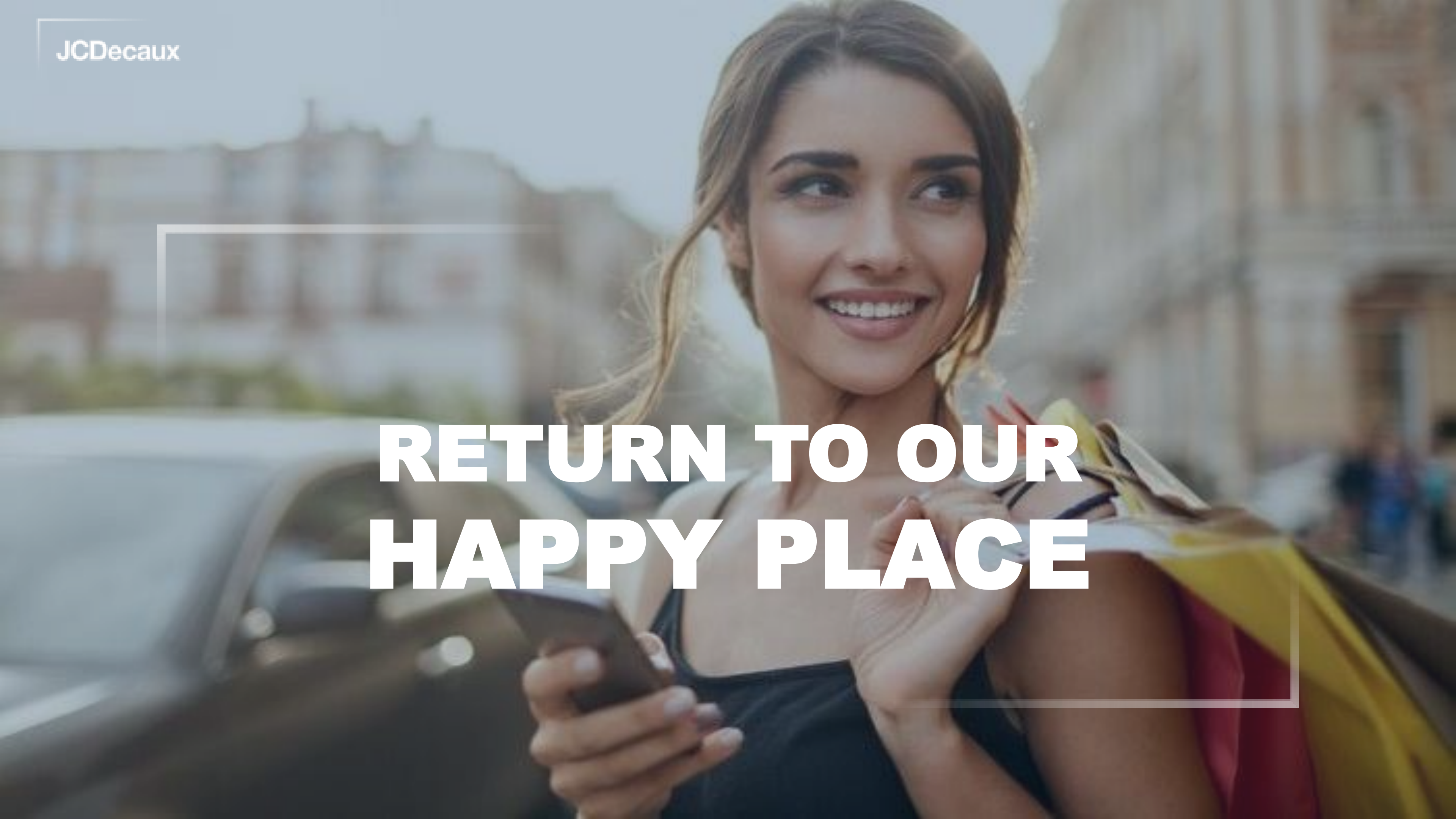

JCDecaux
RETURN TO OUR
HAPPY PLACE

76% of South Africans visit a mall at least once a week. A retail and property research company Urban Studies.

South African's are born to shop, still very fond of their brick-and-mortar shopping experience. Brands need to consider the impact and opportunity cost of reducing exposure and communications during uncertain times.

