

EXHIBITION & ADVERTISING OPPORTUNITIES



BAYSIDE
MALL



BAYSIDEMALL.CO.ZA



CENTRAL MALL

2

MALL

CAPITEC



Step into the new era of Bayside Mall, where modern design meets dynamic advertising opportunities. Following the redevelopment, Bayside Mall has transformed into a vibrant hub, drawing shoppers with its enhanced beauty and overall offering.

For nearly 40 years, Bayside Mall has been a cherished part of the Blouberg community. From family dinners and birthday celebrations to first dates, Bayside Mall has been there for life's most special moments. Now, we invite you to create even more memories in our refreshed and revitalised space.

At Bayside Mall, we are dedicated to supporting our tenants in every way possible. Our commitment includes fostering open communication to gather valuable feedback about your products and services. Our ultimate goal is to create a thriving environment that benefits our tenants, exhibitors and the community we serve. Together, we can ensure that Bayside Mall remains the go-to destination for variety, convenience, and memorable shopping experiences.



ADVERTISING OPPORTUNITIES

Below are the opportunities we have available to offer you:

- Selection of 5 different exhibition locations
- Boom Sleeve Advertising
- Lift Branding
- Parking Pillar Wraps
- Poster Frames located near our restrooms
- Flagpole Advertising
- Interactive social media pages with a strong audience, Facebook and Instagram



We also offer access to additional opportunities managed by trusted third parties. We are happy to provide you with their contact details to help you explore these options further.

External:

Light Pole Poster located throughout the parking area

Contact Person: Celeste van Jaarsveld
Email Address: celeste@smartoutads.co.za

A Digital Screen located at the main intersection of the mall

Contact Person: Tracey Donaldson
Email Address: tracey@kradle.co.za

2 Different Advertising Boards located on the Facade

1. SB Outdoor Advertising Board

Contact Person: Gareth Cooke
Email Address: gareth@sboutdoor.co.za

2. Dsrupt Advertising Board

Contact Person: Karoly Csernus
Email Address: karoly@dsrupt.co.za



Pillar Posters



Digital Screen



SB Outdoor Advertising Board



Dsrupt Advertising Board

Internal:

Shop Beats NEW!

Bayside Mall's ShopBeat system is the perfect way to get your brand heard, literally! Your ad will play every hour throughout the mall, ensuring maximum exposure to shoppers. Plus, as a valued tenant, you get an exclusive 40% discount on advertising rates!

