

Region:  
Gauteng

Suburb:  
Randburg

LSM: 5 – 7



**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

Randburg Square shopping centre is situated in Randburg CBD in close proximity to established residential suburbs and has been serving these areas for over 35 years.

The centre has a very big catchment area due to a taxi rank close to the centre that mainly services Diepsloot, Randburg, Soweto and Cosmo City.

Exhibitions offer your brand exposure opportunities to a captive audience. It's an opportunity for one-on-one interaction with the shopper, providing the potential for direct sales, while building brand awareness and enabling first-hand experiences with your product.

### 2. Fast Facts

- Size of mall (GLA): 40 777 m<sup>2</sup>
- Anchor tenants:
  - Shoprite
  - Pick n Pay
  - Mr Price
  - Clicks
  - Dis-Chem
- Number of stores: 90
- Average foot count per month: Approximately 645 000

### 3. Shopper Demographics

- LSM: 5 – 7
- Gender
  - Female: 70%
  - Male: 30%
- Race
  - Black: 80%
  - White: 20%
- Language
  - English: 40%
  - Zulu: 40%
  - Other: 20%

### 4. Location

Randburg Square is located on the corner of Sentrum Road & Oak Avenue, Randburg CBD.





## BRANDING POTENTIAL

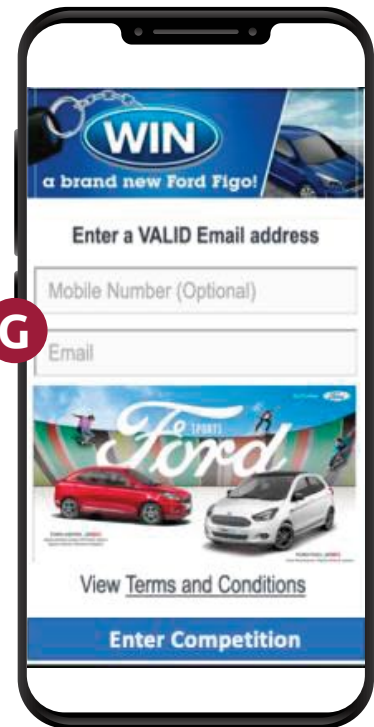
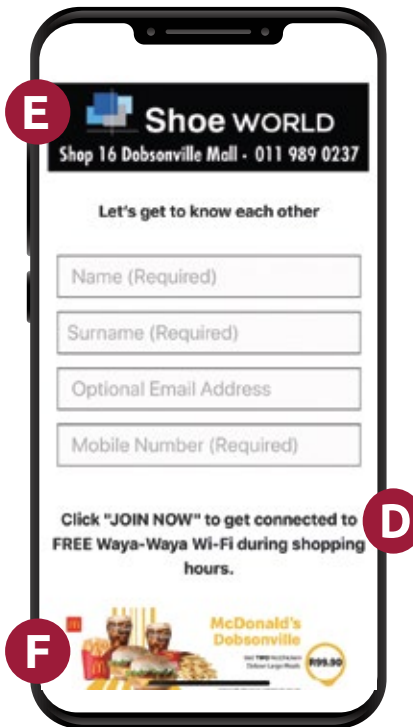
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2. Register
3. Start browsing for FREE

[www.connectwayawayaya.co.za](http://www.connectwayawayaya.co.za)



DESCRIPTION	SIZE	AVAILABILITY	DURATION	RATES
<b>A</b> - Wifi LANDING PAGE HEADER	1411 x 398 px	3 ON ROTATION	4 WEEKS	R11 950
<b>B</b> - Wifi LANDING PAGE BANNER	992 x 1366 px	1 SPOT AVAILABLE	4 WEEKS	R13 750
<b>C</b> - Wifi LANDING PAGE BANNER + REDIRECT	992 x 1366 px	1 SPOT AVAILABLE	4 WEEKS	R21 900
<b>D</b> - POST-LOGIN REDIRECT ONLY	Website URL	1 SPOT AVAILABLE	4 WEEKS	R15 350
<b>E</b> - Wifi LOGIN HEADER	1411 x 398 px	3 ON ROTATION	4 WEEKS	R8 950
<b>F</b> - Wifi LOGIN FOOTER	1411 x 398 px	1 STATIC	4 WEEKS	R8 950
<b>G</b> - COMPETITION BANNER + Survey Redirect	992 x 1366 px	5 QUESTIONS MAX	4 WEEKS	R35 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](mailto:media@connectwayawayaya.co.za)