

**WELCOME TO**

**MALL**  
**ADVERTISING**

# Company profile

Mall Advertising Ltd. Is a part of an advertising media group managing indoor and outdoor locations since year 2001. Currently we are operating over 1570 locations for indoor and over 650 outdoor positions. The company is with over 10 years of experience in advertising sales and media development.

Mall Advertising Ltd. is the only company in Bulgaria with full advertising services to the Malls and high traffic venues. We are the only company with the following services:

- building and positioning of advertising equipment according to all international standards;
- investing in all forms of advertising equipment;
- managing and marketing the Venue on the advertising market;

Currently Mall Advertising Ltd. is successfully operating in many shopping centers in Bulgaria like The MALL, Burgas Plaza, Galleria Burgas Mall, Mall Varna, Grand Mall Varna, Mall Plovdiv, Galleria Mall Stara Zagora, Mall Veliko Tynovo and Mall Ruse and others

# Doors branding

Doors greet customers at all entrances, making a strong impression as you enter or exit the mall. Doors are used for brand identification and to alert the consumer for the product/service offering.

## Benefits

- ✓ Eye level positioning grabs the attention of shoppers and transmits the ad message
- ✓ Doors present the ad upfront, prior to other message exposures inside the mall
- ✓ Doors complement and integrate with other in mall advertising products
- ✓ Large quantities of doors create significant awareness



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# Escalators, Travelators & Elevators

A wide range of sizes, shapes and locations are available in most malls. The constructions branding dominates the mall environment and create extraordinary impact.

## Benefits

- ✓ Unique positioning and extensive creative flexibility of shapes and sizes creates a “wow” effect
- ✓ Ability to tell a story through multiple creative executions that improve visibility
- ✓ An effective campaign extension from other mall media that enhances intrusiveness and creates a real “buzz” with shoppers



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# Elevators



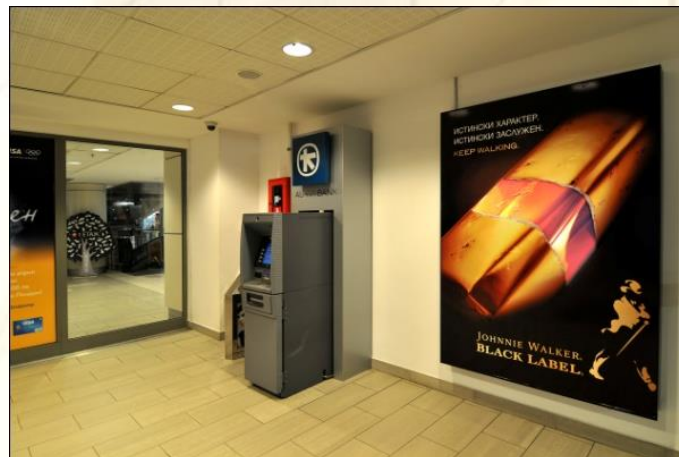


# City Lights (Digital City Lights)

Units are located at all major entrances through the mall as well as key high traffic areas-both inside and outside

## Benefits

- ✓ Positioned at eye level, each city light provides excellent view for maximum visibility and awareness.
- ✓ Comprehensive coverage generates high overall reach and virtually 100% coverage of all mall shoppers.
- ✓ Key, high traffic locations ensure repeated exposures to consumers while they shop, increasing overall interaction.
- ✓ Backlighting creates drama and enhances the visibility of each ad, improving awareness.



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# Digital City Lights





# Mesh

- ✓ Large formats, visible from the whole mall surrounding. Possibility to expose the ad message on a big area, in order to get higher reach of the target.



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# Columns Branding

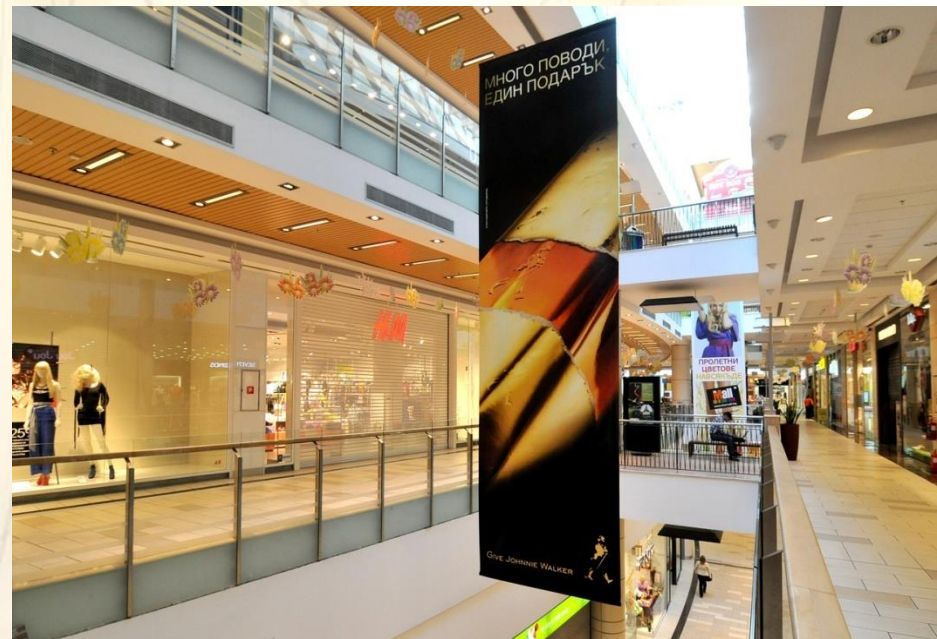
- ✓ Non-standard, rather impressive advertising format, ensuring notable presence at the malls' ambience, being a part of the shopping center interior.





