

Two Edmonton malls win marketing award

EDMONTONJOURNAL.COM SEPTEMBER 24, 2009



Fantasy hair entry by Elysium during Underground Style - Battle of the Salons held in the underground parkade of Edmonton's City Centre Mall on September 21, 2008.

Photograph by: Ryan Jackson, Edmonton Journal

EDMONTON — Two Edmonton malls have won marketing awards from the International Council of Shopping Centers.

Edmonton City Centre was honoured for its Underground Style promotion in September 2008.

“To reach their young urban audience, Edmonton City Centre created a fabulous hair styling competition, staged in their underground parking facility,” ICSC said in a news release.

More than 2,500 people paid to attend the event that featured the work of 100 stylists.

Kingsway Garden Mall won for its A Tint of Things to Come campaign. The goal was to assist in rebranding during a two-year renovation project without leaving customers “with visions of jackhammers, sawdust and rubble.

“The campaign used paint and paint-related icons to deliver a softer construction message to

consumers and used a communication program and renovation newsletter to merchants, allowing the centre to generate excitement throughout the two-year renovation project,” ICSC said.

The Maple Leaf Gold awards will be presented at the ICSC annual convention in Las Vegas in May 2010.

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