SINGAPORE: A team comprising three undergraduates from the Singapore Management University has just won the inaugural CapitaLand Retail Marketing Award.

Carrie Chen, Mary Yeo and Fanny Ang beat seven other teams to win a six-week internship starting mid-July with CapitaLand Retail in Beijing, China.

Judges say the trio offered the most original marketing campaign to increase retail traffic in selected shopping malls.

The competing teams were tasked with studying the business positioning and marketing strategy of selected malls and asked to develop a complete marketing proposal.

Kenneth Tan, Managing Director, Golden Village Multiplex, said, "There's been a really good mix of ideas, some mind-blowing ideas, radical ideas, and a lot of research also seems to have gone into these proposals - surveys, discussions with people....Some of the proposals have cited costing, cost figures that might be a little bit naive in terms of real-world costs, but I don't think that's a concern, because if some of these campaigns are actually adopted by CapitaLand for implementation, of course there will be fine-tuning and there will be reality checks."

Thomas Tan, Associate Professor, Singapore Management University, said, "They (the winning team) have this idea about having a mannequin that is a real-life model. She'll be sitting at a public place, and next to her will be all the names of all the brands she's wearing from top to toe, and she'll be sitting on some furniture or a couch, and they'll be labelled as well. The whole idea of using a model in public places, the names of shops and brands, is quite a novel approach to...selling in a mall."

The Award is jointly sponsored by CapitaLand Retail and SMU.

The winning team also won shopping vouchers worth S$3000 dollars. - CNA/ms