

Westwood Mall Exhibition Courts



Be seen in the most
inspiring places



Inspired exhibition spaces to send sales soaring

Introducing the ideal marketing platform for marketers wishing to reach an affluent, big-spending market segment in KwaZulu-Natal...

Your expo, demo or promotion in one of Westwood Mall's exhibition courts is just the sales-clinching activation you need to persuade consumers in an environment in which the intent to purchase is already high.



On average, 183 000 customers choose Westwood Mall every month as their preferred shopping destination. These customers visit the Mall on average three times per month, resulting in an average of 550 000 visits per month.

These customers represent an affluent LSM segment - they are aspiring and they've got shopping on their minds...



Westwood Mall in Westville, Durban is a refreshing alternative to the KZN region's existing retail offering. It opened on 25 September 2008.

Designed to match the discerning shopper's desire for a convenient, friendly, safe, clean and up-market destination, the mall offers customers a choice of 150 top branded stores and eateries, all within a contemporary setting to satisfy the desire for truly exceptional, up-market retail therapy.

The lure of the mall



The architecture is ultra contemporary. Ample parking is available. For added convenience – and to attract greater numbers of customers – Westwood Mall offers generous trading hours.

Reach out and touch this market




The mall's strategic catchment area straddles the affluent residential areas of Westville, Berea West, Sherwood, Sydenham and Overport, plus the vibrant student community of University of KwaZulu-Natal's Westville Campus, as well as the surrounding mix of business parks.



Westwood Mall is adjacent to the new Westwood Estate, a sophisticated lifestyle development of apartments and townhouses in a garden setting.

Customer profile:

LSM:	8 – 10	Age:	17 - 24	15%
			25 - 34	36%
Gender:	Female		35 - 49	30%
	Male	56%		
		44%		

A close-up photograph of a hand with a bracelet, pointing towards the text. The bracelet features yellow and black beads. The hand is positioned on the right side of the page, with the index finger pointing towards the text.

A highly desirable
customer profile
to tap into

Choose your space to match your target

Because of Westwood Mall's choice of exhibition courts – each situated in a high-traffic area directly in front of a major national anchor – it is possible to select a space that is highly relevant to the type of target audience you'd like to influence.

Mothers with babies, for instance, are drawn by Dis-Chem (one of only three in KZN and situated next to Reggies). Athletes and other active people frequent Sports Direct and Holland & Barrett (the only one of its kind in KZN and situated near Dis-Chem). Fashion conscious shoppers

visit Edgars. And if you are marketing fmcg, you may consider the Sunbird Court outside Pick n Pay.

A CHOICE OF SHAPES AND SIZES	
LOWER FLOOR	
Coral Tree Court (outside Dis-Chem)	25,0 m ²
Sunbird Court (outside Pick n Pay)	30,0 m ²
Sports Direct	6,0 m ²
UPPER FLOOR	
Sunbird Atrium (outside Edgars)	36,0 m ²
External Decking Area (adjacent to Entrance 1)	12,5 m ²

Amongst the Westwood Mall tenant mix of 150 stores are nationals such as Woolworths, Foschini, Mr Price, Ackermans and Cape Union Mart.

Restaurant attractions include Primi Piatti, Spur, Wimpy, Jimmy's Killer Prawns, Nando's and Nino's. A variety of jewellery, accessories, home ware, electronics, and service outlets are found here and lifestyle stores include Billabong and Quiksilver.

Amongst the unique fashion destination stores is Promod, which started life as a French family boutique dedicated to the design, production and retailing of women's prêt-à-porter clothing and accessories. Today it is one of France's biggest fashion store

chains, enjoying huge international success with 674 outlets in 47 countries.

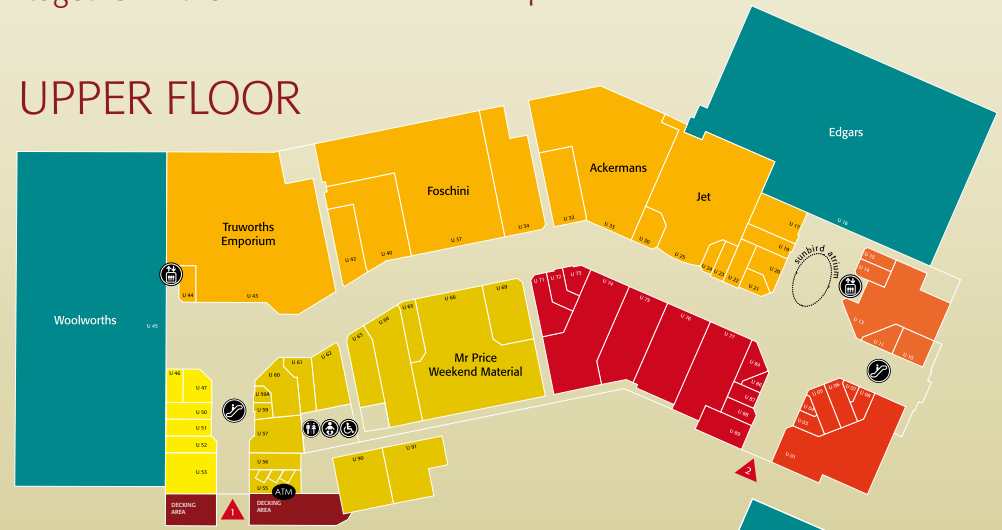
FNB, Standard Bank and the Post Office are conveniently situated together in the

