

Primedia moves into Namibia, first expansion outside SA

The Primedia Lifestyle Group has been awarded marketing rights to its first African shopping centre, Maerua Mall, based in Namibia. This is the first centre that the group is representing outside of its 40 shopping centres within South Africa.



(Image extracted from YouTube video)

The consultancy agreement includes full shopping centre marketing strategies and implementation by its Marketing Services division. This will be supplemented by an updated brand CI, including logo design and brand guide for the centre, coupled with media planning and buying services provided by its sister companies Red Pixel and MediaXpress respectively.

In addition, its integrated CRM solutions company SourceCRM will be responsible for the centre's new website development including monthly updates and maintenance.

"The centre, situated in Windhoek, was re-launched during April 2014 following its refurbishment," says Primedia Lifestyle Group's MD Doug Mayne. "We're thrilled to be on board and to be able to showcase work from our respective companies."

Maerua Mall is targeted at the mid to upper LSM consumer. The centre's tenant mix includes the Foschini Group, Mr. Price (Home and Clothing), Woolworths, and a great selection of eateries and coffee shops. The centre will also be adding a Food Lovers Market to the mix in the near future and a Virgin Active gym.

"This is an opportunity to showcase the strategic marketing skills of Primedia Lifestyle Group and we're confident that the mall and its consumers will directly benefit from our collective marketing drives. We look forward to the mall's re-launch and know that its refurbishment will bring welcome offerings to its community," concludes Mayne.