

Identifying economic nodes in Botswana

Primedia Outdoor is helping clients identify prime advertising spots across Botswana by combining technology and research.



Game City Mall, Botswana

To help their clients make effective decisions, Primedia Outdoor has developed a system that combines GIS technology with population data and consumer insights [to isolate consumer “convergence nodes”](#) – hubs of commercial activity frequented by an economically active population and where money changes hands.

In Gaborone, Botswana, Primedia have identified seven such nodes, where points of interest converge to attract high numbers of consumers.

Game City Shopping Mall is one of these. The busiest “super mall” in Gaborone, Game City is located at the confluence of major roads from Lobatse Kgale View and Naledi, and surrounded by Gaborone West industrial area office parks and residential area.

The shopping centre and surrounds serves as Gaborone’s second largest economic hub. About 51% of the blue and white collar businesses in Gaborone are situated within its vicinity, and the mall is accessible to audiences from across the income spectrum. It hosts several annual events, including Christmas carols and the Game City Half Marathon.

At present, Game City currently occupies 51,000m², with another two phases of approximately 8,000m² underway to extend, refresh and improve the centre's overall offering. More than 120 stores are housed in the mall, including banks, grocery stores, lifestyle retail and restaurants, as well as telecoms service providers such as Mascom, Orange and Samsung.

Having identified the mall as a key node for Gaborone, Primedia Outdoor has established a range of messaging opportunities both within and outside the mall, from light boxes and pillar wraps in the parking area to street poles and wall sites.

"Once our research identifies an area as an important node, we will seek to establish advertising opportunities there for our clients," says Johan Haupt, marketing services manager for Primedia Outdoor Rest of Africa. "As an important commercial hub, Game City Mall is therefore a key site in our Gaborone offerings."

Primedia Outdoor covers the remaining six large convergence nodes in Gaborone with over 40 panels, from 'Primelites' to 'Spectacular' sites.

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