"*Shopping is enjoyable, something you want to do and consumers still want a physical space*" –

Michael Smollan (SABC Interview)

This presents an opportunity for new brands and companies to take advantage of the trading environment, by stepping up their communication activities.

Mall environments afford brands a low risk and high exposure opportunity to reach a large audience, in an environment which carries positive sentiment.

THIS IS A CHALLENGING PERIOD OF BEHAVIOUR CHANGE

Physical retail remains important; however habits are evolving.

81% of South African Shoppers were choosing to shop closer to home, requiring media strategies to adapt to greater geographical coverage.

Consumers are embracing variations of traditional shopping methods like click and collect, which also presents an opportunity for brands to communicate this range of service offerings.

Source: Kantar SA Barometer, Kantar – Navigating growth in a COVID-19 world, : South African Council of Shopping Centres

SOUTH AFRICAN'S WERE MADE TO SHOP

73% Of SA shoppers are choosing to shop closer to home

63% Aim to continue choosing brands they always buy – preferring trusted favourites

Small regional centres have had the biggest uplift in mall shopper footfall at **during** level 3 of lockdown, at **92%** motivating that people are shopping within closer proximity to home.

Source: Kantar SA Barometer, JCDecaux Mobility Tracker

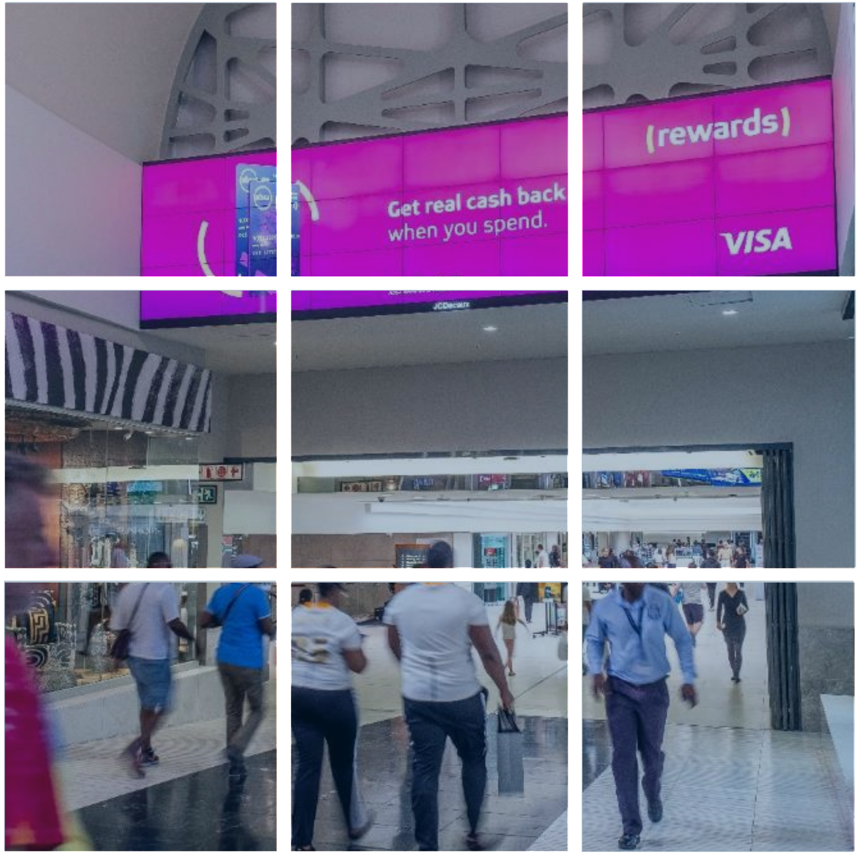
Considering that JCDecaux can provide targeted and contextual access to **12.3 million** monthly shoppers within our network, we're confident that Malls are still our Happy Place!

South Africans will always be driven to 'Retail Therapy' with no other shopping experience that could replace the physical, tangible retail space.

A MALL OF OPPORTUNITY

For companies that cut investment by **50%** in a year of crisis, it can take up to 2 years to recover the share of market they lost.

