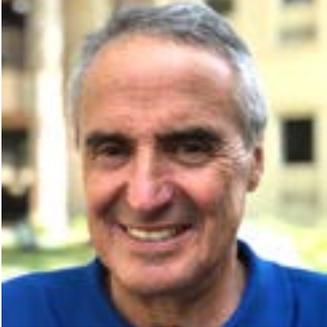


## MESSAGE FROM MARTIN OUR MANAGING DIRECTOR



It feels like yesterday that I retired from my three and a half decade tenure at Pick n Pay and started a small project from my study at home. That was 15 years ago. If you are reading this edition of the MegaTimes, it means that you have been part of MegaVision Media's remarkable journey and

I would like to thank you for that. South Africa has experienced another tough year from a small business perspective and it has been our goal to keep our heads down, work hard, service our customers as best as we possibly can and add value to our FMCG brands, retailers, wholesalers, spaza shop owners and suppliers. We have focused our attention on what it is we do best; brand building at point of sale, offering the market a wide range of permanent managed media space at store level,

township branding and sales force automation technology. Despite the tough economic environment, we have experienced some small victories that have kept us motivated. Our digital team, the Connect Group, have expanded into Africa with their sales force automation and mobile ordering technology with the worlds biggest FMCG company (more about this on page 7). Our MegaSpaza team have secured an excellent footprint of high turn over spaza shops which allow brands to grow their presence in

the lower LSM market and empower spaza shop owners to grow (more on page 2). I am thrilled to have my son, Matthew, join the company in February this year which has been a highlight for us all. I wish you and your families well over the festive season. Thank you once again, on behalf of us all at MegaVision Media for your support. Here's to another 15 years of in-store branding excellence.

Kind Regards,  
Martin Rosen  
MD

## THE FACES OF MEGAVISION MEDIA



Themba, Lucky, Shamiela, Hennie, Chantelle P, Darisha, Martin, Caroline, Mellisa, Warren, Matthew, Alvina, Ntshuxeko, Wayne, Jane, Stacey, Chantelle B, William, Andrew, Chris, Petrus, Ronald, Lizelle, Chantell J, Thabang, Nelly

## MEGAVISION MEDIA GIVES JEYES FLUID A BOOST IN THE INFORMAL MARKET

MegaVision Media, best known for our OOH (out-of-home) media footprint at retail and wholesale outlets, was commissioned by Tiger Brands to execute a Jeyes

Fluid campaign. The objective was to create brand awareness for their ever-popular household cleaning product, Jeyes Fluid, in the lower LSM markets. MegaVision Media

used our spaza shop footprint in Gauteng and Eastern Cape to execute the campaign. We printed and installed the bold Pocket and Bar fixtures on stand-alone poles as well as

mounted onto shop walls. The results were astounding - a bright and vibrant campaign that really stood out over the festive season and certainly made a statement.



## DENNY MUSHROOM DAZZLES AT SPAR

Earlier this year MegaVision Media designed and executed a glorious display for Denny Mushroom at the newly renovated Spar in Atholl Square, Johannesburg. The MegaVision Media team designed the

artwork, provided sampling tables, pull-up banners, header boards, menu cards and created really beautiful and functional perspex fins which clipped onto the shelves and held high-gloss recipe cards. "We got

great exposure and it certainly increased engagement and trial, both the pick-up of recipe cards and increased tastings in-store," said Nick Dougherty, head of commercial at Denny. "We also received

positive feedback from customers on the look and feel, and heightened experience." MegaVision Media looks forward to working closely with Denny on their brand exposure and activation roll out in the near future.



