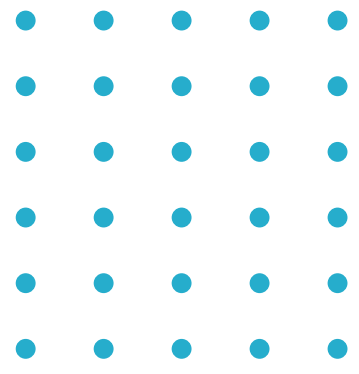




# IN-STORE MEDIA SOLUTIONS



# IN-STORE MEDIA SOLUTIONS

ILLUMINATING

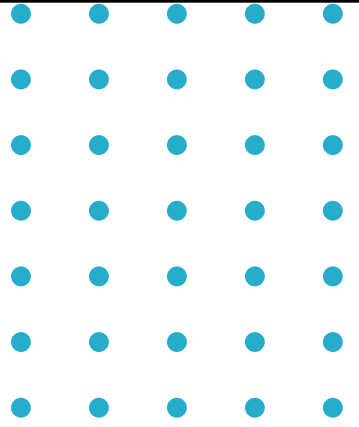
90 DEGREE

SHOPPER FACING

LEAFLETS

FRIDGE

TILL-POINT



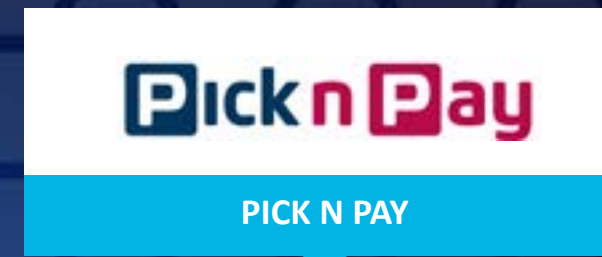
Servicing over **1600** stores weekly across South Africa's leading retail chains.

