



RE

MARKETING

REVOLUTIONISING RETAIL:

Strategic marketing for shopping centres and malls

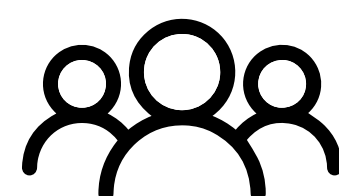


Boasting 20+ years of marketing expertise, numerous awards, a decade in mall marketing and another in social media, coupled with our comprehensive shopping centre/mall roster, we stand out as seasoned industry specialists.

RED Marketing has worked with:



7 retail property portfolios



8 community/ neighbourhood centres



Almost **30** shopping centres in total



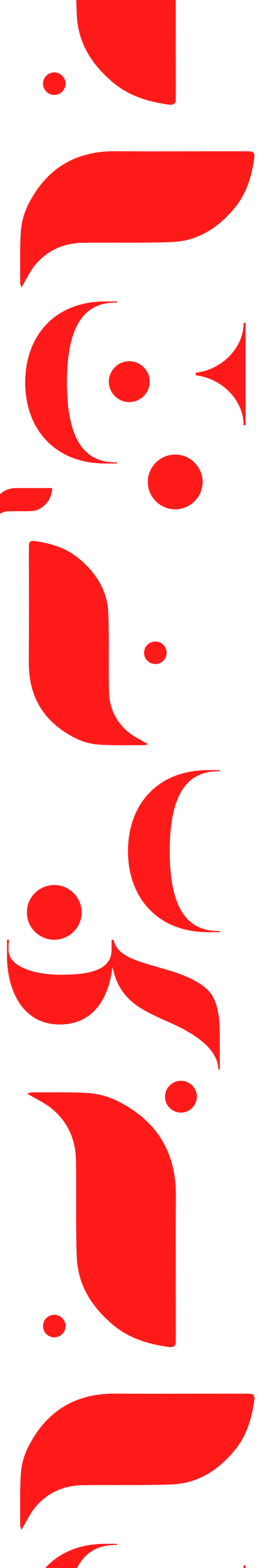
10 super-regional shopping centres



10 regional shopping centres

HIGHLIGHTS:

- **RED Marketing has been a part of teams that have won over 160 SACSA Footprint Marketing Awards.**
- **RED Marketing has been a part of the teams that have won Spectrum Awards for best marketing campaigns.**
- **Managed the top 5 largest Facebook audiences – Sandton City, Eastgate Shopping Centre, Nelson Mandela Square, Mall of Africa and Gateway Theatre of Shopping.**
- **Managed 5 of the top 10 Instagram audiences – Sandton City, Eastgate Shopping Centre, Nelson Mandela Square, Mall of Africa and Gateway Theatre of Shopping.**
- **Managed Sandton City Shopping Centre and Nelson Mandela Square’s social media for over 9 years.**
- **Built Sandton City Shopping Centre’s social media to the largest social media audience of any shopping centre in the Southern Hemisphere with an impressive nearly 900 000 Facebook followers.**
- **Reached over 3 million screens a month on average, garnering an ROI of 3000:1.**
- **Won gold SACSA Footprint Marketing Awards for a digital marketing campaign that reached over 29 million screens and garnered incredible engagement results.**
- **Worked with community centres and built loyal, highly engaged audiences.**



 LIBERTY
two°degrees

SANDTON CITY

 NELSON MANDELA
SQUARE

EASTGATE

 LIBERTY
MIDLANDS
MALL

 LIBERTY PROMENADE

 OLDMUTUAL

 GATEWAY
WWW.GATEWAYWORLD.CO.ZA

 CAVENDISH
SQUARE

BEDFORD

THE ZONE
ROSEBANK

 vincent
park

 RIVERSIDE MALL

KAGISO
Mall

 Phumulani
Mall

REBOSIS
PROPERTY FUND

Forest Hill
CITY
SHOPPING CENTRE

 BAY WEST
MALL
THE PULSE OF THE BAY

SUNNYPARK
SHOPPING CENTRE

 HEMINGWAYS MALL
the definition of elegance

 FORTRESS
REAL ESTATE INVESTMENTS

 204
OXFORD

pinelopes
boulevard

 PALM SPRINGS
SHOPPING CENTRE

EVATON
Mall

 WESKUS
Mall

 THE
CAVALEROS
GROUP

 NORWOOD
MALL
your mall, your moments

 VILLAGE VIEW

ATTACQ
INVEST • DEVELOP • GROW

MALL OF
Africa

 LEGACY
RETAIL

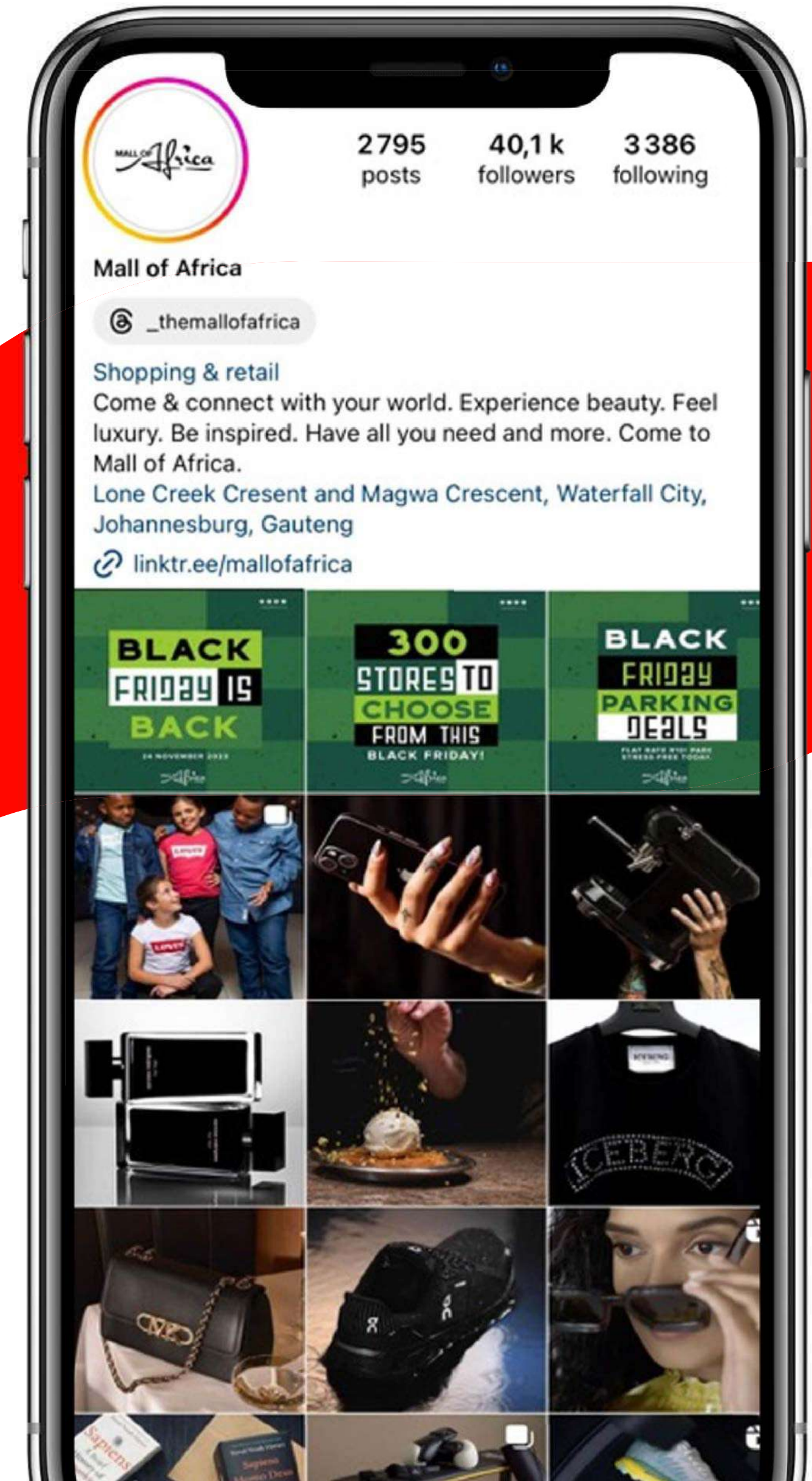
ilifa
COLLECTIVE

OUR SERVICES FOR SHOPPING CENTRES AND MALLS

SOCIAL MEDIA MANAGEMENT

RED Marketing has assisted these shopping centres with the following social media tasks:

- YEARLY STRATEGY FORMULATION
- MONTHLY STRATEGY FORMULATION
- MONTHLY STRATEGY IMPLEMENTATION
- PROFILE MANAGEMENT ACROSS THE DIFFERENT CHANNELS
- CONTENT CURATION
- CONTENT CURATION THROUGH VIDEOGRAPHY
- CONTENT CURATION THROUGH PHOTOGRAPHY
- CONTENT CURATION THROUGH SPECIALIST COPYWRITING
- GRAPHIC DESIGN SERVICES
- ADVERTISING AND BOOSTING
- CAMPAIGN CURATION AND IMPLEMENTATION
- BRAND CAMPAIGN FORMULATIONS, IMPLEMENTATION, AND SHOOTS
- BLOG FORMULATION AND IMPLEMENTATION
- MONTHLY REPORTING
- SPECIALISED CAMPAIGN REPORTING
- COMMUNITY MANAGEMENT
- CRISIS COMMUNICATION AND ASSISTANCE
- SACSC FOOTPRINT MARKETING AWARDS ENTRY FORMULATION AND EXECUTION