## GRANDPA ADVERTISING EXPLOSION

GlaxoSmithKline (GSK) is an international healthcare company with the distinct objective to help people do more, feel better and live longer. MegaVision Media has partnered with this global giant over the past four years in the marketing of their Grand-Pa brand, Mzansi's well-known

pain relief medication. In keeping with Grand-Pa's marketing strategy, MegaVision Media suggested an all-round approach aimed at targeting consumers at point of sale across retail and wholesale sectors nationwide. We filled our BrandingBoards in Makro stores, Indoor/

Outdoor MegaBoards and Aisle Branding in our wholesale cash 'n carry stores, as well as MegaStatics and MegaPaves at our Pick n Pay stores. The result is breathtaking. Grand-Pa really does take centre stage with their striking artwork, which looks amazing throughout some of

our 20,000 diversified managed media spaces. Following this hugely successful campaign, MegaVision Media looks forward to working with GSK and their powerful brands in the future.



## STOKVEL PROMOTES BIG BRAND BUILDING

Stokvel is an estimated R50bn industry in South Africa. The stokvel system, which dates back to the early 19th century, is premised on group savings toward a central fund for various situations from burial to grocery purchasing. The groups vary in size from 12 to 20 people

and each entity decides how much to contribute and how often the money is shared. From a retail and wholesale perspective, the annual Christmas stokvel is starting to heat up and South African brands are capitalising on this opportunity to offer great deals through

bulk purchasing. Most wholesalers host a stokvel day where consumers can purchase their products in bulk. This is a perfect opportunity for brands to position themselves in a space where both brand competition and energy is high. MegaVision Media is

offering FMCG brands the opportunity to stand out during the wholesale stokvel days by providing supported branded material, point of sale merchandise as well as our managed rental fixtures at the various stores hosting the stokvel day.





MegaBanner

# INVEST IN 24/7 IN-STORE MEDIA AND WATCH YOUR SALES GROW! MEET OUR MEDIA

VISIT [MEGAVISIONMEDIA.CO.ZA](http://MEGAVISIONMEDIA.CO.ZA) TO SEE MORE OF OUR GREAT RENTAL FIXTURES



MegaPave



BrandingBoard



MegaLite



Promo BrandingBoard



MegaFlex Hanging System



Indoor MegaBoard



Outdoor MegaBoard



MegaSpaza



PnP MegaStatic

## MEGAVISION GIVES BACK FOR MANDELA DAY

This year, for Nelson Mandela Day, we visited the Princess Alice adoption home. The home is a provisional place of safety which provides 24-hour residential care to children under the age of 2 years old who have been consented for adoption, abandoned

or occasionally removed from family care. The MegaVision Media team helped with painting the offices, printing and installing new signage and playing with the babies. We shared a delicious lunch with the staff and donated some items to the home.



## SPAZA: A GROWING MARKET IN SOUTH AFRICA

According to research done by Nielsen South Africa, R1 of every R5 spent in South Africa takes place at informal spaza or township stores. This makes the informal retail environment a

very attractive sector worth approximately R46 billion. The buzz around township advertising has pushed a demand from brands to focus their efforts where the growth is significant and market

share is up for grabs in a way that is not so obvious in the stagnant retail environment. Our teams negotiate with spaza owners to measure, paint and install signage on behalf of one of our brands.

MegaVision Media has a national footprint of spaza shop owners across South Africa and are thrilled to be offering this product and service to South Africa's top brands.



## 10 NEW STORES AS PNP FOOTPRINT INCREASES

Despite a tough economic year across the board, MegaVision Media has stayed true to our core focus and purpose of providing FMCG brands with an opportunity to grow their business by offering fixed media opportunities at point

of purchase. Our good relationship with the AJP Property Group cemented the growth of our MegaPaves, MegaStatics and Outdoor MegaBoards in the East of Johannesburg. The ten new sites are situated at the following Pick n

Pay stores; Areo City, Atlas Mall, Birchleigh Mall, Brentwood Mall, Eden Terrace Mall, Elgin Mall, New Redruth Mall, Kempton Gate Mall, Glen Balad and VR Mall. Contact us today to get great specials on these new fixtures!



## DIGITAL SPOTLIGHT

### ABOUT THE CONNECT GROUP

The Connect Group is the digital division of MegaVision Media and specialises in implementing a range of locally developed B2B agile technology platforms. From retail communications and FMCG sales force automation to spaza shop ordering applications, the Connect Group leverages off MegaVision Media's direct relationships

with brands, retailers and buying groups to offer simple, real-time business insights into the market. Our objective is for brands to "own" the

technology and gain a true understanding of what is happening to their product at store level without incurring massive overheads. We also specialise in

powerfully designed reporting dashboards that help companies visualise and understand their data sets better.



