



## Best Efforts in Advertising & Promotion (Shopping Centre)

Cast Your Vote Now! Tick ✓ in the appropriate box(es) below.  
5 being the highest rating, and 1 being the lowest rating.

Efforts in Advertising & Promotion (Shopping Centre)		
Factors	Highest Rating – 5	Lowest Rating – 1
<b>Campaign Efforts</b>	<ul style="list-style-type: none"> <li>Monitors the competitive environment and quickly adapt to changing needs and trends</li> <li>Organises shopper-centric promotions and events to increase traffic and sale</li> <li>Marketing efforts are marketed via both traditional and new media</li> <li>Creates attractive loyalty programmes to incentivize customers</li> </ul>	<ul style="list-style-type: none"> <li>Little or irregular promotions and events</li> <li>Efforts are marketed on traditional media</li> <li>No customer loyalty programme</li> </ul>
<b>Tenant Communications</b>	<ul style="list-style-type: none"> <li>Ongoing campaigns are promptly communicated to the tenants</li> <li>Obtains feedback and suggestions from tenants for events</li> <li>Collaborates with tenants to execute shopper-centric promotions and events to increase traffic and sales</li> </ul>	<ul style="list-style-type: none"> <li>Little to no communication</li> <li>Shows little or no interest to collaborate with tenants on joint promotions</li> </ul>

Efforts in A&P	Please rate only the shopping malls of which you are a Tenant.				
	5	4	3	2	1
Shopping Malls:					



## *Best Efforts in Advertising & Promotion (Shopping Centre)*

Please complete and email completed form to Singapore Retailers Association (SRA) for the attention of Attn: Ms Amanda Ho at [amanda@sra.org.sg](mailto:amanda@sra.org.sg) **by 15 August 2018**. All votes will be handled with the strictest confidence.

### **Details of the Company**

Company: \_\_\_\_\_

Business Address: \_\_\_\_\_

Name of Contact Person: Mr / Ms \_\_\_\_\_

Designation: \_\_\_\_\_

Email: \_\_\_\_\_ DID: \_\_\_\_\_ HP: \_\_\_\_\_

### **Declaration**

I declare that the application has been duly completed, and all information given is accurate to the best of my knowledge.

Name of CEO / Managing Director/General Manager: Mr. / Ms.: \_\_\_\_\_

Email: \_\_\_\_\_ DID: \_\_\_\_\_ HP: \_\_\_\_\_

Signature: \_\_\_\_\_ Company Stamp: \_\_\_\_\_ Date: \_\_\_\_\_