

Legacy Corner sparks a revolution on the Sandton 'strip'

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The Legacy Group has come out firing again with an advertising site that is setting the outdoor scene ablaze. Within the Sandton City, Nelson Mandela Square precinct -advertisers now have access to a multi-storey exclusive shopping mall, casino, hotel, apartment and penthouse space to utilise as a platform for engagement with a premium audience.



Legacy Corner was constructed over a three-year period and represents one of the most architecturally aesthetic locations in the city.

Sunset Media manages the marketing of the 16 large-size "Flex Panels" recessed into the second and fourth floors of the Legacy Corner building offering advertisers a unique multi-panel area in which to build their outdoor art work.

Pioneering the site was Vitamin Water, boasting their multi-flavoured campaign during the 2010 FIFA World Cup and from the 2nd of August 2010, LG have boasted their "Leave a Legacy Campaign" which features LG's celebrity "Green Ambassadors".

Kerri White, of Sunset Media says, "We appreciate the importance of location, more than anything and Legacy Corner site ensures that we are able to offer our clients access to two of Sandton's most busy parking entrances, and exposure to three of the most exclusive hotels in the country, the convention centres, and a presence on the prime Gautrain bus route."

Since its opening, the building has been featured by a variety of international media as it was home to the likes of Cristiano Ronaldo and FIFA delegates during the 2010 FIFA World Cup. Post World Cup, the building has fast become a popular shopping and dining destination with its exquisite centrepiece - the Maximilien restaurant and Da Vinci Hotel.



"In addition to the expansive outdoor landscape that Legacy Corner offers advertisers, it also offers the largest wall of LCD screens in South Africa which directly feed off Nelson Mandela Square and has some of the highest recorded hotel footfall, in the area."

About us

Sunset Media is a vibrant young company built on a strong foundation of experience, technology and implementation. Sunset Media focuses on optimising exclusive indoor and outdoor media inventory through cutting-edge digital and static technologies.

Sunset Media

Engage. Interact. Entertain.

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