

**20%
INCREASE**
in turnover stats
(July 2020 vs July 2022)

2022

EVATON
Mall

**BOSSO
YA
SCIENCE**

#BossoYaScience
CATEGORY A:
CENTRE PRODUCTIVITY

BACKGROUND

At Evaton Mall, we believe that making school fun can give kids a lifelong love of learning. That's why we are looking to harness the captivation and educational enthusiasm by hosting #BossoYaScience fair, the greatest science fair our local community has ever seen, while letting them in on our best-kept secret... genius students with a world of talent at their fingertips!

WHY A SCIENCE FAIR?

The goal is for students to have fun with science – to give them opportunities to experience science for themselves by asking questions and discovering answers, providing relevant science topics for the kids to work with such as; best water conservation methods? how can you keep water clean?; how does wind energy work?. A science project is the best hands-on way of enjoying and learning about science.



OBJECTIVES

- For Evaton Mall to be the community leader in cultivating a culture of education in our youth. For the future of our economy (within the immediate community and beyond), education is key.
- To provide relevant topics for the youth to work with and see their way forward to making a meaningful difference in the future of the community or even the country (hence the choice to create projects around energy and clean water conservation). Reach one teach one.
- To establish a trust and loyalty to Evaton Mall from our youth in our community that will hold us in our future, this for sustainable and long term growth in footcount and turnover.
- To generate and sustain relationships with important stakeholders in the greater community – starting with school principals.
- At Evaton, the goal is always to work towards achieving world class/first world experiences within the township that will subconsciously elevate the people to expand their horizons.
- To encourage parental and extended family support for our communities youth and consequently enhance the wholesome family environment around Evaton Mall in order to lead a culture of family and support in what is essentially a hostile an politically charged environment. The objective is to be the soft centre in a hard surround, to be the place to come to find a little more peace.
- For the tenants/retailers to be afforded the same opportunity to establish a trust and loyalty to Evaton Mall from the youth in the community that will hold them in their future within Evaton Mall, for sustainable and long term growth in turnover. This was the first time in Evatons' marketing history that the team drove integration and participation from the tenants (with regular communication and obtaining sponsorships) which was also by design to establish and entrench solid working relationships and trust between management and the tenants.

IMPLEMENTATION

SCIENCE PROJECT THEMES

The themes of the science projects were selected and influenced by the lack of service delivery within the area. Evaton Mall wants to upskill and uplift the students to come up with ideas and projects that will assist their community in the bigger spectrum, making education more aspirational amongst the youth. Celebrity and soccer ambassadors were also brought in to inspire and encourage the students while assisting them with their projects.

01.

Free energy light bulbs 220V using potatoes



02.

Charcoal water purifier



03.

Wind turbine to produce electricity



04.

Solar panel from soda cans



05.

A water wheel (advanced)



Students choose from five science projects

After the projects have been created, a science fair will be held where the student participants will exhibit their work.



IMPLEMENTATION

CAMPAIGN ELEMENTS

Awareness

- ✓ Newsletters
To tenants & teachers
- ✓ In-centre Posters
- ✓ Brand Ambassadors
Promoting & creating awareness
- ✓ Branded Lunch packs
- ✓ Branded Wristbands
- ✓ Brochures / Booklets
- ✓ Instruction Manuals
- ✓ Banners
- ✓ Stationary Boxes
- ✓ T-Shirts

Media

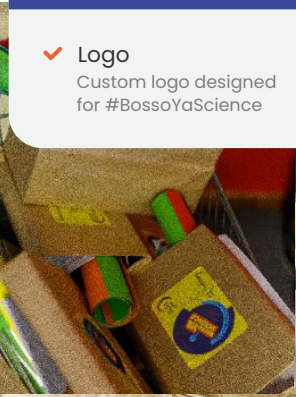
- ✓ Newspaper adverts
Bua Sedibeng Newspaper
Sedibeng Ster Newspaper
- ✓ Radio Interviews
Mid-Morning Avenue
The Breakfast Punch
Mid Morning Avenue
- ✓ Press Releases
Show Me Vaal Web Advert

Social Media

- ✓ Facebook
12 Posts in total by Red Marketing
- ✓ Instagram
11 Posts in total by Red Marketing
- ✓ LinkedIn
3 Posts in total by Kelly Carmichael & Red Marketing
- ✓ Whatsapp
Parent Group
Tenants Group
- ✓ Website
Homepage Branding
Information page

Identity

- ✓ Logo
Custom logo designed for #BossoYaScience



PROMOTIONAL ITEMS

CAMPAIGN AWARENESS

Booklets



Registration Form

EVATON MALL BOSSOYA SCIENCE SCIENCE FAIR REGISTRATION FORM 2022

This form must be filled and signed by the student and their parent/guardian and submitted to the Evaton Mall Science Department Office, on or before 24 June 2022.

