Singapore - CapitaLand Retail has partnered with the Singapore Management University (SMU) to launch the inaugural CapitaLand Retail Marketing Award 2006, and the winning team has been named.

The competition searches for the SMU team with the best marketing campaign for promoting shopping at Bugis Junction, Funan DigitalLife Mall, Plaza Singapura or Raffles City, at the same time providing students a realistic environment to hone their business skills in preparation for the challenges of the retail sector.

The winning team, comprising SMU business management students Carrie Chen, Mary Yeo and Fanny Ang, researched Raffles City Shopping Centre and suggested installing a real-life mannequin adorned with clothes, accessories, make-up, shoes from retailers located in the shopping mall. The model will sit on a large couch placed in the mall and shoppers can reference the items on the model's body by aid of a signboard that will indicate which shop sells them.

"As a leading manager of retail properties in the region with over 45 malls spread across Singapore, China, India, Japan and Malaysia, we believe in cultivating young talents to deepen the level of retail marketing management expertise in Asia, and serve the communities in which we operate. It is appropriate for us to start this initiative with a local university here as Singapore is our home base," Pua Seck Guan, CEO of CapitaLand Retail said. "Through this programme, we are able to select students with potential and provide them a chance for overseas exposure."

Each team, comprising up to three SMU students, selected one of the abovementioned shopping malls managed by CapitaLand Retail, studied its business positioning, examines its marketing strategy and developed a marketing proposal for a campaign to increase retail business for the mall outlets. Working with a budget of $100,000, the teams' proposals addressed issues such as target market, customer segmentation, customer service, merchandising and branding, completed in close consultation with the group marketing communications department of CapitaLand Retail.

"Shopping is close to the heart of many consumers but what goes behind an effective marketing campaign for a shopping mall requires a sharp grasp of current lifestyle trends, consumer spending and the rise of mega malls integrated with urban living. SMU is proud to be a partner in this marketing challenge as many of our marketing students are immersed in a multi-disciplinary curriculum that exposes them to training in economics, sociology and psychology," associate professor Thomas Tan, Lee Kong Chian School of Business, SMU said.