

Shopper conference on mall branding

Unlimited and Marketing Mix are preparing to host the 'Shopper Solutions Conference' in Johannesburg on 23 August and in Cape Town on 26 August 2011, to delve into the shopper psyche and look at how brands, retailers and marketers can coordinate marketing strategies to create sustainable brand identities to differentiate themselves from other malls.

The conference also presents a panel debate around creating the conditions for brand, retailer, and integrated marketing strategies, with top industry representatives Mike Rodel, (Rebosis COO), Daren Katz (founding director of Primall Media), Nici Stathacopoulos, (The Tipping Point Cape Town), Amanda Cromhout (Truth MD and ex CRM Director, Woolworths Cape Town).

Ian Calvert, CEO of Instant Grass delves into townships and rural areas, as well as community malls followed by Chantelle Kid of the V&A Waterfront who shares insights into malls as a brand and a destination.

The conference also covers hot topics such mall loyalty marketing, rural mall marketing, digital in retail and relating to local shopper needs.

Doug Mayne, MD of Primedia Lifestyle says, "Marketers need to identify and deliver the mix of shopper solutions, which will attract and retain the shopper. It is crucial to integrate major brands and retailers into the overall marketing plan. The challenge is to communicate the positioning, the attractions and the services whilst breaking through the marketing clutter. This naturally leads to a focus on innovative 'best practice' marketing solutions and an integrated approach making use of all relevant and available communication channels."

For further information, go to www.marketingmix.co.za/pebble.asp?relid=21337.

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