



UCSC MRKTING AWARDS

ENTRY GUIDE



UKRAINIAN
COUNCIL OF SHOPPING
CENTERS



The only one professional association in Ukraine fully integrated into the European professional community.

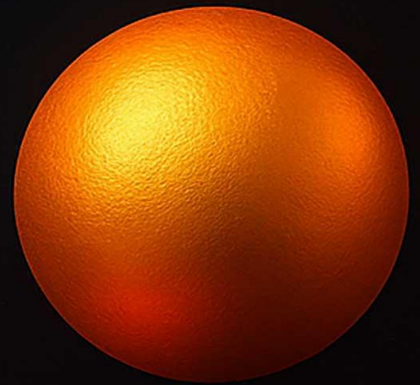
We unite over 100 shopping centers nationwide.

Our members include shopping center owners, developers, investors and investment funds, retailers, tenants, service providers, real estate consultants, property and asset management companies, and other industry stakeholders.

ucsc.org.ua



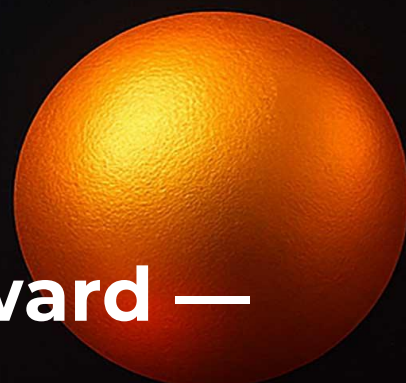
UCSC MRKTNG AWARDS — is the first and only professional award in Ukraine established for marketers, developers, and management companies operating in the retail and entertainment real estate sector.



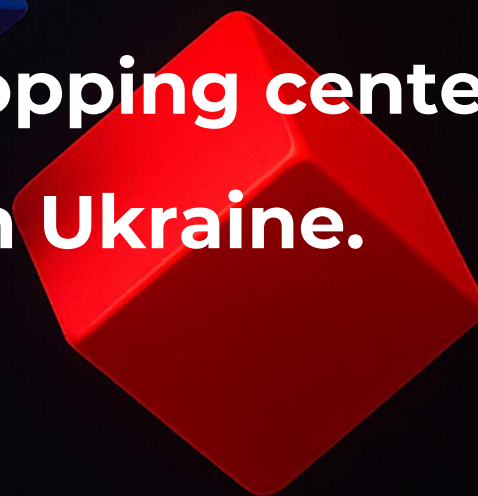


The award aims to recognize the most successful marketing strategies that:

- enhance shopping center brand awareness,
- drive footfall and sales,
- implement social initiatives,
- apply creative approaches and digital tools.



**It is more than just an award —
it's a professional event shaping
the future of shopping center
marketing in Ukraine.**

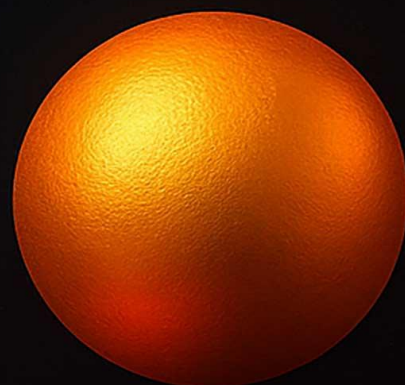




KEY DATES



Eligible Campaigns:	01.03.2022 – 30.05.2025
Submission Period:	01.07.2025 – 14.09.2025
Processing:	15.09.2025 – 30.09.2025
Evaluation:	01.10.2025 – 31.10.2025

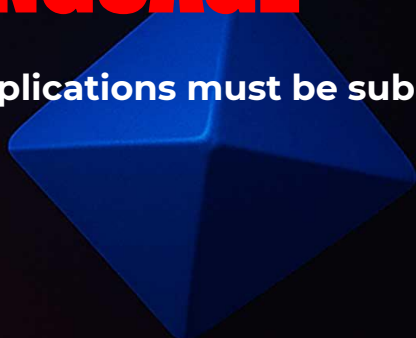


WHO CAN ENTER?