# RETAIL FOOTPRINT



SPAR

OVER  
**170**  
STORES



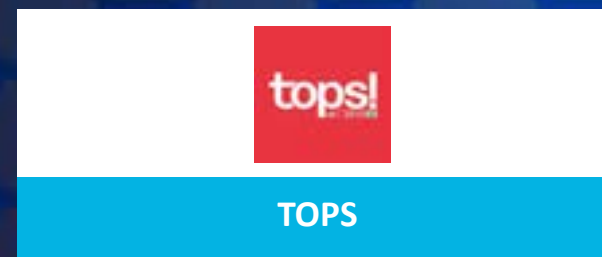
PICK N PAY

OVER  
**440**  
STORES



CLICKS

OVER  
**560**  
STORES



TOPS

OVER  
**140**  
STORES



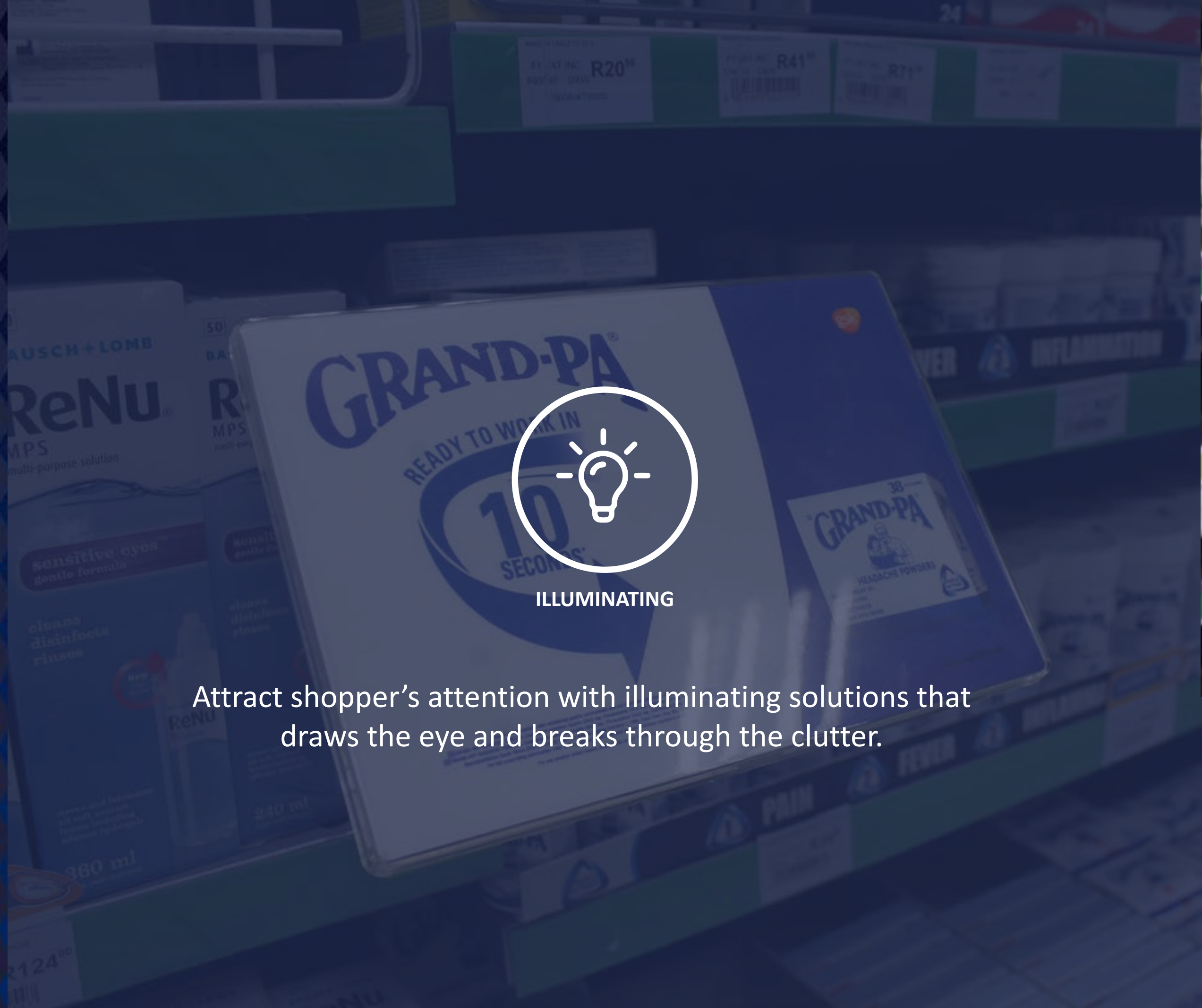
PICK N PAY LIQUOR

OVER  
**360**  
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](#).

