

# Interactive mall activations on the rise

Issued by [Scan Display](#)

16 Feb 2016

Mall activations are becoming more interactive, creative and engaging for brands using this popular direct marketing method. In recent months, Scan Retail has begun using multimedia, social media and gamification elements on its clients' mall activation stands to attract new customers and build brand loyalty.



Below-the-line advertising, such as mall activations, is a great way to build brand awareness or to introduce new products to customers because it guarantees a steady flow of foot traffic, and allows a consumer segment to be targeted directly.

Scan Retail, a division of Scan Display, has offered creative solutions to fast-moving consumer goods (FMCG) brands that are using mall activations to create a presence in shopping centres across South Africa. These solutions use a mix of reusable products and customised branding elements to build eye-catching displays.

"Mall activations are an ideal way to target a consumer segment, combining a variety of marketing elements to build brand awareness and drive sales," says Chemorne Kemp, Senior Head Buyer at Creative Counsel, the creative agency Scan Retail has worked beside on a number of key accounts. "We tasked Scan Retail with developing appealing mall activations that would build our client's brand image."

"Towards the end of last year as we headed into the busy retail season, there was an increase in mall activations as clients extended their direct interaction with consumers with competitions, giveaways, celebrity visits, and multimedia and social media elements," says Melfred Malander, account executive at Scan Retail.

Scan Retail has stayed true to its vision of creating sustainable displays by reusing modular retail units and fabric branding for clients' activations at different locations.

Brands that Scan Retail has completed successful mall activations for include: Elizabeth Arden, Axe, Lux, Garnier and BBC Brit.

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