



REAL SPACES
REAL OPPORTUNITIES
REAL BRANDS




**NEED DATA?
NO PROBLEM!**
WE'VE GOT YOU COVERED



BRANDING POTENTIAL

Ensure maximum exposure, reach and returns for your brand with dynamic indoor, outdoor and digital media advertising opportunities.



1. Background

Gugulethu is a vibrant and lively township, situated 20 km outside Cape Town. It is home to many of the city’s working population. “Gugs”, as Gugulethu is often called, was established to help accommodate the many migrant workers who moved to Cape Town from the rural Transkei region in the Eastern Cape. With its rich culture, diverse restaurants, jazz clubs and B&Bs, the township has become a popular tourist destination.

Gugulethu Square was established in 2009, in partnership between West Side Trading and esteemed businessman, Mzoli Ngcawuzele. The centre was the first step towards the establishment of a Gugulethu central business district, which accelerated the township’s integration into the formal economy. The centre consists of three separate buildings, including a formal taxi rank.

The architecture includes energy-efficient finishes, extensive natural lighting, eco-friendly materials, efficient use of space with roof parking, efficient artificial lighting and air-conditioning. Landscaping integrates the centre into the surrounding environment.

2. Fast Facts

- Size of mall (GLA): 25323 m²
- Anchor tenants:
 - Shoprite Checkers
 - Spar
 - Cash build
 - Ok Furniture
 - Pep store
 - Ackerman’s
 - Clicks
 - Mr. Price
 - The Urban store
- Number of stores: 74
- Average Foot count per month: 934 000

3. Shopper Demographics

- LSM: 4 – 7
- Gender
 - Female: 69%
 - Male: 31%
- Race
 - Black: 90%
 - Coloured: 5%
 - Asian: 4%
 - White: 1%
- Language
 - Xhosa: 88.6%
 - English: 3.6%
 - Other: 0.4%

4. Location

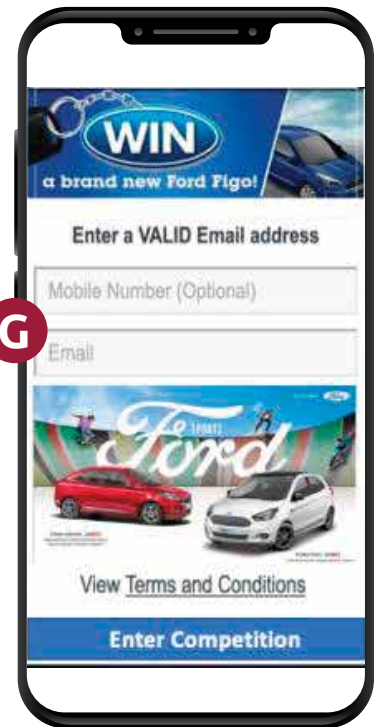
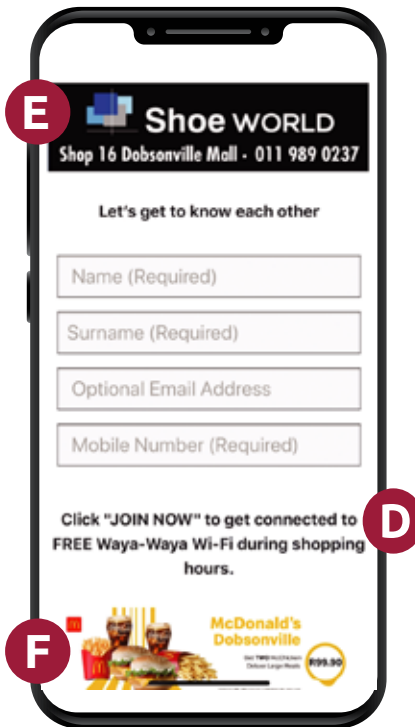
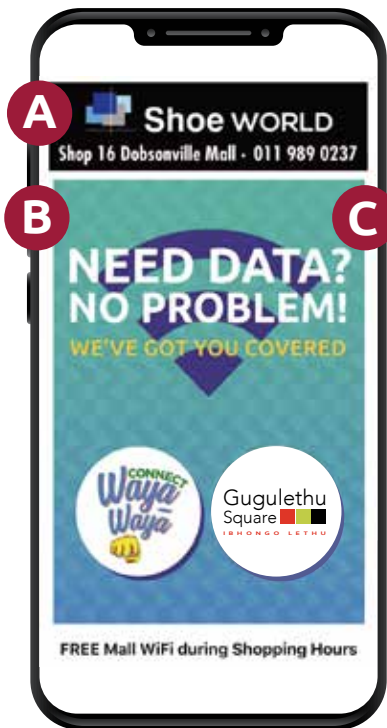
Gugulethu Square is located on one of Gugulethu’s main roads, Steve Biko Street – which is easily accessible from the N2, and a significant thoroughfare for public transport. The centre is also accessible by foot from the surrounding residential area and via taxi from the on-site taxi rank.





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DESCRIPTION	SIZE	AVAILABILITY	DURATION	RATES
A - Wifi LANDING PAGE HEADER	1411 x 398 px	3 ON ROTATION	4 WEEKS	R11 550
B - Wifi LANDING PAGE BANNER	992 x 1366 px	1 SPOT AVAILABLE	4 WEEKS	R13 250
C - Wifi LANDING PAGE BANNER + REDIRECT	992 x 1366 px	1 SPOT AVAILABLE	4 WEEKS	R20 400
D - POST-LOGIN REDIRECT ONLY	Website URL	1 SPOT AVAILABLE	4 WEEKS	R13 250
E - Wifi LOGIN HEADER	1411 x 398 px	3 ON ROTATION	4 WEEKS	R6 450
F - Wifi LOGIN FOOTER	1411 x 398 px	1 STATIC	4 WEEKS	R6 450
G - COMPETITION BANNER + Survey Redirect	992 x 1366 px	5 QUESTIONS MAX	4 WEEKS	R28 000

*Competition option includes: post campaign reporting on engagement, reach and audience for the advert, post campaign reporting on findings of the survey, Management of the competition entries, draw and prize allocation

8. Contact

For any advertising enquiries, please contact media@connectwayawayaya.co.za