



O'CONNELL | GOLDBERG
PUBLIC RELATIONS

**Maxi Awards – Night on the RunWade
Category – Community**

Description of Entry

One of Aventura Mall's core pillars is to maintain a strong connection with the Miami community. This includes a commitment to supporting local children and families. To celebrate the opening of its new LEVEL THREE event venue, AVM hosted a soiree and fashion show featuring Miami Heat legend Dwayne Wade, his wife Gabrielle Union and a bevy of celebrities. What ensued was A Night on the RunWade, which raised funds for the Wade Family Foundation and the Overtown Youth Center—a development agency dedicated to supporting underserved children in the Miami metropolitan area. The event also marked the grand opening of the mall's LEVEL THREE event venue and the debut of the venue's social platform.

Situation and Objectives

- Aventura Mall has a penchant for supporting the local community in unique, innovative ways. In particular, the mall focuses on events that align with its identity as a premier, experiential shopping destination.
- The event had two primary objectives: to raise funds for the Wade Family Foundation to benefit Overtown Youth Center, as well as debut and publicize the LEVEL THREE venue to the community.
- It was serendipitous that Miami Heat legend Dwayne Wade, who has maintained a relationship with Miami's Overtown Youth Center since it was co-founded by Miami Heat teammate Alonzo Mourning, selected Aventura Mall's newly opened LEVEL THREE event venue for his annual "Night on the RunWade" fashion show and charity.

Action

- LEVEL THREE's contemporary architecture, sweeping views, and minimalist décor served as the perfect backdrop for the event, which was attended by Wade and his wife, other NBA players, as well as prominent local figures and socialites.
- The centerpiece of the evening was an outdoor fashion show that showcased styles from several Aventura Mall retailers and brands.

- Bloomingdales, Kids Atelier, and DSQUARED – available through Nordstrom — supplied the fashion for the evening, comprised of ready-to-wear items from then-current collections.
- Attendees delighted in the unique and engaging nature of the fashion show, which involved guests voting on rookie NBA players to walk the runway based on makeovers given to them by HEAT stylists and veteran players. There was also a youth runway portion that featured children of HEAT players.
- Inside LEVEL THREE, guests indulged in champagne poured by aerial artists, danced to pulsating beats and enjoyed cuisine from several mall eateries, such as Tap 42 Craft Kitchen and Bar, Rosetta Bakery, The Little Beet, and more.
- The Aventura Mall marketing team, the Wade Family Organization, the Miami Heat and the Overtown Youth Center worked together to promote the event on their respective platforms.
- LEVEL THREE also debuted its own social platform for the event, which facilitated live engagement before and during the event.

Key Impact/Results

- The event was a massive success, and the Wade Family Foundation donated \$100,000 to the Overtown Youth Center.
- In addition, Aventura Mall and LEVEL THREE received local, national and international recognition as the event was publicized by a variety of news outlets ranging from US Weekly and Oprah Magazine to the UK Daily Mail, which included a photo of Dwayne Wade and Gabrielle Union standing outside LEVEL THREE with the venue's sign visible.
- "A Night on the RunWade" received 15 organic media placements in local and national outlets, all of whom mentioned Aventura Mall and LEVEL THREE as the location, garnering over 33.5 million unique monthly views.
- The event also received TV coverage from five local news outlets based throughout Miami, amounting to a total broadcast audience of 500,000 viewers.
- All interactive Instagram stories for the event maintained a completion rate of at least 96%.
- Unique story opens on Facebook came to over 92,000.
- Launched in tandem with the event announcement, LEVEL THREE's Instagram platform debut garnered 21,315 impressions, a 156% growth in followers, and 4,054 unique visits throughout the week of the event.
- The event cost the shopping center no money, but the mall donated \$40,000 to the charity, amounting to 1.3% of the mall's marketing budget for 2019.