

Primall Media repositions, introduces more digital

[Primall Media](#) has evolved its identity and re-launched itself to the advertising industry under its new 'Only the Best' strapline, which defines its positioning to market.



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Through its new strategy, it will be working hard at providing advertisers with the advanced, creative media offerings and service across its network of 29 upper end mall platforms.

Its new positioning strategy draws upon its seven years' experience in the upper end retail advertising arena and uses its refined insights to align clientele with the exclusive upmarket retail spaces in which it dominates.

It is introducing new digital platforms in key locations within its mall network, moving in line with global retail trends and boosting the media standards of the spaces in which it trades.

World class digital positioning

The division has launched a world class digital positioning at Sandton City, consisting of high-end video walls, skyscrapers and 55-inch touch screens and, at the V&A Waterfront, double sided 55-inch screens.

Molefi Moloantoa, divisional CEO of Unlimited says, "We look to bring to market bigger and better traditional and digital advertising platforms, for greater impact for our advertisers. We certainly have set the bar high for ourselves, as we aim to live up to our new credo of 'Only the Best'."

Attitude of superior service

The company believes that the most important aspect of its new positioning relates to its staff. Both frontline and support staff are embracing an attitude of superior service to clients.

"This is not to say that we are perfect, but simply that the client's best interests are top of mind. We are striving for the best in work ethic and media owner service and are fully committed to this on-going process of refinement," adds Lee Curtis, executive head of sales and marketing, Primall Media.

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