



**SHOPPING CENTER
PUBLIC RELATIONS**

IMAGES: UBBO

**ENTRY TITLE: THE UNGIVABLE FLOWERS
BY UBBO SHOPPING RESORT**

UBBO Shopping Resort

Owner: Eurofund Capital Partners

Management Company: CBRE Portugal

International Women's Day celebrates the achievements of women. Over the last years, as International Women's Day approaches, brands have focused their advertising efforts on beauty, fashion, and discount campaigns.

In Portugal, the most common gesture to celebrate International Women's Day is to give flowers to women. On the 3rd of March, a flower pop-up shop was set up in UBBO, offering people the chance to get free flowers if they chose a rose with a message that matched the women they wanted to present the flower to. All roses carried messages that depicted gender inequality. All roses were left ungiven. The action was filmed and posted on UBBO's social media, going viral on March 8th.

Achievements:

"Over the past years, as International Women's Day approaches, retail brands and our competition have focused their advertising efforts solely on the superficial part of what being a woman entails: beauty campaigns and fashion discounts – purely "empty" consumerism, and fast-feeding stereotypes about the role of women in the world, forgetting what this special day stands for. We had to show that we are different.

We started this action with 2 simple goals:

1. Create brand awareness by reinforcing UBBO's brand values: a healthy and safe place for everyone where experiences fuse together; unforgettably inspiring; unexpected, diverse, modern and proud.
2. Raise awareness for the values that International Women's Day originally stood for (celebrating the social, economic, cultural, and political achievements of women and gender equality), and to show how far away we still are in 2022." (From the Solal Awards application)



One of the main drivers that led UBBO to take action was to show that UBBO is a healthy and safe place for everyone, where experiences fuse together.



Everyone could take a free flower. The visitor just had to choose the rose with the message that matched the woman they wanted to present the flower with. Hundreds of flowers were left ungiven as a proof that the fight for equal rights is not a bed of roses – nor does it get there when it flourishes!





FROM THE SOLAL AWARDS CEREMONY SPEECH

“To celebrate International Women's Day, UBBO wanted to take a different approach to the tradition of giving flowers. Messages highlighted gender inequality and all the roses were left ungiven. The campaign went viral. The judges loved the way that this turned the whole concept of Women’s Day upside down. ‘An absolutely fantastic campaign... beautifully executed.’ Well done UBBO.”

