MANAGER	CENTRE NAME	CAMPAIGN MANAGER/S
Butterfly House	QIC	Grand Central Shopping Centre	J Thompson, S Kenealy, J Zhang
Light the Night	Private Investor / 151 Property, JLL	Top Ryde City	N Burgess, F Stewart
Seasons Meetings	The GPT Group	Melbourne Central	S Aiezza, G Houghs, R Portelli
Taste Local Festival 2022	QIC	Canberra Centre	E Daly, A Myott, J Williams
Welcome Back Melbourne	GPT Wholesale Shopping Centre Fund The GPT Group / The GPT Group	Highpoint	J Gartner, T Fulton, N Sawaya
Lakeside Wonderland	APPF, Future Fund / Lendlease	Lakeside Joondalup Shopping City	S Vigors, A Pellatt

COMPELLING EXPERIENCES: MULTI (2 OR MORE CENTRES)

CAMPAIGN NAME	OWNER/MANAGER	CENTRE NAME	CAMPAIGN MANAGER/S
Merry Christmas and A Half	Mirvac	Multi	N Addinall, Y Chrzescijanski
Every Bunny Loves Easter	QIC	Multi	H Howell, H Coote
Feel Good Hit	Mirvac, CapitaLand, Blackstone / Mirvac	Multi	J Lovell
CBD Grants	Scentre Group	Multi	B Mauro, M Froude, B Hatton, A Barker, J Ralph, B Stride, A Dennis, W Shields, B Moore, H Penfold
The Vault	Scentre Group, Dexus, APPF, QIC, IP Generation Holdings / Scentre Group	Multi	E McGrath, L Quigley, K Marshall

INNOVATION: SMALL (75 STORES OR LESS)

CAMPAIGN NAME	OWNER/MANAGER	CENTRE NAME	CAMPAIGN MANAGER/S
Taste Marina Pier Under The Lights	Makris Group / JLL	Marina Pier	A Coppock, A Mancini
Reclaim Your Lunch Break	Charter Hall	Raine Square	D Milsom, M Biddle

INNOVATION: LARGE (150 STORES OR MORE)

CAMPAIGN NAME	OWNER/MANAGER	CENTRE NAME	CAMPAIGN MANAGER/S
Coomera Courts	Scentre Group, QIC / Scentre Group	Westfield Coomera	M Froude, B Hatton, A McLarney
A Woodland Adventure	Perron Group / JLL	Cockburn Gateway	T Daniel, M Khan

INNOVATION: MULTI (2 OR MORE CENTRES)

CAMPAIGN NAME	OWNER/MANAGER	CENTRE NAME	CAMPAIGN MANAGER/S
The Westfield Personalisation Model	Scentre Group	Multi	V Clegg, A Siripongmongkol, C Zammit, A Deem, S Kalyanaraman
Westfield Marketing Hub	Scentre Group	Multi	A Webster, L Budnik, K Radovanovic
Westfield Wherever You Are	Scentre Group	Multi	E Petroska, A Copley, C Cassar, I Connelly, M Lok, A Moyle, N Khan, D Rivett, P Cottee
Autom8 Major Sales Dashboard	Charter Hall	Multi	E Craig
HQ	Ranfurlie Asset Management	Multi	L Charter

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RETAILER MARKETING: SMALL (75 STORES OR LESS)

CAMPAIGN NAME	OWNER/MANAGER	CENTRE NAME	CAMPAIGN MANAGER/S
Scan, Play, Win!	Charter Hall	Rosebud Plaza	H Kuhlmann
Taste Tour	Stockland	Stockland Gladstone	C Clark, M Bampton, I Johns, C Warburton
At Your Service	Charter Hall	Raine Square	D Milsom
140 Chomp	Cbus Property / CBRE	140 Perth	G Palandri, S Watson

RETAILER MARKETING: MEDIUM (76 TO 149 STORES)

CAMPAIGN NAME	OWNER/MANAGER	CENTRE NAME	CAMPAIGN MANAGER/S
\$40k Giveaway	Dexus Wholesale Property Fund / Dexus	Willows Shopping Centre	D Schifilliti, J Millican
Buy West Eat Best - Good Choice WA Live	Fawkner Property	The Square Mirrabooka	M Matta, G Steinepreis

RETAILER MARKETING: LARGE (150 STORES OR MORE)

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CX is key to your RX!	UniSuper / AMP Capital	Karrinyup Shopping Centre	M Daeffner, G Murphy, G O'Shea
Summer Beach Lockers	ACRT Fund / AMP Capital	Pacific Fair	E Wharton, B Chapman
Lego 90 Years of Play	The GPT Group	Melbourne Central	S Aiezza, G Houghs, R Portelli
Confetti Weekends	APPF, Future Fund / Lendlease	Lakeside Joondalup Shopping City	S Vigers, A Pellatt
Sneaker Life	Perron Group / JLL	Cockburn Gateway	T Daniel, M Khan

RETAILER MARKETING: MULTI (2 OR MORE CENTRES)

CAMPAIGN NAME	OWNER/MANAGER	CENTRE NAME	CAMPAIGN MANAGER/S
Our Style Our Way	QIC	Multi	K McGufficke, S Fanning, H Coote
We're Here For Here - Shop Local Campaign	Vicinity Centres	Multi	K Weiss, C Daluisio, S Howkins
The Fashion Locker	Stockland	Multi	C Finlayson, D Casagrande, J Luboski
Westfield Week of Offers	Scentre Group	Multi	A Copley, K Grose, N Khan

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