banking court. CNA, Exclusive Books and Look & Listen can be found on the lower floor.

Depending on your offering, you may decide to capture

the attention of shoppers entering the mall, by exhibiting on one of the outside decking areas flanking entrance 1, overlooking the open-air parking deck.

UPPER FLOOR



LOWER FLOOR



An actively marketed shopper magnet

At Westwood Mall we are constantly adding value to our customer's shopping experience. The spin-off is that tenants and exhibitors are assured of increased footfall.

The mall hosts at least one major promotion every month, attracting large numbers.

Since opening in September 2008, we've advertised monthly on East Coast Radio, reaching 1,8 million listeners.



Our Win a Car competition has been advertised on this station since mid-April and the lightings will continue

until mid-June.

We publish at least five full colour advertisements every month in the following publications, reaching households and community hot spots:

Caxton community newspapers

Highway Mail, Berea Mail & Overport Rising Sun (total distribution 119 292).

My Week magazine

(25,000 mags distributed free to community hot spots monthly in greater Durban.)

Mum's Mail

A free, bulk-distributed A5 full colour magazine, reaching parents via crèches, pre-schools, primary schools, shopping malls and family and baby

clinics in the Durban area (35 000 mags distributed from Ballito, to Warner Beach, to Waterfall).

Permission marketing

We communicate monthly to thousands of our customers by sms and e-newsletter.

Web marketing

www.westwoodmall.co.za is visited on average 2 433 times a month, drawing an average of 162 744 hits per month.



Previous exhibitors

Daihatsu • Nissan West • Barons Southfleet • Datcentre Motors • Simba • MTN Virgin Active • Floors Direct • Namaqua Wines • AMC Cookware • Neotel Ensure Nutritional Supplements • Smarties

Visit Westwood Mall - find out more about exhibition spaces

To arrange a guided tour of the mall and its inspired exhibition spaces, please call our exhibitions co-ordinator, Adele Pillay on (031) 279 2160 or e-mail her at adele@mseed.co.za

SERVICES

24 hour CCTV & guarding

GIFT CARD

Available at the Guest Relations Desk where customers are also assisted with free wheelchairs and information about the mall



MORE TIME TO SHOP

Monday – Thursday 9 am – 7 pm

Friday 9 am – 8 pm

Saturday 9 am – 6 pm (Pick n Pay opens 8 am)

Sunday and Public Holidays 9 am – 5 pm

Restaurants & Food Quarter stay open late

FREE PARKING

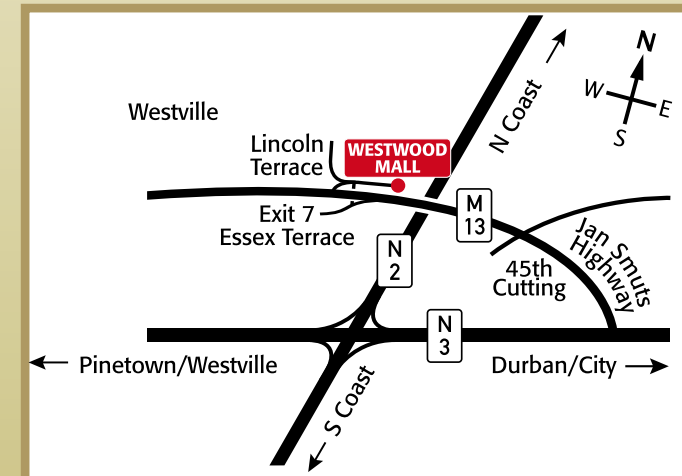
Every day, your first hour of parking is free

Monday – Thursday, if you enter after 5 pm

On Wednesdays, pensioners park for free

Pick n Pay shoppers: 1½ hours free, anytime, all week

From 1 July 2009: Free open-air parking on the upper deck



IT'S EASY TO FIND WESTWOOD MALL IN WESTVILLE

Take the N3, then Exit 5 (M13/Jan Smuts/Sherwood), turn into the M13 direction
Sherwood and follow the Westwood Mall signs