

# DIGITAL SHOPPER ENGAGEMENT



Pine  
CREST

## ABOUT THE MALL

Pine Crest Centre is located in the bustling city of Pinetown, KwaZulu-Natal, and has served the community for over 30 years. The centre opened in the late 1980s to become the first shopping centre in the town.

To this day, the centre retains its biggest-in-town status, and now boasts a brand-new contemporary look, four-level parking area – and 124 stores. The centre caters to shoppers who desire a friendly, convenient, and upmarket shopping experience.

## ADDRESS

17 Kings Road  
Pinetown, Kwa-Zulu Natal  
3610, South Africa

## TRADING HOURS

Monday – Thursday: 9am to 6pm  
Friday: 8.30am to 6pm  
Saturday: 9am to 5pm  
Sunday: 9am to 4pm  
Public Holidays: 9am to 4pm

## SHOPPER DEMOGRAPHICS



**LSM:**  
4 – 7



**GENDER**  
FEMALE 57%  
MALE 43%



**RACE**  
BLACK 60%  
ASIAN 21%  
COLOURED 16%  
WHITE 3%



**LANGUAGES**  
ZULU 56%  
ENGLISH 34%  
OTHER 5%

## ADVERTISING OPPORTUNITIES



EXHIBITION COURT SPACE



DIGITAL MEDIA



OUTDOOR MEDIA



SOCIAL MEDIA



CONNECT WAYA-WAYA®



ESCALATOR STEP BRANDING



BATHROOM SNAPPER FRAMES

## ANCHOR TENANTS

**game**

**WOOLWORTHS**

**Dis-Chem**  
PHARMACIES

**GYM**  
COMPANY

**vukile**  
Centres of Growth



**124**  
STORES



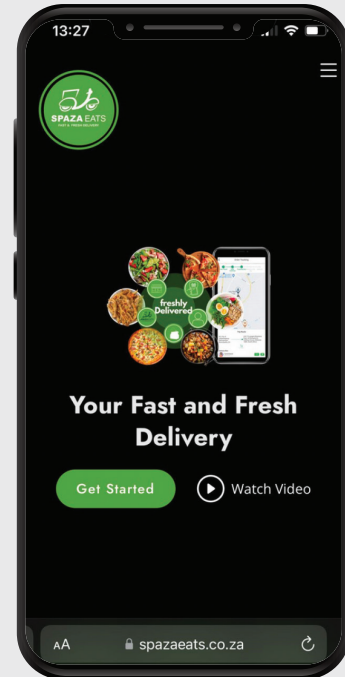
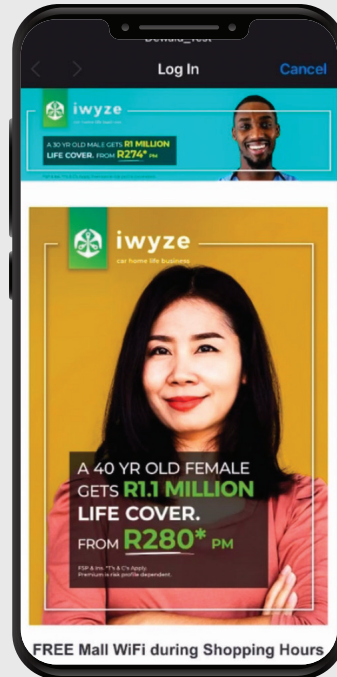
**43 431 m²**  
TOTAL SIZE (GLA)

# 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.