Class's name (to be printed on the notebook):

Student 1: _____
Student 2: _____
Student 3: _____
Grade (e.g., JHS): _____

Project Title: _____

PROJECT 1: _____
PROJECT 2: _____
PROJECT 3: _____
PROJECT 4: (ADVANCED) _____

Please briefly describe the project: _____

2-3 are features that may make your presentation stand out (optional): _____

Please consent for your child's photo and work to be published in the school paper or on Evaton Mall's social media. I agree to abide by the rules of the Evaton Mall Science Fair 2022 session for:

Student's Signature: _____
Parent's Name: _____
Parent's Signature: _____
Date: _____
Comments: _____

#EvatonMallForEducation

Score Card

EVATON MALL 2022 SCIENCE FAIR - SCORE CARD

Subject: English and presentation

Aspects	Outstanding work 10-9	Excellent work 7-5	Needs some work 4-2	Needs lots of work 1-1	Mark
1. Shape and content of the project	Clear and well-organized presentation with a clear focus on the topic.	Clear and well-organized presentation with a clear focus on the topic.	Clear and well-organized presentation with a clear focus on the topic.	Clear and well-organized presentation with a clear focus on the topic.	
2. Spoken presentation	Spoken presentation is clear and well-organized.	Spoken presentation is clear and well-organized.	Spoken presentation is clear and well-organized.	Spoken presentation is clear and well-organized.	
3. Display board	Display board is clear and well-organized.	Display board is clear and well-organized.	Display board is clear and well-organized.	Display board is clear and well-organized.	
4. Display board	Display board is clear and well-organized.	Display board is clear and well-organized.	Display board is clear and well-organized.	Display board is clear and well-organized.	
TOTAL:					

Criteria	Mark	Total Mark	
Neatness and clarity	10		
Spoken presentation	10		
Display board	10		
Overall presentation	10		
TOTAL:			

Indemnity Form

INDemnITY AND CONSENT FORM FOR LEARNERS - PARTICIPATION ON A RENEWABLE ENERGY & RESOURCES PROJECT

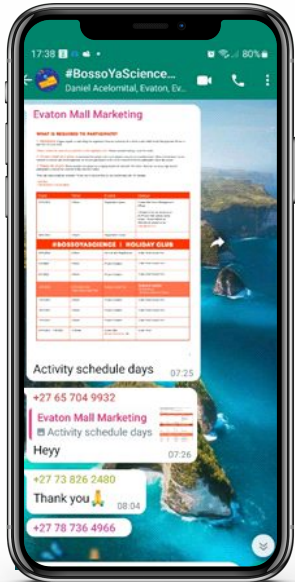
COMPETITION PRIZES TO BE WON!!

Of course, there are many exciting prizes up for grabs for the winning participants and schools.

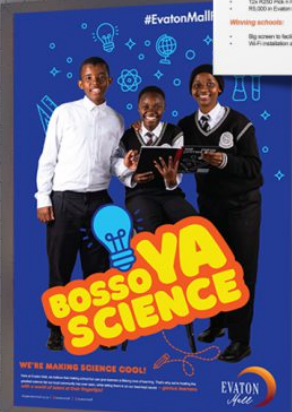
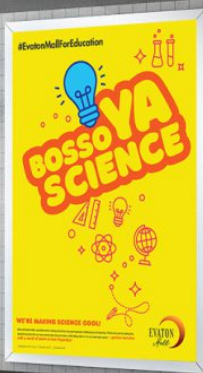
Grade 7 winner: _____
Grade 8 winner: _____
Grade 9 winner: _____

EVATON MALL BOSSOYA SCIENCE

Presentation folder



Posters



Newsletters



IMPLEMENTATION

COMPETITION PRIZES

Grade 7

- School uniform paid for
- 12 x R250 Pick n Pay "lunch box" vouchers (to be provided monthly at beginning of each month)
- R5 000 in Evaton Mall tenant vouchers

Grade 9

- School uniform paid for
- 12 x R250 Pick n Pay "lunch box" vouchers (to be provided monthly at beginning of each month)
- R5 000 in Evaton Mall tenant vouchers

Winning Schools

- Big screen to facilitate an online teaching platforms
- Wi-fi installation and one years supply

















