



GLOBAL AWARDS VISUAL VICTORIES

COMPETITION RULES

Application Deadline: Friday, February 23, 2024



ICSC's Visual Victories Awards Program is a visual merchandising competition specifically created for RMU, kiosk and temporary in-line retailers as well as media campaigns, sponsorships, and promotional pop-ups. The annual competition recognizes the outstanding work done by exceptional visual merchandisers, retailers, specialty leasing agents, and advertisers.

Award Categories

- **Best RMU Merchandising Display**
 - RMU is mall owned and on wheels
 - Must be selling tangible products or services
- **Best Overall Kiosk Design**
 - Kiosk is not mall owned and set-up square footage can differ
- **Most Creative Common Area Promotion or Activation**
 - Promoting a product or service
 - This is a non-transactional static display showcasing the featured brand only
 - RMU is mall owned and on wheels
 - Kiosk is not mall owned and set-up square footage can differ
- **Most Creative In-Line Pop-Up or In-Line Temporary Store Design**
 - In-Line Pop-Up Store is defined by an executed license agreement that is **90 days or less**
 - In-Line Temporary Store is defined by an executed license agreement that is **91 days to 18 months**
- **Most Inspirational In-Line Pop-Up or In-Line Temporary Store Window Display**
 - Window display must be created by the submitting temporary retailer, and not as a promotional window
 - Permanent retailer window displays or mall marketing displays not eligible
 - In-Line Pop-Up Store is defined by an executed license agreement that is **90 days or less**
 - In-Line Temporary Store is defined by an executed license agreement that is **91 days to 18 months**
- **Most Improved Retailer**
 - Describe in detail what was done to improve your retail unit
 - Can be an RMU, kiosk, or In-Line Temporary Store
 - RMU is mall owned and on wheels
 - Kiosk is not mall owned and set-up square footage can differ
 - In-Line Temporary Store is defined by an executed license agreement that is **91 days to 18 months**
- **NEW! Most Creative Media/Sponsorship Campaign**
 - Most creative media placement (digital or static) or sponsorship campaign
 - Can include creative short- or long-term signage placement, or layered amenity or event sponsorship integration

Award Classifications

- National Brand

Commonly known brand found within a typical retail environment located across multiple markets & regions of a country.

- Regional Brand

Multi-city brand within an established region(s) of a country with 3 or more locations.

- Local Brand

Operator that has 1-2 stores within the same center or different centers locally within the same state. Typically start up or less established operator.

Eligibility and Application Requirements

Review this information thoroughly before visiting https://icsc.secure-platform.com/a/page/global_awards/visual_victories to upload your application(s). If you have any questions, email awards@ICSC.com.

Who Should Enter?

Specialty retailers worldwide are eligible and may enter more than one category. Specialty leasing managers, visual merchandisers and consultants are also encouraged to submit applications on behalf of specialty retailers.

Eligibility

- The retail unit must be operating under a lease or license agreement with a term of 18 months or fewer.
- The retail unit must have been open between January 2023 and January 2024.
- Note ICSC's definitions below:
 - Kiosk is not mall owned and set-up square footage can differ
 - RMU is mall owned and on wheels
 - In-Line Pop-Up Store is defined by an executed license agreement that is **90 days or less**
 - In-Line Temporary Store is defined by an executed license agreement that is **91 days to 18 months**
- Elements from an application that have previously won an award in the Visual Victories Awards Program are not eligible. Ineligible materials from the application will not be considered by the Visual Victories judges.

Judging Criteria

ICSC officials will make all eligibility rulings. Both reserve the right to re-classify, re-categorize, or disqualify applications, as well as remove any ineligible materials. All decisions are final.

A panel of industry leaders will judge the applications and select the winners. The decisions of the judges are final.

The judges will look for designs that:

- Tell a story or underscore a specific theme
- Focus on best-selling products/product lines
- Use color, texture, signage, props, product groupings and/or lighting to grab a customer's attention

How to Submit an Application

All applications in the 2024 Visual Victories Awards program must be submitted online at https://icsc.secure-platform.com/a/page/global_awards/visual_victories

You may enter as many categories as you wish but you must submit a separate application for each category you enter. Supporting materials should be uploaded in the appropriate sections where indicated.

Your application must be submitted online according to a specific format, as outlined herein. Please read this information in its entirety before you begin your application preparation so you can resolve any questions in advance.

You will need to upload various files throughout your application. You are responsible for making sure that the file(s) you are uploading are viewable, playable in the format defined, or downloadable after the upload is complete.

Submitting an application is simple and convenient, as the website allows the option to set up an account and manage all the applications you submit. *This is different from your ICSC Member login credentials.*

Get Started

- Go to https://icsc.secure-platform.com/a/page/global_awards/visual_victories.
- Register for a user name and password or login using your existing login credentials. *This is different from your ICSC Member login credentials.*
- Before starting an application, make sure to have the following information on hand:

- Retailer Information

- Name of Retailer's Cart, Kiosk, or Store
- Retailer
- Address
- Phone Number

- Retail Location

- Mall/Retailer's Venue
- Address

Application Fee

Member: \$75 U.S. Dollars

Non-Member: \$100 U.S. Dollars

Fees must be received by **Friday, February 23, 2024** to be accepted for judging. Payment must be remitted by credit card only.

Acceptable Language

All responses to the questionnaire must be written in English. All reference to costs must be in U.S. dollars.

Contact Information

After registering or logging in, the Contact Information Page will appear. The person listed under Contact Information must be the person representing the award and will be the person contacted should the application be chosen as a winner.

Summary Tab

The following question highlights those points that explain why your retail unit is worthy of an award. Your responses will serve as the basis of the judges' evaluation of your project and should be concise while including details of your project that make it special.

What makes your visual merchandising creative and unique?

Images Tab

You are required to submit a minimum of five professional quality, well-lighted digital color photos. Types of images required are specified below:

- **Best RMU Merchandising Display:** long shots showing the unit from roof to floor and closer shots of the main merchandise display space.
- **Best Overall Kiosk Design:** photos showing a different side of the kiosk.
- **Most Creative Common Area Promotion or Activation:** long shots showing the unit from roof to floor and closer shots of the main promotional display space.
- **Most Creative In-Line Pop-Up or In-Line Temporary Store Design:** two to five exterior shots showing the façade, sign and windows; five to seven different interior shots including the front of the space, back and side walls, and cash wrap/point of sale.
- **Most Inspirational In-Line Pop-Up or In-Line Temporary Store Window Display:** close and long shots of window display.
- **Most Improved Retailer:** "Before" and "After" photos. Photos must represent the same retailer in the same type of unit (i.e. new display on same unit or new display on new unit provided by mall management; new display on same kiosk or on new retailer-designed kiosk).
- **Most Creative Media/Sponsorship Campaign:** long shots showing the campaign elements roof to floor as well as close up shots of each specific campaign element.

Photo File Formats

Accepted image file formats include: High Resolution: jpg, jpeg, png, gif.

Make a Payment

You do not have to pay before you start your application. Payment must be received by **Friday, February 23, 2024**. applications will not be accepted for judging if payment is not received.

Add to Cart

Once you complete your application, add it to the cart. This will bring you to the Review and Checklist section where you can pay, edit, change, or print your application.

Application Deadline

All applications must be submitted by **Friday, February 23, 2024**.

Publication

Your application grants ICSC the right to publish any information contained in the application in any form, including but not limited to news releases, galleries, advertising, books, periodicals and other publications. Copyrighted photographs, slides, videos, maps, or drawings must be accompanied by a release from the copyright holder, in addition to any preferred credit acknowledgements.

Contact Information

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