The awards are open to all shopping centres

LANGUAGE

All applications must be submitted in English with costs shown in Euros.





CATEGORIES

- **Corporate Social Responsibility**

Best campaign focused on social impact initiatives

- **Tactical Activation**

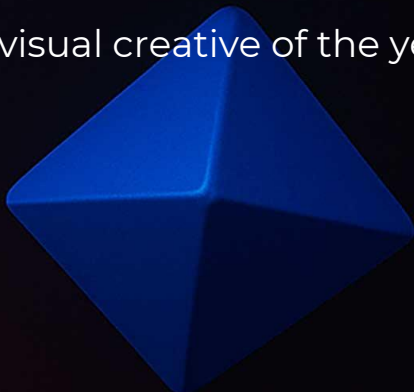
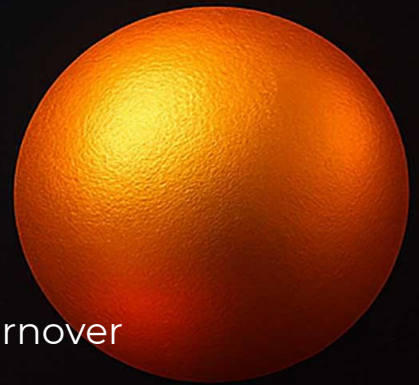
Best campaign driving footfall and increasing retail turnover

- **Best Social Media Campaign**

Best campaign executed across social media platforms

- **Creative of the Year**

Best visual creative of the year





EVALUATION

The **UCSC MRKTING AWARDS** follows a clear and transparent evaluation system that ensures objectivity and professionalism:

INDEPENDENCE

All decisions are made exclusively by the appointed jury members, without any influence from organizers or participants.

Every aspect of the submission and evaluation process is strictly overseen by the reputable consulting firm

EXPERT JURY

An independent panel of leading industry professionals with no affiliation to the retail real estate sector in Ukraine, including invited experts from other countries.

MULTILEVEL EVALUATION

Each submission goes through several rounds of assessment.

If necessary, materials may be reviewed or reclassified.

FAIRNESS

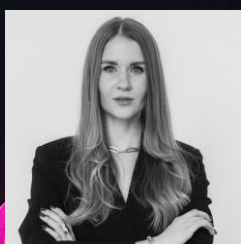
The size of the shopping center or campaign budget does not affect the evaluation — only the idea, execution, and impact matter.

KEY CRITERIA

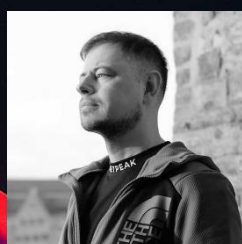
- Alignment with goals and strategy
- Creativity and innovation
- Achieved results
- Budget efficiency and ROI

UCSC MRKTING AWARDS

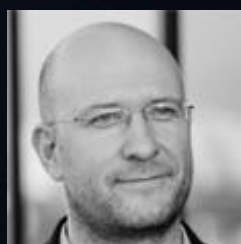
JURY



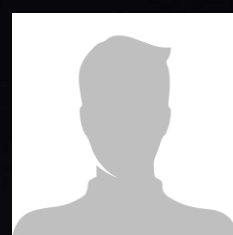
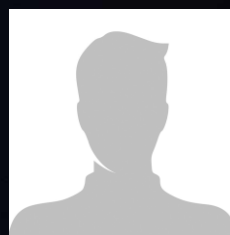
Valeriia Lavska
CMO
Promodo
Ukraine



Andriy Chumachenko
Founder
Netpeak & BASE
Ukraine



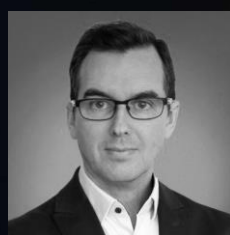
Sergiy Slupsky
Founder
Slupsky Event Management
Ukraine



