

Primedia Lifestyle takes over gift card operations

Primedia Lifestyle has successfully taken over the gift card operations at Old Mutual Property's 'flagship malls' and is now able to track shopper spend and behaviour within the shopping malls through this division.

Its measurable approach to the product, means shopping centre clients can expect plenty of added value, through a more integrated and targeted marketing approach, which will drive sales from both a retail and corporate perspective thereby improving tenant offerings and ultimately creating increased footfall within the various shopping malls.

Gift card manager, Ilze Muller, says, "From the data we collate through our gift card sales we can monitor the increase or decrease of retailer interaction throughout the year, accurately track where people spend most of their money, the average spend per head and provide a range of additional data.

"Innovative marketing campaigns can also be created around certain trends to further improve tenant offerings and ultimately create increased footfall in the malls. This makes perfect sense given that increased turnover for tenants is one of our main objectives.

"It also made sense, as we oversee and execute all marketing management for these malls and the addition is a natural extension of our service. To ensure top notch service, we're utilising current employees who are familiar with the mall environment and experts in the field of retail marketing."

Muller says that as with any takeover, it was crucial to ensure that there were no negative effects on the current staff of the shopping centres. "We worked closely with our teams at each of the flagship malls, focusing on change management and making the staff feel part of the family. This is an on-going process as our teams are spread all over the country and it takes plenty of open communication on a daily basis.

"Our corporate sales division is based in Cape Town and takes care of all our corporate clients that wish to incentivise their staff."

Looking ahead Muller reveals that there are plenty of opportunities to develop the gift card offering. "For example, allowing for the purchase of online gift cards, as many consumers prefer this method of shopping. These and other exciting developments are, quite literally, on the cards!"