

# Sonae Sierra wins three prizes at the 2017 ICSC Solal Marketing Awards



Maia - Portugal, 29 June 2017

- The company is the winner of two silver awards and a special distinction in the area of Innovation

**Sonae Sierra** was a three-time winner at the 2017 ICSC Solal Marketing Awards: one silver award for the "Mall Activation Platform" project in the Business to Business (B2B) category, and two more for the "Consumer Knowledge Model" project, which also received a silver award in the Emerging Technology category, together with a special award for Innovation, the only project from the sector in Europe and South Africa distinguished in this area.

The Solal Marketing Awards, an initiative of the International Council of Shopping Centres, aim to distinguish and give visibility to best marketing sector practices in Europe and South Africa.

The "Mall Activation Platform" project, which received a silver award, is a B2B platform whose purpose is to more suitably and quickly manage business proposals from various brands to be included in the shopping centres managed by Sonae Sierra. The [www.mallactivation.com](http://www.mallactivation.com) online platform has a free access area for the brands with information on the shopping centres managed by Sonae Sierra, and the different options available to give visibility to their businesses: promotion (brand activation and events, street markets and exhibits), sales (temporary stands and shop spots), advertising (indoor TV, billboards, park advertising, etc), Flash Stores (Pop-up stores, Coop stores, Lab stores, Lounge stores) and others. The platform also has another very important feature, acting as a back-office tool allowing Sonae Sierra's sales teams to more effectively and efficiently manage proposals received from brands. In 2016, Sonae Sierra managed around 4,000 proposals through the platform, 64% of which were successfully closed, totalling around €3 million revenue.

The other two awards received by Sonae Sierra were for the "Consumer Knowledge Model" programme, which involves a platform created to address the challenges of big data. This intelligence tool collects information and processes data on consumers and their behaviour in digital channels.

This allows relationship strategies to be outlined to better serve end customers and to help improve shopping centre performance, thereby generating more value for the company's different stakeholders, particularly tenants and clients that are owners/investors of the assets.

**Manuela Calhau, Sonae Sierra Head of Marketing and Innovation for Europe and New Markets**, says "we are truly satisfied to receive these awards, which demonstrate the sector's recognition of Sonae Sierra's know-how and ability to innovate on several fronts. We are proud of these projects resulting from our recent years' focus on the digital area, which have given us a distinct position at the sector's forefront in both Portugal and all of Europe, as shown by this competition. But above all, what motivates Sonae Sierra's marketing team the most is knowing that we are doing the best in the industry to serve our customers." Manuela Calhau goes on to say that "the fact that we were distinguished among so many other high-quality projects gives us tremendous encouragement to keep innovating and surprising the market."

In this year's edition, the International Council of Shopping Centres (ICSC) received a total of 221 applications from 23 countries.

**THE END**

## About Sonae Sierra

Sonae Sierra ([www.sonaesierra.com](http://www.sonaesierra.com)) is the international company dedicated to develop and service vibrant retail-centred properties. The company operates from corporate offices in 12 countries providing services to clients in geographies as diverse as Portugal, Algeria, Brazil, Colombia, Germany, Greece, Italy, Morocco, Romania, Russia, Slovakia, Spain, Tunisia and Turkey. Sonae Sierra owns 46 shopping centres with a market value of about €7 billion euros, and manages and/or lets 75 Shopping Centres with a Gross Lettable Area of 2.3 million m<sup>2</sup> and about 9,100 tenants. At present, Sonae Sierra has 15 projects under development, including 7 for third parties, and 5 new projects in the pipeline.

Sonae Sierra currently works with more than 20 co-investors at asset level and manage four real estate funds for a large number of investors coming from across the world.