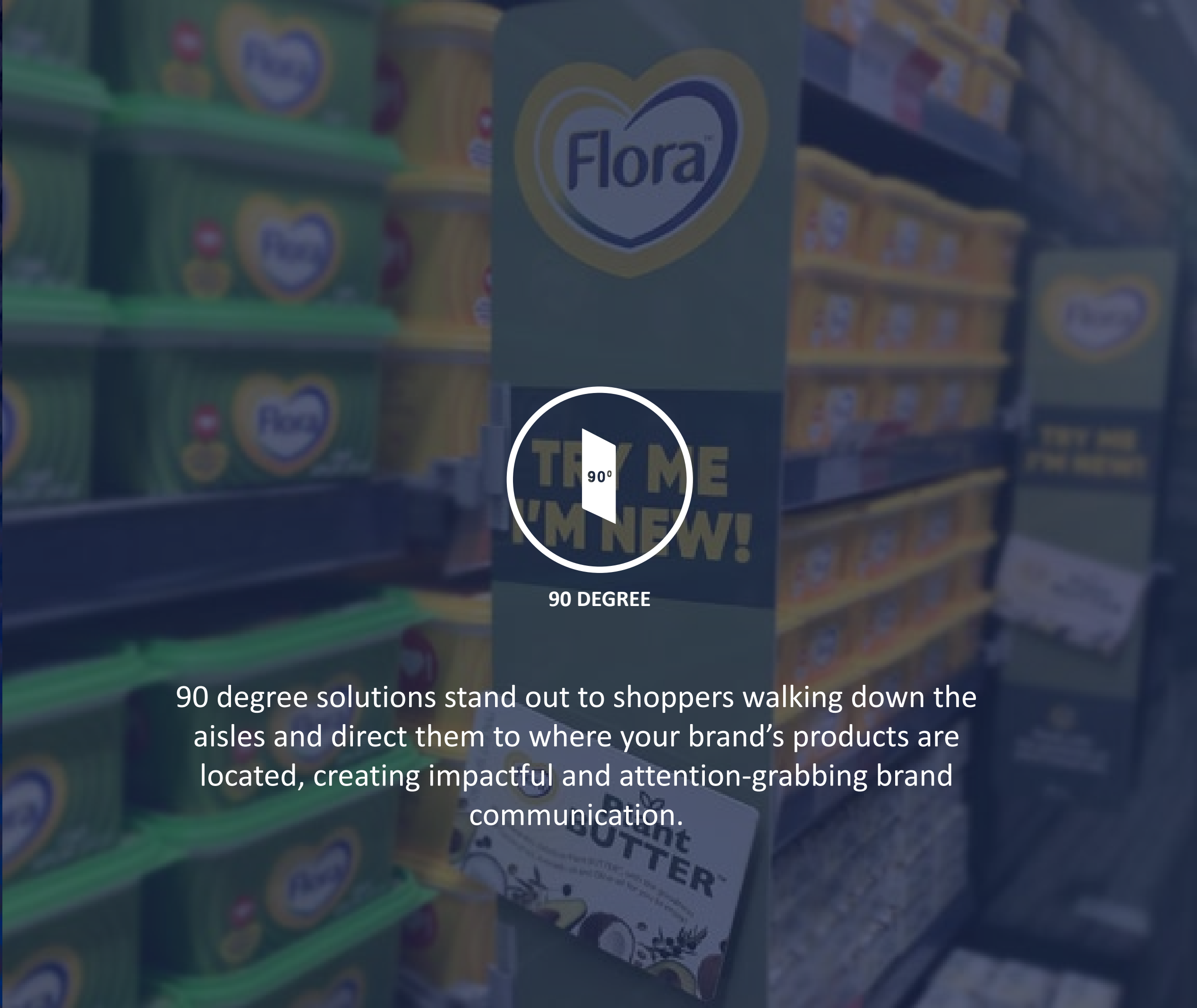
Available as shopper facing or 90 degree solutions.

## LAZA GLO

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



ILLUMINATING  
MEDIA



90 DEGREE

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](#).

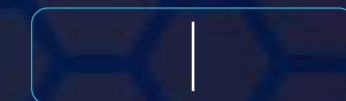


## BRAND DROP AISLE WING

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](#).