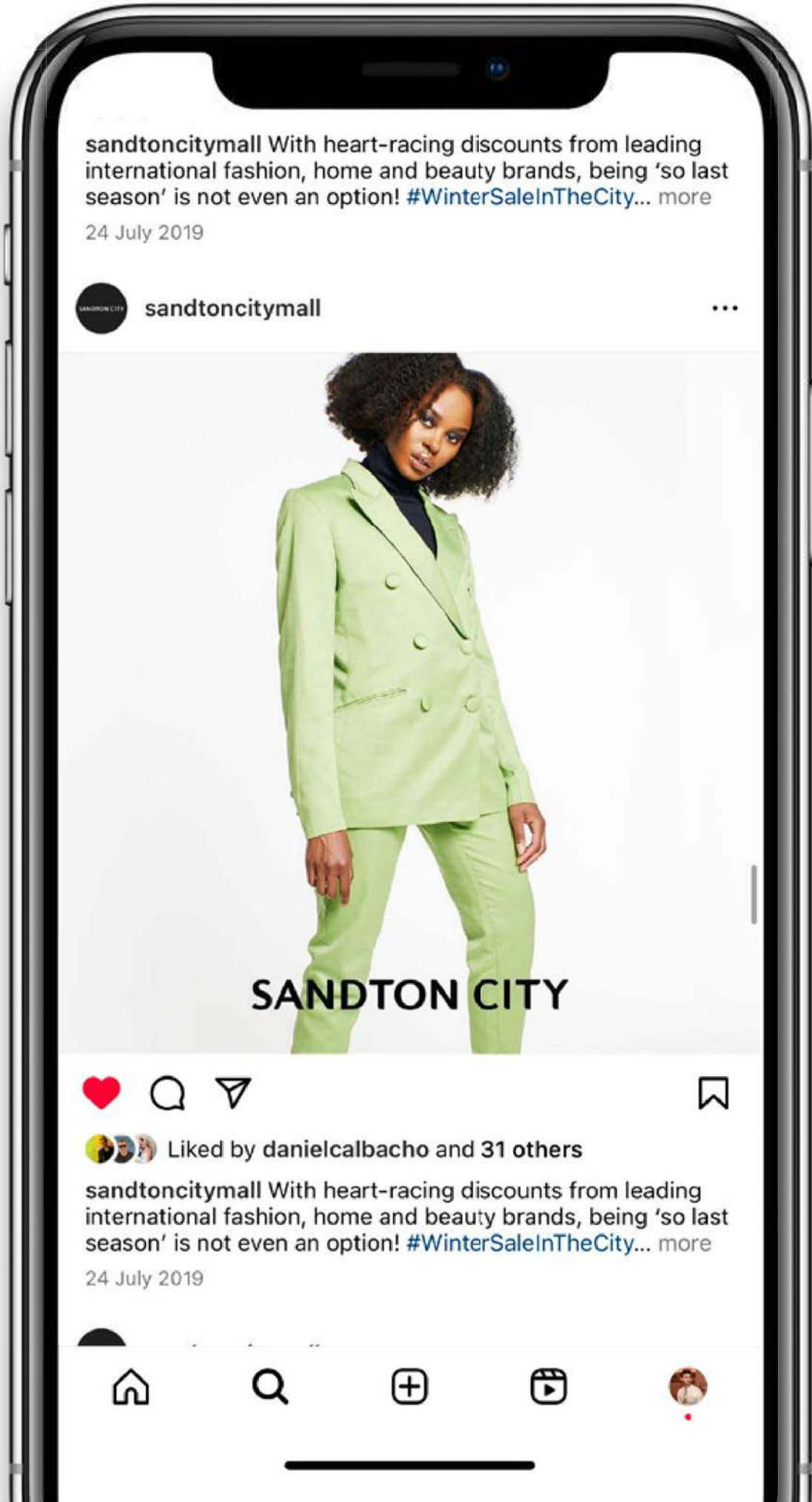


AWARD-WINNING BRAND CAMPAIGN AND DESIGN EXAMPLES



RED Marketing plays a crucial role in every phase of the campaign development process. This includes conceptualisation based on objectives – whether it’s aimed at increasing foot traffic, crafting brand campaigns, expanding social media presence and engagement, shooting campaigns and content, and finally, implementing these initiatives across diverse social media channels to achieve optimal results for the centre.

SANDTON CITY Winter Sale

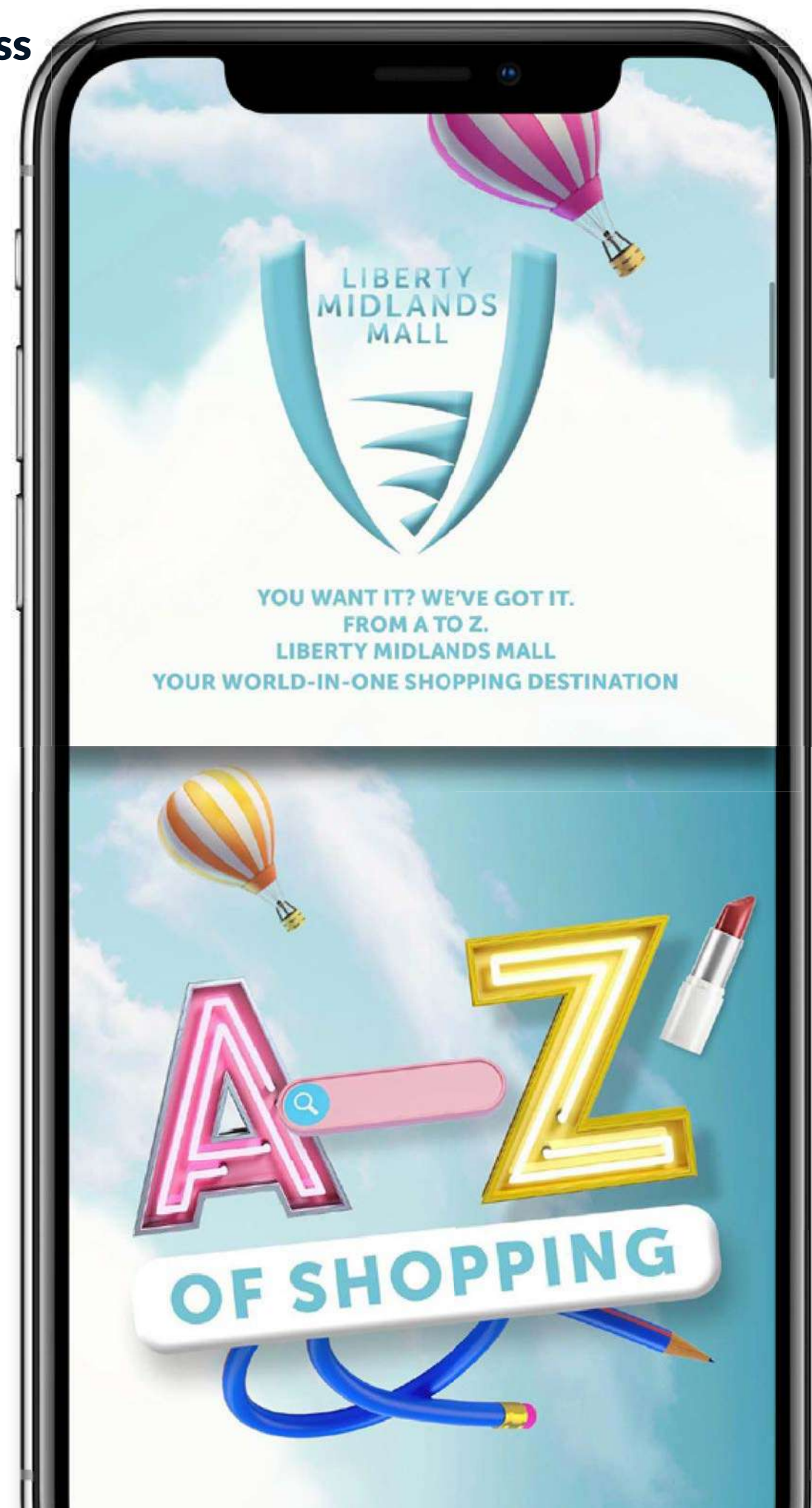
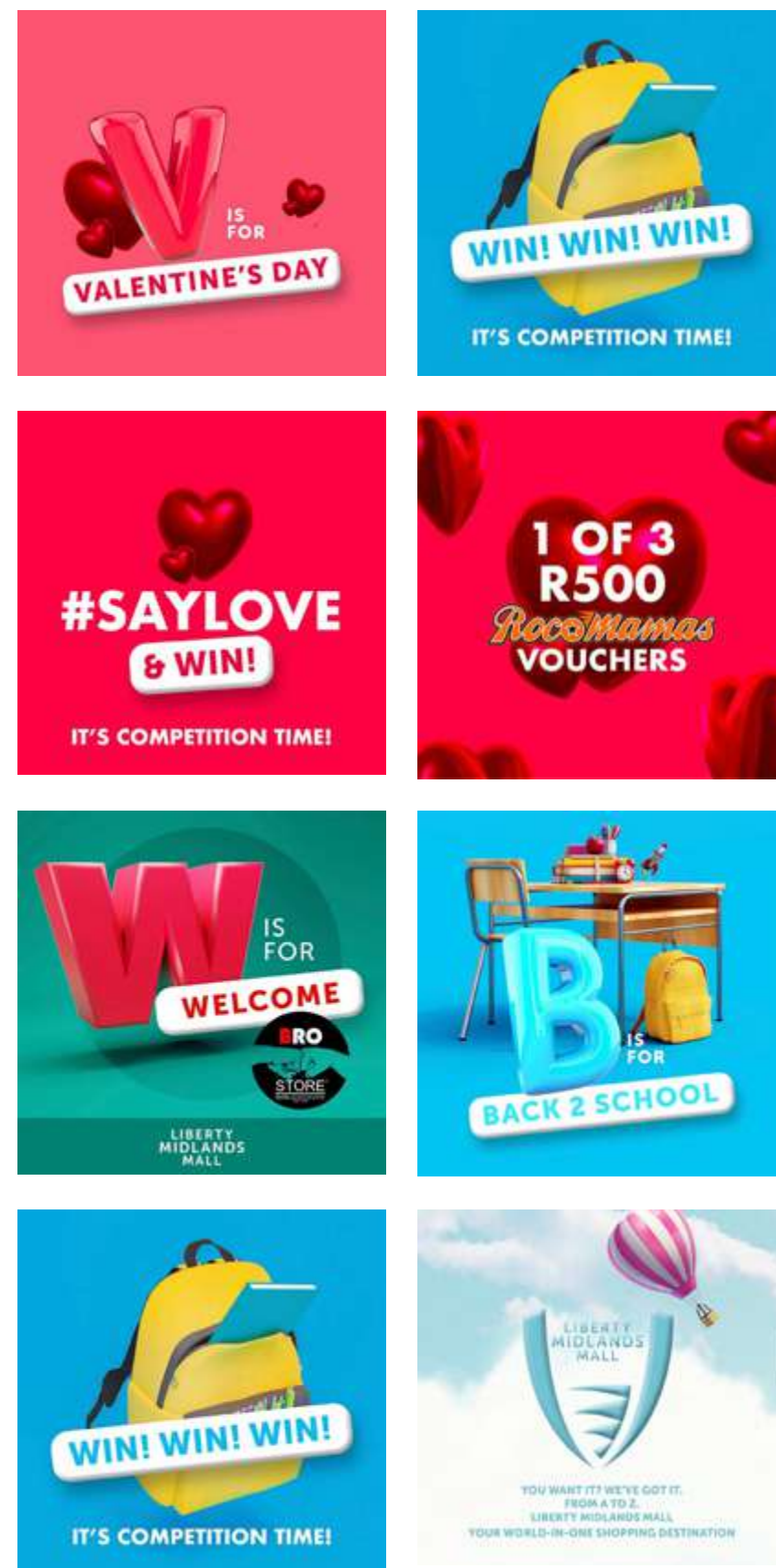


