

Mall picks up readers' award for fifth time

Bluff Towers, managed by Primedia Lifestyle Marketing Services, has won the Best Shopping Mall in the 2013 Southlands Sun Reader Choice Awards for the fifth time. It previously won the award in 2007, 2008, 2009 and 2011.



Situated in the heart of the Bluff in Durban, it offers over 60 stores, in a trendy environment.

"The marketing continually aims at keeping the centre the community's number one," says Primedia Marketing group service's Raveshin Veerasamy, the marketing co-ordinator of Bluff Towers and Davenport Square.

"The company delivers integrated marketing solutions to more than 45 shopping centres nationwide and it represented shopping malls keep winning awards. A mall is not just a mall, it's a brand and needs to be marketed like one," Veerasamy concludes.

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