

# DIGITAL SHOPPER ENGAGEMENT



Siyinhliziyoyomphakathi



## ABOUT THE MALL

Designed around convenience, Hammarisdale Junction Mall is a community shopping centre situated west of Durban in KwaZulu-Natal. Catering to all customers' shopping needs, mall forms the heart of Hammarisdale and is supported by a taxi rank and wheelchair-friendly amenities.

The mall is anchored by Spar and Boxer and is home to other favourites like Mr Price, Ackermans, Pep and Clicks. Boasting a contemporary, relaxed ambience and world-class aesthetics, Hammarisdale Junction is the ultimate convenience destination, attracting more than 560 000 feet each month.

## ADDRESS

Kunene Road,  
Hammarisdale,  
Durban, 3700

## TRADING HOURS

Monday to Sunday: 09h00 - 19h00  
Public Holidays: 10h00 - 16h30

## SHOPPER DEMOGRAPHICS



**LSM:**  
2 - 5



**GENDER**  
FEMALE 53%  
MALE 47%



**RACE**  
BLACK 97%  
ASIAN 1%  
COLOURED 1%  
WHITE 1%



**LANGUAGES**  
ZULU 90%  
XHOSA 7%  
OTHER 3%



**EXHIBITION COURT SPACE**



**OUTDOOR / BILLBOARDS**



**SOCIAL & DIGITAL MEDIA**



**CONNECT WAYA-WAYA**

## ANCHOR TENANTS



65

STORES



20 103 m<sup>2</sup>

TOTAL SIZE (GLA)



560 000

MONTHLY AVG. FOOT COUNT

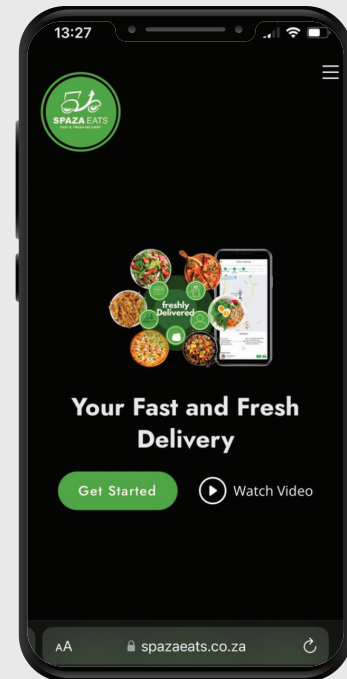
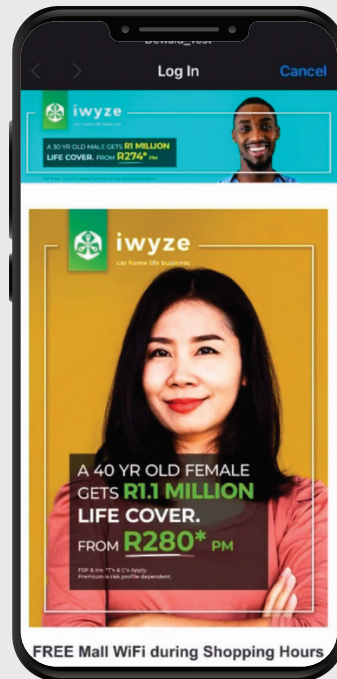


# WI-FI CAPTIVE PORTAL AND APP ADVERTISING



## 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.