ICSC GLOBAL AWARDS MAXI

COMPETITION RULES

DEADLINE
February 7, 2027

Click Here to Apply

The MAXI Awards are the premier recognition of excellence, innovation and creativity, highlighting the retail real estate industry's most innovative events, programs and technologies that add value to marketplaces and companies internationally.

ELIGIBILITY AND APPLICATION REQUIREMENTS

Review the information thoroughly to ensure your application is eligible and that you understand the requirements.

WHO CAN ENTER

The MAXI Awards program is, first and foremost, a recognition program for marketplaces and companies internationally. Applications must be submitted by the marketplace/shopping center, including management companies, owners & developers, and not by an agency, consulting firm or other support companies.

HOW TO SUBMIT AN APPLICATION

All applications in the 2027 MAXI Awards Competition must be submitted online at **https://icsc.secure-platform.com/a/page/global_awards/maxi**. Each application must include a fully completed application form along with a detailed Marketing Summary. Supporting materials should be uploaded in the appropriate sections where indicated.

MULTIPLE APPLICATIONS/PREVIOUS SUBMISSIONS

Multiple applications of the same initiative/program are not permitted. Please submit your application to the category where it is best suited. Initiatives that have previously won an award are no longer eligible to be reentered.

DEADLINE

All applications must be submitted for judging by **February 7, 2027** at midnight Eastern Time.

APPLICATION FEES

Member Fee: **$325 U.S. dollars**
Non-Member Fee: **$425 U.S. dollars**
Fees must be received by **Sunday, February 7, 2027**, to be accepted for judging.
Payment must be remitted by credit card only.

ACCEPTABLE LANGUAGE

All responses to the questionnaire must be written in English.
All reference to costs must be in U.S. dollars.

ELIGIBILITY

The majority of your program must have been implemented between June 1, 2025 to January 31, 2027. If your program is ongoing or extends beyond the eligibility period, you may only include the elements used during the eligibility period. Applications must be submitted by the marketplace/shopping center and not by an agency, consulting firm or other support companies. Elements from an application that have previously won an award in an ICSC Awards Programs are not eligible. Ineligible materials from the application will not be considered by the MAXI judges.

RULINGS

The MAXI judges and ICSC officials will make all eligibility rulings. Both reserve the right to reclassify, recategorize or disqualify applications, as well as delete any ineligible materials. All decisions are final.

MAXI PUBLICATION

MAXI Gold and MAXI Silver Award-winning applications will be featured on ICSC's Global Awards gallery website and in an ICSC Commerce + Communities Today (C+CT) story that will be distributed via the C+CT newsletter and ICSC social media channels. Your application constitutes permission for ICSC to reproduce, copy, publish and display the application materials in any format it deems appropriate. Please evaluate your application for publication appropriateness, making sure you are comfortable with the contents relative to any confidential or proprietary information. All financial information on the application will remain confidential.

RESOURCES

For additional help or questions, email us at **awards@ICSC.com**.

AWARD CATEGORIES AND CLASSIFICATIONS

CATEGORY	CLARIFYING QUESTION
B2B A campaign, event, or initiative designed to impact B2B marketing efforts brand awareness, leasing activity, or company goals where the primary audience is other businesses (retailers, brokers, investors) or internal stakeholders, not the shopping public.	Is the primary audience of this initiative other businesses or internal stakeholders, rather than consumers/shoppers?
BRANDED ACTIVATION (NEW) An initiative built around a third-party licensed brand, character, franchise, or brand-partner collaboration, where the marketplace's core role is to host, adapt, or amplify IP and creative concepts owned by the partner rather than originated in-house.	Was the core creative concept, character, or IP behind this initiative owned and originated by a third-party brand or licensor not created by your own marketing team?
COMMUNITY A relevant, authentic initiative designed to positively impact a marketplace's community and inspire change, where the primary intent is altruistic and any business benefit is secondary.	Is the primary goal of this initiative to benefit the community or public good, with business impact as a secondary outcome?
EXPERIENTIAL A physical, on-site initiative designed to enhance the in-person customer experience and drive foot traffic. An activation, event, or environment that shoppers encounter and engage with in-person at the marketplace. The creative concept must be developed primarily by the marketplace or its agency, not licensed from a third-party brand. Advertising and marketing elements may be included to show how the event was promoted, but the on-site initiative should be the heart of the entry.	Is this initiative primarily a physical, on-site activation designed to enhance customer experience and drive foot traffic rather than a campaign built to run across multiple channels?
INTEGRATED A 360° marketing initiative that strategically combines three or more distinct, coordinated touchpoints (e.g., paid media, PR, digital, on-site activation, retailer programs) to amplify one unified campaign message.	Does this initiative combine three or more distinct, coordinated touchpoints working together toward one unified campaign message?
LAUNCH An initiative designed specifically to launch a new marketplace, expansion, redevelopment, or anchor/retailer. The purpose of the marketing initiative is to support the launch.	Is this initiative specifically tied to a marketplace opening, expansion, redevelopment, or new-anchor announcement something that wouldn't exist without that launch?
REVENUE A marketing-led, income-generating campaign with a dedicated SMART revenue goal (sponsorships, pop-ups, media sales, specialty leasing collaborations). Entries centered on the physical merchandising or visual display of a space belong in the **Visual Victories Awards**, and not the MAXI Awards.	Is this entry primarily a marketing campaign built around a SMART revenue goal not a physical merchandising, kiosk, or visual display execution?

