

**For Attention:       Marketing & Advertising Media**  
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### **Primedia Lifestyle earn Silver at European Solal Awards**

*Primedia Unlimited's Shopping Centre Marketing Consultancy Primedia Lifestyle, has won two Silver awards at the prestigious European Solal Marketing Awards held in Lisbon last week. The International Council for Shopping Centres' Solal Awards recognise best practice and outstanding, effective shopping centre marketing against European standards. In total seven Gold awards and 22 silver awards issued to the entrants.*

Since Primedia Lifestyle's inception in 1996, it has, through its innovative marketing campaigns, received numerous industry accolades which have solidified its position as the leader in shopping centre marketing. Lifestyle currently employs 107 marketers controlling annual marketing budgets to the tune of R100 million garnered from 53 malls across the country.

Claiming Solal Silvers were Lifestyle's campaigns for KZN Umlazi Mega City and Cape Town's Cavendish Square.

Cavendish Marketing Manager Madrie Verwey explains, "Our mandate for the Cavendish Square Celebrity campaign was to increase foot count for the fourth quarter and in turn, assist Cavendish Square retailers in boosting turnover over the same period. Local and international celebrity appearances from John Smit, Keri Hilson and the Parlotones, drew shoppers into the centres and subsequently delivered retailer turnover beyond targets.

Umlazi Mega City Marketing Manager at the time Sli Dumakude comments "Lifestyle's Sipethe Osaziwayo campaign for the Umlazi Shopping Centre substantially increased shopper foot count during the campaign weekend, and generated an increase in turnover versus the same period in 2008. The campaign centred on encouraging consumers to select Mega City as their chosen shopping destination and stand a chance of winning a family dinner served by their favourite celebrity, all expenses paid at a restaurant of their choice." According to Lifestyle the fact that celebrities actually served customers was key to the crowds descending on the centre over the campaign weekend.

Primedia Lifestyle's impressive strategy and campaign awards cabinet holds international accolades including four Maxi Awards from the ICSC in America, 16 Maxi nominations and nine ICSC European Solal nominations. Its local recognition

