

Two golden prizes for Posnania at ICSC Solal Marketing Awards

A flagship investment of Apsys in Poland, Posnania, won two gold Solal statuettes during the ICSC Solal Marketing Awards gala in Vienna. Two campaigns – the grand opening of Posnania and a brand awareness project – gained the jury’s highest recognition. ICSC Solal Marketing Awards is the most important competition in the retail industry.

“Those statuettes are the most important marketing awards in the retail sector. I am proud that the jury awarded two golden prizes to Posnania, and in two categories. All the more so there were many great campaigns being realised by shopping centres across Europe and South Africa. According to our motto – “Iconic places” – we try to create and implement innovative projects that go well beyond the established schemes and set the industry trends, so we are especially happy that our efforts are recognised and appreciated not only in Poland. I assure you, that we will not rest on our laurels – our future campaigns will be equally interesting and revelatory, but also goal-oriented. Posnania is a special place, a one-of-a-kind shopping centre, and we intend to promote it” – says Agnieszka Juskis, marketing director of Posnania.

The aim of the award-winning opening campaign was to build awareness of Posnania, as a new lifestyle place on the map of Poznan, among its potential customers. A wide-ranging and multi-faceted advertising campaign was based on an innovative creative concept and crowned with a four-day grand opening gala, graced by Polish and international celebrities and broadcast live from a specially arranged TV studio – Posnania Live. A special guest was a Hollywood star Eva Longoria, who made the official opening of the shopping centre. The campaign promoted Posnania as a lifestyle place, with innovative services redefining standards of shopping convenience and pleasure.

Posnania also won the main Solal prize in the category of brand awareness – for the IN POSNANIA project. This campaign aimed at challenging the existing perception standards of a commercial facility. In the ascetic space of the centre – being still in the construction stage – a dedicated photo shoot was made by Szymon Brodziak, a world-famous photographer from Poznan. A series of 19 black and white images, depicting graduates of the Poznan Ballet School against the background of unadorned interiors, could be admired during an outdoor exhibition organised in front of the Posnania building, and in a prestigious album released after the completion of the project.



Posnania is the latest flagship project of Apsys in Poland. The centre was opened in October 2016. At 100,000 sqm of modern retail area, there are 300 local and global brands including fashion, services, restaurants and cafes, a multiplex, a billiard club and a bowling alley, a fitness club with a swimming pool and playgrounds for children. Posnania distinguishes itself by offering a wide range of services, including “collect & try”, “hands free shopping” and “valet parking”, as well as special services dedicated to families, cyclists and drivers. In Posnania, the customer service (including the use of new technologies), multimedia, design, and architecture create a unique “customer experience”.

The ICSC Solal Marketing Awards are the most important and prestigious awards in the area of shopping centres marketing. The organiser of the competition is the International Council of Shopping Centers (ICSC). The competition aims at selecting the best and the most effective marketing campaigns realised by shopping centres in Europe and South Africa.

Contact for the media: Joanna Stankiewicz, Effective Public Relations, tel. (022) 822 07 52, 605 106 740, e-mail: JStankiewicz@effectivepr.pl

ABOUT APSYS

Apsys is one of the leading operators of the shopping centres industry in Poland and France. The company, founded in 1996, acts as an investor, developer, letting agent, project manager and property manager. It develops innovative, “tailor-made” projects which take into account the DNA of a place, its social context and natural environment. The company’s largest investments include Manufaktura in Lodz and Posnania in Poznan – opened in October 2016 as the largest shopping & lifestyle centre in the Wielkopolska region (with 100,000 sqm of GLA). Apsys Polska currently manages approx. 950,000 sqm of GLA in 23 shopping centres, located in 16 largest cities. The company and its projects have been several times awarded by PRCH, ICSC and EuropaProperty in the fields of development, management and marketing.

More information: www.apsysgroup.pl