SANDTON CITY Iconic Brand Campaign

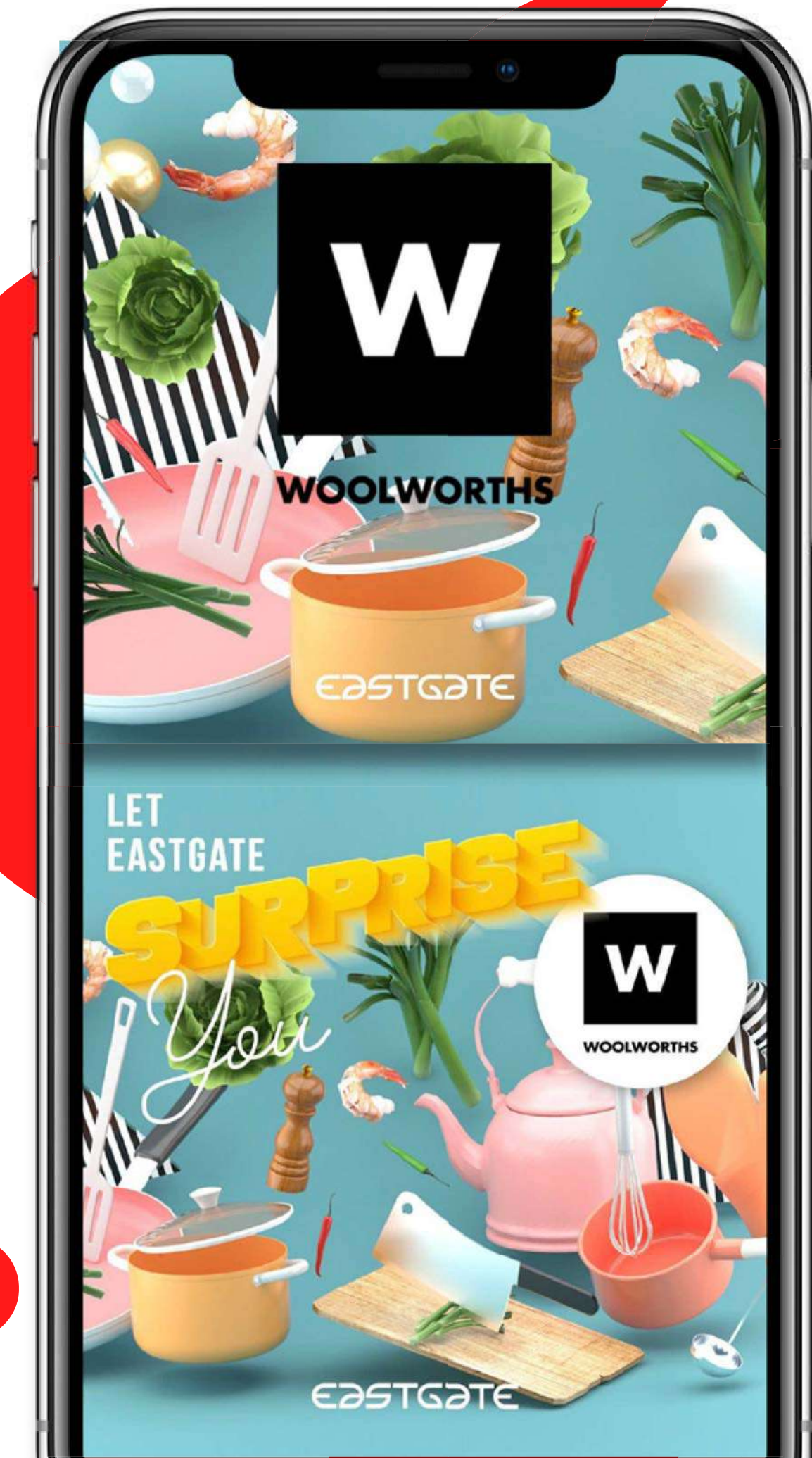


MORE BRAND CAMPAIGN EXAMPLES

LIBERTY MIDLANDS MALL Brand identity implemented across various campaigns

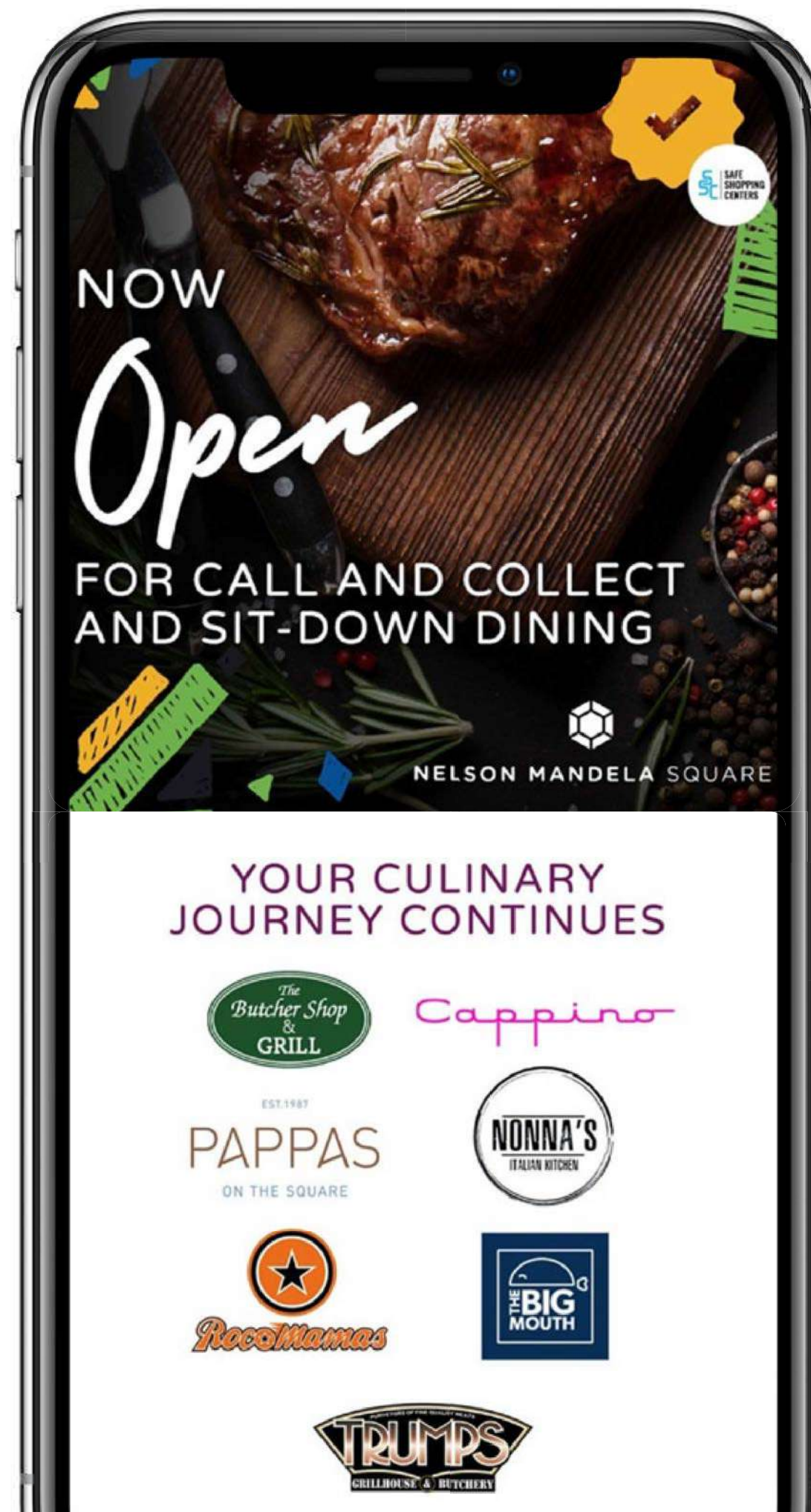


EASTGATE Weekly competitions



MORE BRAND CAMPAIGN EXAMPLES

NELSON MANDELA SQUARE
Dining campaign



LIBERTY PROMENADE
Birthday campaign and
implementation