## SQUARE AISLE WING

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

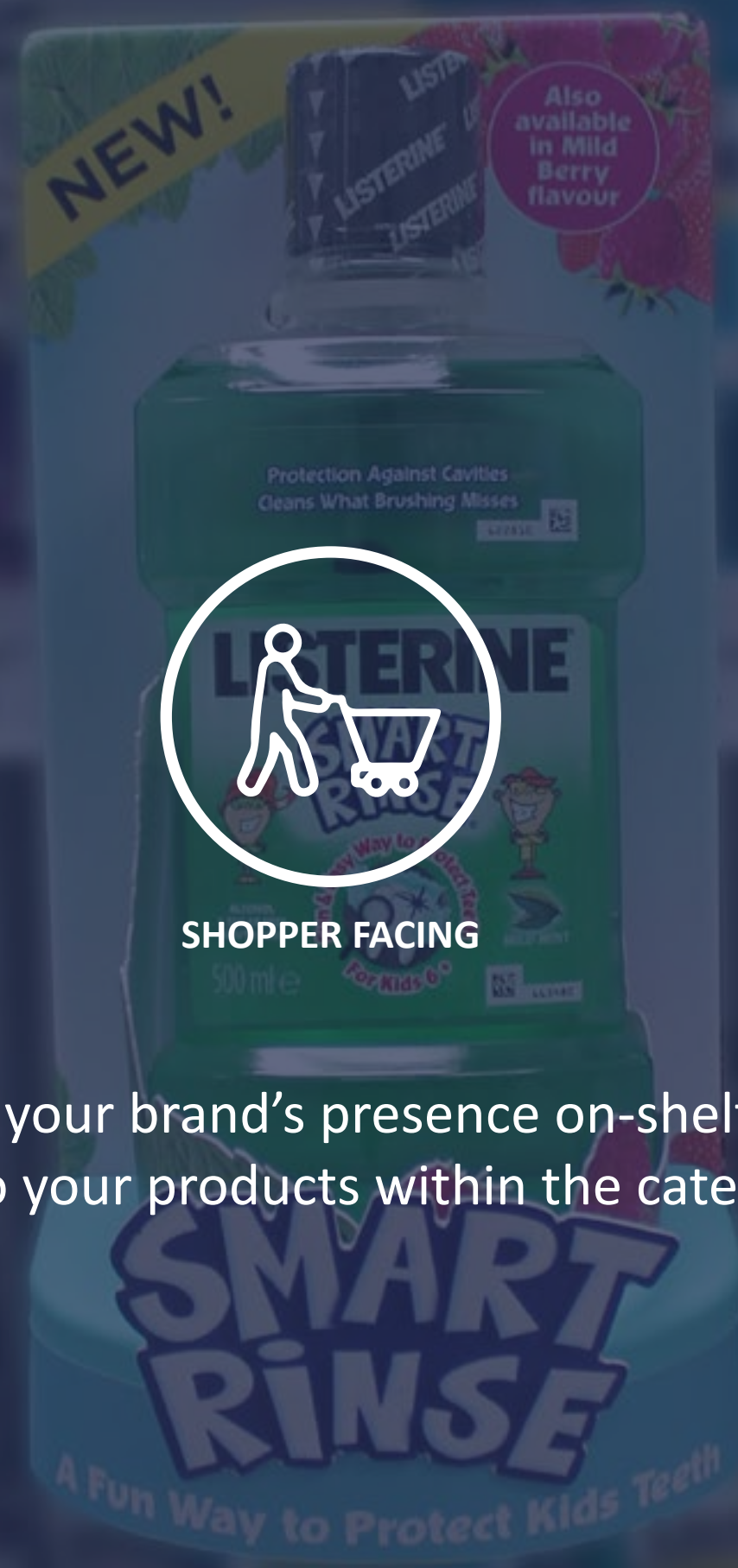


## 90 DEGREE MEDIA



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.

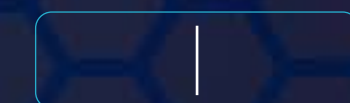
The media type is ideal to showcase your physical product and let consumers [engage with your brand where the purchase decision is made.](#)

