

Revo Opal Awards Shortlist 2017

Category: Brand Immersion

Over 1 Million sq.ft

DS Automobiles UK Launch
Westfield

Multiple Locations

Panda-monium at intu
intu Experiences

Playmobil Christmas Grottos at intu
intu Experiences

Lift-Off For Sony Pictures' 'Passengers'
Limited Space

Category: Commercial Events/Markets/Exhibitions

Under 500,000 sq.ft

Summertime Social
McArthurGlen Designer Outlet Cheshire Oaks

Moonlight Drive In Cinema
British Land Plc

Multiple Locations

Westfield Presents
Westfield

Beauty Unbound at Westfield
Estee Lauder

Westfield London Christmas Ice Rink
Westfield

Category: Experiential

Under 500,000 sq.ft

#ReleaseTheBoost
CastleCourt Shopping Centre CBRE MS

An African Adventure
Exchange Ilford

500,000 – 1 Million sq.ft

How Sweet Are You?
Clarks Syrup

Over 1 Million sq.ft

Clarins Beauty Carnival
Silverburn

EuroMillions & intu
intu Experiences

Cartoon Network's BEN 10 Hero Experience at intu
intu Experiences

Norwegian Airlines and Boeing virtual reality experience
Westfield

Multiple Locations

Pieroth's Wine Festival
Pieroth

Sky Sport's Start of Season "Walk Forward" Experience 2016
Sky UK

Nissan Half Leaf intu Tour
intu Experiences

Category: Mall Retail

500,000 – 1 million sq.ft

Scavi & Ray Sparkles at The Mall at Cribbs Causeway
intu Experiences

Skinnydip & intu
intu Experiences

Sky Hits New Heights at intu Victoria Centre
intu Experiences

Taste Buchanan @ Buchanan Galleries, Glasgow
Land Securities

Mall Kiosk Programme @ White Rose, Leeds
Land Securities

Over 1 million sq.ft

Pan-n-Ice, Ice cream made in front of your eyes
Cabot Circus and Pan-n-Ice

GRATE Beer
Westfield

The Heritage London
Westfield

Endura Roses, Flourishes at intu
intu Experiences

The Argos Digital Mid Mall Hybrid Kiosk
Argos

Colicci kiosk at Westfield Stratford City
Colicci

Multiple Locations

PROTEIN HAUS.

Category: Media

Over 1 Million sq.ft

Vehicle Recognition Technology
Ocean Outdoor Ltd

Multiple Locations

NHS Blood & Transplant – Virtual Blood Donation
Ocean Outdoor Ltd

Turning Heads With Turning Chairs: An Advertising Campaign to Launch 'The Voice' on ITV
Limited Space

Singing To Win: A Multi-Channel Mall Campaign For Universal Pictures
Limited Space

Category: Other Retail Environments > Mall Retail

Summer of Sport
British Land

Category: Other Retail Environments > Pop Up Shops/Temporary Lets

Pop up shopping for Heathrow Passengers
Heathrow Airport

Category: Pop Up Shops/Temporary Lets

Over 1 Million sq.ft

Appear Here X Westfield: INAYAH pop-up

Smith and Sinclair – a multi sensorial cocktail experience
Smith and Sinclair

Hammerson and Appear Here bring pop-ups to LinkStreet
Hammerson and Appear Here

Kitkat Chocolatory
Westfield

Category: Seasonal Mall Retail

Under 500,000 sq.ft

Mountain Salts
CastleCourt Shopping Centre CBRE MS

Over 1 Million sq.ft

Havaianas at Cabot Circus
Cabot Circus and Havaianas

Multiple Locations

Halloween HQ Haunted House & intu
intu Experiences

NFL Teams Up with intu
intu Experiences