

# DIGITAL SHOPPER ENGAGEMENT



## MDANTSANE CITY SHOPPING CENTRE



### ABOUT THE MALL

Mdantsane City is conveniently located on the corner Spine road and Billie road. These are two significant roads in the context of the area and they both provide access to the site.

Mdantsane City has incorporated a taxi rank within its design, which makes access to the centre quite easy and convenient. The shopping centre is clearly visible when travelling along both of these roads. Mdantsane City is anchored by Pick n Pay and Shoprite. The shopping centre currently functions as a community centre and is one of only two shopping centres in the town of Mdantsane - confirmed through primary research.

### ADDRESS

Mdantsane City Shopping Centre  
Cnr Billie Road and Qumza Highway  
Mdantsane, 5225

### TRADING HOURS

Mon - Sat: 09h00 to 17h00  
Sun & Public Holidays:  
09h00 to 14h00

### SHOPPER DEMOGRAPHICS



LSM:  
4 - 7



GENDER  
FEMALE 48%  
MALE 52%



RACE  
BLACK 99%  
COLOURED 1%



LANGUAGES  
XHOSA 98%  
ZULU 1%  
ENGLISH 1%

### ADVERTISING OPPORTUNITIES



EXHIBITION COURT SPACE



STATIC IN-CENTRE MEDIA



TLC BATHROOM SNAPPER FRAMES



OUTDOOR / BILLBOARDS



SOCIAL & DIGITAL MEDIA



CONNECT WAYA-WAYA



RADIO

### ANCHOR TENANTS

**SHOPRITE**

**WOOLWORTHS**

**Cashbuild**

**Jet**



**87**

STORES



**36 000 m<sup>2</sup>**

TOTAL SIZE (GLA)



**750 000**

MONTHLY AVG. FOOT COUNT

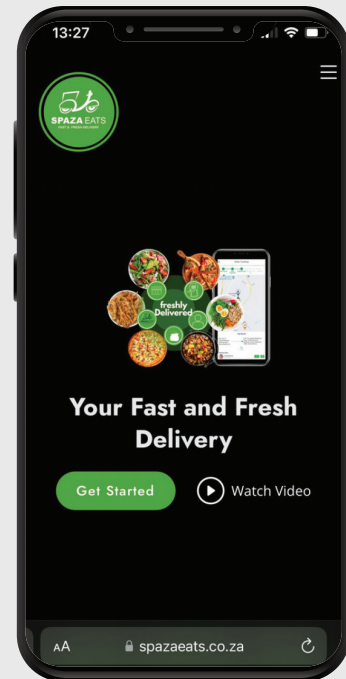
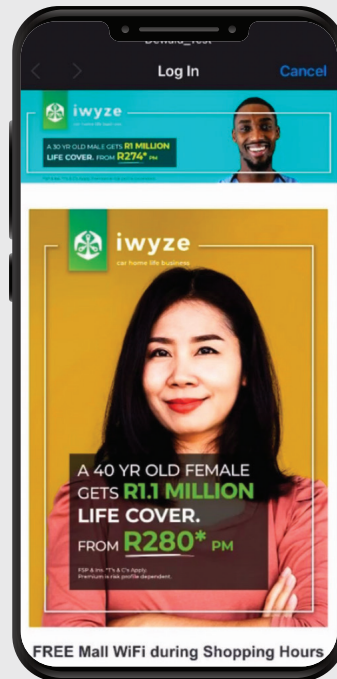
**vukile**  
Centres of Growth

# 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.