MORE BRAND CAMPAIGN EXAMPLES

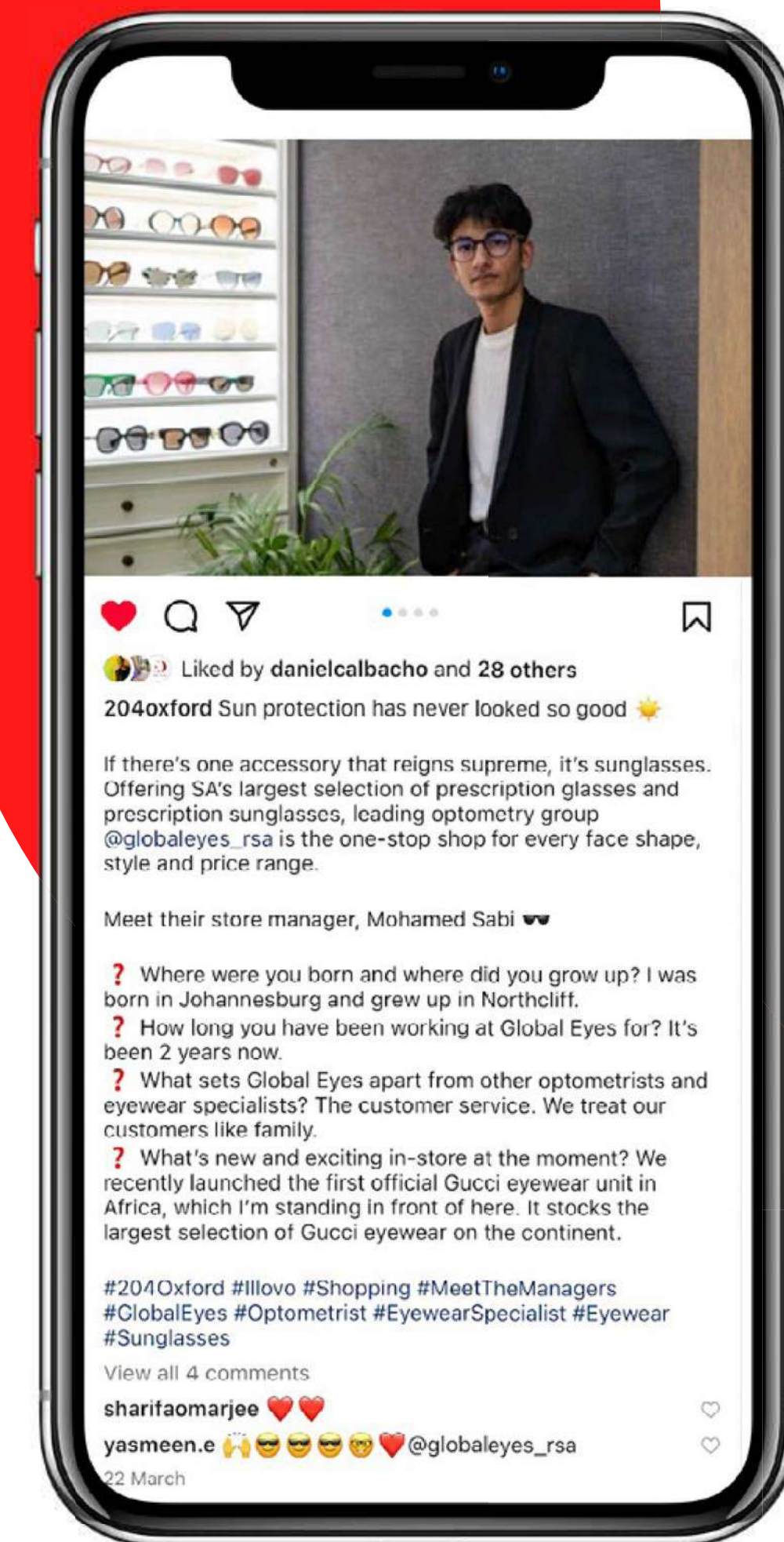
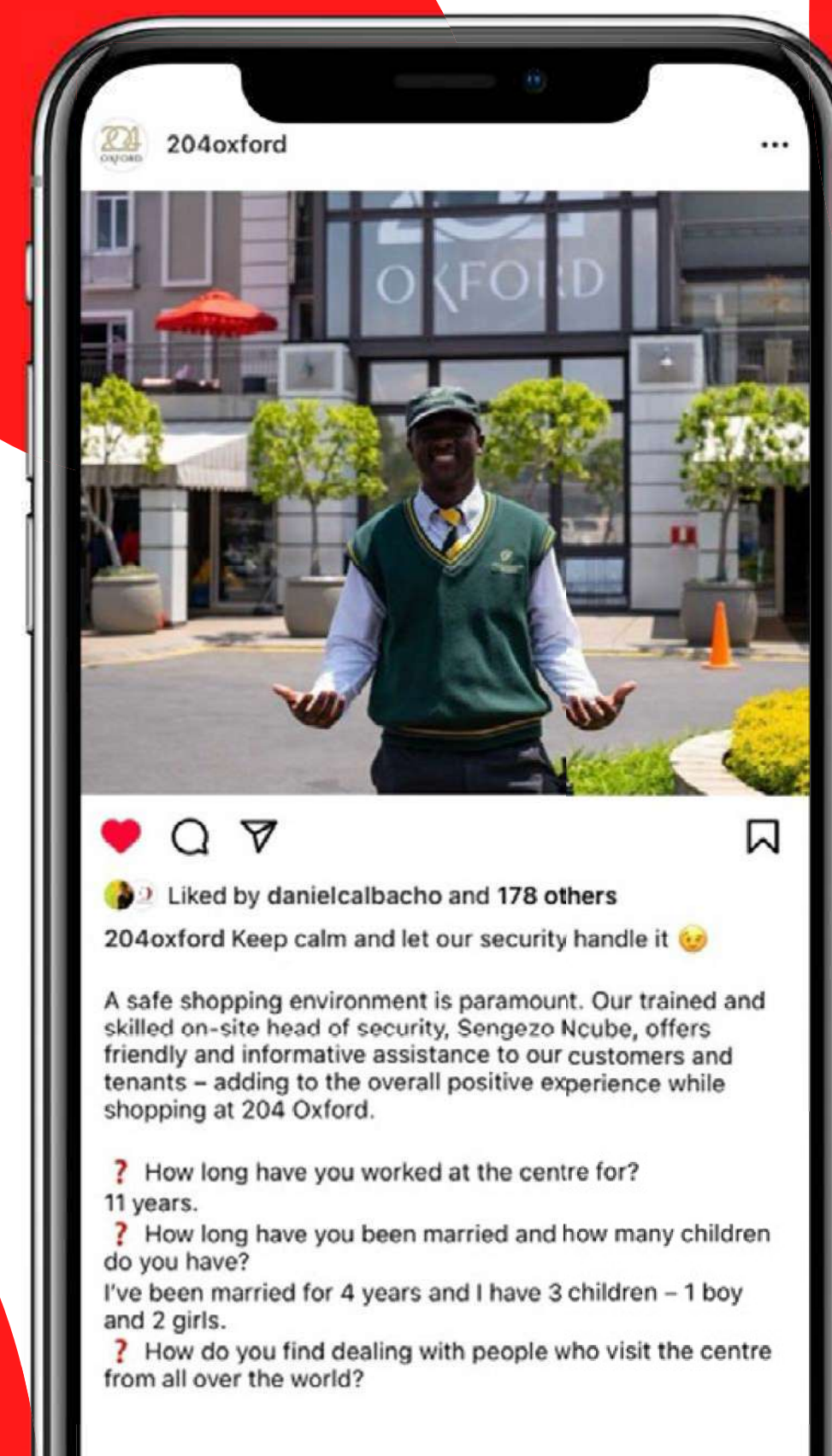
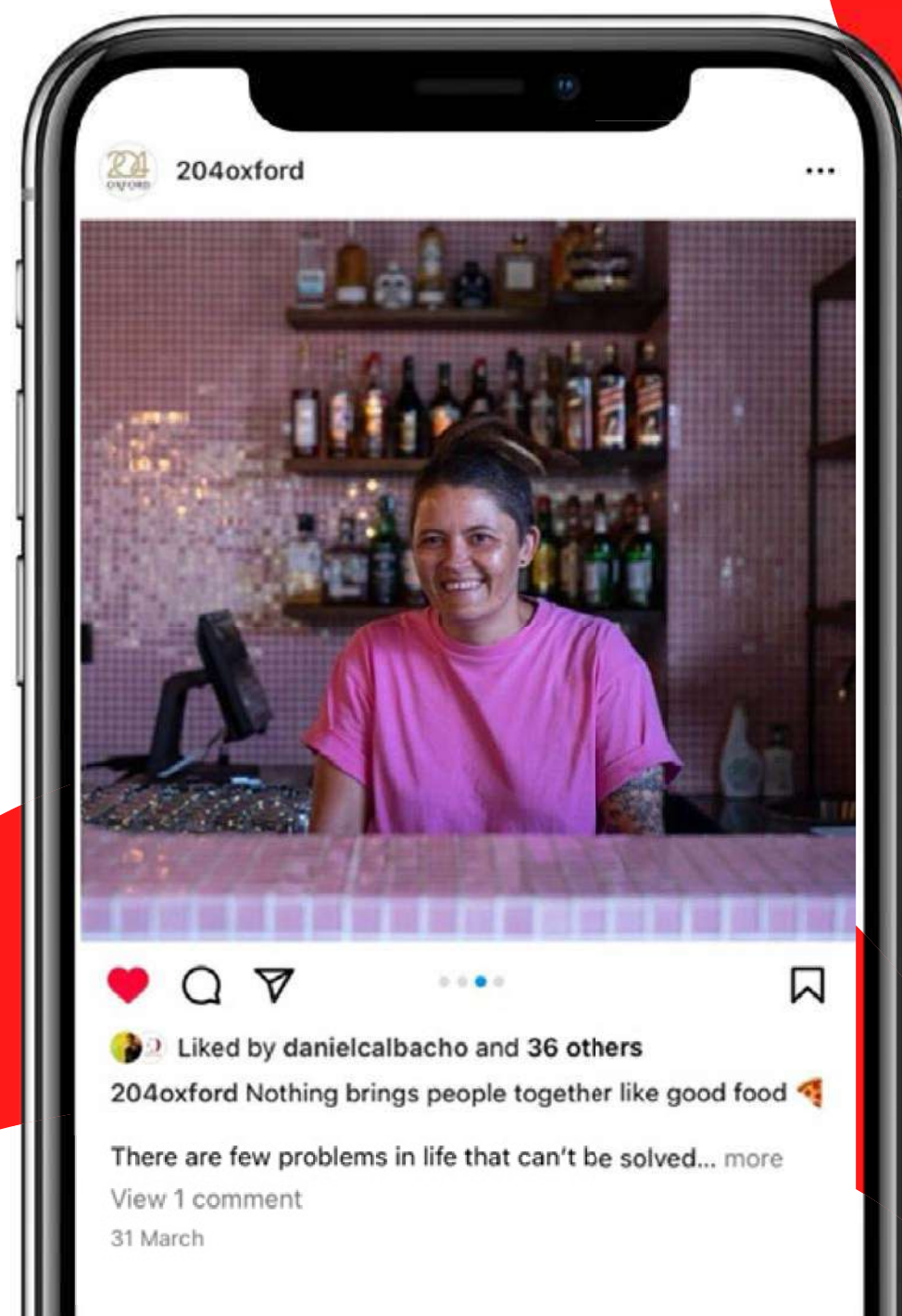
iLifa Collective – Innovators in Focus. Cultivating community engagement by spotlighting local African entrepreneurs, showcasing the faces behind the stores in the centre to create content that resonates and connects on a personal level.