Anita Stampfl
Owner
Anista & Partners
Austria



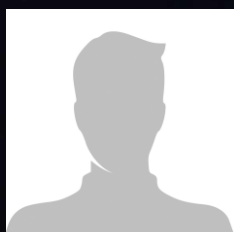
Bram Hulsbosch
Sales Director
MK Illumination
Austria



Frederic Rouleau
Managing Director
Multi
France & CEE



Ana Isabel Moita
Head of Marketing
Sonae Sierra
Portugal



Name
Position
Nepi-Rockcastle
Country



Alan Thornton
Managing Director
AL Marketing & SOLAL
UK



Agnieszka Tomczak-Tuzinska
Marketing Director
Apsys
Poland



Chris Igwe
President
Chris Igwe International
France



HOW TO ENTER?

YOUR ENTRY MUST BE SUBMITTED ONLINE

Visit [link with application form](#) and follow the registration instructions.

WHAT TO INCLUDE IN YOUR ENTRY

It's recommended to draft all entry materials in advance using Word and Excel files.

Once finalized, you can easily copy the content into the online submission form.

Be sure to keep an eye on word count limits to ensure compliance.

DESCRIPTION OF ENTRY

The **Entry Description** serves as a concise overview of your project, providing judges with essential context. If your submission wins, this summary will also be used to present your entry during the awards ceremony.

SUMMARY

Consider the Entry Summary as a concise marketing roadmap for your project. It should cover four essential components:

- Goals
- Action
- Results
- Budget

Whenever possible, use bullet points instead of long paragraphs to ensure clarity and easy reading.

GOALS (UP TO 10 POINTS)

Project Rationale & Strategic Alignment

- What inspired this initiative?

Explain the core motivation or challenge that led to the development of the project. What gap, opportunity, or business need did it aim to address?

- Why was this approach chosen?

Describe the reasoning behind your specific solution or concept. What made this idea the best fit for the situation?

- Support with data and insights:

Include any relevant research, customer feedback, market analysis, or performance data that supports your approach and reinforces its necessity.

- Project overview and strategic fit:

Summarize the key facts — timing, scale, target audience, channels, etc. — and clearly show how the project aligns with your broader marketing goals and brand strategy.

The judges are looking for well-grounded ideas backed by evidence, with a strong connection between concept and execution.

ACTION (UP TO 10 POINTS)

- How was the project executed?

Describe the step-by-step process used to bring the idea to life — from planning to rollout. Highlight key phases and milestones.

- What actions were taken to achieve the objectives?

Detail the specific tactics, campaigns, or activities implemented to meet the set goals. Focus on what was done, not just what was planned.

- What resources were involved?

Outline the team structure, budget, tools, technologies, or partnerships that supported the project's success.

- What made the implementation stand out?

Emphasize any innovative methods, challenges overcome, or standout features in your approach that distinguish this project from others.



HOW TO ENTER?



INNOVATION (UP TO 10 POINTS)

What made your project genuinely innovative?

Describe how your idea introduced something fresh — whether through concept, execution, or impact. What differentiated it from conventional approaches?

What challenges did you face and how did you overcome them?

Explain the hurdles encountered during the project — logistical, creative, or strategic — and how your team successfully navigated them.

Why does your project raise the bar for the industry?

Demonstrate how your work breaks new ground and establishes a new benchmark for creativity, effectiveness, or influence in your field.

Judges are seeking projects that push boundaries, redefine norms, and inspire the industry to think bigger.

RESULTS (UP TO 10 POINTS)

What measurable impact did your project deliver?

Present both qualitative insights and hard data that reflect how well you met your SMART objectives.

Demonstrate effectiveness through results:

Highlight key performance indicators, growth metrics, or audience feedback that clearly show the project's success.

Connect spend to outcome:

Illustrate the relationship between your investment and the value generated. Was the budget used efficiently to achieve strong results?

Show the Return on Investment (ROI):

Provide a euro-for-euro comparison that quantifies how your marketing efforts translated into tangible business value.

