

DIGITAL SHOPPER ENGAGEMENT



ABOUT THE MALL

Atlantis City Mall is located in the heart of Atlantis, on the West Coast. It is a single storey shopping centre divided by a road into two separately enclosed malls. Atlantis is a lively, vibrant township situated 50 km outside Cape Town. The area is surrounded by two very old townships, namely Mamre and Pella. With a melting pot of culture and entertainment, it is a popular town to visit. Atlantis City Mall was established in 2004 by Newland Development, to fulfil residents' shopping needs.

The mall is within walking distance of neighbourhoods in Atlantis, and in close proximity to a MyCiTi bus station. With extensive natural light, eco-friendly materials, and air-conditioning, rounded off by energy-efficient architectural finishes - Atlantis City Mall offers customers a pleasant shopping experience.

ADDRESS

Wesfleur Circle,
Atlantis Cape Town,
South Africa, 7349

TRADING HOURS

Mon-Fri: 09:00 – 19:00
Saturday: 09:00 – 17:00
Sunday & Public Holiday: 09:00 – 15:00

SHOPPER DEMOGRAPHICS



LSM:
5 – 7



GENDER
FEMALE 80%
MALE 20%



RACE
COLOURED 85%
WHITE 10%
OTHER 5%



LANGUAGES
AFRIKAANS 89%
ENGLISH 10%
XHOSA 1%

ADVERTISING OPPORTUNITIES



EXHIBITION COURT SPACE



STATIC IN-CENTRE MEDIA



OUTDOOR MEDIA



SOCIAL MEDIA



CONNECT WAYA-WAYA



TLC BATHROOM SNAPPER FRAMES



SNAPPER FRAMES

ANCHOR TENANTS



93

STORES



21 984 m²

TOTAL SIZE (GLA)

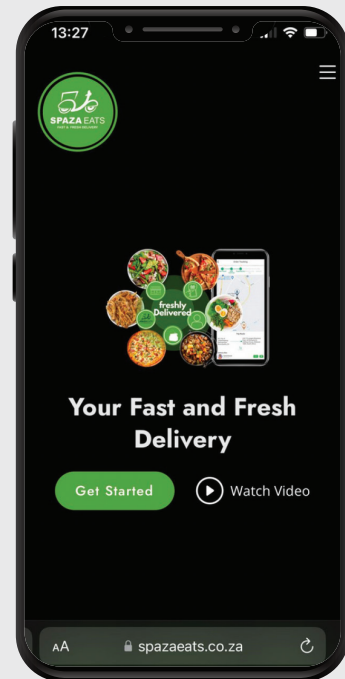
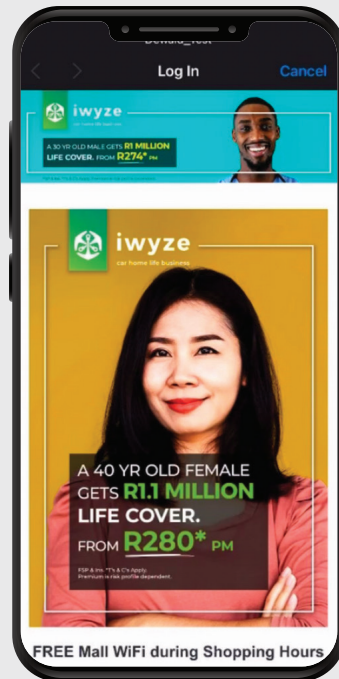


WI-FI CAPTIVE PORTAL AND APP ADVERTISING



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.