ilifa
COLLECTIVE



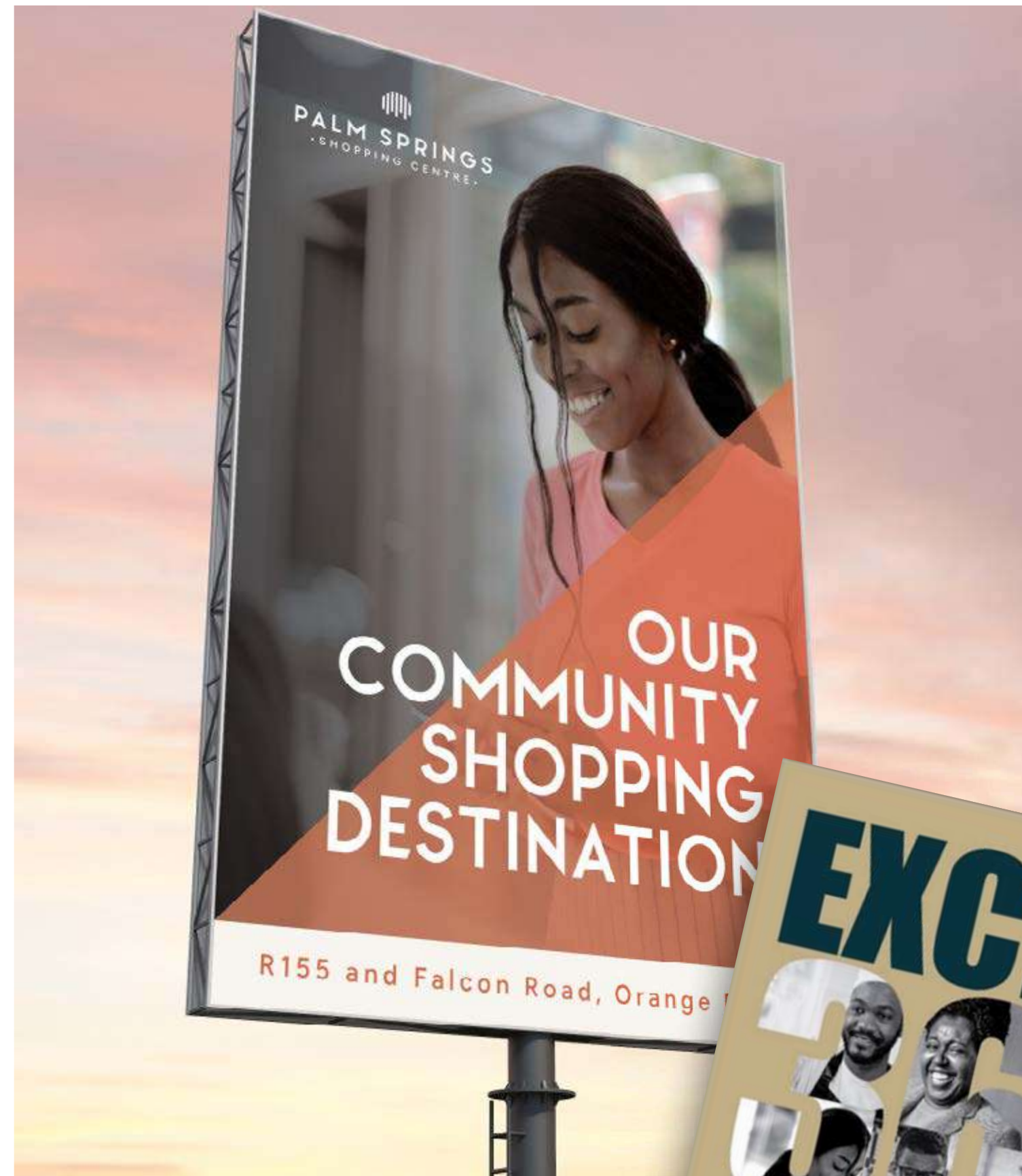
MORE BRAND CAMPAIGN EXAMPLES

204 Oxford – Get to know your community. Fostering stronger community relations for stakeholders, customers, tenants and on-site management teams alike. Tailored for the close-knit shopping community, it aims to provide an opportunity for residents to get to know the store owners and managers better.