SUBCATEGORIES

1. **Single Marketplace -** Recognition of a single marketplace.
2. **Joint Marketplace/Joint Company -** A marketing initiative for two or more shopping centers or companies. May also include a multi-marketplace initiative that involves multiple center owners or management companies.
3. **Company -** Exclusively for entries that were created for a company initiative for two or more shopping centers owned or managed by that company.

CLASSIFICATIONS

1. Marketing Budget Under $200,000
2. Marketing Budget Between $200,000 - $500,000
3. Marketing Budget Between $500,001 - $1,000,000
4. Marketing Budget Over $1,000,000

JUDGING PROCEDURE

The ICSC MAXI Awards judges and ICSC officials will review and judge all applications to confirm eligibility and ensure they meet a minimum standard for judging. The committee may reclassify or recategorize applications and delete elements that do not meet application requirements. Applications that differ substantially from the category guidelines detailed herein will be disqualified without prior notice to the applicant. The MAXI judges, a group of leading international industry experts, will review eligible submissions and score them confidentially. Judges will not review applications from their own companies or any application that might constitute a conflict of interest. Judges review each application according to specific criteria and award points accordingly.

SCORING CRITERIA

- Applications are first screened to ensure all documentation and information is attached and completed before they are assigned to the jury for scoring.
- Each application will be viewed and scored by five independent judges on a scale of 1 to 40, at which point MAXI finalists are determined.
- Guided by the Chair and Vice Chair, final scores are reviewed before communicating MAXI finalists, Gold and Silver winners. There may be more than one Gold and Silver winner in each category.
- The MAXI "Best of the Best" will be awarded to the top scoring Gold winner.

HOW TO ENTER

Your application must be submitted online according to a specific format, as outlined herein. Please read this information carefully before you begin your application preparation so you can resolve any questions in advance.

FILE UPLOADS

You will need to upload various files throughout your application. You are responsible for making sure that the file(s) you are uploading are viewable, playable or loadable after the upload is complete. Submitting an application is simple and convenient. The ICSC MAXI Award website allows you to set up an account and manage all the applications you will be submitting.

- Register for a User Name and Password – You only need to register once and will use your User Name and Password to log on in the future. *This is different from your ICSC Member login credentials.*

PAYMENT

You do not have to pay before you start your application. Payment must be received by **Sunday, February 7, 2027**. Applications will not be accepted for judging if payment is not received.

ADD TO CART

Once you complete your application, add it to the cart. This will bring you to the Review and Checklist section where you can edit, change or print your application.

DEADLINE

Sunday, February 7, 2027

OWNER/MANAGEMENT COMPANY AUTHORIZATION

All applications must have the electronic authorization of the owner/management company to authorize the submission of the application and agree to abide by all rules of the ICSC MAXI Awards Program. Additionally, a duly authorized individual will certify that there are no persons or organizations responsible for creating or collaborating on the submitted application other than those listed in the professional recognition section of this form and grants ICSC rights to publish any information contained in the application in any form including but not limited to news releases, advertising, books, periodicals, galleries and other publications. An email confirmation will be sent to the Applicant and Owner Representative/Managing Agent to confirm this authorization.

DESCRIPTION OF PROGRAM/INITIATIVE

The Description of Program/Initiative is used to compose a commentary about the finalist and winning applications **(a maximum of 700 characters with spaces)**. The Description of Program/Initiative will be available for viewing by the judges.

MARKETING SUMMARY

The Marketing Summary sells your initiative to the judges and includes four sections **(a maximum of 2,100 characters for each section, including spaces)**. The Marketing Summary is to be written using bullet points only, to simplify the application and judging process.