Contact Person: Nadia Appel van Bavel
Email Address: nadia@squarepegholdings.com

In-centre TV's

Contact Person: Nonku Ngobese
Email Address: nonkun@primediamalls.co.za

Big Screen TV located in the heart of the Food Court

Contact Person: Nonku Ngobese
Email Address: nonkun@primediamalls.co.za

In-centre Wayfinders

Contact Person: Nonku Ngobese
Email Address: nonkun@primediamalls.co.za

PopVault, a smart locker that displays

digital advertising on its LED locker doors

Contact Person: Joel Bubly
Email Address: joel@vgmedia.co.za



Big Screen TV Food Court

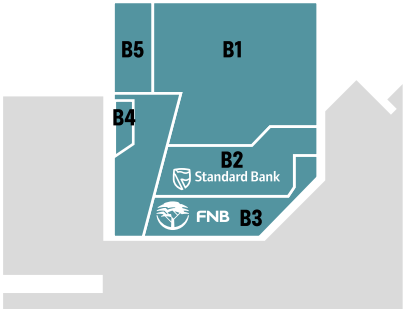


In-centre TV's

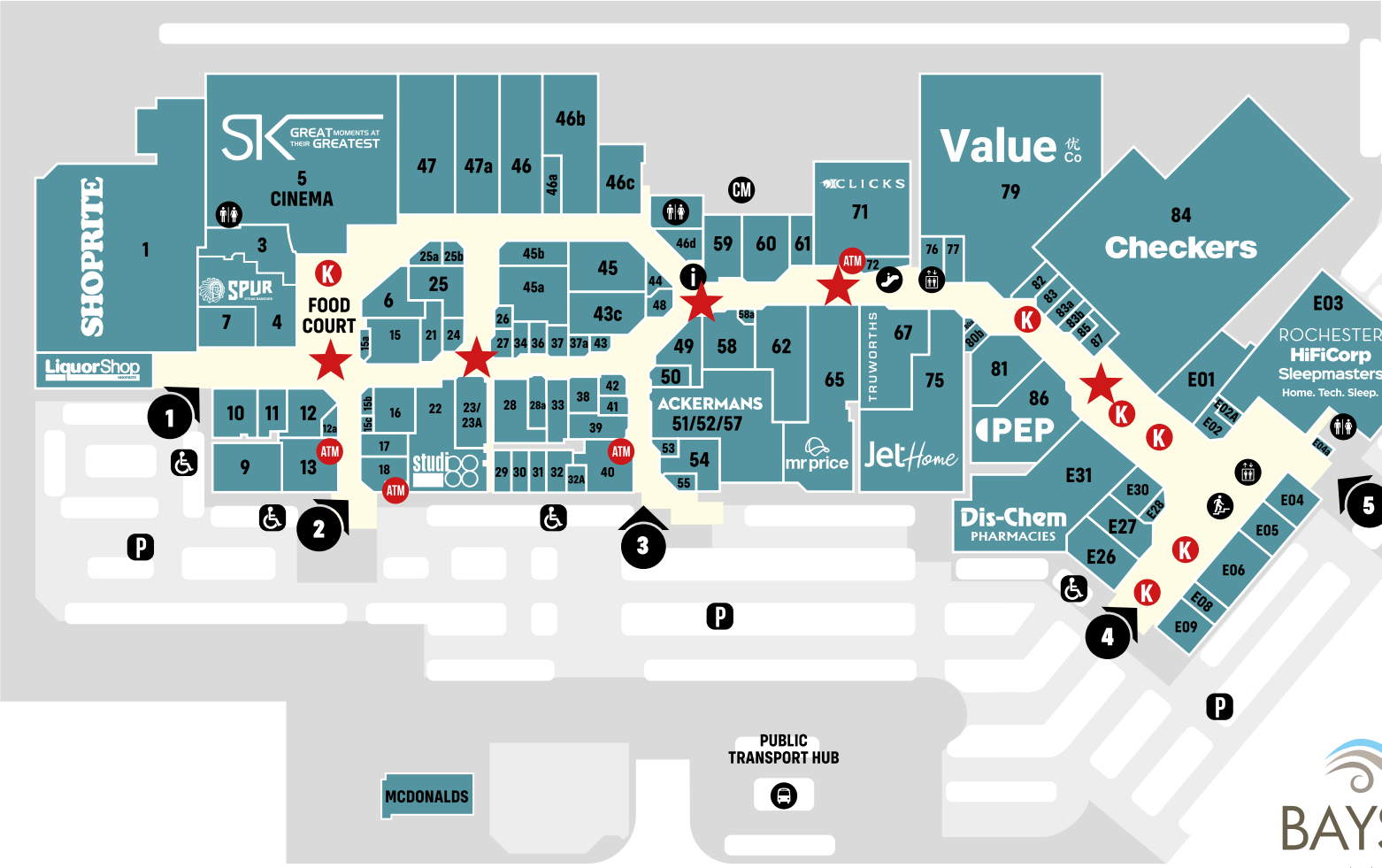


In-centre Wayfinders

EXHIBITION MALL MAP



FIRST FLOOR

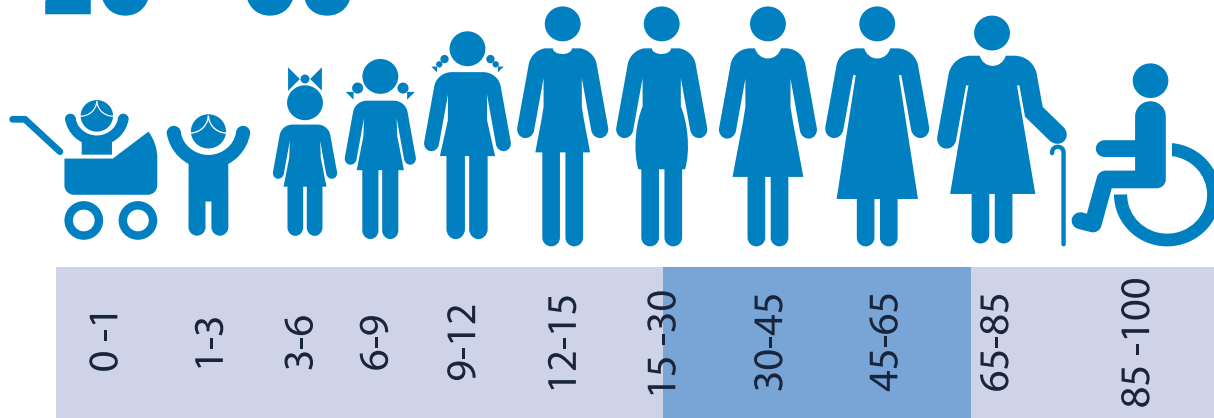


- ATM
- CENTRE MANAGEMENT
- ESCALATOR
- LIFTS
- PARKING
- PARALEGIC PARKING
- STAIRS
- TOILETS
- INFO DESK
- ENTRANCE
- KIOSK
- EXHIBITION LOCATIONS



SHOPPER PROFILE

26 - 65



Average shopper age

6 - 10



LSM (Standard Living Measure)



52
minutes

Average dwell time

22%



Male



78%

Female

English,
IsiXhosa,
Afrikaans



Languages mostly spoken

INDOOR ADVERTISING OPPORTUNITIES EXHIBITIONS

With an average annual foot traffic of over 5 million visitors, Bayside Mall is a prime location for showcasing your brand. Our five unique exhibition spaces, strategically positioned throughout the mall, ensure maximum exposure to a wide and diverse range of shoppers.

Each exhibition space is designed to accommodate different needs, with sizes ranging from 3m x 3m, to 5m x 3m, and larger combined spaces ideal for high-impact events, such as car exhibitions.

How to Exhibit:

Proposal Submission: Submit a visual or floor plan along with a list of products/services to be displayed.

Flooring Requirements: Flooring is mandatory for all exhibitions.

Booking Confirmation: A signed contract is required to secure your exhibition space.

Payment Terms: Full payment must be received 7 days prior to the start of your exhibition.

