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BRANDING POTENTIAL

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



1. Background

Pine Crest has served the community of Pinetown, KwaZulu-Natal, for over 30 years. It opened in the late 1980s to become the first shopping centre in the town, and it is still the biggest retail centre in Pinetown CBD. In 2017, Vukile acquired 100% of the centre and began planning its next chapter.

The renovation and rebrand of Pine Crest Centre has been completed and we're ready to welcome you to a new premier shopping centre! We've added a brand-new urban Food Court with restaurants such as Spur, Nando's, Roots Grill, KFC, Fishaways, Steers, Debonairs and Red's Curry Pot. To complement the area, a kids' play gym has been included for the little ones to enjoy.

We've improved the building aesthetics both on the interior and exterior, upgraded ablution facilities, installed new escalators, and added beautiful lighting and brand-new flooring. In addition, we have welcomed more than 25 new stores to make your shopping experience at Pine Crest a pleasant one. So whether you want to spoil yourself with a new hairstyle or shop till you drop at one of the many fashion stores, you can at the new and improved Pine Crest.

The centre's strong tenancy in financial services, cellular, food and fashion makes it the dominant centre in Pinetown. The centre is highly visible, and a convenient one stop retail destination with ample parking.

3. Fast Facts

- Size of mall: (GLA) 43 431 m²
- Anchor tenants:
 - Game
 - Pick n Pay
 - Woolworths
 - Dischem
 - The Hub
- Number of stores: 120
- Average foot count per month: Approximately 859 168

4. Shopper Demographics

- LSM: 4 – 9
- Gender
 - Female: 57%
 - Male: 43%
- Race
 - Black: 60%
 - White: 21%
 - Asian: 16%
 - Coloured: 3%
- Language
 - Zulu: 56%
 - English: 34%
 - Afrikaans: 5%

2. Location

Pine Crest Centre is situated in Kings Road, Pinetown, and is accessible from the N3, M13, M7 and M19, which are main arterial routes in the Ethekwini Metropolitan Area. The centre is close to the new Integrated Rapid Public Transport Network route, and can be reached from the nearby Taxi Rank, with entrances on all four sides of the centre for both public and private shoppers.





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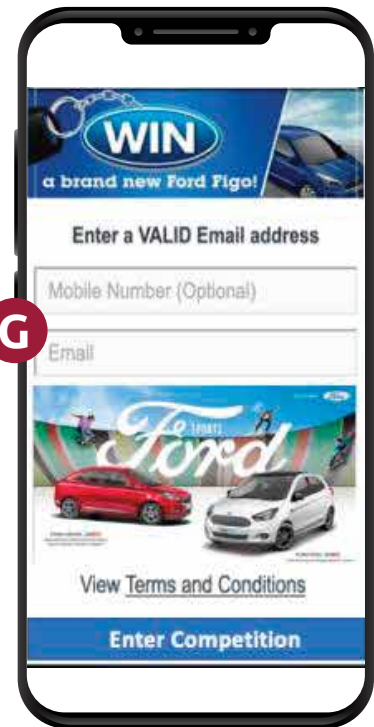
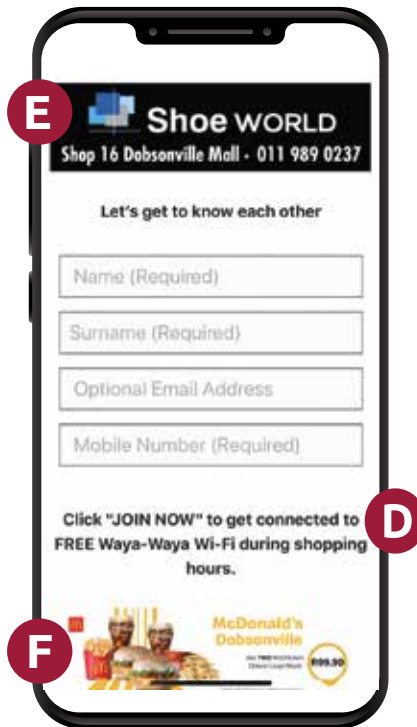


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2. Register
3. Start browsing for FREE

www.connectwayawayaya.co.za



DESCRIPTION	SIZE	AVAILABILITY	DURATION	RATES
A - Wifi LANDING PAGE HEADER	1411 x 398 px	3 ON ROTATION	4 WEEKS	R10 450
B - Wifi LANDING PAGE BANNER	992 x 1366 px	1 SPOT AVAILABLE	4 WEEKS	R12 250
C - Wifi LANDING PAGE BANNER + REDIRECT	992 x 1366 px	1 SPOT AVAILABLE	4 WEEKS	R17 200
D - POST-LOGIN REDIRECT ONLY	Website URL	1 SPOT AVAILABLE	4 WEEKS	R11 850
E - Wifi LOGIN HEADER	1411 x 398 px	3 ON ROTATION	4 WEEKS	R6 250
F - Wifi LOGIN FOOTER	1411 x 398 px	1 STATIC	4 WEEKS	R6 250
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