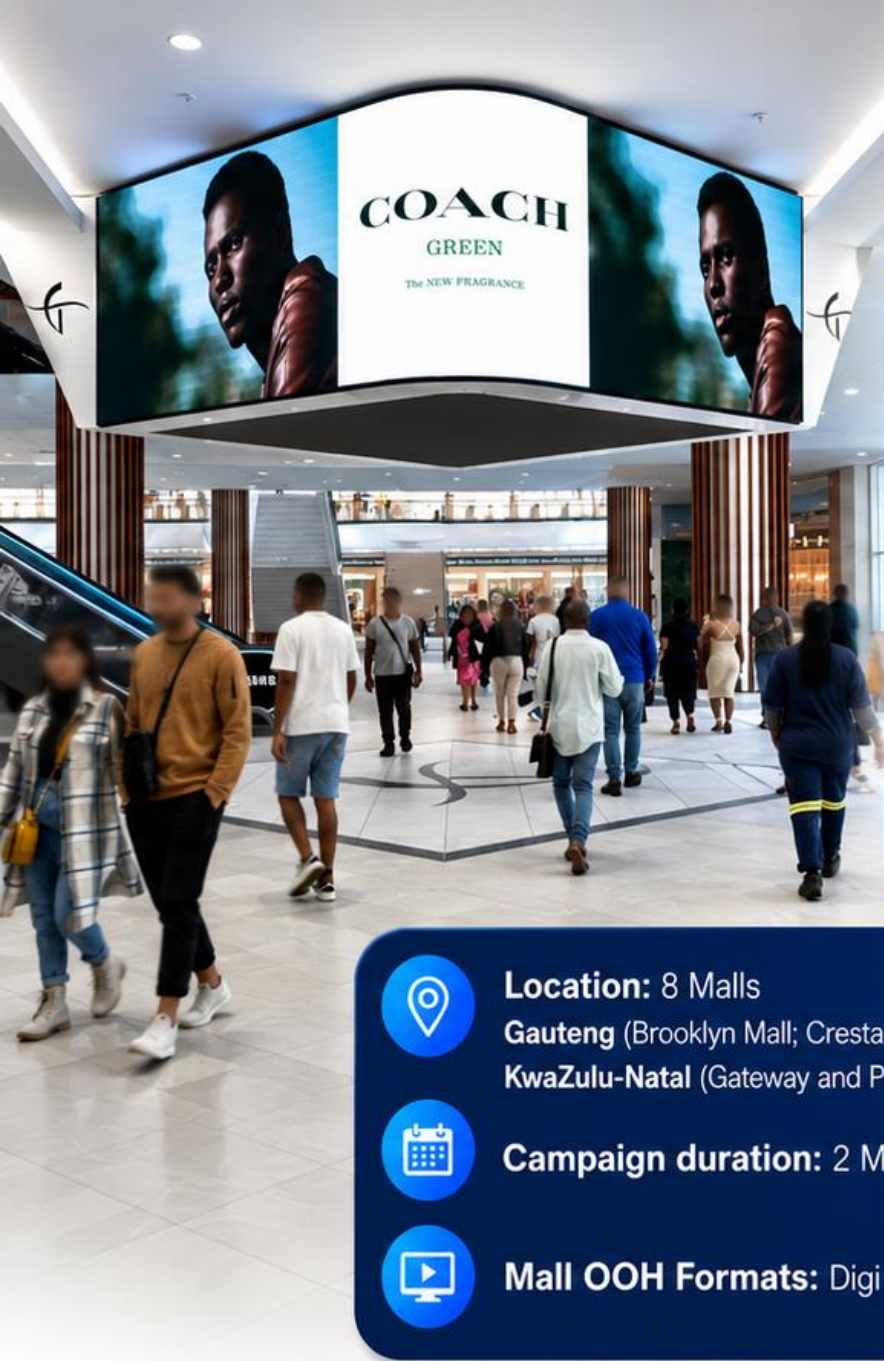




MALL MEDIA EFFECTIVENESS STUDY

KANTAR | PRIMEDIA
MALLS



Understanding the impact from using the **Primedia Mall media assets** by providing **critical metrics** to quantify changes in consumers' awareness and opinions of a brand as a result of various brand activities in the malls.



14% uplift in **Purchase Intent**



15% uplift in **Spontaneous Awareness**



13% uplift in **Usage**



Competition across the category during this time saw **3 category leaders** having significant **usage declines**.



Location: 8 Malls

Gauteng (Brooklyn Mall; Cresta Mall; Fourways Mall; Menlyn; Southgate)
KwaZulu-Natal (Gateway and Pavilion); Western Cape (Tyger Valley Mall)



Campaign duration: 2 Months



Mall OOH Formats: Digi Impacts; Digi Engage; Static Nav;



Brand Love
increased by
11%

Given the strong competition in this market, it is noteworthy that the advertising showcased **brand differentiation** with an average endorsement of

84%