1. Situation and Objectives

This fundamental area addresses the appropriate use of research, formulation of overall marketing rationale, the ability to realistically achieve stated objectives, and address a marketplace's challenges and opportunities.

Ask yourself:

- What were the challenges or opportunities that inspired you to create and implement the submitted initiative or program?
- What were your initiative's key objective(s)? Where possible, please ensure that you provide SMART objectives for your initiative (Specific, Measurable, Attainable, Relevant and Timely).
- Please do not include key property facts that have been included in the Marketplace Information section (e.g. location, GLA, number of stores, anchors, sales, etc.).

Judges will ask questions like these when assigning a score:

- Does the application directly respond to the marketplace's situation with a clear problem or opportunity identified and realistically addressed?
- Was the situation based on strategic insights and facts, rather than opinions?
- Do the objectives appear capable of addressing the situation?

2. Action

This area measures the degree to which the program supported its original goal and the level of competence and proficiency demonstrated in the execution.

Ask yourself:

- What did you do? Provide a description of your initiative's execution and tactics.
- Who was your initiative targeted to?
- What media mix or communication tactics did you use to strategically support your initiative?

Judges will ask questions like these when assigning a score:

- Did the solution and actions taken maximize the opportunity to succeed and improve the situation/objectives?
- Was a target audience defined? Was the communication, media mix or strategy enlisted effective in reaching and engaging this audience?
- Did the actions exhibit creativity and innovation?
- Was a high level of competence and professionalism exhibited in the execution?
- Were materials and documentation appropriate for achieving the desired results?

3. Results

Award winning ideas need to have achieved substantial results and impact to be recognized. Results should be quantitative and where possible, include benchmarks to provide context and the significance of the achievement. Please cite actual numbers, percentage increase achieved and time period. Due to space constraints, please do not restate your objectives. Please list your results numerically to align to your stated objectives. Your results should reflect the integrity intended in the ethics statement on your Applicant Form.

Your application's results should highlight the key impact that your initiative accomplished:

1. Sales – Post sales gains as percentages, defined as either comparable sales or total sales, and include the period of measurement (where possible, show actual numbers on which percentages are based).
2. Traffic – Obtained from digital/electronic traffic counting systems, iBeacons.
3. Digital Media – Website visits, growth of social following, e-blast subscribers/open rates, total impressions, engagement, cost/click.
4. Advertising – Total paid media impressions achieved as part of the initiative.
5. PR – Provide actual impressions and number of hits of PR achieved by media (broadcast, online, print).
6. Cost Saving/Sponsorship – Detail sponsorship sources, in-kind donations, and cost savings in dollars.
7. ROI – The dollar-for-dollar return that is achieved from your efforts and the resources invested. Providing return on investment (ROI) data is suggested for all applications where applicable. Please indicate what is included in your ROI calculation (e.g., sources of financial gain and total cost). See page 9 for ROI calculation explanation.
8. Any Other Notable Results – industry first, retailer participation/feedback, etc.

Judges will ask questions like these when assigning a score:

- Did the results align and were results provided for each of the outlined SMART objectives?
- Did the results provide tangible measurements and evaluate true impact?
- Were the results credible and justified with quantifiable data?
- Was the marketplace/company positively impacted by this initiative and were the owner's and retailers' interests well-served? Were sales and traffic impacted? Was ROI delivered?
- Is this application/program or initiative worthy of emulation by the rest of the industry?

4. Budget and Cost Benefit Note (confidential)

Budget evaluation is essential to proper allocation of resources within the overall marketing plan. Cost-effectiveness evaluates the appropriateness with which marketplace or company funds were spent.

Please include the total amount of dollars spent and generated as a result of your initiative/program. Your application will not be reviewed if the Budget and Cost Benefit section is not complete. Please note that you are no longer required to provide a one-page detailed PDF. Instead, you will need to include the following financial information (outlined below) when uploading your application.

- Total Expenses – Provide a total of your initiative's total expenses, including primary and secondary expenses. This total should include all production costs, media, creative fees, agency retainers, labor costs, fees, services, and incidentals.
- Percent of Marketing Budget – You must show your total expenses as a percentage of your total annual marketing budget.
- Cost per Marketplace – For joint campaigns, indicate costs for each participating marketplace.
- Total Cost Savings and Donated/In-Kind – Please tally the value of donated and in-kind materials and include it in the cost saving total.
- Cost Effectiveness – Applicants may include up to 1,000 characters (spaces included) to explain special cost saving measures.
- Total Revenue, Sponsorship and Other Income – If your initiative generated revenue, please provide a total. Please note that your revenue should not be subtracted from your total expenses.
- ROI% – Return on Investment (ROI) is an important metric of award-winning marketing initiatives and must be included in your application with the exception of the Community category where ROI is optional. See page 9 for calculation explanation. If your ROI is not favorable you will be given the opportunity to explain your ROI in a long text response so the judges can get an understanding of why/how your project was successful regardless of the ROI percentage.

