



**GLOBAL AWARDS
VISUAL
VICTORIES**

COMPETITION RULES



DEADLINE
February 7, 2027

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ICSC's Visual Victories Awards Program is a visual merchandising competition specifically created for RMU, kiosk and temporary in-line retailers as well as media campaigns, sponsorships, and promotional pop-ups. The annual competition recognizes the outstanding work done by exceptional visual merchandisers, retailers, specialty leasing agents, and advertisers.

Award Categories

For Shopping Center Term Definitions [click here](#).

CATEGORY	CLARIFYING QUESTION
BEST AUTOMATED RETAIL INTEGRATION Recognizes a transactional, interactive, non-staffed vending operation. The visual submission should show the full automated retail experience, including the front and rear when applicable and any graphics or surrounding visual elements that connect the unit to its space.	Is this a non-staffed, interactive vending operation that completes transactions and whose visual integration with the shopping center environment is the subject of the entry?
BEST OVERALL KIOSK/RMU DESIGN (Tenant-Owned Unit) Recognizes the strongest overall visual design of a kiosk or RMU. Its set-up square footage may vary. The entry should demonstrate how the unit's architecture, merchandising, signage, materials, lighting, and customer-facing presentation work together as a complete specialty retail environment.	Is this a third party owned kiosk/RMU whose overall physical and visual design - not just a single display element - is the main subject of the entry?
BEST OVERALL KIOSK/RMU DISPLAY (Shopping Center-Owned Unit) Recognizes the most effective merchandising presentation on a shopping center owned kiosk or RMU. The entry must be selling tangible products or services. The emphasis is on how merchandise, fixtures, signage, props, grouping, color, texture, and lighting create an attention-getting selling display.	Is this a shopping center-owned, kiosk/RMU selling third party products or services, with the merchandising display itself as the primary focus?
BEST REMODEL Recognizes a meaningful visual and/or physical improvement to an existing RMU, kiosk, or In-Line Temporary Store. The applicant must explain what changed and provide before-and-after images. The comparison must represent the same retailer in the same type of unit, including a replacement unit of the same type where allowed by the rules.	Can you clearly show a before-and-after transformation for the same retailer in the same unit type and explain what was improved?
MOST CREATIVE COMMON AREA BRAND ACTIVATION Recognizes creative placement of a common-area brand activation promoting a third-party product or service, evaluated on the design, build, and placement of the activation as well as shopper-facing execution of the space - not the marketing strategy or accompanying results. Entries centered around the marketing strategy/results of the activation belong in the MAXI Awards , and not the Visual Victories Awards.	Is this an interactive common-area activation promoting a third party product or service in an experiential manner focused more on branding and awareness than onsite sales transactions?
MOST CREATIVE IN-LINE POP-UP STORE DESIGN Recognizes creative design of a transactional In-Line Pop-Up Store operating under an executed license agreement of 90 days or less. The entry should focus on the temporary store environment and the visual choices that make the short-term retail concept distinctive and shopper-ready.	Is this a transactional in-line store operating under an executed license of 90 days or less, with the store design as the focus?

MOST CREATIVE IN-LINE TEMPORARY STORE DESIGN Recognizes creative design of a transactional In-Line Temporary Store operating under an executed license agreement of 91 days to 12 months or 13 months to 2 years. The focus is the visual design and merchandising of the temporary in-line retail environment.	Is this a transactional in-line store operating under an executed license of 91 days through 24 months, with the temporary store design as the focus?
MOST CREATIVE MEDIA CAMPAIGN INTEGRATION Recognizes the most creative third party paid signage and media placement within the shopping center environment. Eligible executions can include digital and/or static media and creative short- or long-term signage placement. This is signage only with no layered integrations.	Is this a signage-only campaign that goes beyond basic placement of paid, third party media within a shopping center environment? Is the campaign messaging tailored to signage locations or placed on unique surfaces, etc?
MOST CREATIVE PROMOTIONAL DISPLAY Recognizes creative common-area display execution promoting a third party product or service. The qualifying execution generates income from a third party brand for placement of a non-transactional static display showcasing their brand(s).	Is this a non-transactional common-area display promoting a third party product or service in exchange for a placement or license fee from a third party?
MOST CREATIVE SPONSORSHIP INTEGRATION Recognizes the most creative sponsorship campaign within the shopping center environment. Eligible executions must have layered sponsorship integrations tied to an amenity, event, or similar. Sponsorships can include digital or static media, creative short- or long-term signage placement but go beyond signage placement.	Is this a multi-layered, paid, third party sponsorship integration with the shopping center via amenities, events, or other assets? Are there more than 3 deliberate and creative marketing touchpoints ie. branding, experiential, PR, etc.

Award Classifications

NATIONAL BRAND

Multi-city brand found within multiple markets and regions of a country or countries.

REGIONAL BRAND

Multi-city brand within a region of a country with a presence in 3 or more stores.

LOCAL BRAND

Brand with a presence in 1-2 stores within the same center or different centers within the same state; typically a startup or less established brand.

