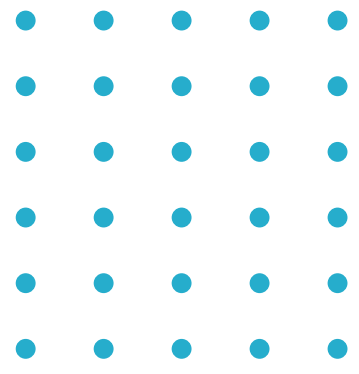




IN-STORE MEDIA SOLUTIONS



IN-STORE MEDIA SOLUTIONS

ILLUMINATING

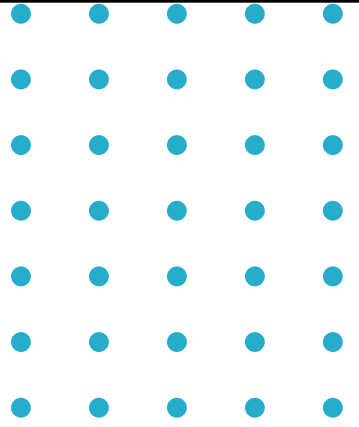
90 DEGREE

SHOPPER FACING

LEAFLETS

FRIDGE

TILL-POINT



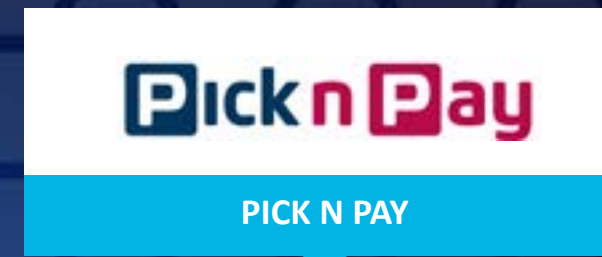
Servicing over **1500** stores weekly across South Africa's leading retail chains.

RETAIL FOOTPRINT



SPAR

OVER
170
STORES



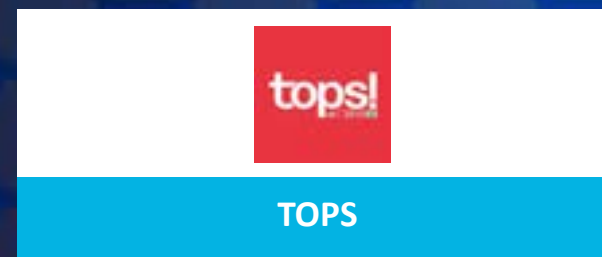
PICK N PAY

OVER
420
STORES



CLICKS

OVER
490
STORES



TOPS

OVER
170
STORES



PICK N PAY LIQUOR

OVER
290
STORES



ILLUMINATING

Attract shopper's attention with illuminating solutions that draws the eye and breaks through the clutter.



ILLUMINATING AISLE WING

Capture the consumer's attention with the Illuminating Aisle Wing.

Specifically designed to attract the attention of shoppers with a **flashing effect** that **draws the eye** and breaks through the clutter.

ILLUMINATING SHELF FRONT

Highlight your on-shelf communication with Illuminating Shelf Fronts that demand attention.



ILLUMINATING
MEDIA



BRAND ILLUMINATOR

This battery operated unit [lights up your brand communication](#) at the shelf, drawing the focus to your [key brand message](#).