DESIGN IMPLEMENTATION

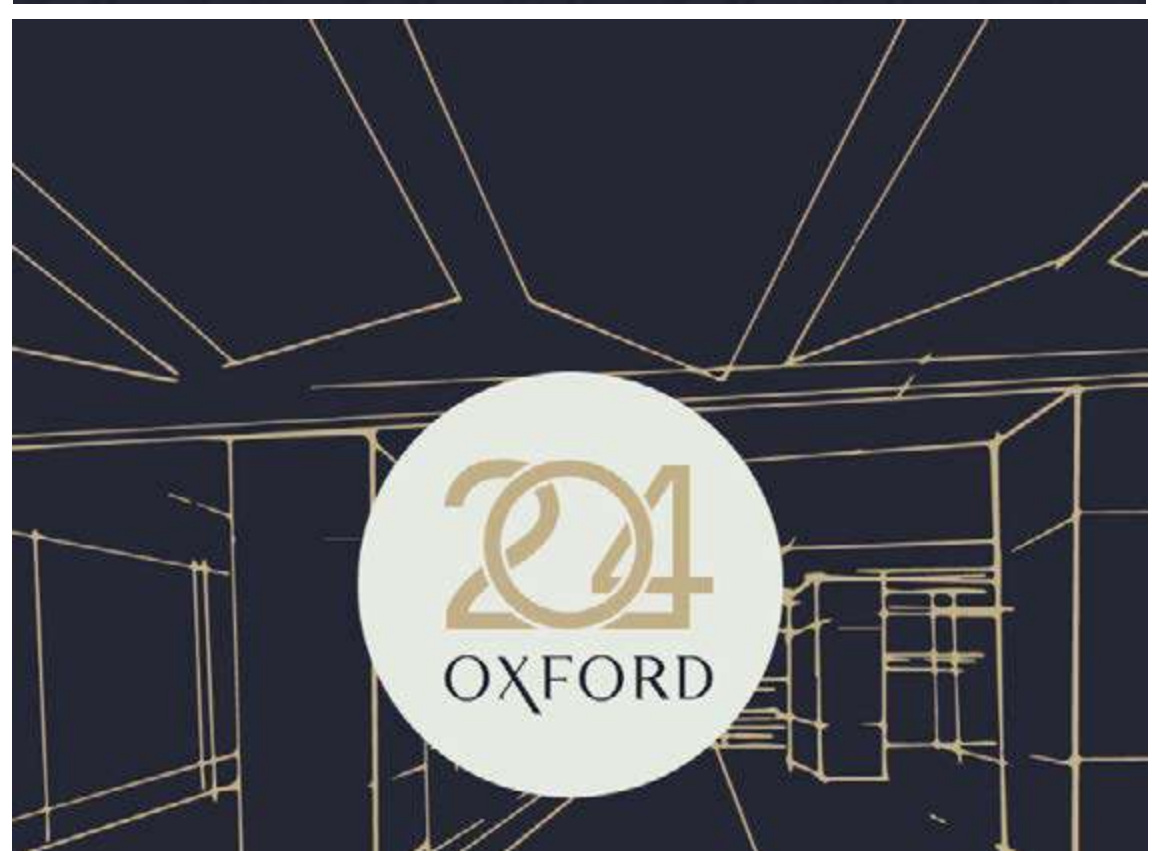
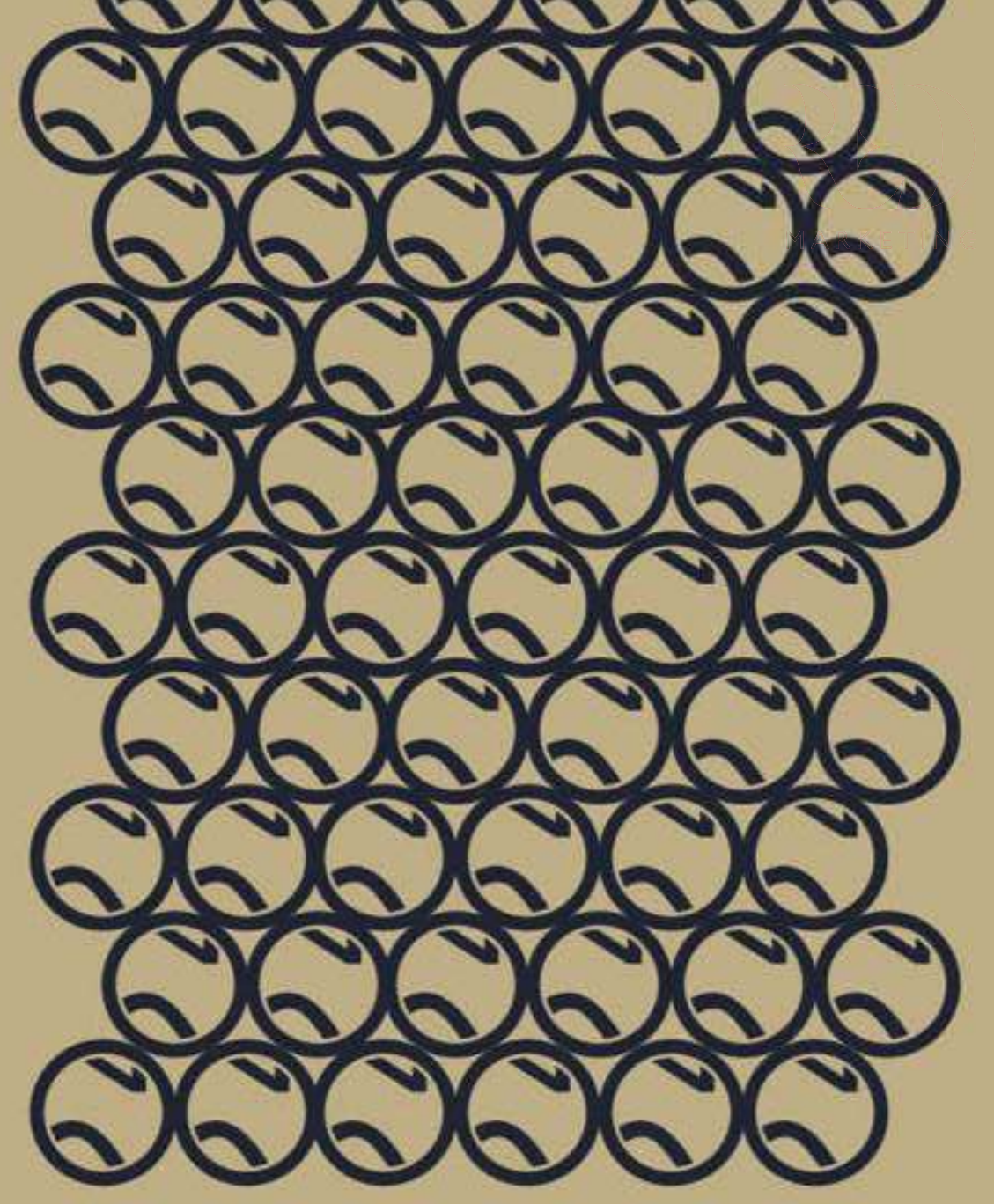
From conceptualisation to tangible realisation, we have the capability to bring any branding element you require to life – seamlessly transitioning from digital design to physical implementation.



