

8 things to consider about mall activations

Taking the lead in unusual times

Issued by [GL events South Africa PTY \(LTD\)](#) 8 Mar 2021



Although not always simple to relay your brand's message, products, or services, and especially with the considerable amount of current activity on the internet and with competitors fighting for their share of the market, GL events continues delivering professional services in these unusual times.

With Covid-19 rules precluding exhibitions and events from which to showcase your brand and products, malls are constantly coming up with new and original ideas of how to create a buzz and draw feet through their doors.

Retail has certainly become more challenging and creating 'new' shopping experiences in malls, means staying ahead of trends and knowing exactly how to successfully promote your business or brand through other avenues. GL events has a highly skilled and professional team which can assist in all aspects of mall activations.

Malls are still in the fortunate position of attracting an extensive variety of audiences, creating an ideal setting for brands to engage and attract their target audience.

Importantly, they provide the perfect platform for mall activations.

Mall activations are also a great way of resuscitating brands and forging long-term relationships with consumers. Attracting and engaging with customers with effective mall and brand activation, ultimately motivates consumers to sign on the dotted line and make that purchase.

There is no doubt that mall activations are incredibly successful and that in itself, is good reason to consider letting us develop a perfect mall activation strategy for your business and brand.

We have put together a comprehensive guide for easy reference which will assist you when considering the development of an effective mall activation strategy:

1: BENEFITS OF MALL ACTIVATIONS

Understanding only just a few benefits of how mall activations can revitalise your business is a good place to start.

THEY:

- Create brand awareness around product launches and promotions of existing products
- Forge lasting relationships between brands and customers
- Promote engagement of new audiences with the brand
- Provide a platform for valuable audience feedback
- Encourage emotional connections with clients
- Reinforce brand-positioning in the market
- Generate high brand recall

2: PLAN YOUR MALL ACTIVATION AROUND COVID-19

GL events is fully apprised of and committed to upholding all Covid-19 protocols, making use of up-to-the-minute technology and ensuring that all safety measures are firmly in place.

We offer a multitude of Covid-approved safety services and an extensive choice of protective equipment, including:

- Sanitiser units
- Screens

- Social distancing floor decals

AND:

- We add to our stock as and when required by legislation

3: TYPES OF MALL ACTIVATIONS

- Custom-built stands - Eye-catching designs and quality finishes. Our bespoke custom stands which vary in size, will bring your stand and brand to life. They provide high visibility and are most effective in increasing traffic and just that much more interest in your stand.
- Pop-Ups - Our products offer great value for money. They are adaptable, durable, and most importantly, re-usable for the next activation. Our products are also light and easily movable making them suitable for roadshows and for future roaming activations.

Technology is the door to marketing activation. The team at GL events will create a visual experience be remembered, and can assist with all brand activation efforts.

4: IDENTIFY YOUR TARGET MARKET

We cannot stress enough, the importance of this aspect of mall activation. Spending time in malls, studying shoppers, and taking note of other retailers on offer, is invaluable to the success of your mall activation.

Remember, that depending on the type of shopper, what works in one mall may not work in another. Careful monitoring of the shoppers, the mall and other retailers is vital.

5: CREATING AN EXPERIENTIAL ACTIVATION SPACE

GL events are experts in the field of activation. We will engineer and manufacture retail displays, showcase your products in any environment or setting, creating striking visual displays which are critical to maximising the success of mall activations.

Interesting Fact: Visual information is vividly remembered by 65% of people

WE HAVE THE EXPERTISE TO HELP YOU WITH:

- Attention-grabbing creatives
- An eye-catching and welcoming environment
- An array of furniture, lighting, flooring, and elegant décor from which to choose
- Working on concepts and themes
- Promotional and professional support

6: BUDGET AND FLOOR SPACE

As opposed to traditional stores, pop-ups are much less expensive to set up and maintain and are becoming a popular option for e-tailers to enter the brick-and-mortar environment.

Even though expenses are fewer when comparing with traditional stores, there are a multitude of ways and means to reduce costs even further, if planning to set up a pop-up store. GL events can assist!

MAKE THE RIGHT CHOICE

Cost wise, this is one of the most important decisions to make. Do your homework and negotiate floor space rentals with the landlord. Base negotiations on the locality of the display and the amount of traffic your stall will receive. (As previously mentioned, spend some time in the mall of your choice and monitor the shopping activities).

7: THEME AND CONCEPT

Brand cohesion is the key to most themes and concepts. Choose a theme which reflects your brand and makes it clear who the host of the display is.

Remember to include:

- Your company's values
- The company identity: logo, colours and other corporate identity elements
- Relevance to your target audience

GL events will assist by providing:

- 3D design concepts
- Store design in line with retail strategy

8: STANDS, SIGNAGE, FIXTURES & TOOLS

GL events is your partner. We are leaders in the field and will assist with every aspect of your mall activation.

From planning, signage and fixtures to tools and execution, our professional team is waiting to deliver with budget and time.

- Full project and management services
- Experienced retail and space planning designers
- Durable, fit-for-purpose material
- Quick turn-around time
- Cost effective quality solutions
- Full adherence to in-mall regulations
- Consulting and conceptualisation
- Production
- Installation

Allow us to connect your great ideas with matching retail spaces and produce a shopping experience to remember!

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