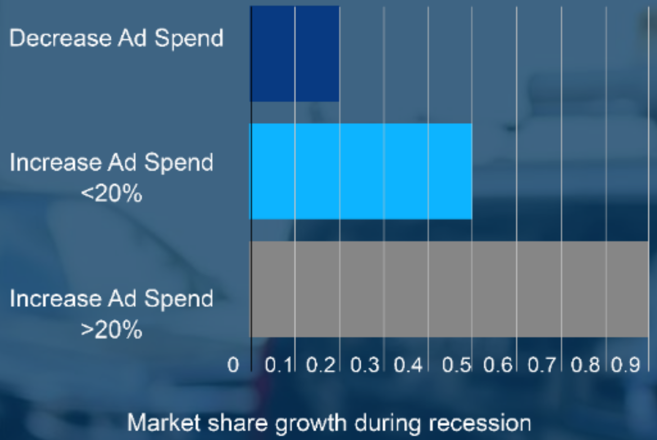
Brands that increase exposure in this time, can win up to 3 times more share of market in the first 2 years of recovery.



Source: Marketing Week, Mark Ritson, marketing spend recession coronavirus

Stated Differently, share of voice must be in higher level than current market share. Max **20%** bigger market budget will increase company's market share with **0.5%**, over **20%** bigger market budget will increase company's market share with **0,9%**

Corporate response to recession



Source: Marketing Week, Mark Ritson, marketing spend recession coronavirus

The Mall environment presents an opportunity to reach potential customers in the busiest locations in our community - the shopping mall.

With high dwell times, repeat visibility and contextual messaging to an experience hungry audience, South Africans are used to spending a lot of time at malls. On average in South Africa, there are **6,4** monthly visits, with a dwell time of **1h32min**, affording brands multiple opportunities to deliver contextual communication near point of purchase.

1h32min
Ave Monthly Dwell Time

6.4
Ave Monthly Visits

Source: South African Council of Shopping Centres, Urban Studies, April 2018

We have observed that **49%** of consumers were visiting malls **during strong lockdown rules of level 3**, meaning that South Africans still frequent malls for a host of their shopping needs.

At Level 3.2, JCDecaux network of Malls, shopper footfall in South Africa is estimated to be at **67%** showing that people are still visiting malls and more frequently.

Source: JCDecaux Mobility Tracker

DOMINATE THE CONSUMER WITH IMPRESSIONS

Pairing digital with other forms of large format advertising, such as banners, elevator branding, hanging banners , and wraps help to provide domination effect for brands. Such format make an impact on each and every shopper that walked through the door.

Research shows that **92%** of consumers believe brands need to keep advertising.

However, **77%** of respondents said they wanted advertising to “talk about how the brand is helpful in the new everyday life,” and **75%** said it should “inform about [the brand’s] efforts to face the situation.”

Brands that continue to advertise through the crisis will enjoy increased salience as consumers use media to occupy their time – and if you don’t, your competitor will.

The message might change, the desire to connect with brand remains.

“The retail point of purchase represents the time and place at which all the elements of the sale – the consumer, the money, and the product – come together”

Source: Harvard Business Review

POST-LOCKDOWN ACTIVITIES?

73% Will go to a restaurant

11% Would want to go to the mall

8% Will go gaming or to the movies

With level 3 enhanced regulations, restaurants and cinemas have been opened, with strict regulations. This will see people visiting malls even more than before, getting them to fulfil their post-lockdown desires, now!

STAYCATIONS ARE IT THIS FESTIVE

Due to extended travel restrictions, festive season in South Africa will be driven to **STAYCATIONING**. What better avenue to visit than a local Mall offering entertainment and the ultimate shopping experience that South African's love? Connected shoppers are adopting online retail, implying that consumer spending has not stopped.

Remember **Black Friday?** A total of **R7 077 117** was spent in 2019 – **36%** up from 2018.

There is a **33%** year-on-year increase in Black Friday Sales and we do not expect this to drop – South African's love to shop!

