

**Raymond Chazan & Associates**  
Strategic Graphic Design consultants  
New Media

# מדיית חוצות

OUTDOOR MEDIA





# HERIOT PROPERTIES

*Committed to Excellence*

Heriot Properties, a dynamic development company has come up with a uniquely South African concept. They are pioneers in focusing on township and rural as well as CBD for the previously disadvantaged and building shopping centers in those areas.

They source the entire workforce from the community's surrounding their development. This creates amazing "buy in" from the local community. Not only are job skills taught on sight, and but once the centre has been completed all training for ongoing employment takes place in the centre, and locals once again and encouraged to enrol and find their future in the retail opportunities.

Services are also manned by locals and all staff are sourced from the local community. The result is almost no crime and tremendous loyalty expressed by the residents. Although there is a taxi rank at each centre, commuters do not have to travel extreme distances and using valuable disposable income to get there.

Our function was to identify outdoor media opportunity's for their very strong national tenants, and to offer these to media houses and advertising agency's representing the national brands found in these dynamic centres.



# HERIOT PROPERTIES (Pty) Ltd



**This page**

Heriot renovated the Bridge Shopping Centre in the Johannesburg CBD.

The centre gets 20 million people annually.

**Opposite**

Arial view of The Bridge Shopping Centre, CBD Johannesburg





# Moutse Mall

*Dennilton*

Dennilton (Moutse Mall). We are building 13,500m<sup>2</sup> centre together with a petrol station, Currently, the community needs to travel in excess of 30km one-way in order to use full banking facilities.



# Sontonga Mall

*Katlehong*

Katlehong is a well-established suburb to the east and southeast of Alberton. Katlehong and Vosloorus are fast-growing townships with not many existing retail facilities.

Katlehong (Enoch Sontonga Mall) has an expected spend of in excess of R150 million. The centre is anchored by Shoprite and First National Bank.



# Palm Springs Mall

*Orange Farm*



Orange Farm (Palm Springs Mall)  
employed 1,250 in phase 1. The centre  
is 20,000 m<sup>2</sup> + a Total petrol station.  
The area has around 400,000 people.  
Taxi Rank Under Construction  
General View  
Signage Proposal





# WIDEOPEN PLATFORM

## *Identity Crisis Averted*

Having been bought out by its partners, the above company was currently undergoing restructuring which required immediate attention to such details as a new name and logo, a change in the corporate stationery, The projection of a fresh image in the marketplace was an immediate priority. I became involved with this situation while on a short visit to Israel.

On-the-spot problems were dealt with to my client's satisfaction while in that country.

On my return to Johannesburg, my client was again faced with a crisis, which required an urgent solution: Media on ten outdoor advertising panels had been unexpectedly cancelled by one of their major clients. Leaving white space at the airport, over a very important weekend

In view of the pressing circumstances, and my recent successful association with Wideopen Platform overseas,

I was offered the opportunity to launch their new logo in the spaces, now vacated.

I immediately came up with a completely fresh approach: 'Visual Chaos'.

The entire project was completed in forty-eight hours, enabling the company to maximise the dead space at their disposal, and to project their message in time for the impending World Cup Cricket weekend.

Being able to do this in real time resulted in me being awarded their entire advertising account, which included their annual report, sales kit portfolio, interactive CD, and current trade journal advertising.

It was a question of being in the right pace at the right time with the right creative approach.







**WIDE OPEN**  
P L A T F O R M



**Top**

I was awarded their entire advertising account, which included their annual report, sales kit portfolio, interactive CD and current trade journal advertising.

**Center**

Office interiors custom furniture and carpeting.

**Bottom**

Happening at O.R. Tambo International Airport.

