

# DIGITAL SHOPPER ENGAGEMENT



**Phoenix**  
PLAZA

## ABOUT THE MALL

Phoenix Plaza has woven itself into the heart and soul of the Phoenix community, embedding itself into the culture and diversity of the surrounding areas. Phoenix Plaza offers a retail shopping experience that is community centred, variety-filled and convenient, playing an active role within the Phoenix community.

Phoenix Plaza owned by Vukile Property Fund is a shopping centre situated north of Durban in the beautifully diverse province of KwaZulu-Natal. Catering for the locals of Phoenix and surrounding communities, the centre is home to more than 105 independent and national retailers with Shoprite as its anchor tenant.

## ADDRESS

19 Parthenon St, Starwood,  
Phoenix, 4068,  
South Africa

## TRADING HOURS

Monday to Friday: 09:00 to 18:00  
Saturdays: 08:30 to 17:00  
Sundays: 09:30 to 16:00  
Public Holidays: 10:00 to 16:00

## SHOPPER DEMOGRAPHICS



**LSM:**  
5 - 7



**GENDER**  
FEMALE 64%  
MALE 36%



**RACE**  
ASIAN 70%  
BLACK 20%  
COLOURED 5%  
WHITE 5%



**LANGUAGES**  
ENGLISH 90%  
ZULU 8%  
OTHER 2%

## ADVERTISING OPPORTUNITIES



EXHIBITION COURT SPACE



TRADITIONAL MEDIA



OUTDOOR



SOCIAL MEDIA



DIGITAL MEDIA



CONNECT WAYA-WAYA



TLC BATHROOM SNAPPER FRAMES

## ANCHOR TENANTS

**BOXER**

**CLICKS+**

**SHOPRITE®**

**Jet**



**110**  
STORES



**24 231** m<sup>2</sup>  
TOTAL SIZE (GLA)



**850 000**  
MONTHLY AVG. FOOT COUNT

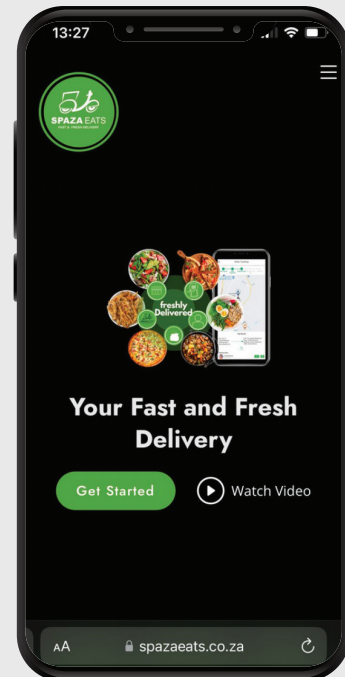
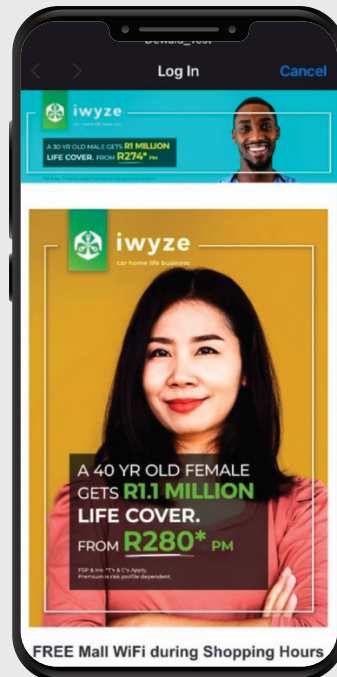
**vukile**  
Centres of Growth

# 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.