Judges will ask the following questions when assigning a score:

- Did the amount spent appear to be a wise use of funds and an appropriate percentage of a marketplace's/company's total budget?
- Did the achieved results merit the expense? Was creativity and resourcefulness shown in growing the initiative's budget? For example, was there creative funding, sponsors, or cost savings?
- If the application/program or initiative generated revenue, was this maximized through the initiative presented?
- Did the applicant provide a realistic ROI?

ROI

The dollar-for-dollar return that is achieved from your programs and initiatives. ROI is the practice of attributing profit and revenue growth to the impact of marketing initiatives. By calculating return on marketing investment, organizations can measure the degree to which marketing efforts either holistically, or on a campaign-basis, contribute to revenue growth. **Providing return on investment (ROI) data is required for all applications, except for the Community category where it is optional.**

ROI % – Return on Investment (ROI) ROI is calculated in the following way

$$\left[\frac{\text{Financial Gain from the Initiative} - \text{Cost of the Initiative}}{\text{Cost of the Initiative}}\right] \times 100$$

What to include for "financial gain + savings" from initiative

Total all cost savings such as all revenue generation from sponsorship, sales, or any other income generation PLUS all in-kind, donation and any unpaid media that directly resulted from the initiative, etc.…

If using sales, use documented sales directly related to the promotion or activation — not the total center sales. If you need to estimate related sales, use the sales lift or incremental sales during the same period, and specifically focus on retail categories associated with the promotion.

What to include with "cost of the initiative"

Total all expenses directly associated with the initiative: production, media/social media fees, creative fees, labor, services, and incidentals (the same number used for total expenses in the application).

Example calculation

Total cost of initiative = **$25,125**

Total savings & financial gains = **$73,350**

- Step One: **$73,350** - **$25,125** = **$48,225**
- Step Two: **$48,225** ÷ **$25,125** = **1.919**
- Step Three: **1.919** x 100 = **191.9%** or round up to **192%**

The total ROI of this initiative = 192%

IMAGES FOR THE AWARD PRESENTATION

Upload up to 12 images related to your application.

- These images will be viewed by the judges. If your application is awarded a Gold or Silver MAXI Award, then some of the images will be used during the awards presentation, on the ICSC Global Awards gallery website, ICSC Commerce + Communities Today, or on ICSC social channels. Images should include various photos of the program's implementation and support materials.
- Copyrighted photographs must be accompanied by a release from the copyright holder, in addition to any preferred credit acknowledgments.
- All files must be high resolution (minimum 1 MB) and feature a **single** image (no photo collages).
- Accepted image file formats: JPG, JPEG, PNG, GIF

DOCUMENTATION

Include one digital file (PDF or Word document) with up to 15 pages of information related to your application that documents your actions, provides proof of execution (samples of ads, creative, event photos, PR clips/screen captures) from the eligibility period, media blocking chart, total PR coverage generated and digital media metrics. The last page should summarize the application's key results.

ONLINE

This section allows you to add up to five links, if they are pertinent to your application, for judges to view. Links should go directly to the relevant page(s). Do not link your marketplace's website (or other websites) unless it specifically contains elements that are pertinent to your application. If your application is a web-based program, you are encouraged to screen capture relevant materials and include in your Documentation PDF.

NOTE: Please test the hyperlinks. These links will be used for judging. Please do not upload videos to web links. Only one video is allowed and should be uploaded in the audio and video section.

AUDIO AND VIDEO

Marketplaces are not eligible to submit narrated summary videos of their program entry. Any videos that don't adhere to the rules will be removed prior to judging. You may only upload three audio and three video files to support your application. Your audio or video should relate to the following: the advertising, social media, event and/or PR from your application. Each file is limited to a maximum of three minutes. Judges will view or listen only to the first three minutes of each file.

- Audio formats: .MP3, .WAV, .WMA, .AVI, .AIFF
- Video formats: .3GP, .AAC, .AVI, .FLV, .MP4, .MPEG-2, .WMV

CONTACT INFORMATION

Email: awards@ICSC.com