BRAND DESIGN DEVELOPMENT

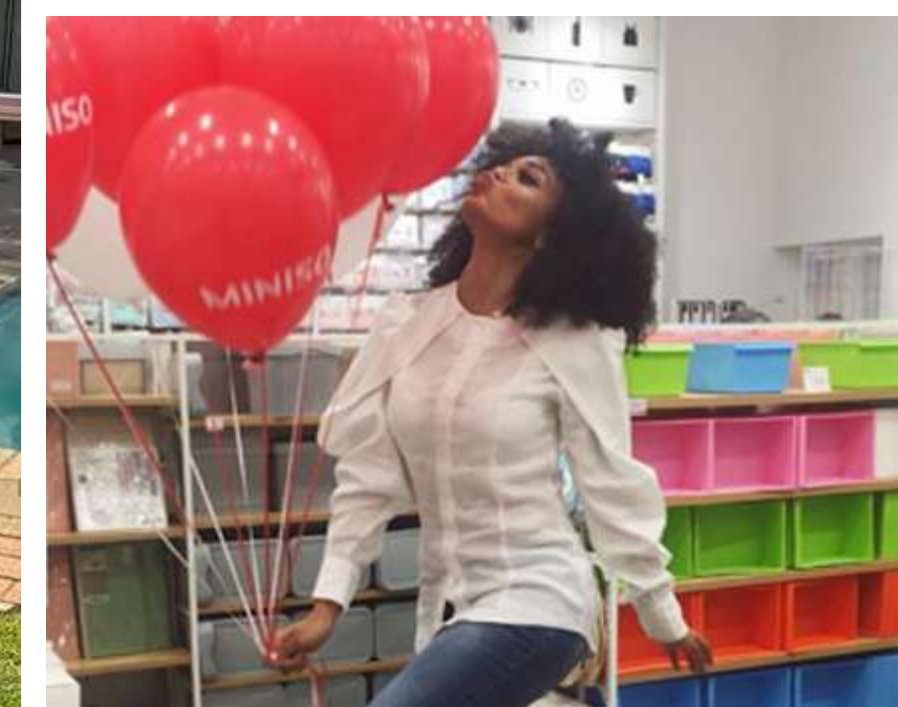
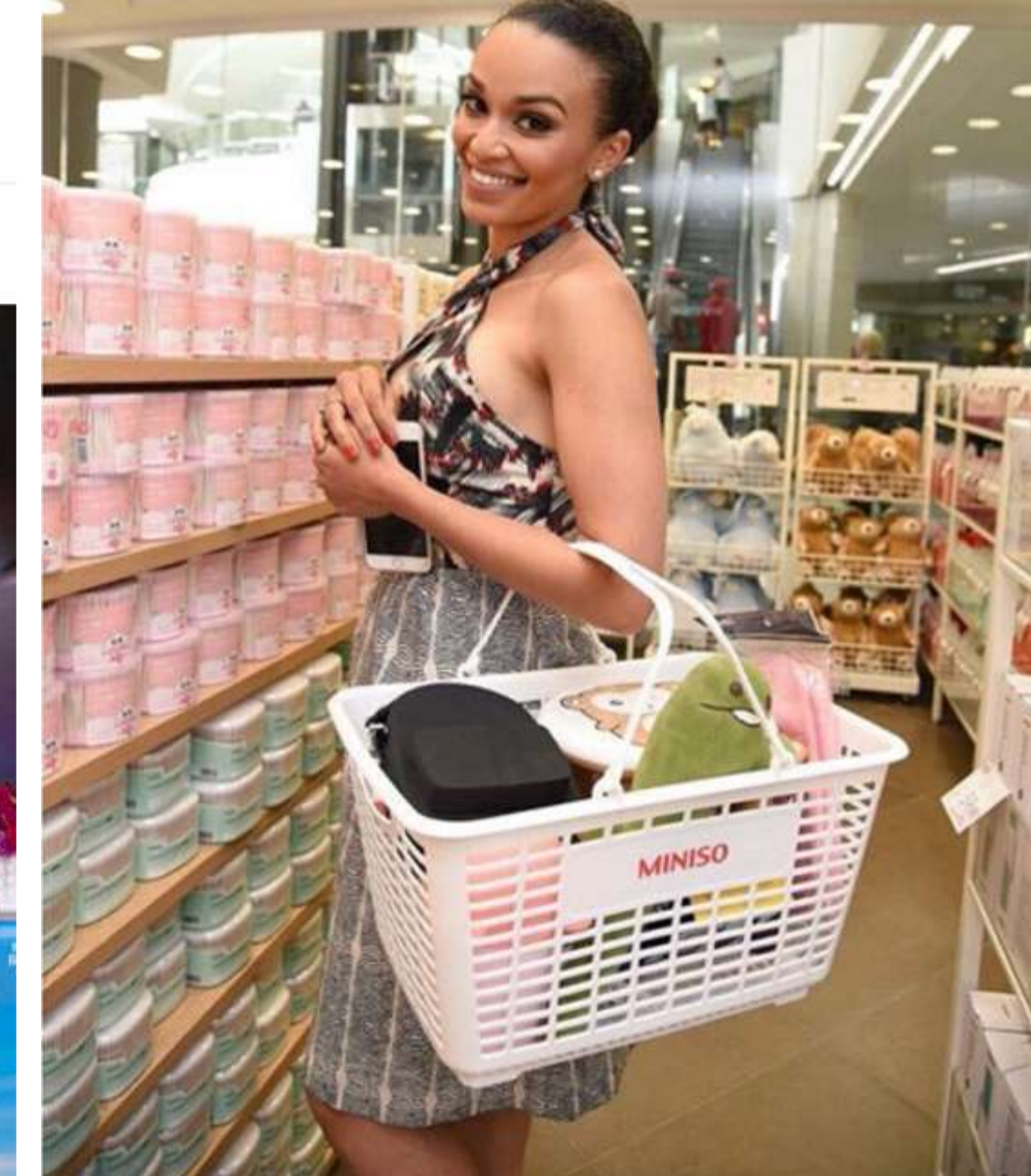
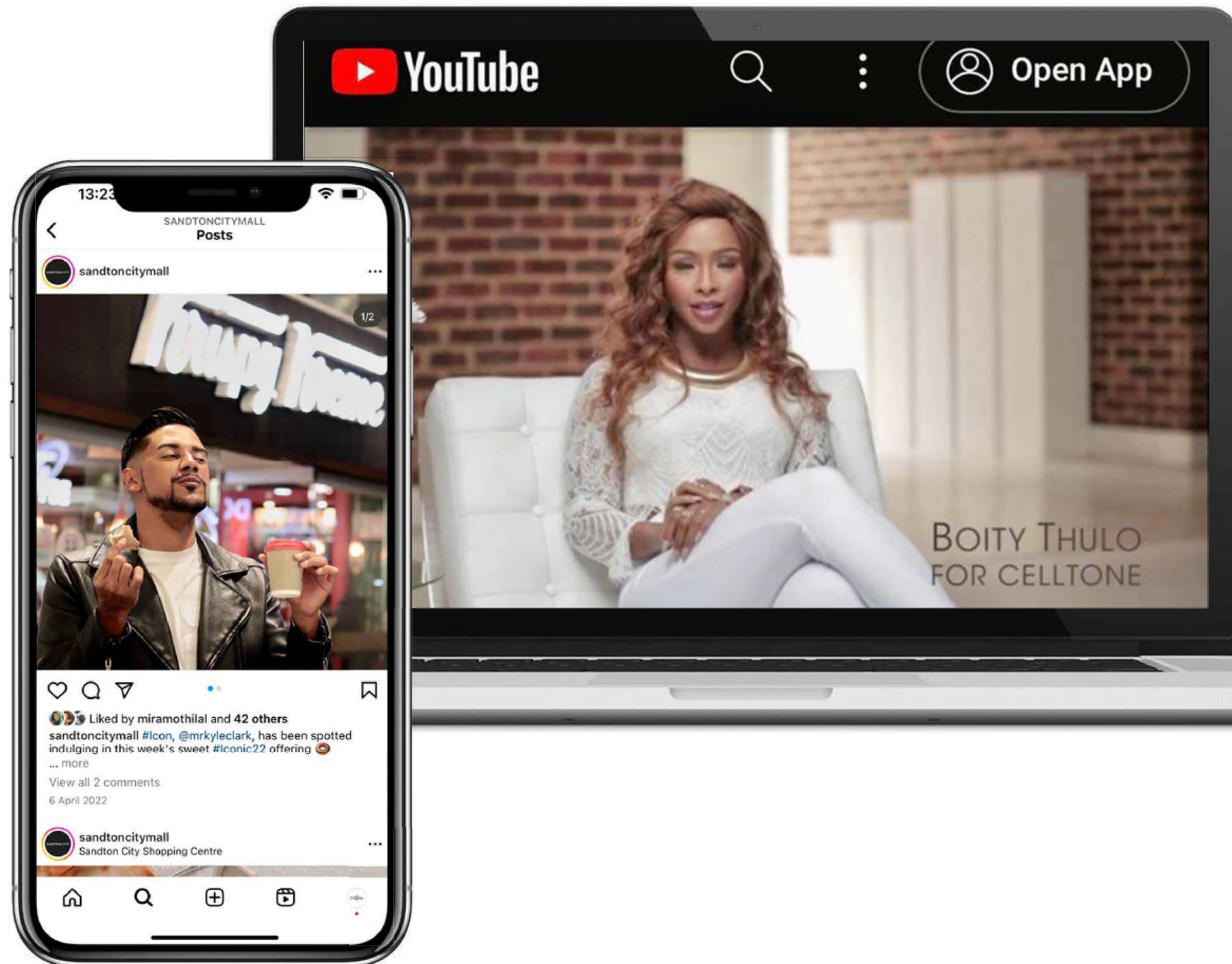
We take pride in our ability to craft a multitude of branding elements that are skilfully implemented in various ways. Our approach revolves around maintaining brand messaging and continuity, ensuring an impactful brand presence across different platforms and applications.

#WeAreEvolving



INFLUENCER MARKETING CAMPAIGNS

RED Marketing has collaborated with an array of influencers – ranging from macro-influencers such as Pearl Thusi and Boity Thulo to a diverse group of micro-influencers, tailoring these partnerships to meet the specific needs of each mall.



PHOTOGRAPHY

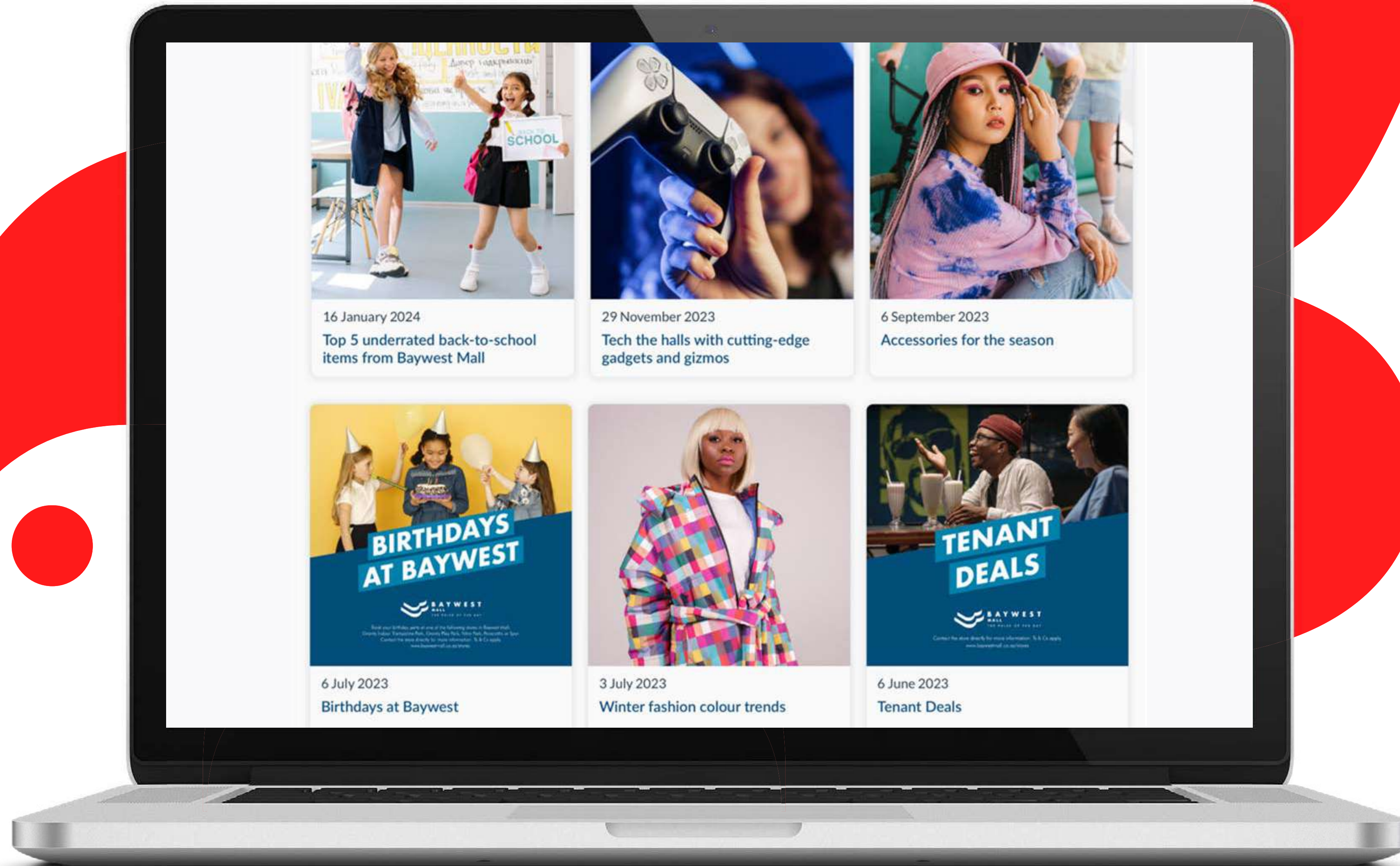
We develop unique content themes monthly, aligning with the overarching marketing strategy, campaigns, retail events and yearly happenings. These themes, tailored for omni-channel marketing, encompass various elements such as colour schemes, videography, tenant categories, special social media or acknowledgement days and public holidays. All efforts are centred on promoting the mall and ensuring cohesion across platforms.