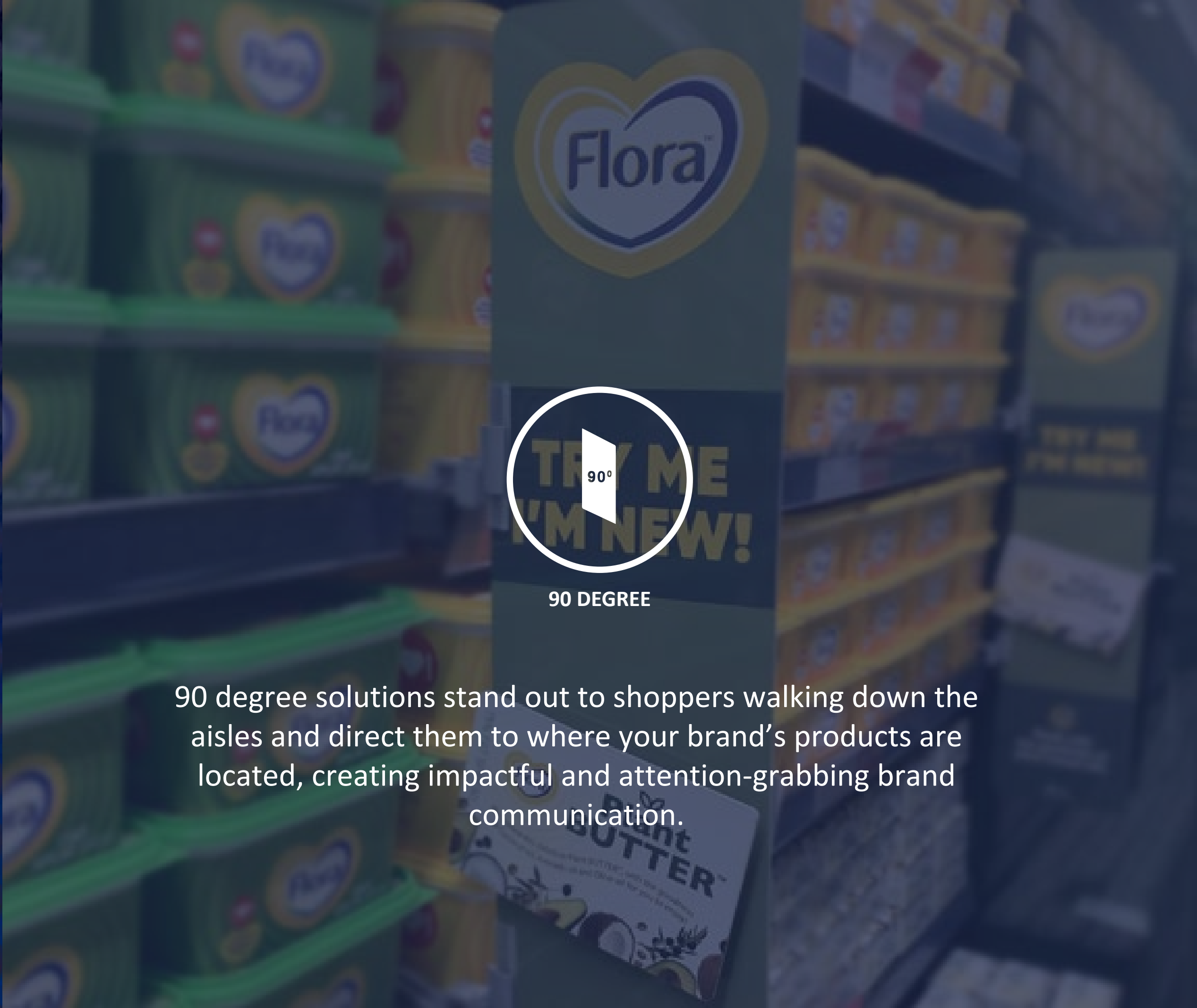
Available as shopper facing or 90 degree solutions.

LAZA GLO

Available in 7 eye-catching colours, these flashing LED units [highlight your brand's position](#) on shelf.



ILLUMINATING
MEDIA



90 degree solutions stand out to shoppers walking down the aisles and direct them to where your brand's products are located, creating impactful and attention-grabbing brand communication.

AISLE WING

Simple and effective, Aisle Wings allows for [highly impactful brand communication](#) in store.

Frame your product category with a double installation or feature your brand at related product categories with a crossover site.



