

DIGITAL SHOPPER ENGAGEMENT



ABOUT THE MALL

Built in 1860, this breathtaking historical landmark was originally a functioning railway workshop designed in the iconic colonial architecture style. In 1986, the building was transformed into South Africa's first themed shopping centre, with the original iron girders that soar up to the vaulted glass roof, now providing the framework for this truly majestic shopping centre.

Today, The Workshop is a heritage site and the only shopping centre in Durban's vibrant CBD.

ADDRESS

99 Aliwal St,
Durban Central,
Durban, 4000

TRADING HOURS

Mon - Sat: 9:00am - 5:00pm
Sun & Public Holidays:
10:00am - 4:00pm

SHOPPER DEMOGRAPHICS



LSM:
5 - 8



GENDER
FEMALE 47%
MALE 53%



RACE
BLACK 92%
COLOURED 4%
WHITE 2%
ASIAN 2%



LANGUAGES
ZULU 83%
ENGLISH 10%
XHOSA 7%

ADVERTISING OPPORTUNITIES



IPOINT SCREENS



MOOD MEDIA SCREENS



LED SCREENS



ESCALATORS



HANGING BANNERS



A0 SNAPPER FRAMES



A4 TLC FRAMES



CONNECT WAYA WAYA

ANCHOR TENANTS

ACKERMANS

sport'scene

mr price

CLICKS+



82

STORES



20 204 m²

TOTAL SIZE (GLA)



1 129 000

MONTHLY AVG. FOOT COUNT
(PRE-COVID)

vukile

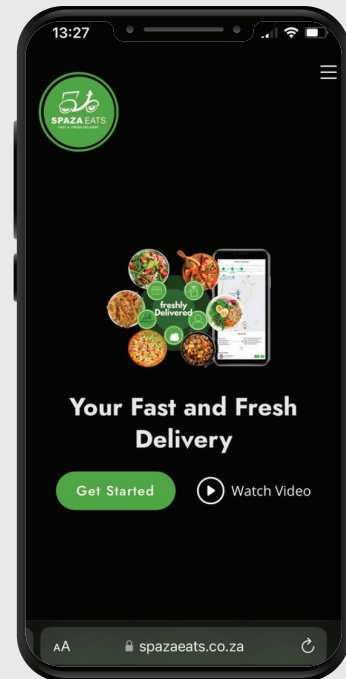
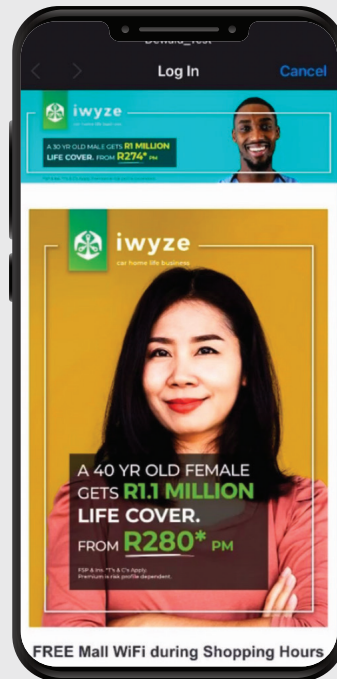
Centres of Growth

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.