

Footwear Trading uses digital ad screens in malls

Static skyscrapers and icons, coupled with digital ad screens, have been used to great effect for [Footwear Trading](#) in Cresta, Eastgate, Menlyn, Gateway and Sandton City shopping malls, as it extends its awareness beyond the retail store boundaries on a four-month campaign for its sub brands, Diesel, Skechers and Levi's.



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Unlimited's subsidiary, [Primall Media](#), offers advertisers one 46-inch HD screen in the case of the ad screen or two 46-inch HD screens stacked on top of one another in the form of the skyscraper.

"While it's important to maintain top of mind awareness through long term media exposure within the shopping mall environment," says Primall Media's Lee Curtis. "These platforms give brands a voice within busy shopping malls in a space that is relevant and to consumers who are in a buying frame of mind. It is important to rotate the creative message, keeping the communication fresh and compelling."

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