

DIGITAL SHOPPER ENGAGEMENT



bloem plaza
mo re kopanang

ABOUT THE MALL

Bloem Plaza, the oldest shopping centre in Bloemfontein, is located in the heart of the Bloemfontein CBD. Formerly known as the Sanlam Plaza, the centre was built in 1973. The centre is nothing short of a 'grand old dame', boasting elegant décor such as brass and marble finishes throughout the mall.

Bloem Plaza consists of retail and office space, in addition to the Bon Hotel which forms part of the centre. Home to a wide variety of retail stores, Bloem Plaza is situated close to the railway station and taxi rank, ensuring easy access to fashion stores, furniture and décor shops, beauty salons, restaurants, and more.

ADDRESS

134 Charlotte Maxeke Street,
Bloemfontein Central,
Bloemfontein, 9300

TRADING HOURS

Monday - Friday: 09:00 - 18:00
Saturdays: 09:00 - 17:00
Sundays & Public Holidays: 09:00 - 16:00

SHOPPER DEMOGRAPHICS



LSM:
1 - 8



GENDER
FEMALE 60%
MALE 40%



RACE
BLACK 60%
COLOURED 20%
WHITE 10%
ASIAN 10%



LANGUAGES
SESOTHO
TSWANE
ENGLISH
XHOSA



EXHIBITION COURT SPACE



TRADITIONAL



OUTDOOR



SOCIAL & DIGITAL MEDIA



ESCALATOR STEP BRANDING



CONNECT WAYA-WAYA

ANCHOR TENANTS



120
STORES



38 463 m²
TOTAL SIZE (GLA)

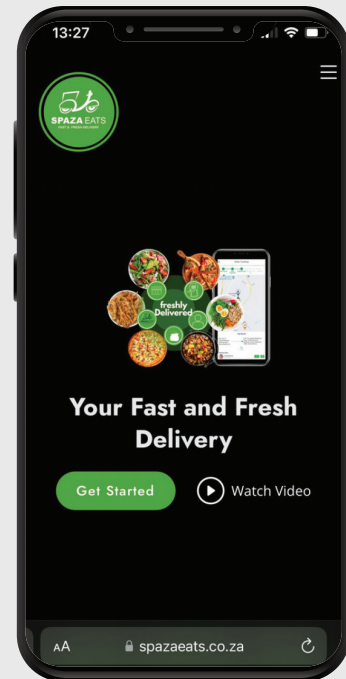
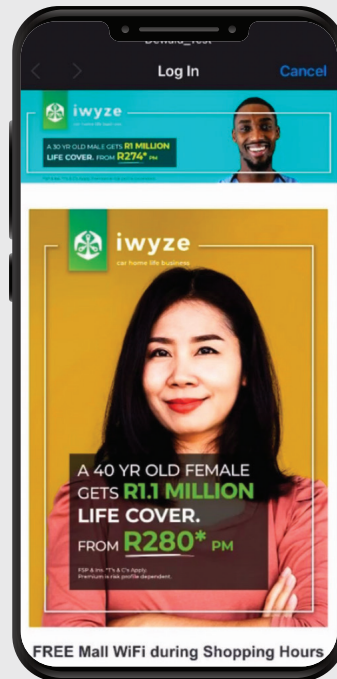


WI-FI CAPTIVE PORTAL AND APP ADVERTISING



PRICING STARTING FROM AS LITTLE AS R15 000

DETAILED QUOTATION WILL BE PROVIDED UPON ENQUIRY



ADVERTISING AWARENESS

1.8 MILLION IMPRESSIONS PER MONTH THROUGHOUT SA

- Dedicated Full Page Advert
 - Short Video Clip Ability
 - Rotating Banners
- (Impressions includes all visitors that viewed the first page of the digital journey)

SURVEY RESEARCH

APPROX 60000 SURVEY RESPONSES PER DAY THROUGHOUT SA

A unique visitor will only form part of the survey respondents if they successfully complete and submit their personal information including the three questions asked and agree to Terms & Conditions. Brands are able to ask constructive questions with intelligent options for answers. Consciously Answering questions allows shoppers to ponder the 'seeds' planted by the brands.

LEAD GENERATION

BUILD AN OPT – IN DATABASE OF APPROX 100000 PER MONTH THROUGHOUT SA

Collect a database of qualified leads which have opted in for re-engagement via email, SMS or Whatsapp. Leads are qualified by way of the three survey questions together with in-mall behaviour i.e. select all the shoppers that visited Woolworths. Leads include warm and hot leads which can also be enriched depending on the requirement.

REDIRECT TO WEBSITE

REDIRECT REGISTRATIONS TO BRAND WEBSITE

The number of unique visitors that successfully completed the survey & agreed to Terms & Conditions are redirected to the brand website - they are able to choose to stay on the website or exit the page.