

Maras Group wins international gongs

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Maras Group wins international gongs for tenant marketing & corporate social responsibility.

Maras Group has just picked up three prestigious global awards for their ongoing and successful tenant marketing programs and for their commitment to corporate social responsibility at the recent Best Business Excellence Awards in the UK.

They were presented with two Best Marketing awards, in the 'Diversified Services' category and the 'Marketing & PR' category.

The first related to their outstanding efforts and initiatives in the marketing and promotion, using a variety of mediums, of their tenants in the Rundle Street East district.

Commenting on the award, Mr Andrew Areoff, the Chairman of Judges, said, "Proving that landlords do spend money on their tenants, commercial property company Maras Group 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."

The Best Marketing award in the Marketing & PR category was in recognition of the group's commitment to various 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.

Commenting on the award, Mr Areoff said: "Father and son duo Theo and Steve Maras, are a formidable pair when it comes to giving to the community. They follow every letter of the company's policy to give abundantly to improve the well-being of others with incredible commitment, energy and drive. The list of social areas they are involved in is simply endless."

Other award winners included Ramsden International, Monotise and Royal Bank of Scotland, XLN Telecom, UK Power Networks, Hyundai, British Gas, Chess Telecom, Treze Technology, Tiro Associates, Sepura, Environmental Mobile Control (EMC), Drink Me Chai, Turk Telecom, Lycatel, Finansbank, Brunel University, Weber Shandwick, Barclays Personal Investment Management, Morgan Hunt, Accsys Technologies and FLR Spectron.

The Best Business Awards are one of the UK's highest profile awards programs. The Awards attract a wide range of entries from across all sectors from large, international publicly listed companies and public sector organisations, to dynamic and innovative SME's.

To find out more, please visit www.bestbusinessawards.co.uk