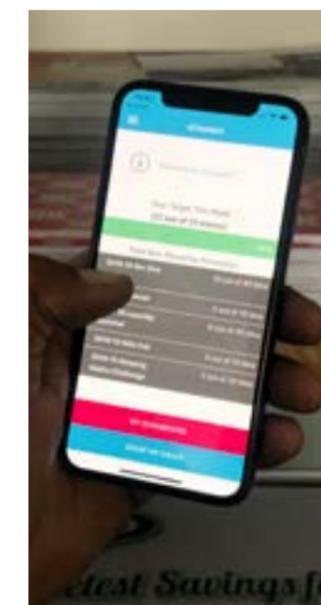
## TECHNOLOGY IS CHANGING THE RELATIONSHIP BETWEEN RETAILERS AND SUPPLIERS

In a digital world, where technology is moving faster than ever, we spend a lot of our time on researching and developing new technology and we wanted to share with our readers of the MegaTimes, some of our exciting developments.

we have piloted this AI technology with Nestlé, focusing on using image recognition technology to identify gaps, share of shelf and out of stocks. This allows the rep to perform multiple KPI's in a single photograph. With this data, the relationship between the retailer and the brand shifts, offering the power for brands to take some control in understanding what has been negotiated versus what has been executed regarding planogram compliance.

it mean? A business intelligence dashboard (BI dashboard) is a data visualization tool that displays on a single screen the status of business analytics metrics, key performance indicators (KPIs) and important data points for an organisation, department, team or process. All our platforms are made up of an app and a back-end dashboard that allows head office to understand exactly what is happening in the field. We offer clients powerful PowerBI data-rich dashboards as a way to better understand sales versus promotional trends, on-shelf gaps, stock

management and rep performance activity. An easy to use, "slice and dice" interface allows you to customise your own reports and get the information you need to make informed business decisions based on real data.



# MEGASPAZA SPECIAL

Use the code MEGATIMES and book 10 MegaSpaza branding in one township of your choice and get 1 FREE

Contact our sales team today for more information!

*T's & C's apply.*



## MEGAVISION MEDIA STAFF NEWS

### WELCOME NEWBIES

We would like to welcome 4 new staff members to the MegaVision Media

team! We hope to see great things from them in the future!



Matthew Rosen



Lucky Mhlongo



Themba Masilane

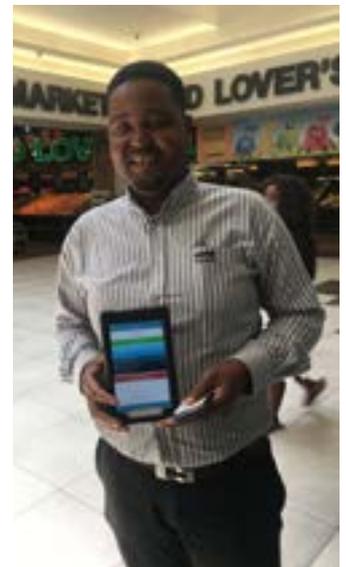


Thabang Mashile

## APP FOR MERCHANDISERS

Merchandisers are the final piece in the very long chain of the warehousing and distribution chain. Merchies typically work for agencies who represent FMCG brands and are responsible for managing stock and layouts at store level. With the vast number of merchandisers who are employed by such agencies, their tasks and performance are quite difficult to track. Not ignoring the cost and complexities of hardware and data, the Connect Group have designed an app for Merchies that is linked to payroll and allows them to digitally capture the data related to stock checks. This removes the tedious requirement to lug around files and

paper. We are busy trialing the Merchie app with one of our clients, Coast & Country and we have been collecting data and feedback from 250 merchandisers over the past few months. We plan on going live with Merchie in Q1 2020. If you are interested, please contact jane@weareconnect.co.za.



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