

# STORE CARNIVAL

2007/8 | RATES



This interactive platform is designed to generate excitement around new store launches and special promotions or events in existing retail environments.

## WHY STORE CARNIVAL?

### The experience



The aim is to create a festive shopping experience for consumers. Music, entertainment and sales promotion techniques are used to create a carnival atmosphere and provide a fun-filled environment for shoppers, providing the opportunity for customers to interact with their favorite brands at no extra cost.

### How it works



Building on our experience and understanding of the South African retail market, PRIMEDIA@HOME has developed a series of innovatively packaged promotional platforms.

Geographically targeted, Store Carnival promotions offer cost effective, high impact reach of key consumers in a receptive environment.

Campaigns are tailored to clients' unique objectives and customised to suit the living standard and language of the community.

### The results



This experiential platform is designed to significantly increase visitors to the retail outlet and directly increase sales by driving giveaways and promotional offers happening within the store.

Increasing traffic through the door provides the opportunity to develop customer loyalty and provides longer term benefits. The brand association and experience that the customer takes away with them will affect future shopping behaviour.

Besides influencing consumers who take part in the promotion, the positive Word-of-Mouth generated, builds the store's image amongst existing and potential customers.



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**PRIMEDIA@HOME is proud to present two levels of store activations:**

Everything happens live, inside the shop and the store surrounds, with music and festivities to attract the passersby.

All events are pre-scripted to client strategy, providing for brand consistency, combined with all the energy of a live event on the day. Promotions are 4 hours in duration, excluding set-up time.

Campaigns may be implemented on a local, regional or national basis. Detailed planning documentation and dedicated teams ensure the uniformity of promotional elements in the roll out of larger scale promotional campaigns.

### THE BASH



Music and entertainment attract customers to the store. Competitions, prizes and giveaways create an exciting shopping experience. The team comprises 3 glamorously dressed promoters and an MC briefed to encourage maximum crowd interaction.

### THE EXTRAVAGANZA



A themed celebration with live entertainment. Activities are elevated for maximum impact and crowd appeal. Customers are invited to go in-store and interact with different brands in a festive, colourful environment. The team comprises 4 themed promoters to engage with the audience.

Themes can include:

- High energy dancers** - Hip Hop dancers spin and gyrate to crowd-pulling beats
- The Mardigras** - A firm family favourite in true carnival style, with our resident clown
- The Competition Wheel** - Shoppers stand in line for amazing prizes with every spin of the wheel

Promoters are elevated on mobile branded stage for maximum impact and crowd appeal. This unit supports a gazebo and state-of-the-art sound equipment on a 3 x 2m branded stage unique to PRIMEDIA@HOME.

Added value opportunities include pre-promotion of the event via the direct distribution of marketing material.



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