**90 DEGREE
MEDIA**



SHELF WING

Installed directly at your product, Shelf Wings are the ideal media type to attract attention and [communicate your key brand message](#).

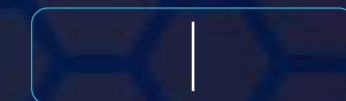


BRAND DROP AISLE WING

A double installation of the Brand Drop category banners guarantees optimal impact by framing your product range, creating a [dominant presence within the category](#).



90 DEGREE MEDIA





DIE CUT SHELF WING

Die-cut to the shape of your product pack-shot, this wing will [increase your brand presence on-shelf](#).

SHELF WING

Reinforce your key brand message to shoppers with [strategically placed wings](#) in related crossover categories.

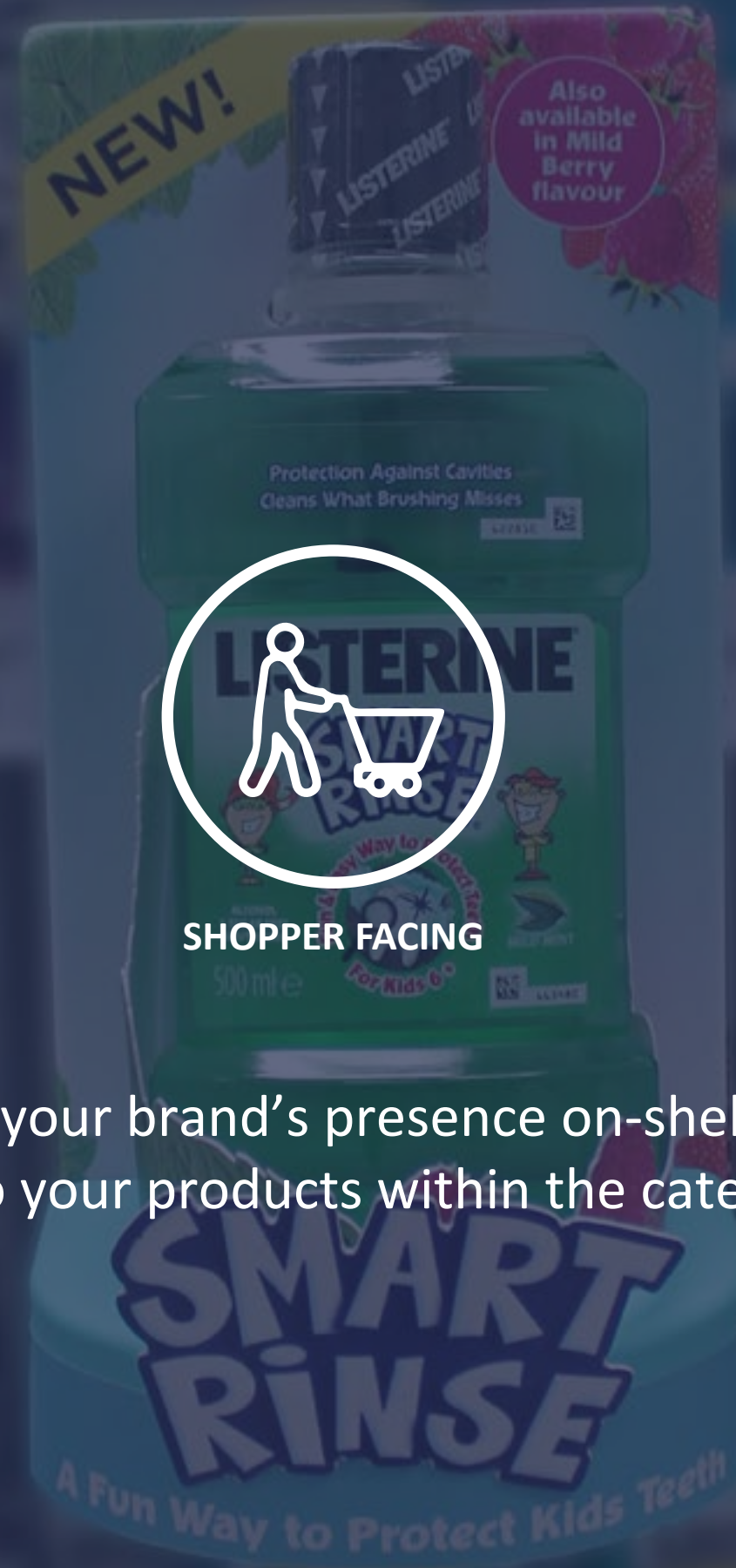


90 DEGREE MEDIA



SHOPPER FACING

Visually enhance your brand's presence on-shelf and draw attention to your products within the category.





PRODUCT TESTER

Product tester units are ideal for showcasing your product to shoppers and [encourage consumers to interact with your brand](#).

Ideal for brand launches and to feature new product packaging.

WINGED SHELF FRONT

Incorporating a small wing onto shelf front media allows for an [additional communication touchpoint](#).



SHOPPER FACING MEDIA



PRODUCT SHOWCASE

Ensuring your brand stands out from the crowd.

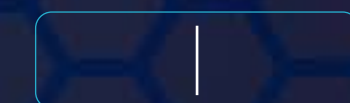
The media type is ideal to showcase your physical product and let consumers [engage with your brand where the purchase decision is made.](#)

SHELF FRONT

Provide effective brand communication directly in front of your product, [demarcating your shelf space](#) and ensuring your products are well merchandised.



