



Visual Merchandising Silver Maxi Award

General Growth Properties wins Silver Maxi for GiftWise installations

Management Company: General Growth Properties

Professional Recognition: Elissa Cartier, Manager, Gift Card Program & Marketing, General Growth Properties; Deanna Matyskiel, Art Director, General Growth Properties; Tony Dornacher, Manager, Gift Card Technology, General Growth Properties; Kim Fuhrman, Sr. Director, Gifting Marketing, General Growth Properties

General Growth Properties (GGP) partnered with Self-Service Networks to launch four “GiftWise” vending kiosks to allow shoppers to purchase GGP’s Shop Etc. Gift Cards on the go. Previously closed customer service centers and limited availability from mall management offices isolated shoppers and hurt gift card sales. These free-standing kiosks provided a unique opportunity to sell gift cards more conveniently to shoppers all while artistically portraying the Shop Etc. brand in its own retail space.

Learn more about GiftWise at <http://www.self-servicenetworks.com/giftwise>



General Growth Properties’ Providence Place Mall, December 2010