Take advantage of Bayside Mall's bustling environment to bring your brand directly to an engaged audience!

INDOOR ADVERTISING OPPORTUNITIES

- **Boom sleeves:**

Be top of mind as shoppers enter Bayside Mall! Boom sleeves are located at multiple entrances.

- **Parking Pillar wraps:**

These are a great way to grab the shopper's attention before they enter the mall. Pillar wraps are available in full-length or half-length.

- **Lift Branding:**

The back panel in the lift is available for branding, offering a prime opportunity to capture shoppers' attention as they travel between parking levels

- **Poster Frames located near our bathrooms:**

These posters need to be bold and to the point to grab the attention of the shoppers heading to the restrooms. Please note that the posters are required to be A0 in size.

Please note:

Artwork for indoor advertising must be submitted to Centre Management for approval.

All indoor advertising elements must be of a high standard, befitting the image of Bayside Mall.

All design and printing costs will be carried by the advertiser.

All measurements can be sent on request.



Boom Sleeve Advertising



Parking Pillar Wraps



Lift Branding



Flagpole Advertising

PHOTO SHOOT AND VIDEOGRAPHY

The Bayside Mall North Atrium parking area is a sought-after location for photoshoots, offering a spacious and open-air setting perfect for creative projects. For those seeking a parking area with a glass backdrop, P3 provides a versatile alternative ideal for both photography and videography.

What You'll Need to Provide:

To ensure a seamless booking process, please submit the following details:

- The number of people involved, including crew and cast.
- The number of vehicles entering the premises.
- The planned start and end time of the shoot.
- The production name and a brief description of the shoot.
- A detailed list of props and products required on-site.



TRADITIONAL MEDIA

Please find below a list of media partners that Bayside Mall has worked with, along with the respective contact persons to support easy liaison.

