

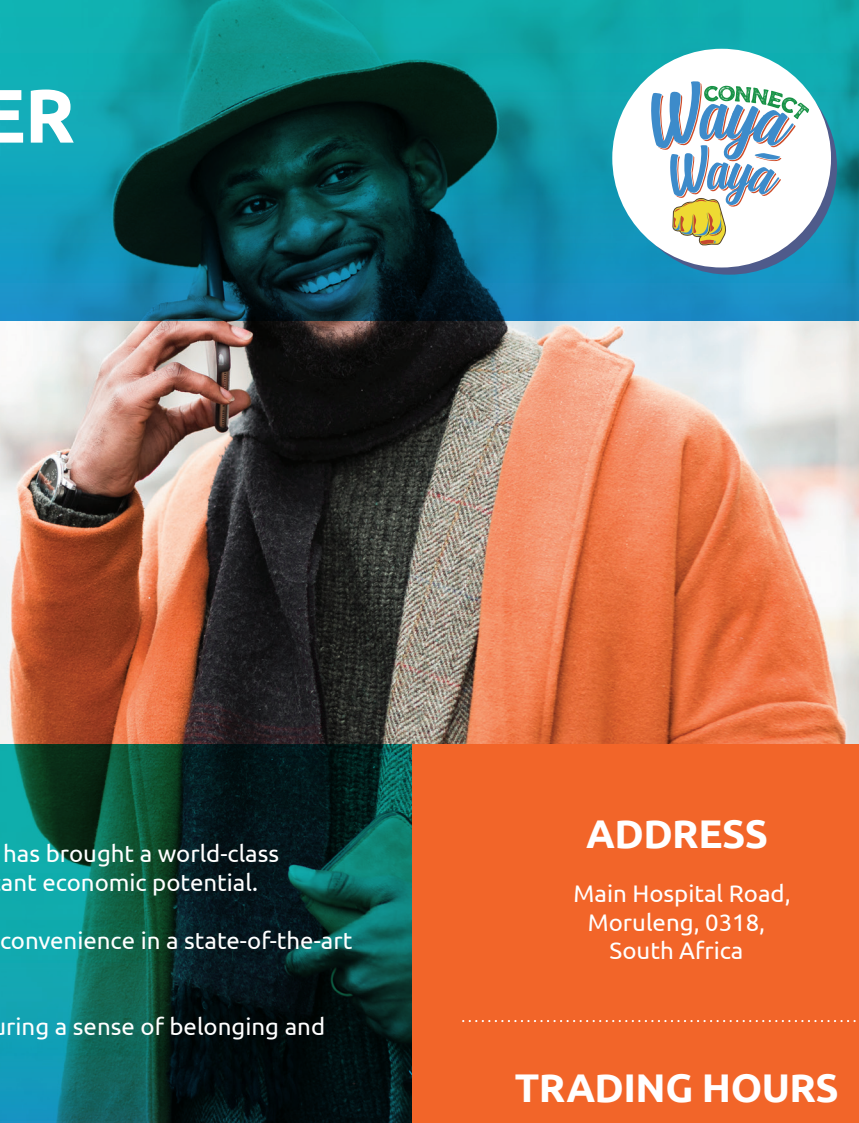
# DIGITAL SHOPPER ENGAGEMENT



MORULENG

mall

OUR PRIDE. OUR FUTURE



## ABOUT THE MALL

Having first opened its doors in 2013, Moruleng Mall has brought a world-class shopping centre to the heart of a region with significant economic potential.

The mall provides residents with choice, quality, and convenience in a state-of-the-art shopping environment.

It has become the heartbeat of the community, nurturing a sense of belonging and pride, while boosting the local economy.

## ADDRESS

Main Hospital Road,  
Moruleng, 0318,  
South Africa

## TRADING HOURS

Mondays to Fridays: 9am to 6pm  
Saturdays: 9am to 5pm  
Sun & Public Holidays: 9am to 3pm

## SHOPPER DEMOGRAPHICS



LSM:  
4 - 8



GENDER  
FEMALE 35%  
MALE 65%



RACE  
BLACK 99%  
OTHER 1%



LANGUAGES  
SETSWANA 86%  
ENGLISH 3%  
ZULU 2%



EXHIBITION COURT SPACE



OUTDOOR / BILLBOARDS



SOCIAL & DIGITAL MEDIA

ANCHOR TENANTS

SHOPRITE®

Pick n Pay  
QualiSave

TRUWORTHS

WALTLOO  
MEAT & CHICKEN



77

STORES



31 592 m<sup>2</sup>

TOTAL SIZE (GLA)

vukile

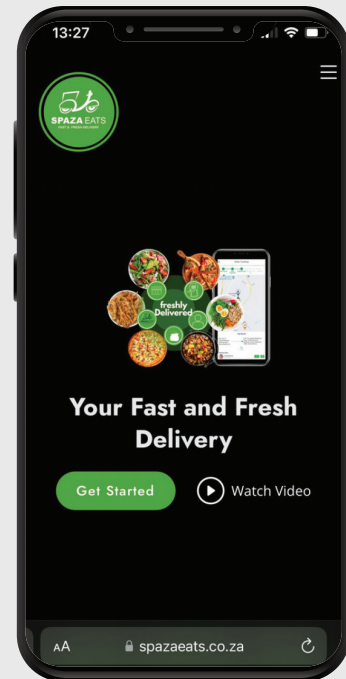
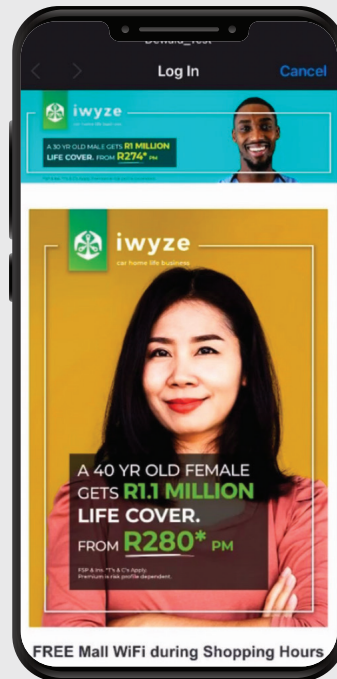
Centres of Growth

# 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.