SHOPPER FACING MEDIA





BASKET FRONT

Attached to the front of the product display, basket fronts [highlight your brand's key selling points](#) and increase awareness within the category.



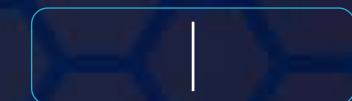
PRICE GLORIFIER

Frame your product's price point to [draw the shopper's attention within the category](#).

Available with and without a wing.



SHOPPER FACING MEDIA



BRAND SPOTLIGHT

Add an additional dimension to your on-shelf communication with the [simple and impactful](#) Brand Spotlight that enhances brand communication within the category.



SHOPPER FACING MEDIA



LEAFLETS

Distribute detailed brand and product communication directly to shoppers.



BOXED AISLE WING

Adding a Leaflet Box to an Aisle Wing affords brands the opportunity to [communicate additional brand and product information](#) in-store.

LEAFLET DISPENSER

A dispensing unit placed on-shelf ensures effective distribution of in-store leaflets. [Convey key product benefits](#), recipes or competitions to shoppers while they navigate the aisles.



LEAFLET MEDIA



FRIDGE

Fridge and freezer media places your brand top of mind for shoppers where it matters most – as they reach to put a product in their basket.

REFRESHES LIKE
NOTHING ON EARTH



FRIDGE DOOR HANDLE

Branded media fits directly onto fridge door handles, capturing the shopper's attention where the purchase intent is highest.

FREEZER DIVIDER

Placed within flatbed freezers, this media type is extremely effective for both demarcating your brand's fridge space and conveying your brand message to consumers.