Now is the time to be present and visible, by investing in consumer experiences through trusted traditional channels

Source: Kantar SA Barometer, Kantar – Navigating growth in a COVID-19 world

THE MALL OPPORTUNITY

1. After lock-down, People want to go back to malls! Malls are part of our everyday life, offering an escape from our daily routine

2. People are shopping at centres in closer proximity to their homes

3. Mall shopper footfall is increasing steadily, and are forecast to get to the same numbers prior to lock-down over the coming months

4. Travel restrictions will encourage people to travel more by road and staycationing. This presents an opportunity for malls as the “Go-To” place on a staycation to-do list for a host of entertainment needs

5. Shopping behaviour has changed but people are still spending, and this is expected to continue into the festive season

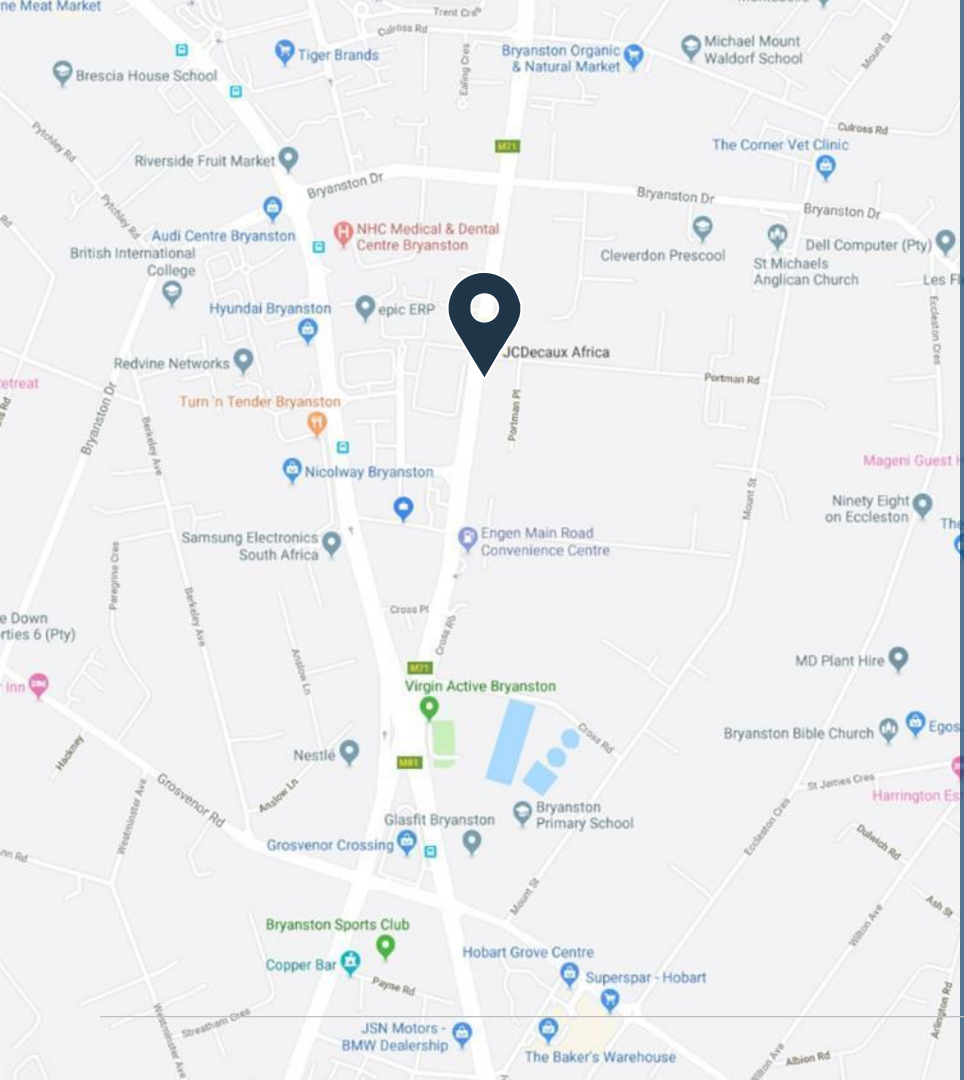
THE MALL OPPORTUNITY

6. Advertising is a business imperative. Brands should continue advertising and sustaining communication campaigns, to ensure brand saliency and reduce risk and cost of losing SOV

7. Brand and campaign messages need to adapt to current circumstances. Emotional relevance and creative engagement is critical to campaign success

8. Malls provide a brand safe space to reach consumers who are in shopping mode, in proximity to Point of Purchase & Points of Consumption

9. OOH, Search & Social Media advertising are proven to work together. Contextual mall advertising is prime platform for brands to bridge the gap between physical and digital



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