



Proposal for East Rand Mall:

Festive Season **Holographic Display** Experience

Introduction

This festive season, East Rand Mall has the opportunity to bring an unforgettable, cutting-edge experience to shoppers through the installation of a state-of-the-art Holographic Display Unit. The Holo Box is not just an advertising medium; it is a captivating attraction designed to stop shoppers in their tracks, drive foot traffic, and create an immersive festive experience that combines entertainment, retail promotion, and the magic of Christmas.

The Concept

We propose installing the Holo Box at East Rand Mall during the festive period. The display will merge live-like entertainment with tenant product promotions, giving shoppers an experience they cannot find anywhere else. By blending holiday cheer with innovative visual marketing, the Holo Box becomes a central festive highlight.

Festive Season Activation Ideas

1. **Father Christmas in the Holo Box** – A holographic Santa Claus engaging directly with shoppers, showcasing tenant products as “perfect gift ideas,” and encouraging festive purchases.
2. **Festive Singer/Performer** – A holographic artist singing Christmas classics and contemporary hits, bringing music and energy to the mall without the need for a live stage setup.
3. **Gift Reveal Animation** – Virtual gift boxes opening to reveal products from participating tenants, highlighting seasonal promotions.
4. **Festive Fashion Showcase** – Models walking a holographic runway wearing items available from East Rand Mall fashion retailers.
5. **Festive Recipe Highlights** – A holographic chef demonstrating quick festive recipes using ingredients from participating food outlets.



Examples of Tenant Product Displays

1. **Woolworths** – Holographic gourmet Christmas hampers being unwrapped in mid-air.
2. **Clicks** – Beauty and fragrance gift sets floating and rotating in 3D, with shimmering festive effects.
3. **Sportscene** – Sneakers and apparel showcased with festive sparkles and a rotating 3D spotlight.
4. **Pick n Pay Clothing** – Festive children's outfits displayed on holographic mannequins dancing to Christmas music.
5. **Europa Art** – Designer shoes and handbags showcased with festive lighting and elegant holographic movement.

Advantages for East Rand Mall

1. Positions East Rand Mall as a pioneer in innovative retail marketing in South Africa.
2. Creates a unique festive season attraction that enhances the overall shopper experience.
3. Encourages shoppers to stop, engage, and spend more time in the mall.
4. Provides tenants with a premium platform for showcasing their festive promotions.
5. Strengthens East Rand Mall's positioning as a family-friendly destination during the holiday season.
6. Boosts mall foot traffic, particularly during high-competition festive shopping periods.
7. Delivers shareable, social media-worthy content that extends the mall's festive presence online.
8. Encourages repeat visits as shoppers return to see new holographic content.
9. Enhances synergy with the mall's existing festive décor and live entertainment.
10. Offers the mall a cost-free innovation (on the condition of securing 15 tenant participants), ensuring maximum return on festive marketing investment.

Conclusion

The Holo Box will provide East Rand Mall with an unparalleled festive marketing opportunity combining the wonder of Christmas, cutting-edge holographic technology, and powerful tenant promotions. We would love the opportunity to meet with your marketing team to explore how we can tailor the experience to complement East Rand Mall's festive theme and deliver an unforgettable season for your shoppers.