



Mall of Africa Media Release

23 November 2021

Mall of Africa Powers Ahead at SA's Top Shopping Centre Awards

Not only has it retained its Coolest Mall status in the 2021 Sunday Times Generation Next Awards for the fourth consecutive year, but Mall of Africa has also scooped a total of nine wins in categories across the board - one Gold, three Silver and six Bronze awards - at the annual South African Council of Shopping Centres (SACSC) Footprint Marketing Awards announced on 15 November 2021.

The mall won Gold in the Public Relations category for its partnership with South African Fashion Week, as the new home of the country's premier showcase of local fashion design and Silver respectively in various categories of the South African Council of Shopping Centres (SACSC) Foot Print Awards for campaigns including Sessions for Africa Day, Restaurant Stimulation Campaigns and The New Home of SA Fashion Week.

Bronze Awards included: The mall's Big BIG Festive campaign, Restaurant Stimulation Campaigns, and the Candy Rush campaign.

The partnership with South African Fashion Week earned its Gold and Silver Awards and reaffirms our commitment in supporting local african designers and fashion entrepreneurs in various segments of the fashion value chain and provides a platform for these entrepreneurs within our physical retail environment. Both accolades for South African Fashion Week contributed to a substantial increase in visitors to the mall as well as the increased number of stores visited with a substantial increase in publicity generated by the collaboration, says Michael Clampett, Asset and Property Management Executive at Attacq Limited.

The Silver and two Bronzes earned by the equally successful Restaurant Stimulation Campaigns, came on the back of the successful "Sessions on Town Square and the Northern Piazza" with top local performing artists aimed at stimulating the mall's restaurant and food category's trade severely challenged by liquor curfew restrictions. The popularity of the event coupled with the engaging digital marketing campaign saw tenant turnover increase with double digits over the respective periods bringing welcome relief to this hard-pressed sector.

The Candy Rush and Sessions for Africa Day campaigns earned their Bronzes by both representing exceptional examples of proactive and successful responses to remaining top of mind during the Covid-19 Lockdown levels using a blended toolbox of online gaming, social media communication and the pullof location-based top line entertainment.

The Footprint Marketing Awards serve as the industry's annual benchmark of exceptional creativity and innovation as well as financial success in the South African retail property environment.

"It is particularly gratifying to be recognised by one's peers because they understand the challenges and therefore also the true value of success, says Michael.



Mall of Africa's positioning as the premier destination for a world-class international and local shopping experience remains on track with its stellar assortment of tenants. This ranges from sought-after global brands such as the newly opened Ted Baker, Clicks Baby, Grade Africa and HiFi Corp to the best of local, such as the iconic South African designer MaXhosa and Era by DJ Zinhle. Equally key is the mall's exceptional mix which allows the consumer to combine pleasure, leisure, and utility all under one roof," he says.

"Mall of Africa has demonstrated its ability to deliver results for its tenants by anticipating the needs of our shoppers despite a very challenging eighteen months. We are truly delighted to have our efforts rewarded by our industry, says Johann Fourie, General Manager at Mall of Africa.

-Ends-

Issued by:

Estelle Cooper. Cooper Public Relations.

Tel: (011) 465 2372 or 082 557 4818 email: estelle@cooperpr.co.za

On behalf of:

Marie Schreuder, Marketing Manager, Mall of Africa

Tel: (010) 596-1470 or 083 254 6674 email: marie@mallofafrica.co.za