

## Who are the darlings of Gauteng retail?

Avusa Media titles *The Times* and *Sowetan* will announce Gauteng's retail darlings at a gala awards celebration to be held at Constitutional Hill, Johannesburg on 30 October 2008. The awards are the grand finale to the recently-launched Clever Shopper initiative, which involves weekly pages on savvy shopping in both *The Times* and *Sowetan* and a competition.

Knowing who has made the list of top retailers is critical in the vivacious and flamboyant province of Gauteng where shopping is a national sport and individuals dress to impress whether trawling the mall, picking up school kids or just going to the airport. To acquire this all-important information, *The Times* and *Sowetan* commissioned Ipsos Markinor to conduct quantifiable research across Gauteng.

The sample was representative of the LSM profile of both *The Times* (LSM 7 - 10) and the *Sowetan* (LSM - 8). To establish who the consumers' top retailers are and where they are happy to shop 'til they drop, the research focused on awareness, quality, value and service. In tough economic times, not everybody can leave home armed with credit cards and return home with multiple shopping bags.

"These awards will follow in the footsteps and are of the same integrity as Avusa's well-known Top Brands and Generation Next research initiatives. Through the awards we hope to provide retailers with a gauge as their ranking in the mind of Gauteng consumers," says Enver Groenewald, Avusa Media GM: advertising strategy, trade marketing & strategic communications.

Clever Shopper gives consumers and advertisers an opportunity to gain retail know-how but also an opportunity to win a shopping spree at a shopping centre of their choice. The winners of the shopping spree will be announced at the awards, which cover almost 30 categories in order to capture the vast array of retailers Gauteng shoppers use.

"The Clever Shopper campaign is part of our continuous effort to bring both our readers and our retail advertisers the best shopping advice," concludes Groenewald.