## 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.



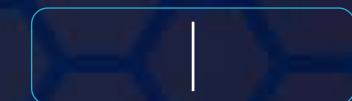
## PRICE GLORIFIER

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

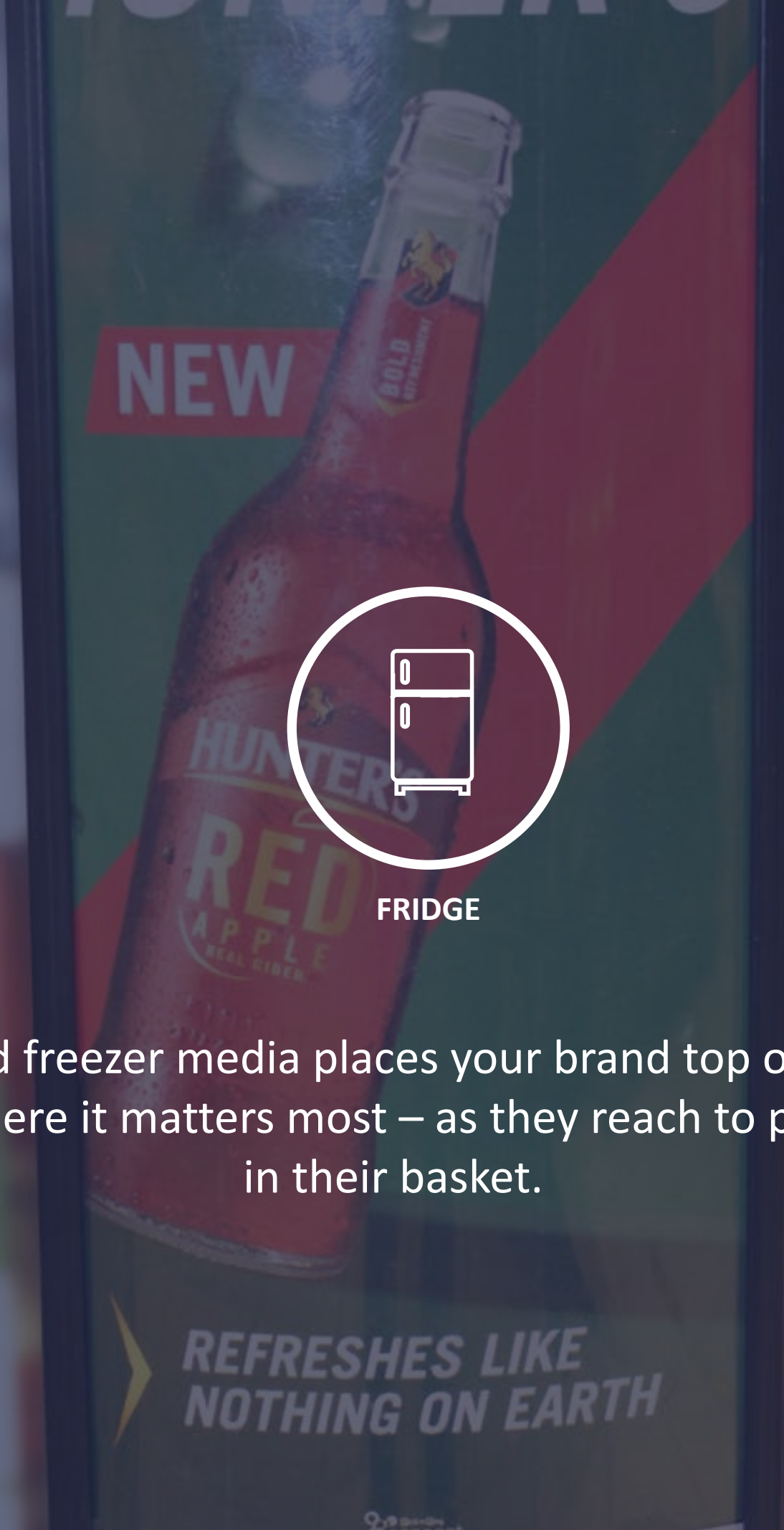
Adding a Leaflet Box to an Aisle Wing affords brands the opportunity to [communicate additional brand and product information](#) in-store.

