

**Entry:** City Centre Sharjah’s “Let your shopping take you on a holiday”

**Category:** NOI Enhancement – Marketing/Sponsorship

**Description:** Programmes and initiatives intended to generate revenue that directly enhances the net operating income (NOI) of a shopping centre or company. These may include sponsorships, alliances, advertising sales, or other supplemental or non-traditional revenue sources. It may include creative or innovative leasing and/or specialty leasing programmes, including targeted tenant retention efforts. This category may also include unique examples of operational efficiencies or other cost saving measures that resulted in expense reduction and/or increased revenue for the shopping centre owner. Of particular note, while NOI enhancement is the goal, successful programmes in this category will demonstrate an innovative approach that is executed within brand standards including ownership quality expectations and overall strategic decision making.

**Title:** Giving flight to shoppers’ dreams

<b>Video</b>	<b>Super</b>	<b>Audio</b>
<b>Shots of UAE skylines</b>		The United Arab Emirates is ranked in the top 25 best countries in the world.
<b>Shots of families at airports</b>		The high standard of living and high spending capacity of its residents sees them go on regular short global tourism jaunts.
<b>Shots of City Centre Sharjah</b>  <b>Smiling faces at the City Centre Sharjah</b>	Air Arabia – the national carrier of Sharjah.	City Centre Sharjah, the largest and leading shopping destination in the Emirate of Sharjah, discovered that 95% of our shoppers’ preferred airlines was Air Arabia for their holiday jaunts.
<b>Various shots of the mall under renovation and development.</b> <b>Shots of crowds in the mall.</b> <b>Shots of Air Arabia office at the mall.</b>		To increase our NOI for our expansion and development plans, we decided to leverage this immense potential offered by our shared customer base with Air Arabia.
<b>Shots of agreement signing between City Centre Sharjah and Air Arabia.</b>		To attain this objective, we struck a pioneering partnership with Air Arabia – a first in the history of the shopping

		mall industry in the Northern Emirates.
		This culminated in:
<b>Graphic of the Campaign artwork</b>	Let your shopping take you on a holiday" (April 14 to May 14 2017)	City Centre Sharjah and Air Arabia's "Let your shopping take you on a holiday" campaign in between April 14 and May 14.
<b>Shots of participating playing the VR game.</b>		To attract visitors and engage our shoppers for this campaign, a spine-tingling virtual reality game was created which "flew" visitors across the globe on a hand glider high above some of the world's most iconic landmarks.
<b>Shots of the game screens</b>		Players had to compete to collect popular retailer logos, travel bags and other objects, within a specific time frame.
<b>Shots / graphic of vouchers</b>		Captivating prizes including attractive vouchers from participating retailers in the mall were up for grabs!
<b>Shots of indoor collateral where the offer is spelt out</b>		And that was not just it. After giving our shoppers a thrilling virtual experience, we topped it by giving them an opportunity to win real air tickets to destinations of their choice!
<b>Various shots of the retail outlets in the mall.</b>		Shoppers had to spend just AED 200 at any of the participating retail outlets at the Centre.
<b>Shots of indoor collateral where the offer is spelt out.</b>		This entitled them to enter a draw to win one of the two airline tickets offered daily.
<b>Shots of draw taking place and winners.</b>		Two lucky winners were selected every day – a total of 62 winners!

<b>Shot of Air Arabia route map labelled with the different locations.</b>		Each winner could travel to one of Air Arabia's 101 destinations across the Middle East, North Africa, Asia and Europe.
<b>Shot of smiling faces at the mall</b>		City Centre Sharjah led the effort to turn a good partnership with Air Arabia into a revenue generating relationship through:
<b>Shot of VR game screen with Air Arabia branding.</b>		Integrating Air Arabia into the unique virtual reality game branding with their logo insertion.
<b>Shots of Air Arabia hostesses at the game stand.</b>		The airline provided Air Arabia official hostesses to add glamour and support at the game area and for a photo opportunity with the winners.
<b>Shots of the collateral containing co-branding of CCS and AA.</b>		Co-branding in all the Centre's indoor, outdoor and electronic promotional collateral.
<b>Shot of AA FB page with CCS video.</b>		Presence of the City Centre Sharjah at Air Arabia Facebook page, benefitting from over 882,000 fans.
<b>Shots of winners with air tickets in their hands.</b>		<b>City Centre Sharjah and Air Arabia sponsoring 31 tickets each as prizes.</b>
<b>Shots of crowds at the VR game stands or shots of crowds in the mall.</b>	Unique shoppers increased by 31%	All this resulted in a 31% increase in unique shoppers base.
	ROI increased by 46% !	A 46% increase in ROI
<b>Shots of shoppers in the various retail outlets.</b>	+27% in men's fashion, +11% in Sports & Leisure, +4% in Jewelry, +8% in perfume and cosmetics +13% in electronics	Sales at participating outlets also saw a spectacular increase.
	Projected NOI = 2.05 Achieved NOI = 3!	NOI achieved was 3 over a projected figure of 2.05!
		Thus City Centre Sharjah gave flight to our shoppers' dreams and lived up to our vision of 'creating great moments

		for everyone, everyday,' while exceeding our NOI projections!
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