Radio:

Contact Person:

Email Address:

KFM

Clint Liddle

ClintL@primedia.co.za

Newspaper:

Contact Person:

Email Address:

Table Talk

Eugenie Broodryk

eugenie.broodryk@acm.co.za

Digital Billboard:

Contact Person:

Email Address:

Located on West Coast Drive, nearby Milnerton High School

Hela Strez

hela@primeoutdoor.co.za

Bus Shelter Advertising:

Contact Person:

Email Address:

Various available within Bayside Mall's catchment area

Pascale Davaray

pascale@on.co.za



SOCIAL MEDIA

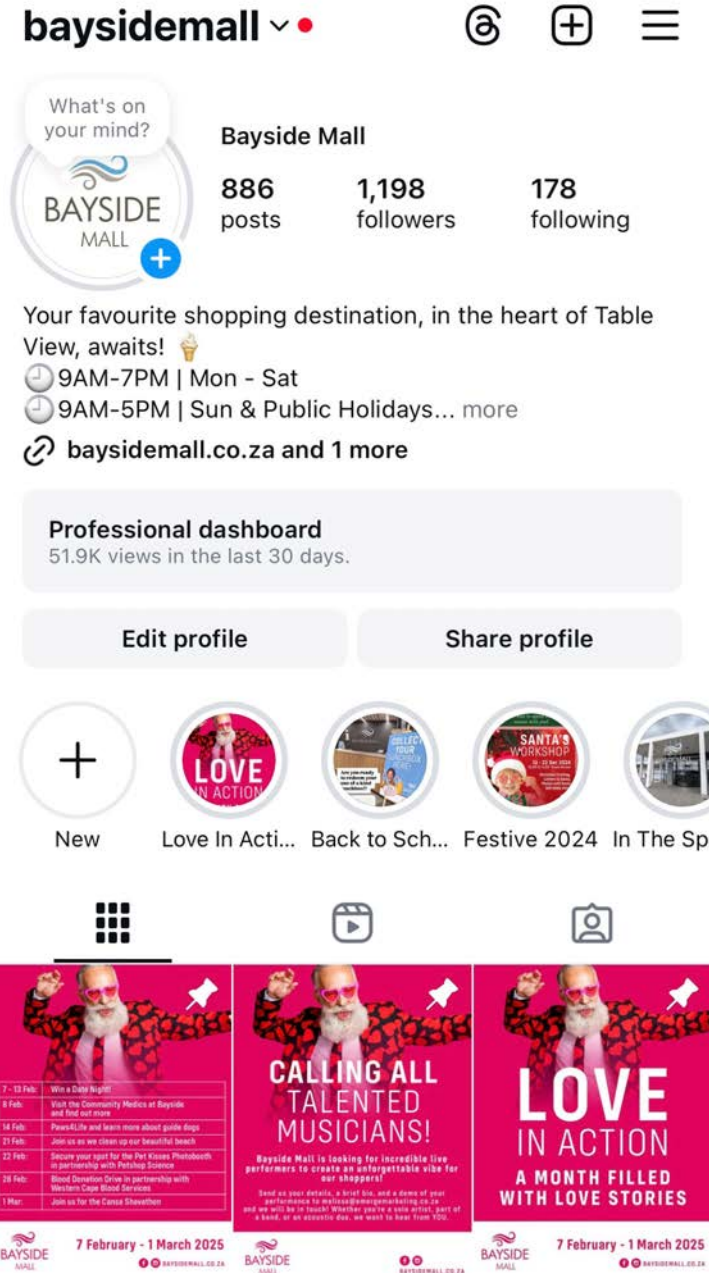
This advertising opportunity is offered at no additional cost to our tenants, making it a prime opportunity to boost awareness of your store and showcase your products or services.

Bayside Mall's vibrant social media presence includes Facebook and Instagram.

By sharing your professional and engaging visuals, promotions, or updates, you'll be part of a strategically managed social media presence that focuses on generating meaningful engagement and extended reach.

Our team ensures frequent, well-curated posts that align with the mall's branding while showcasing your store to a wider audience.

Leverage these platforms to amplify your brand's reach, drive awareness, connect with the audience in our community and build excitement around your offerings!





THANK YOU!

If you would like to explore any of these opportunities further, please don't hesitate to reach out to the Bayside Mall marketing team.

www.baysidemall.co.za



021 557 4350



Marketing:

Zante De Klerk



zante@emergemarketing.co.za



Exhibitions and sales:

Melissa Kallis



melissa@emergemarketing.co.za



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