

PROPOSAL : IN-MALL ADVERTISING



Our Goals for your Campaign



Visible

To be viewed by at least 90% of Mall Visitors



Memorable

Unique and Visible



Call 2 Action

Compel customers to buy or try out your products



Engagement

To keep your products top of mind

Our Plan of Action



1

To create a unique and memorable campaign we propose that the campaign be focused on entrances leading to the mall.

2

Wrap Parking Lot support Pillars with high impact phrases and catchy graphics!

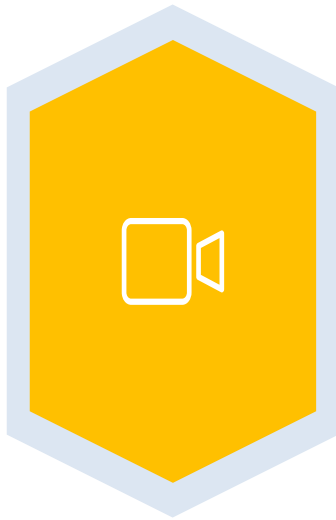
3

Concentrate the campaign on Pillars closest to the entrances and cover all busy entrances. This way we can reach 95% of people coming into the Mall

Example :

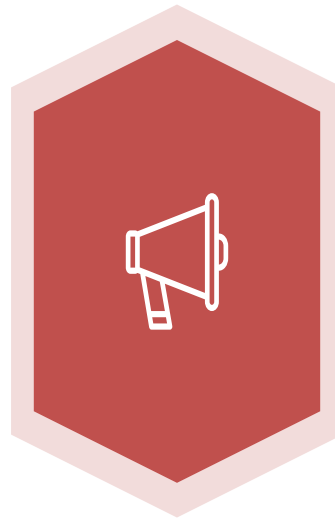


Advantages of Pillar Wraps



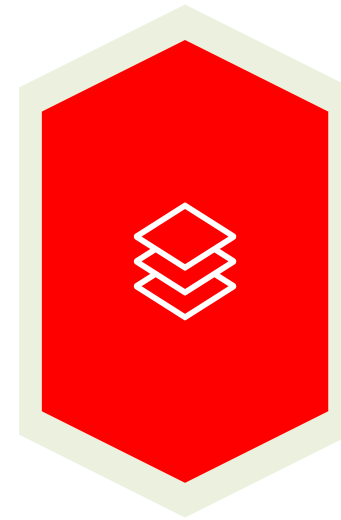
Clutter Free

Message will be delivered in a clutter-free environment



ENGAGEMENT

High Engagement with prospective clients. Huge banners that are impossible to miss



REACH

Reach more than 90% of potential customers

AVAILABLE LOCATIONS

Mall of Africa

Centurion Mall

Menlyn Mall

Mall of the South

Foresthill

Killarney

Highveld Mall (Mpumalanga)

Sandton (TBC)

Rosebank (TBC)

More agreements pending with Major
Malls Countrywide regards rates

Proposed Costs



Costs vary from mall to mall. Accurate costs will be determined on confirmation of volumes and Malls preferred.

The indicative price range is R18 000 per entrance per month, an average from the secured malls. Factors such as volumes could affect this figure favourably.

Production Cost – R450 per unit of 2m x 2.5m



Available for this festive season at Mall of Africa – every 15sec clip (6 spots) facing the food court!

R57 600 per month

Food-court Footfall 145 000

Footfall at mall 1.2 Million



Available for this festive season at Mall of Africa – Entrance 12 next to Woolies!

Digital screen – 15sec clip (6 spots)

R57 600 per month



Digital screen at the Food-Court available from this festive season!
R24 000/15sec ad spot (monthly)
6 ad spots

Footfall – 145 000



Available from this festive season at Mall of Africa – every 15sec clip (6 ad spots)!
R57 600 per month

Footfall at Entrance 23 – 254 000

Footfall at Mall – 1.2 Million visitors



Available from this festive season – Mall of Africa!

Size – 8m x 2.3m static billboards x 2
R48 000 per month

Print/Installation – R18 400

Estimated footfall at entrance 776 000 visitors

Minimum contract 3 months

Close to I-Store, Nike, Guess, C Squared



Level 3 inside the mall; Entrance 10, top 3 busiest entrances

R14 400 – 12% discount = R12 672 per month

4.225(w) x 1.820(h)

Production & Installation R500 per square

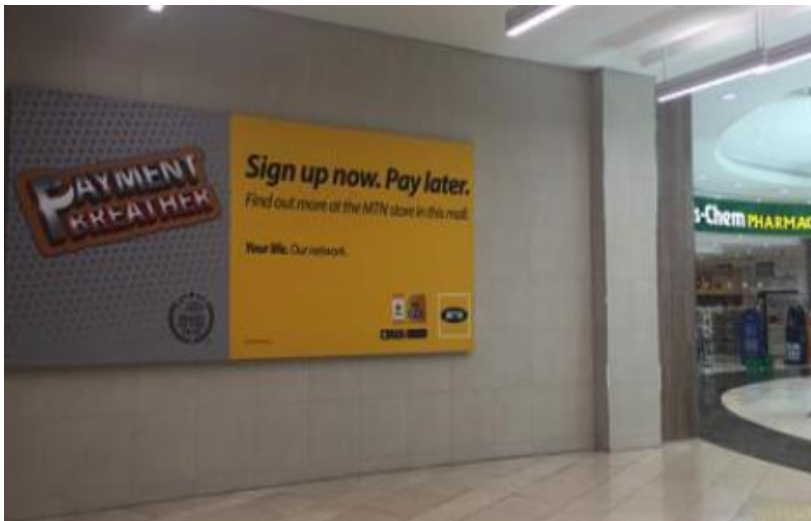


Level 3 inside the mall; Entrance 10, top 3 busiest entrances

R14 400 per month

6.02(w) x 1.82(h)

Production & Installation R500 per square



Level 3 inside the mall; Dischem entrance

R14 400 per month

6(w) x 2.2(h)

Production & Installation R500 per square



Level 5 inside the mall; Entrance 19

R22 800 per month

5.7(w) x 3.83(h)

Production & Installation R500 per square



Level 5 inside the mall

Entrance 21 (Zara Home & Woolies)

R14 400 – 12% discount = R12 672 per month

4.32(w) x 3.82(h)

Production & Installation R500 per square