

# DIGITAL SHOPPER ENGAGEMENT



## ABOUT THE MALL

First opened in 1993, Daveyton Mall is one of the first township malls developed in South Africa. Nearly 30 years later, it has been given a colourful new makeover and exciting extension to better reflect and serve its vibrant community.

Daveyton Mall is anchored by Pick n Pay (3 700 m<sup>2</sup>) and forms part of the central business area of Daveyton.

## ADDRESS

Cnr Turton & Eiselen Street,  
Daveyton, 1520

## TRADING HOURS

Monday - Friday : 09:00 - 18:00  
Saturday : 09:00 - 16:00  
Sunday & Public Holidays : 09:00 - 14:00

## SHOPPER DEMOGRAPHICS



LSM:  
3 - 8



GENDER  
FEMALE 71%  
MALE 29%



RACE  
BLACK 90%  
INDIAN 7%  
CHINESE 3%



LANGUAGES  
ZULU 93%  
XHOSA 4%  
ENGLISH 3%

## ADVERTISING OPPORTUNITIES



EXHIBITION COURT SPACE



STATIC IN-CENTRE MEDIA



SOCIAL MEDIA



CONNECT WAYA-WAYA



PUBLIC BATHROOM MIRRORS

## ANCHOR TENANTS

**OBC**<sup>TM</sup>  
Better Butchery

**PEP**

**mr price**

**Jet**



**68**

STORES



**19 813 m<sup>2</sup>**

TOTAL SIZE (GLA)

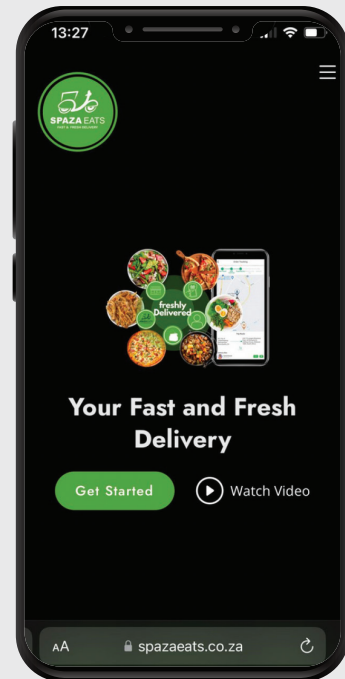
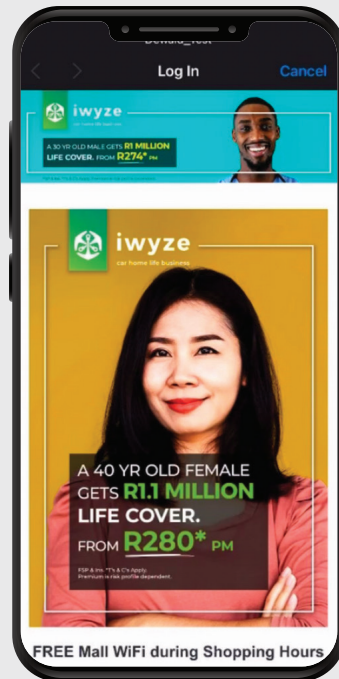
**vukile**  
Centres of Growth

# 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.