

## *A New Dimension of Engagement and Integration*

### Our Approach



Centre owners want an improved experience, innovation and revenue, but unobstructed sight-lines and less clutter



Tenants want to make an impression and push more for promotional opportunities



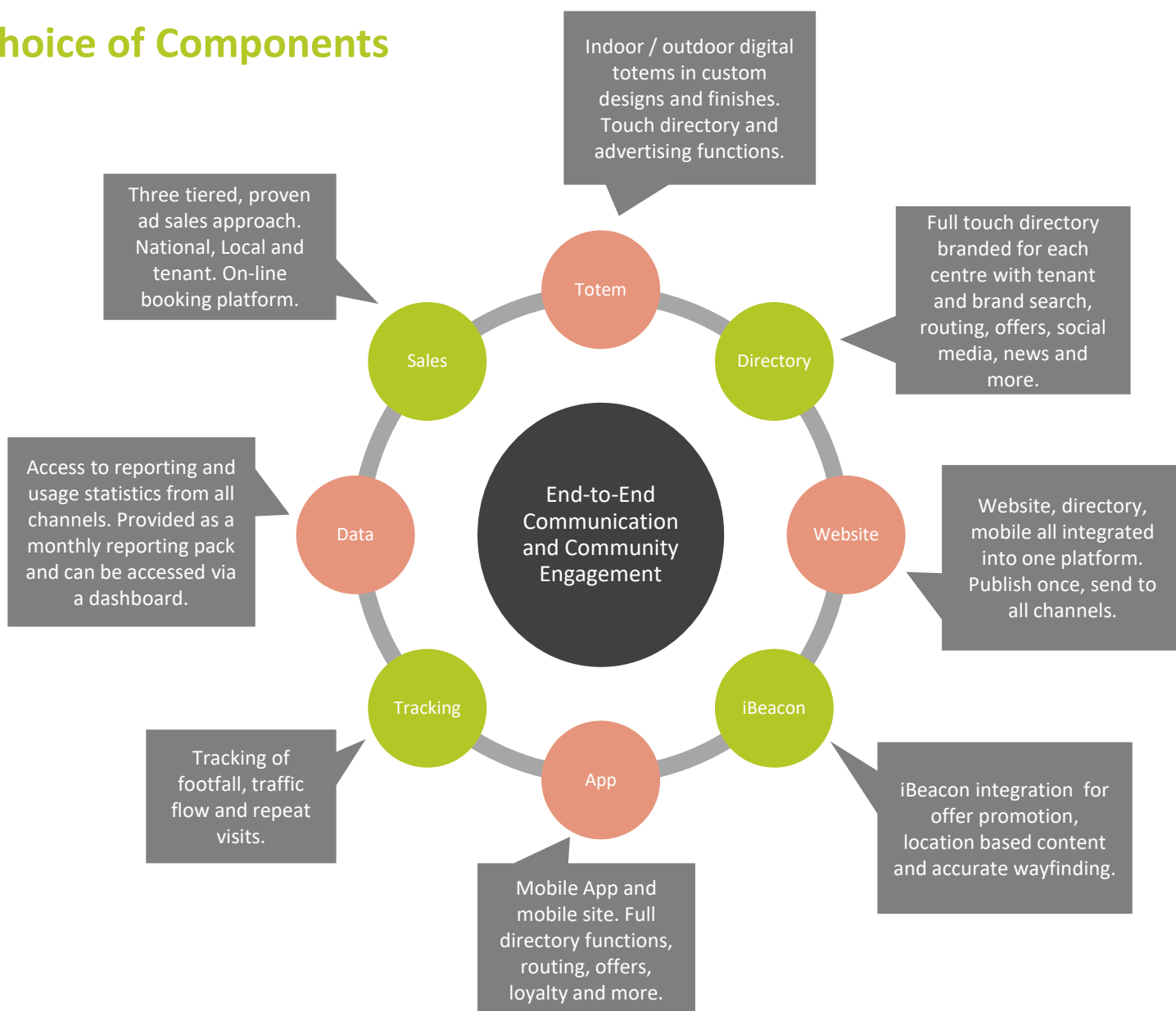
Customers want availability, ease of use and personal relevance

Mall Communications' innovative team has been at the forefront of the digital signage revolution from paper, to slick, relevant real-time digital networks. This step-change positions centre owners for community building through improved customer engagement, meets consumer demand for relevant, accurate information, and delivers tenants' and advertisers' need for demonstrable brand presence.

### Your Success

- A mixture of tenant, local and national promotion driving customer traffic can increase revenues
- Long-term relationships bring continuity and consistent engagement
- Advanced wayfinding with full reporting and consumer data
- Fostered network of premium retail and leisure locations
- Holistic digital creative approach without the limitations of paper

## Choice of Components



## How Does It Work?

- Strategically spaced slim-line units
- Data capture (including facial recognition, footfall traffic, repeat visits, dwell-time, web/app usage) to drive Market Knowledge and Business Decisions
- Centre marketing partnerships
- Adaptable component and technology approach

