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Press Release

Marketing of Apsys Polska shopping centres awarded on the European market

This year's edition of the SOLAL Awards, organised by the European Council of Shopping Centres, returned after a two-year pandemic break and awarded Apsys Poland a total of 5 times!

This is the best result among all Polish entries.

The SOLAL Awards have a long tradition as the only pan-European competition that recognises the best marketing campaigns in the shopping centre market. Among this year's winning projects are many examples of campaigns and events that took place or were initiated during the most difficult months of the pandemic, in response to the needs and expectations of local communities.

- Good and effective marketing strategies need to respond to both the trends and challenges experienced by consumers to meet their current needs, as well as to attract shoppers and support sales. Shopping centres play an increasingly important role in creating and animating social spaces and building shared values. As public buildings, they are an element that binds the local community together and creates responsible attitudes. Conscious shoppers expect sustainable, committed brands. What is important is sincerity and consistency at the level of actions and communication, but also the use of modern and personalised means of communication, so that in the flood of information the consumer can clearly hear a voice with which he or she can identify, says Agnieszka Tomczak-Tuzińska, Marketing Director of Apsys Polska.

Apsys Polska received awards in three categories for five of its completed projects, including three awards for Manufaktura in Łódź and one each for Posnania and Galeria Katowicka.

The first SOLAL Gold Trophy was awarded to Manufaktura in the Grand Opening/Refurbishment category for the campaign accompanying the modernisation process of the centre. Following the slogan 'It goes beyond all expectations', Manufaktura Łódź prepared a multi-faceted campaign using unconventional means of expression, such as postcards in double vision for a 3D effect, with key information about the project and future works, and a telescope with a visual projection and hidden message on the façade of the centre, reflecting the unique character of the transformation. Famous Polish stand-up artists were also invited to collaborate on this campaign, encouraging people to visit Manufaktura in a tongue-in-cheek and playful way.

Another gold went to Apsys in the Strategic Marketing category for the production of the opera "Man from Manufaktura". This is the world's first open-air opera about a city and its unique heritage, staged in cooperation with the Grand Theatre in Łódź.

The Silver SOLAL in the same category - Strategic Marketing - went to Posnania for its #Fortheloveofthefuture campaign. Implementing global trends and responding to customer needs, Posnania ran a multi-faceted campaign that provided an umbrella for ongoing activities from several areas and focused on promoting 4 aspects of sustainability.

Two silver awards in the Public Relations category also went to centres managed by Apsys Polska. The first was for the PR campaign 'Beboki in Galeria Katowicka'. - The jury appreciated the use of characters from Silesian legends and their potential for Galeria Katowicka. The idea behind the campaign was to engage the media, the city and the region to promote a positive image of the centre as a venue for the city's cultural and creative heritage, and to change the media narrative which, in the reality of the pandemic, focused on commercial buildings only in the context of places of potential epidemic risk. The second SOLAL Silver Award in this category was again awarded to Manufaktura for its multi-faceted PR campaign promoting the opera "Man from Manufaktura". The première has been two years in the making, with an unconventional, high-intensity PR campaign and CSR activities to creatively maintain interest in the upcoming event.

From its inception, Apsys has been a company with the vision and ambition to deliver unique projects and create exceptional places, both in terms of investment and subsequent management. The award-winning campaigns are in line with Apsys' strategic objective - to create exceptional places that make life better for everyone.

APSYS is one of the leading commercial property operators in Poland and France. The company is active in the retail property sector, mixed-use projects, residential investments and office space management. The company was established in 1996 and acts as an investor, developer, leasing agent, project manager and property manager.

All projects are based on the idea of 'making cities vibe' - enlivening urban spaces, creating unique experiences and promoting sustainable urban development.

Apsys Polska combines professionalism with respect for tradition, the history of a place, its surroundings and social and environmental responsibility. Apsys Polska creates innovative, tailor-made projects in harmony with the city and the needs of its inhabitants, taking into account the characteristics of the place, its social context and the natural environment.

With many years of experience and expertise, all activities are tailored to the needs of the client, regardless of the size and location of each property.

The company's largest investments include Manufaktura in Łódź and Posnania in Poznań. APSYS Polska currently manages over 1,000,000 sqm of GLA in 23 retail properties located in 18 of the country's largest cities, as well as the Arkada Business Park office building in Bydgoszcz and the React office complex in the centre of Łódź. Apsys also operates a residential development - Solea Mieszkania przy Wyścigach in the Mokotów district of Warsaw.