



For Immediate Release

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Pareto Limited Triumphs with 20 Wins at SACSC Footprint Marketing Awards 2024

Pareto Limited is delighted to announce its exceptional performance at the 2024 SACSC Footprint Marketing Awards, achieving an impressive 20 awards across its shopping centres. These accolades underscore Pareto's commitment to innovation, excellence, and meaningful community engagement within the retail sector.

Menlyn Park Shopping Centre: 8 Gold Awards

Campaign: Gift of Time

- Advertising
- Digital Marketing
- Public Relations
- Sales Promotions and Events

Campaign: Rooms on View

- Retailer Productivity
- Sales Promotions and Events
- Visual Merchandising

Campaign: Lego Brickfair

- Public Relations

Tyger Valley Centre: 1 Gold Award

Campaign: Escape into Santa's Grotto

- Sales Promotions and Events

Sandton City: 7 Gold Awards

Campaign: Chocolate Café, Speckled Edition

- Retailer Productivity
- Sales Promotions and Events

Campaign: Lessons in Love

- Digital Marketing

Campaign: Momo's Magical Adventure

- Centre Productivity
- Sales Promotions and Events

Campaign: Sandton City 50th Birthday

- Centre Productivity



Silver Awards – Recognising Excellence, Pareto’s centres earned 3 Silver Awards, highlighting their creative and strategic campaigns:

Sandton City:

Campaign: Future Icons by AI

- Advertising
- Marketing
- Public Relations
- Digital Marketing

Bronze Awards – Celebrating Innovation, Pareto earned 1 Bronze Award, demonstrating its dedication to enhancing the shopping experience:

The Pavilion Shopping Centre:

Campaign: The Pavilion Rooftop Expansion

- Grand Opening, Expansion, and/or Renovation

Menlyn Park Shopping Centre shone with the Gift of Time campaign, winning across multiple categories, including advertising, digital marketing, and public relations. Rooms on View further cemented its success with awards in visual merchandising and retailer productivity.

Tyger Valley Centre, with its enchanting Escape into Santa’s Grotto, captivated judges and audiences alike, earning Gold for Sales Promotions and Events.

The Pavilion Shopping Centre, a key contributor to Pareto’s success, was recognised with a Bronze Award for its innovative Rooftop Expansion.

These awards are a testament to creativity, teamwork, and strategic vision that fuel Pareto’s ongoing success. We take immense pride in the exceptional work demonstrated by Menlyn Park, Tyger Valley, The Pavilion, and all our shopping centers. Each of these properties continues to redefine the retail experience in South Africa, setting new standards of excellence and community engagement.

ABOUT PARETO:

Pareto is one of South Africa's leading retail investment funds, boasting an iconic portfolio of regional and super-regional shopping centres, as well as mixed-use developments, across the country. The company focuses on investing in prime, iconic retail properties, including both wholly owned and co-owned assets with like-minded investors, situated in key metropolitan areas. Some of Pareto’s prominent properties include Menlyn Park Shopping Centre, Sandton City, Cresta Shopping Centre, Pavilion Shopping Centre, Tyger Valley Shopping Centre, Mimososa, Southgate, and Westgate Shopping Centre. These assets play a central role in shaping the country's retail landscape.



Issued by Pareto Limited:

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