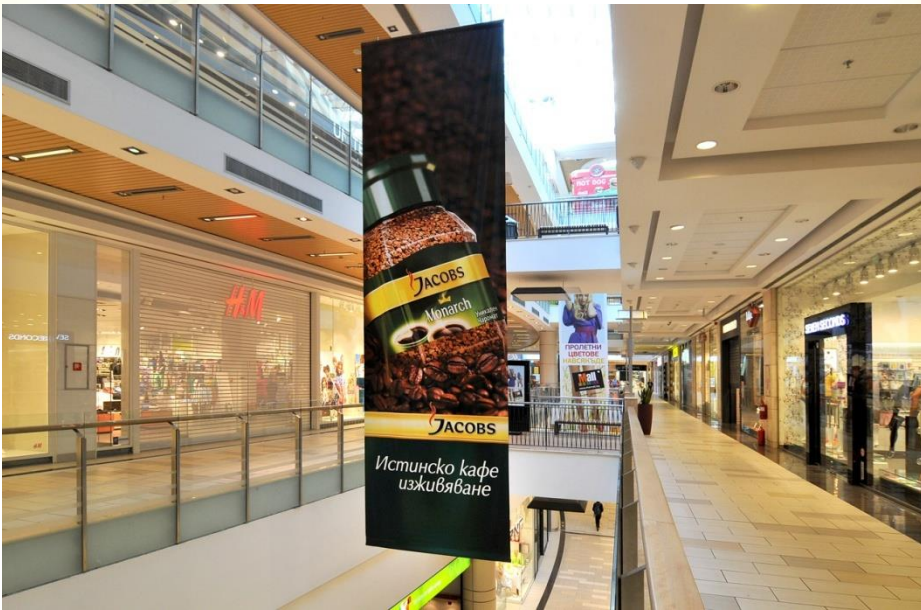
# Hanging Banners

- ✓ An excellent way to get people's attention. A hanging banner with an effective design will be sure to draw the crowds to your product. They are available in multiple sizes





# Hanging Banners



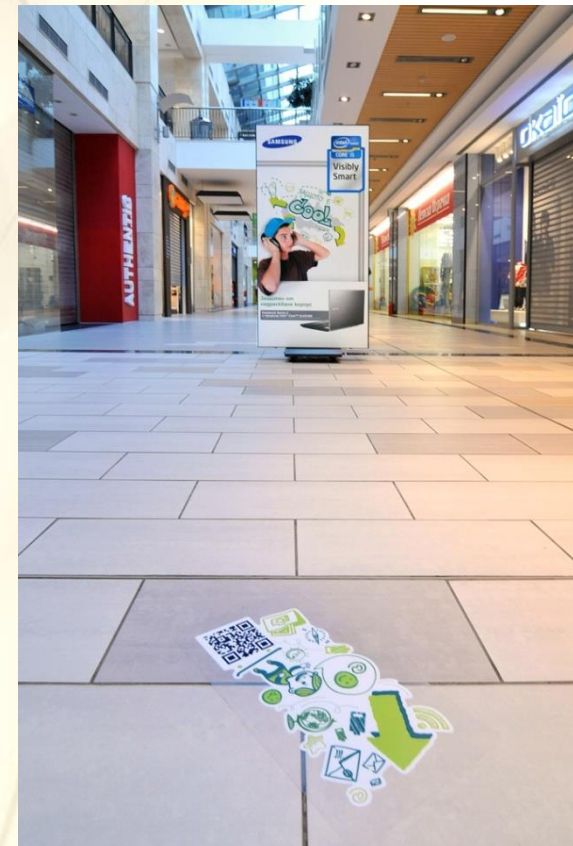


# Floor Stickers

Floor graphics can be in various shapes and sizes and offer extensive flexibility. Units are located at store entrances, escalators or elevators and are highly eye-catching.

## Benefits

- ✓ Unique positioning and presentation of floor graphics creates a “wow” effect.
- ✓ Extensive creative flexibility – by modifying sizes, shapes and locations, creative team can enhance the impact of each image and improve overall campaign awareness
- ✓ Complements other mall media and enhances intrusiveness, creating a real “buzz”.





# Parking barriers branding

- ✓ Recently used to support advertising campaigns on high traffic areas



# BTL activities

- ❖ Sampling
- ❖ Kiosks
- ❖ Products exhibiting

Consumer interaction is becoming an essential component of the pre-purchasing process and Malls are rapidly becoming the optimal venue to interact with potential customers.

Sampling and kiosks demonstrations provide beneficial interaction and obtain immediate feedback in order to improve the consumer's purchase and brand experience.

## Benefits

- ✓ The marketer can use a comprehensive database to contact and interact with consumers
- ✓ Ability to target specific target groups or locations and areas
- ✓ Access to experienced professionals in staffing, production and logistics who understand the mall environment
- ✓ Provide samples and coupons to provoke purchase decisions





# BTL





# BTL





**Thank you!**