BLOG CURATION

Going beyond traditional digital marketing channels, we bring our expertise to blogs. With a focus on enhancing your mall's online presence, we specialise in crafting and maintaining engaging blogs that spotlight tenant trends and capture the vibrant community spirit.



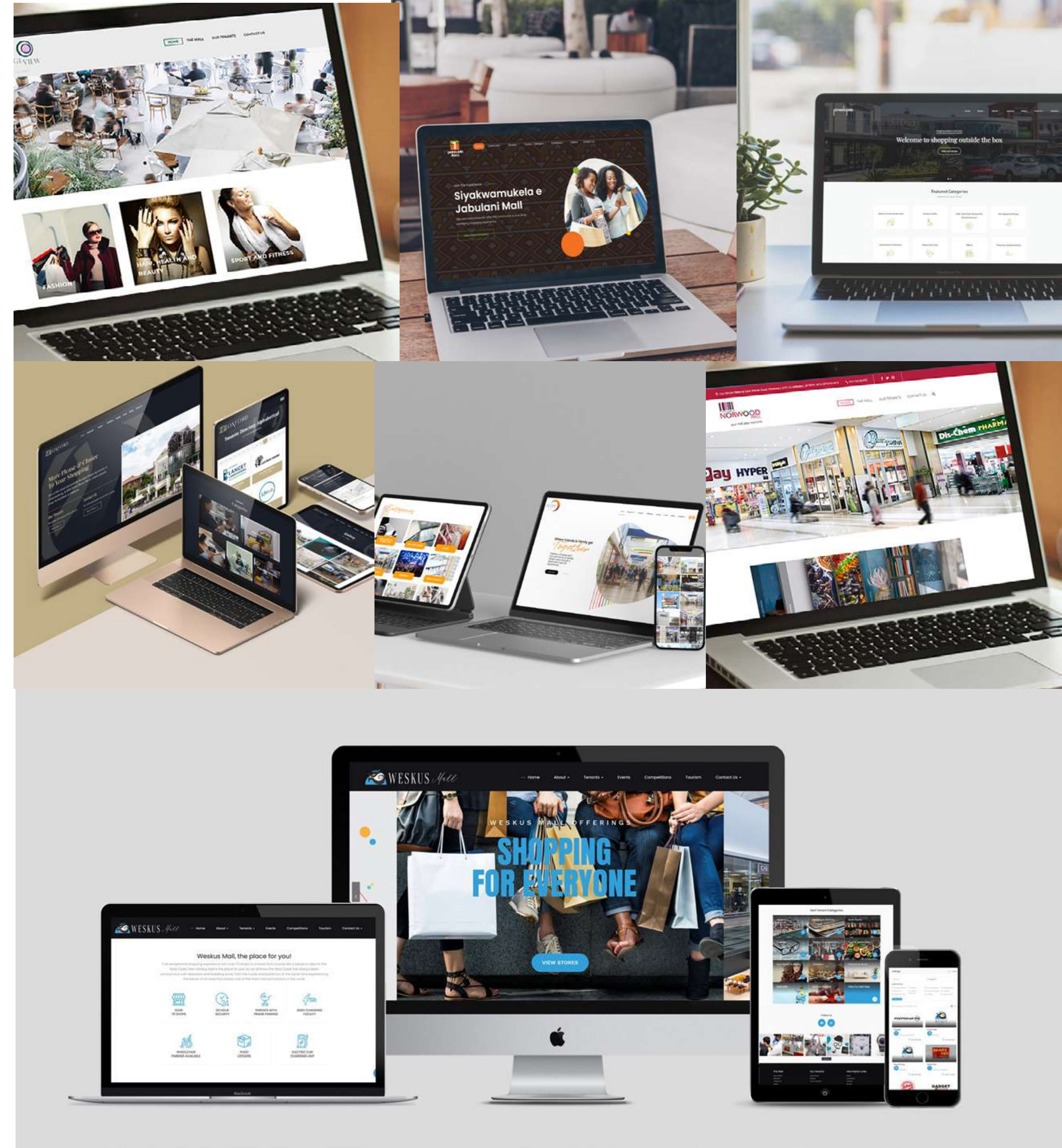
<https://www.baywestmall.co.za/blog>

WEBSITE DEVELOPMENT

RED Marketing has built UX/UI and fully responsive websites for:

- 204 Oxford
- Jabulani Mall
- Palm Springs Shopping Centre
- Evaton Mall
- Weskus Mall
- Pineslopes Boulevard
- Norwood Mall
- Village View

We specialise in the comprehensive web development and maintenance of malls, ensuring a smooth online experience that reflects the essence of each shopping destination. From user-friendly interfaces to ongoing upkeep, we bring digital excellence to mall websites.



TESTIMONIALS



KERRY PHILLIPS
*FORMER COMMUNICATIONS AND
PR MANAGER OF SANDTON CITY*

I worked with RED Marketing for several years in my capacity as Communications Manager of Sandton City Shopping Centre, where the RED team handled all the social media for the shopping centre.

They were a pleasure to work with and consistently delivered great work, which resulted in a substantial increase in the number of followers and the amount of engagement on our social media pages. The RED Marketing account executives were enthusiastic, grasped our brand well and had an in-depth understanding of our requirements.

They were dedicated to providing original, quality content across all platforms. In fact, a more dedicated team you won't find (in every sense of the word), as they always put us first; willingly and cheerfully working weekends and after hours as the job required. They were also experts in crisis communication and excelled in guiding and advising us.

I have nothing but praise for Daniel and his team, and would not hesitate to recommend RED Marketing. They're by far the best digital marketing company I have worked with!



NAJEEBA EBRAHIM
*MARKETING MANAGER -
LIBERTY PROMENADE SHOPPING CENTRE*

We've had a great relationship with RED over the past few years.

We really appreciated the commitment and assistance of your team members at all hours, including over weekends and through our moments of crisis.

We really appreciate all your team's hard work



KELLY CARMICHAEL
*ASSET MANAGER RETAIL -
FORTRESS FUND*

It is with pleasure that I write to advise that I (along with my teams) have been working with RED Marketing over the last three years in the various shopping centres under my portfolio. The RED Marketing team have shown consistent and considerable support in multifaceted marketing disciplines that stretch beyond what they ultimately describe in their list of services offered.

The RED Marketing team have never hesitated to stretch themselves into uncharted territory for our teams in order to achieve more than the ordinary and much more than most would. We take pride and do appreciate their involvement in our brainstorming days where they challenge us to go further, and the outcomes are truly inspired. Our marketing initiatives require knowledge and work into very different community types across the country; from high end urban centres to the township vibes; the RED Marketing team have stepped up and served these communities with the best every time; from social media page management to appropriate and well-structured design to media bookings that pointedly maximise the right exposure in the right places across both print and digital platforms.

Nothing has ever been too much trouble and they all enthusiastically step up and help us step forward. We have been privileged to be able to work with RED Marketing and only wish them strengthened success into their bright future.

TESTIMONIALS



KARIN VERMEULEN
PROPERTY MANAGER OF LEGACY GROUP

If you're after speed, professional feedback and an educated team that understands the nuances within marketing then look no further. Daniel and his team are absolutely on top of things!

With my local and international ad agency experience, constant analytical and strategy obsessions, endless creative and destination creations, high energy that holds no normal hours, moonlight delivery turnaround times, demand for on-point copywriting skills and most importantly my pedantic nature in terms of seamless execution.

I can simply say... RED Marketing ticks every box. Contact me on LinkedIn so I can give this team all the credit they well deserve.



CELIA NYATHI
CENTRE MANAGER
JHI RETAIL PTY LTD | PINESLOPES SHOPPING CENTRE

Our partnership with RED Marketing has been nothing short of transformative over the past three years. Entrusting them with the management of our shopping centres' social media accounts and websites has proven to be a strategic decision that significantly impacted our online presence.

RED Marketing's commitment to excellence and their profound understanding of social media dynamics have led to tangible increases in viewer interaction across our digital platforms. What sets RED Marketing apart is not just their technical expertise, but their ability to grasp the nuances of our target audience. Their social media marketing strategies are not generic; rather, they are tailored to resonate with our specific demographic, resulting in heightened engagement and responses.

This personalised approach has undoubtedly contributed to the success we've experienced in expanding our online community. Working closely with Daniel and his team has been an absolute pleasure. Their professionalism, creativity and dedication to achieving results are evident in every campaign and initiative they undertake.



MPHO LIAU
MARKETING MANAGER OF EVATON MALL

The famous words "ain't no mountain high enough" from Marvin Gaye come to mind when I reference the incredible service RED Marketing provides.

They've demonstrated utmost dedication and professionalism over the years that we've worked together. The team continues to enormously grow our digital footprint through engaging, data-driven content.

The team adapts very well to not only clients' requests, but our customers' requests and input. I can call on them anytime with new ideas and strategies, which they're always ready to help bring to life. RED Marketing's work speaks for itself.

I started seeing the proof in the pudding when our competitors mimicked our social media pages' style and texture of communication to suit their messaging.

Evaton Mall is now the leader of the pack!



RED

MARKETING

THANK YOU