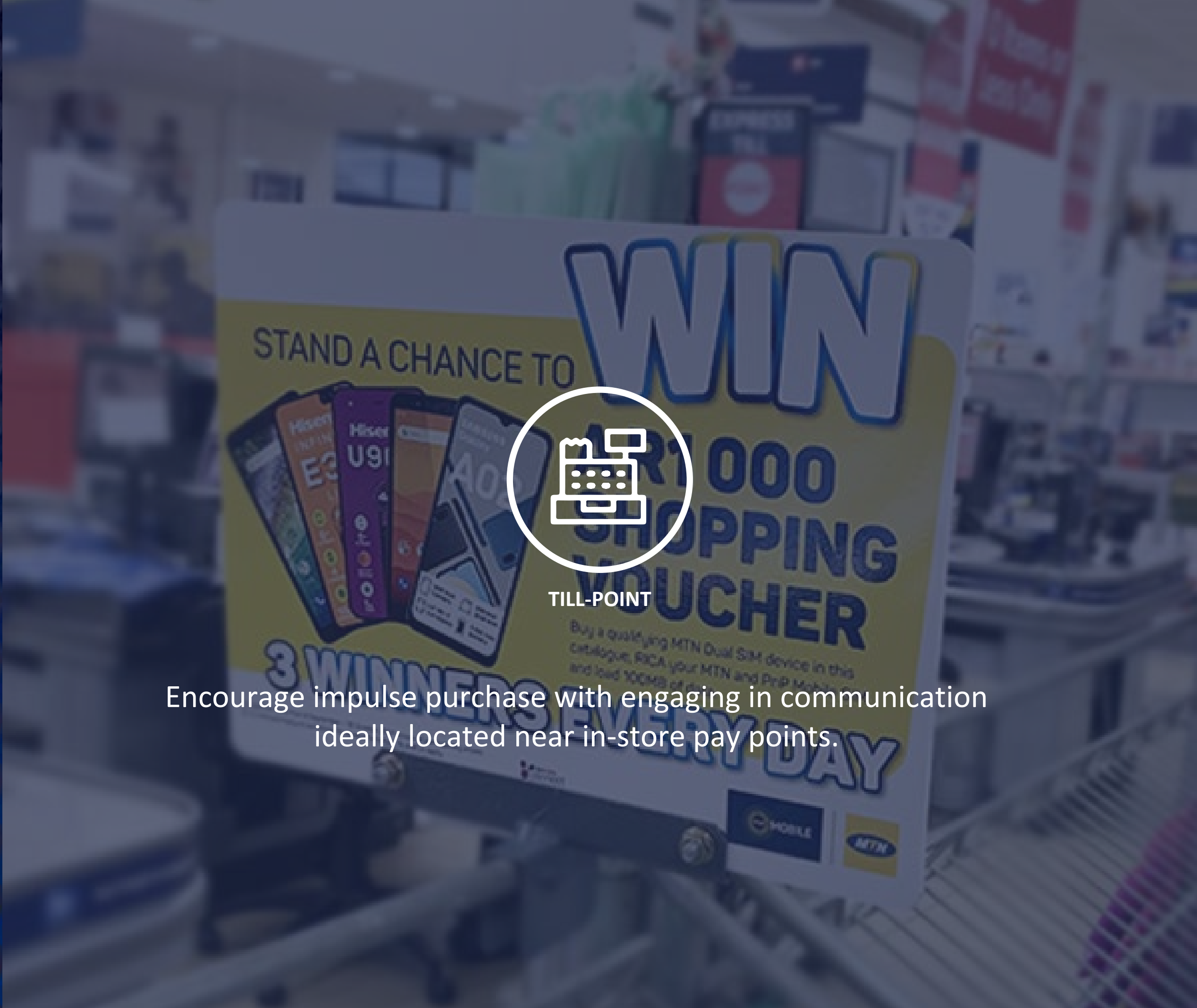
FRIDGE
MEDIA

FRIDGE / FREEZER DOOR DECAL

Decals applied to the outside of glass fridge doors afford brands the opportunity to [influence shoppers where the purchase decision is made](#).



FRIDGE
MEDIA



Encourage impulse purchase with engaging in communication ideally located near in-store pay points.



BOLLARD QUEUE WING

A double-sided wing fixed to bollard queue frames are the ideal solution to [engage with shoppers as they queue](#) at till points.

TILL POINT DECAL

[Drive impulse purchase](#) with decals strategically applied to protective screens at pay points.



TILL POINT
MEDIA

PRIMEDIA INSTORE HEAD OFFICE



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CONNECT WITH SHOPPERS