



Maras Group receives international recognition

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Adelaide development company Maras Group won three awards for its ongoing tenant marketing programs and for its commitment to corporate social responsibility at the recent Best Business Excellence Awards in the UK.

They were awarded a best marketing gong in the Diversified Services for outstanding efforts and initiatives in the marketing and promotion of their tenants in the Rundle Street East district.

A best marketing award in the marketing and PR category was in recognition of a commitment to various event-based programs designed to increase awareness, boost sales and strengthen the Rundle Street East brand.

"Proving that landlords do spend money on their tenants, commercial property company Maras Group embarked on a ground-breaking advertising and marketing campaign to encourage people back to 'bricks and mortar' shopping," judging chairman Andrew Areoff said.

"To support tenants, the campaign promoted top-tier fashion shops in the east end side of this popular shopping area of Adelaide.

"All retailers, including cafés and bars, reported an increase in business and it greatly cemented the landlord/tenant relationship. This is a unique initiative that deserves recognition."

Maras Group also took out the award for best corporate social responsibility in the Diversified Services category.

"Father and son duo Theo and Steve Maras, are a formidable pair when it comes to giving to the community," Mr Areoff said.

"They follow every letter of the company's policy to give abundantly to improve the well-being of others with incredible commitment, energy and drive."

The Best Business Excellence Awards attract a wide range of entries from across all sectors from large, international publicly listed companies and public sector organisations, to dynamic and innovative SMEs.

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