## 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.



## 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.



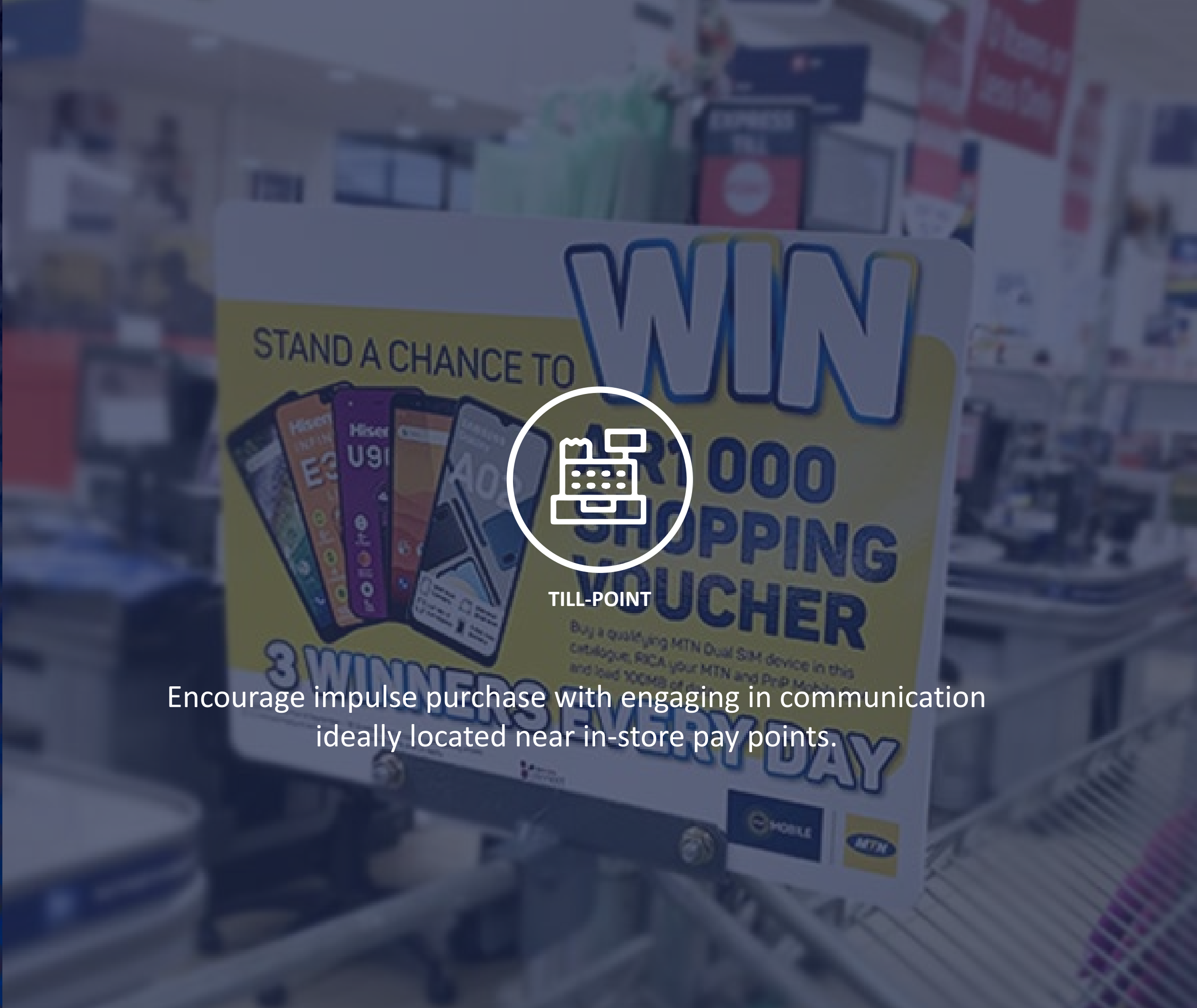
FRIDGE  
MEDIA

## 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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15 Fredman Drive, Sandown,  
Sandton, 2031

 [primeinstore.co.za](http://primeinstore.co.za)

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21 Spring Grove, Gateway,  
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 The Reserve 3, Unit 21,  
Corner Kruispad and Capricorn Way,  
Brackenfell, 7560

**CONTACT US**



**CONNECT WITH US**

**CONNECT WITH SHOPPERS**