Shopping Center Term Definitions

Common Area Brand Activation	A temporary, non-permanent branded use of shopping center common area designed to engage shoppers through an interactive, experiential, demonstrative, or participatory element. It supports a third party-owned product or service, but the activation itself is not primarily a retail store.
Common Area Promotional Display	A non-transactional, third party-owned and branded display in a shopping center common area that promotes a third-party product, service, launch, or brand message. Its primary purpose is visibility and communication rather than direct sales from the display itself.
In-Line Pop Up Store	A transactional retail store operating from an in-line shop space under an executed temporary license agreement longer than 90 days and no more than 24 months, including terms of 91 days to 12 months or 13 months to 2 years.
In-Line Temporary Store	A transactional retail store operating from an in-line shop space under an executed temporary license agreement longer than 90 days and no more than 24 months, including terms of 91 days to 12 months or 13 months to 2 years.
Kiosk	A self-contained retail unit located in a shopping center common area. It may vary in footprint and configuration, and is used as a transactional point of sale or service by a third party brand.
Media Campaign	A third party paid, shopping center-coordinated use of shopping center advertising inventory – digital or static – to communicate a brand or campaign message. It may include short- or long-term signage placements across one or more center media assets.
RMU	A Retail Merchandising Unit positioned in the common area, often temporary in nature and mobile/on wheels. It may vary in footprint and size. It is used by a specialty retailer to sell tangible products or services.
Sponsorship Campaign	A third party paid, shopping center-coordinated campaign in which a sponsor is integrated into a shopping center amenity, event, program, and media environment. The sponsorship may use digital or static advertising inventory but must include additional branded touchpoints and layered integrations to create visible association with the center experience.
Third Party	An external company, brand, agency, vendor, licensor, sponsor, retailer, or other organization that is separate from the shopping center owner, management company, or center marketing team and that provides, owns, funds, licenses, operates, or develops part or all of an initiative, activation, creative concept, product, service, or intellectual property.

Eligibility and Application Requirements

Review this information thoroughly before visiting https://icsc.secure-platform.com/a/page/global_awards/visual_victories to upload your application(s). If you have any questions, email awards@ICSC.com.

Who Should Enter?

Specialty retailers worldwide are eligible and may enter more than one category. Specialty leasing managers, visual merchandisers and consultants are also encouraged to submit applications on behalf of specialty retailers.

Eligibility

- The retail unit must be operating under a lease or license agreement with a term of 24 months or fewer.
- The retail unit must have been open between January 2025 and January 2027.
- Elements from an application that have previously won an award in the Visual Victories Awards Program are not eligible. Ineligible materials from the application will not be considered by the Visual Victories judges.

Judging Criteria

ICSC officials will make all eligibility rulings. Both reserve the right to re-classify, re-categorize, or disqualify applications, as well as remove any ineligible materials. All decisions are final.

A panel of industry leaders will judge the applications and select the winners. The decisions of the judges are final.

The judges will look for designs that:

- Tell a story or underscore a specific theme
- Focus on best-selling products/product lines
- Use color, texture, signage, props, product groupings and/or lighting to grab a customer's attention

How to Submit an Application

All applications in the 2027 Visual Victories Awards program must be submitted online at https://icsc.secure-platform.com/a/page/global_awards/visual_victories

You may enter as many categories as you wish but you must submit a separate application for each category you enter. Supporting materials should be uploaded in the appropriate sections where indicated.

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

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 in the format defined, or downloadable after the upload is complete.

Submitting an application is simple and convenient, as the website allows the option to set up an account and manage all the applications you submit. *This is different from your ICSC Member login credentials.*

Get Started

- Go to https://icsc.secure-platform.com/a/page/global_awards/visual_victories.
- Register for a user name and password or login using your existing login credentials. *This is different from your ICSC Member login credentials.*
- Before starting an application, make sure to have the following information on hand:
 - **Retailer Information**
 - Name of Retailer's Cart, Kiosk, or Store
 - Address
 - Retailer
 - Phone Number
 - **Retail Location**
 - Marketplace/Retailer's Venue
 - Address

Application Fee

Member: \$75 U.S. Dollars

Non-Member: \$100 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.

Contact Information

After registering or logging in, the Contact Information Page will appear. The person listed under Contact Information must be the person representing the award and will be the person contacted should the application be chosen as a winner.

Summary Tab

The following question highlights those points that explain why your retail unit is worthy of an award. Your responses will serve as the basis of the judges' evaluation of your project and should be concise while including details of your project that make it special.

What makes your visual merchandising creative and unique?

Images Tab

You are required to submit a minimum of five professional quality, well-lighted digital color photos. Types of images required are specified below. The first image will be used as the hero image that represents your program/activation so please make sure it is high resolution.

- **Best Automated Retail Integration:** three to five shots showing the front and rear sides (if applicable), as well as the full scope of the visual display (ex: include any graphics or visuals that might help tie the unit into a barricade or space visually).
- **Best Overall Kiosk/RMU Design:** photos showing all angles of the RMU/Kiosk.
- **Best Remodel:** "Before" and "After" photos. Photos must represent the same retailer in the same type of unit (i.e. new display on same unit or new display on new unit provided by mall management; new display on same kiosk or on new retailer-designed kiosk).
- **Most Creative Common Area Brand or Activation:** long shots showing the unit from roof to floor and closer shots of the main promotional display space.
- **Most Creative In-Line Pop-Up Store Design:** long shots showing the campaign elements roof to floor as well as close up shots of each specific campaign element.
- **Most Creative In-Line Temporary Store Design:** long shots showing the campaign elements roof to floor as well as close up shots of each specific campaign element.
- **Most Creative Media Campaign Integration:** long shots showing the campaign elements roof to floor as well as close up shots of each specific campaign element.
- **Most Creative Promotional Display:** long shots showing the campaign elements roof to floor as well as close up shots of each specific campaign element.
- **Most Creative Sponsorship Integration:** long shots showing the campaign elements roof to floor as well as close up shots of each specific campaign element.

Photo File Formats

Accepted image file formats include: High Resolution: jpg, jpeg, png, gif.

Make a 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 pay, edit, change, or print your application.

Application Deadline

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

Publication

Your application grants ICSC the right to publish any information contained in the application in any form, including but not limited to news releases, galleries, advertising, books, periodicals and other publications. Copyrighted photographs, slides, videos, maps, or drawings must be accompanied by a release from the copyright holder, in addition to any preferred credit acknowledgements.

Contact Information

Email: awards@ICSC.com