

IPC Shopping Centre Bags Gold Awards in the ICSC 2018 Asia Pacific Shopping Centre Awards

“The Mood Menu” wins the only Gold Award for Malaysian Shopping Centres in the 2018 ICSC Awards

Kuala Lumpur, October 29th, 2018 – Community-friendly shopping centre, IPC Shopping Centre was recently announced as the only Malaysian Gold Winner for the Asia Pacific Shopping Centre Awards Marketing Awards 2018. Organised by the International Council of Shopping Centres (ICSC), the competition aims to highlight APACs most forward-thinking shopping centres for uniquely-functional and first-class marketing efforts.

Acknowledged for its quirky, first-of-its-kind yet highly-functional “The Mood Menu” (within The IPC Shopping Centre mobile application), the shopping centre was recognized as the best entry for the Emerging Digital Technology category. IPC Shopping Centre emerged ahead of over 200 entries from the best performing centres across the region to win the award.

The IPC Shopping Centre mobile application is the first shopping centre app in the world that is developed in collaboration with music streaming giant, Spotify, to provide shoppers with suggestions on places to dine or drink at IPC through its ground-breaking food and mood-matching tool. The function analyses users’ recent Spotify playback history to track their current mood. The moods are then matched with suitable flavours offered by the diverse range of dining delights at IPC Shopping Centre, via the proprietary Mood Menu algorithm based on taste psychology insights.

“We are extremely pleased to have been awarded the only Gold Award for a Malaysian property. The ICSC Awards showcases the best malls with the best practices in Asia Pacific. At IPC Shopping Centre, it is in our DNA to make every visit to our property a holistic one. Not only do we want our visitors to enjoy themselves, we also want to solve their everyday Malaysian dilemma of where to eat”, says Andrew Yeoh, Head of Marketing – Shopping Centre, IKEA Southeast Asia.

He continued, “Looking at the success we have from “The Mood Menu” we are definitely looking at ways to enhance this offering progressively for our users as well as our retailers to remain ahead of peers in this aspect of the industry.”

Upon receiving this award, IPC Shopping Centre now qualifies for the 2019 International Council of Shopping Centers (ICSC) Awards, competing against the best marketing campaigns globally. The winners will be announced during the award ceremony in Las Vegas in 2019.



This ICSC 2018 Asia Pacific Shopping Centre Awards for IPC Shopping Centre's "The Mood Menu" is complemented by another accolade, a Gold Award in the 2018 Dragons of Malaysia awards. This further stamps IPC Shopping Centre as a leader in providing exceptional digital offerings to its visitors.

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About IPC Shopping Centre:

Malaysia's first shopping centre anchored by IKEA, and the first of many shopping centres in IKEA Southeast Asia's portfolio in the region. A sub regional Shopping Centre strategically located in the heart of a mixed development of offices, hotel, commercial centres & residential, it serves as the neighbourhood shopping destination for the community, complementing the shopping hub in the district known as Mutiara Damansara Commercial Centre. We opened our doors in December 2003 and today we welcome an average visitation of 15 million visitors per year to our Centre.

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