

Searching for the new 'face of Menlyn'

Menlyn Park Shopping Centre in City of Tshwane is running a campaign to find its biggest fans to feature in its next photo shoot to become the new faces of its advertising - the real faces that shop at the centre.

"Our brand revolves around people who are passionate, who are self-stimulated and add to the centre's vibe. We have shoppers of a wide variety who are interested in cultures and art and innovation. The brand is about people who want to create - whether that is a vibe, a look or a feeling," says Andrea de Wit, marketing manager of Menlyn Park.

"We will be having this photo shoot in the main exhibition court with multi-storey views so that our customers will be able to check out what is going on. The set and backdrop will be a commissioned artwork from Karin Miller with street and fashion photographer, Chris Saunders capturing the moment."

"We are excited to be working with local talent to capture the essence of what our shoppers, shopping centre and city is about," adds Wesley Scott, campaign manager of Menlyn Park.

A public casting will be held on 21-22 March 2014, between 10am-2pm at Wayne's Court, opposite the KFC with the photo shoot taking place between 11-13 April 2014.

The photo set will remain in Menlyn for shoppers to get in on the action and take selfies until 21 April, after Easter Weekend.

For more, visit: <https://www.bizcommunity.com>