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Maras Group wins UK awards

Groundbreaking campaign for Adelaide's Rundle Street acknowledged

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1 Apr 2014

MICHAEL SWEET

Maras Group, one of South Australia's leading property development companies, has won a set of prestigious international gongs.

The company picked up three awards this month for their ongoing tenant marketing programs and their commitment to corporate social responsibility at the recent Best Business Excellence Awards in the UK.

The awards - in the categories 'Diversified Services' and 'Marketing & PR' - related to their outstanding efforts and initiatives in the marketing and promotion of their tenants in the Rundle Street East district in Adelaide.

Commenting on the award, Chairman of Judges Mr Andrew Areoff said that the group - founded by SA property legend Theo Maras - proved that "landlords spend money on their tenants" and that the Greek Australian owned company "embarked on a ground-breaking advertising and marketing campaign to encourage people back to 'bricks and mortar' shopping".

"To support tenants, the campaign promoted top-tier fashion shops in the east end side of this popular shopping area of Adelaide. All retailers, including cafés and bars, reported an increase in business and it greatly cemented the landlord/tenant relationship. This is a unique initiative that deserves recognition," said Mr Areoff.

The Best Marketing award in the Marketing and PR category was in recognition of Maras Group's commitment to event-based programs designed to increase awareness, boost sales and strengthen the Rundle Street East brand.

Maras Group also took out the award for Best Corporate Social Responsibility (Diversified Services category) for their continuing dedication to the community and humanitarian causes.

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