BUDGET (UP TO 10 POINTS)

Tell us a short story about budget using.

Was the investment justified?

Assess whether the funds allocated to the project were used wisely and strategically.

Was the budget efficient in meeting objectives?

Demonstrate how the allocated resources delivered strong outcomes without unnecessary overspend.

Did the team show creativity in managing costs?

Highlight any innovative or resourceful budgeting approaches that maintained high quality and impact despite financial constraints.

Present your project's cost as a percentage of your total annual marketing budget.

Be sure to include all creative costs, agency fees, and retainers in your financial summary.

PRESENTATION

A digital file of up to 25 pages may be submitted to provide additional context and support for your entry. This document can include any relevant materials that help illustrate the scope and impact of your project — such as media coverage summaries, advertising examples, brochures, event photos, press releases, and other promotional assets that reinforce your case.

AUDIO & VIDEO

Each entry may include one audio file and one video file only.

These should showcase elements related to either the advertising or publicity aspects of your project.

All examples must be compiled into a single audio or video file, with a maximum duration of **4 minutes**.

You are permitted to submit edited and narrated footage featuring real events, publicity efforts, or advertising activities, provided the total length does not exceed four minutes.

Please remember: this edited clip will count as your one and only eligible video file for the entry.

Please note: judges will only review the first 4 minutes of each submitted file, so ensure your most compelling content appears early.

TIPS

1. CHOOSE THE RIGHT CATEGORY

Select the category that best aligns with your project. Since some categories may have overlapping criteria, review the definitions thoroughly before submitting.

You may enter the same project in multiple categories, but each submission must be tailored to match the specific goals and judging criteria of that category.

2. COMPLETE STORY

Your entry should follow a clear narrative structure — with a defined beginning, middle, and end.

Keep in mind that judges may not be familiar with your context, so clearly explain the challenge or opportunity, what actions were taken, the resources and budget involved, and the outcomes achieved. A well-told story brings your project to life and helps highlight its impact.

3. KEEP IT CLEAR AND CONCISE

Present your entry in a well-organized and focused manner. Use short, direct sentences and bullet points to communicate key information effectively. Stick to what matters most and ensure every detail supports your overall message.

4. BE SMART

Ensure all elements of your entry follow the SMART principle — they should be **Specific**, **Measurable**, **Achievable**, **Relevant**, and include a clear **Time frame**. This approach strengthens your case and shows the judges that your project was goal-driven and results-oriented.

5. BE HONEST

Demonstrate how your project delivered strong value for money and a solid Return on Investment (ROI), but avoid overstating results — judges will recognize inflated claims. If certain elements didn't go as planned or led to insights for future improvement, include them. Honesty reflects credibility and a thoughtful, realistic approach.

6. FOR WHAT?

Clarify why the concept behind your entry was strong and why its execution succeeded. What made this idea the right choice over other options? Show how it aligned with your broader strategy, addressed your business objectives, and fulfilled the original brief.

Highlight whether the goals were met — and if your project sets a new benchmark for the industry.

7. FEEL THE POWER OF SUPPORTING MATERIALS

Strengthen your entry with compelling evidence that proves how your objectives were met.

Include visuals such as images, videos, or event photos, along with testimonials and market research findings. These materials add credibility and bring your story to life for the judges.

8. GIVE YOUR ENTRY THE TIME IT DESERVES

Strong submissions are never rushed. Plan ahead and allow ample time to draft, review, and refine your entry. A well-prepared and thoughtfully edited submission stands out to the judges.

9. EVALUATE YOUR ENTRY CRITICALLY

Be honest with yourself — are you submitting because the project truly stands out, or just because you feel you should? Ask the tough questions: Is it innovative? Is it compelling? Would it impress you if you were on the judging panel?

10. GET AN OUTSIDER'S PERSPECTIVE

Have someone who isn't involved in your project review your entry. If it's clear and convincing to someone unfamiliar with your shopping centre or campaign details, chances are it's strong enough to impress the judges too.



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GOOD LUCK!