

# DIGITAL SHOPPER ENGAGEMENT



highland  
mews



## ABOUT THE MALL

Highland Mews Shopping Centre is conveniently located south of the Witbank CBD in an established retail node between the N12 and N4 highways. The 17 032 m<sup>2</sup> mall is all about shopping, boasting a total of 55 stores.

Highland Mews offers a host of value-added amenities, which include free parking. Much loved by the community, it is a destination where shoppers can enjoy a diverse range of well-known retail outlets - seven days a week. The centre is highly accessible by commuters from neighbouring townships and attracts a high footfall due to the proximity of the taxi and bus rank.

## ADDRESS

Cnr Hans Strydom Dr &  
Watermeyer Str,  
Klipfontein, Emalahleni

## TRADING HOURS

Monday to Friday: 09h00 - 18h00  
Saturday: 08h00 - 14h00  
Sun & Public Holidays: 09h00 - 14h00

## SHOPPER DEMOGRAPHICS



LSM:  
3 - 6



GENDER  
FEMALE 65%  
MALE 35%



RACE  
BLACK 64%  
WHITE 15%  
ASIAN 2.5%  
COLOURED 2.5%



LANGUAGES  
ISIZULU 70%  
ENGLISH 20%  
SISWATI 10%

## ADVERTISING OPPORTUNITIES



EXHIBITION COURT SPACE



OUTDOOR / BILLBOARDS



SOCIAL & DIGITAL MEDIA



CONNECT WAYA-WAYA

## ANCHOR TENANTS

SHOPRITE®

WOOLWORTHS

CLICKS+

TRUWORTHS



56  
STORES



17 032 m<sup>2</sup>  
TOTAL SIZE (GLA)

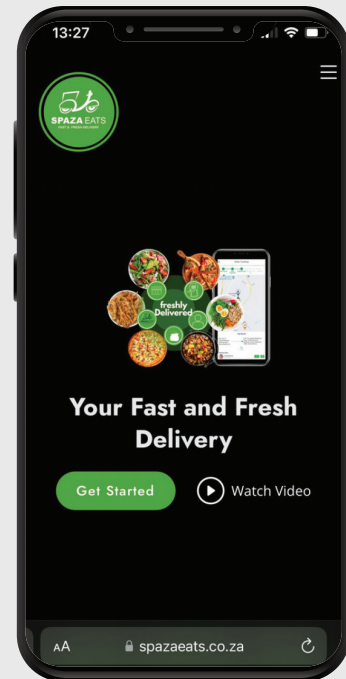
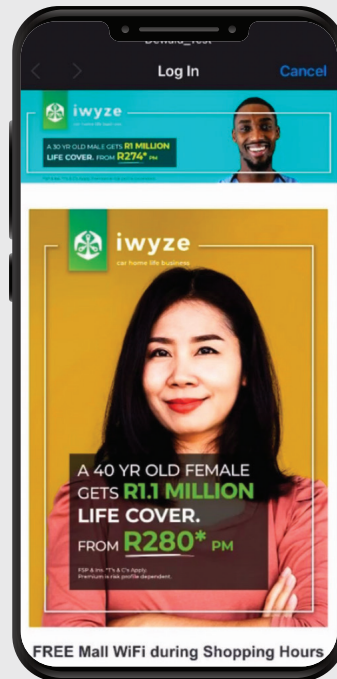
vukile  
Centres of Growth

# 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.