



WHITE LION WALK

Guildford Town Centre Surprises Guaranteed



Guildford Shopping Centre is a finalist in prestigious European marketing awards

White Lion Walk Shopping Centre in Guildford is delighted to announce that it was shortlisted as a finalist in the 2013 ICIS Solal Marketing Awards for its "Scratch Back" campaign.

Up against 17 other applicants in the sales promotion category, White Lion Walk was one of only three British shopping centres shortlisted following a campaign they ran seven months ago.

In November 2012, White Lion Walk ran a scratch card promotion where customers who made a purchase of £10 or more received a branded scratch card, with prizes ranging from cookies and hot drinks to vouchers and gifts from within the centre. To support this campaign the shopping centre also launched a colouring competition through the Surrey Advertiser.

The ICSC Solal Awards brings together the very best of retail marketing across Europe and South Africa to reward those with the most effective campaigns. Recognising best practice and outstanding marketing performance, the Solal Awards are seen as a benchmark of quality throughout the industry.

Steve Cotney, Centre Manager at White Lion Walk Shopping Centre, commented: "We were honoured as one of only 5 UK shopping Centres to be shortlisted for one of the esteemed Solal Awards as it recognises all the hard work everybody invested."

White Lion Walk Shopping Centre

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