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Rundle Street East scoops awards

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The Rundle Street East brand has won three significant international accolades at the recent 2014 Global Business Excellence Awards in the UK.

Local retail property investment group and Mainstreet innovators, the Maras Group, who developed and manage the Rundle Street East brand, proudly collected awards for Outstanding Marketing Campaign, Outstanding Public Relations Campaign and Outstanding Event.

These awards relate to several successful events and marketing and public relations initiatives undertaken by Maras Group in 2013 including a series of individual VIP designer fashion shows, collective street events and an intensive promotional campaign supporting all of Maras Group's tenant businesses in the East End District.

Commenting on Maras Group's win in the Outstanding Marketing Campaign category, Andrew Areoff, the Chairman of the judges, said, "Maras Group has taken a forward thinking move to support its tenants with a marketing campaign that has breathed new life into Adelaide's fashion centre in Rundle Street East.

"While it is unusual for a landlord to provide marketing support for its tenants, Maras took the decision to run the campaign for goodwill and to get people to further support bricks and mortar shopping. The outcome of the campaign is higher spending and footfall in the shopping area, and negligible attrition for tenants. A well thought out and innovative campaign that has produced winners in all directions."

In addition, in winning the Outstanding Public Relations Campaign Award for the Live Mannequin Friday initiative, Andrew said, "The Maras Group literally brought fashion shop windows alive in a pre-Christmas PR event that did much to counter the trend to online retail. The unannounced event, in which shop window mannequins in Adelaide's East End began mingling with customers, captured the imagination of shoppers, fashion bloggers and writers alike, creating a unique experience. Simple, yet highly effective, the campaign brought the fun back to shopping and is a most worthy winner."

Maras Group Managing Director and CEO, Steve Maras, was also took out the Outstanding Executive Award for his role in championing the Rundle Street East prized initiatives and for his tireless advocacy work for the Mainstreet industry. Steve said the awards further reinforce all the hard work and effort that othe group continues to pour into the East End of Adelaide to make it one of the best mixed-use City districts in the country.

"It is also extremely satisfying to work with such a fantastic stable of committed and cooperative tenants," he said.

The 2014 Winners Circle included Westminster City Council, Virgin Pulse, Aberdeen Asset Management, Weston College and Inclusion Me. Previous winners of these prestigious business excellence awards include Finansbank, Thomas Cook Group, Ramsden International, Royal Bank of Scotland, Bupa International, Hamilton Bradshaw, Bank of Maldives, XLN Telecom, e-Cycle and many others.

The Global Business Excellence Awards are an independent awards program based in the United Kingdom and marketed and administered by Awards Intelligence, the UK's largest convener of business awards and support services, news and information to progressive organisations and accomplished individuals.

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