

Liberty Two Degrees malls scoop 44 Footprint Awards including overall Spectrum Award

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Exceeding its phenomenal 32 awards including 5 gold in 2020, and 12 wins in 2019, L2D wins 44 Footprint Marketing Awards across its portfolio in 2021



Michael Wilson (Group Marketing Head- Excellerate Brand Management) Darren Katz (MD- Excellerate Brand Management) & Heloise Mgcina (Marketing & Communications Executive- Liberty Two Degrees)

The co-owned malls of Liberty Two Degrees (L2D), a precinct focused, retail-centered real-estate investment trust, marketed by Excellerate Brand Management, have scooped an impressive 44 wins at the 2021 Footprint Marketing Awards. Additionally, the group was awarded the coveted Spectrum Award for its #CreateTomorrow community relations campaign that was implemented across Eastgate, Liberty Midlands Mall, Liberty Promenade, Nelson Mandela Square and Sandton City.

Hosted by the South African Council of Shopping Centres (SACSC), the awards recognise excellence in shopping-centre marketing, innovation and creativity, as well as economic success within the South African property industry. The award ceremony, attended by industry players, stakeholders and media, took place today [15 November 2021], recognising initiatives that had been completed between 1 January 2020 and 31 May 2021.

In total, L2D malls won nine Gold Footprint Marketing Awards, also taking home 12 Silver and 22 Bronze awards across various categories respectively for its portfolio. L2D is known for its operational excellence and for leading innovation in a way that sets trends, catering for savvy consumers, which enable the company's malls to dominate their precincts. While the pandemic challenged the retail sector, L2D demonstrated its nimble adaptability and agile creativity, a reflection of the group's retail marketing prowess.



Eastgate

Amelia Beattie, chief executive of L2D comments, “Our malls are uniquely positioned in that they are highly experiential, immaculately maintained and supported by captivating, creative marketing. We pride ourselves on ongoing innovation that seeks to set new standards, add new layers of consumer experiences and attract the most sought-after tenants in the world”.

“We remain committed to strategic implementation of initiatives that are rest on our building blocks of Smart Spaces, which aims to create smart environments that integrate technology to enhance the customer and retailer experience as a strategic growth area; Good Spaces that are positioned to lead the retail industry in an environmentally sustainable manner; Interactive Spaces that provide an interchange of ideas and experiences within the malls; and Safe Spaces which aims to ensure our mall environments deliver the highest standard of safety and security for tenants and shoppers. We are thrilled at winning these awards as they confirm the thought leadership in our company, and recognize the exceptional work done by people who deliver their best” she added.



Nelson Mandela Square

Heloise Mgcina, marketing executive at L2D comments, “We are pleased that the excellent work across the L2D portfolio has been acknowledged by the Footprint Marketing Awards which are highly regarded. This also demonstrates that our marketing initiatives, which are implemented through Excellerate Brand Management, have made a significant impact in the

communities in which they operate, and that we continue to lead the way in the retail sector.”

The malls which are positioned as centres of excellence in their respective communities, are co-owned by L2D and Liberty Group Limited (Liberty) with the exception of Sandton City, which is co-owned by Pareto Limited.



Sandton City

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