IMPLEMENTATION

TENANT SPONSORSHIPS

HOLIDAY CLUB

WINNERS PRIZES

 <p>23 x PVA Glues, 90 x 5cm bolts 5 x Matt black spray paint 5 x clear silicone</p>	 <p>80 x pies and juice</p>	 <p>R8 000 stationary voucher and soup kitchen truck for one day</p>	<p>Fezile Security</p> <p>4 x daytime security guards for 6 days</p>
 <p>80 x chicken pieces, cold drinks and mini loafs</p>	 <p>140 x slices of pizzas</p>	 <p>25 x large pizzas</p>	 <p>70 x sausage cocktail pies</p>
 <p>80 x nik naks snacks, 80 juice packs, 80 biscuits</p>	 <p>70 x sausage pies and juice</p>		
 <p>6 x eye test vouchers @R200</p>	 <p>6 x HUAWEI goodie bags</p>	<p>NB Cell</p> <p>6 x Bluetooth speaker and head sets</p>	<p>M&M Perfume Kiosk</p> <p>6 x lotion and perfumes goodie bags</p>
 <p>2 x LTE Wifi Routers</p>	 <p>2 x 65inch TVs</p>	 <p>6 x haircut and hair wash and nails buffering</p>	 <p>6 x Fish n Chips meals @R100 per customer</p>

IMPLEMENTATION CELEBRITY AMBASSADORS



Zanele Potelwa



Josta Dladla



Oupa Manyisa



Lethabo Monareng



Brighton Mhlongo



Thlogi Mokobane



Zane Mancer



Curtis Nxumalo



Millicet Sadiki



Aya Myoli



Innocent Mashile

The holiday club was an experience like no other, held at the Evaton Mall soccer park for 6-days. Each day the kids were able to create their science fare projects, listen and interact with industry leaders sharing inspirational stories and experiences in their different fields.

IMPLEMENTATION HOLIDAY CLUB & SOCCER CLUB / EVENTS



During Holiday Club &
Soccer Camps / Events
**MOTIVATION
TALKS**



IMPLEMENTATION SCIENCE FARE FINALE

The Judges

- ✓ Chief Operating Officer and Executive Director: Donovan Pydigadu

- ✓ Former Soccer Player: Brighton Mhlongo

- ✓ Arcelomittal Science Centre Education Officer: Shirley Motlhajwa

Account Executive with a PHD in chemistry:
Dr Robin Nxele

Impact

A total head count of **38 133 customers** was recorded on the day, the highest recorded head count for the month of July

IMPLEMENTATION SCI-BONO DISCOVERY CENTRE

The Sci-Bono Discovery Centre is Southern Africa's largest science centre, offering a broad programme of science and technology related **events, activities and programmes** for students.



IMPLEMENTATION ACTIVATIONS



Evaton West Primary School Activation

156 grade 7 learners

01



Letsema Primary School Activation

176 grade 7 learners

02



Poelano High School Activation

232 grade 9 students

03

OUTCOME

Letsema Illima
Primary School



Naledi Mtambo,
Naledi Mokoena
& Tshepang Mokhele

Poelano
High School



Lerato Nhlapo,
Kelebogile Motebele
& Karabo Tshabalala

#Bosso YaScience

Fair Winners

05

PROJECT
FIVE

Water wheel (ADVANCED)



TESTIMONIALS

”



A great initiative taken by the mall, education is key in our communities so we were happy to take part and join forces with Evaton Mall on the campaign. I saw the involvement of the kids during the Holiday Club and I could tell this meant a lot to them.

Mike Ncube
Shoprite Manager

”



We love supporting programs involving kids as they are the future of this country, well done to Evaton Mall for pulling off such a great campaign. We are happy to have been part of this campaign.

Mampho
KFC Manager

”



Our first time to sponsor an Evaton Mall campaign and it was well organized, the kids enjoyed the food and I also like the activities which kept them busy during the Holiday Club. I was able to meet some soccer stars too, very exciting.

Siyanda Mthimkhulu
Romans Pizza Manager

”



As a service provider to Evaton Mall we are always willing to go above and beyond for our client. Evaton Mall's inclusion of us on the campaign was an honour and for our brand to also be seen by the community to be putting education first in the community is a great deal and partnership.

Mzilikazi Ndlovu
Fezile Security Managing Director

”



A massive initiative taken by the mall, our first time working with a Shopping Mall on any Science project, let alone a local science fair. We were excited to work with the Mall centre management and we applauded them for their professionalism. I quite enjoyed the time spent and dedicated to the kids during their school holidays and I believe they took a lot out of it. The trip to the Sci-Bono Discovery Centre has to have been life changing to the kids, we often wish we could plan such experiences for our students.

Teacher: Daniel Motsapi (Specialist Science Communicator)
ArcelorMittal Science Centre

Involvement

The ArcelorMittal Science Centre is a non-profit centre of excellence that seeks to improve mathematics and science performance at schools, stimulate interest and curiosity in these fields and provide information, knowledge and skills training to teachers, learners, school leavers and the general public in the communities surrounding the company's operations. The centre exposes students to science and technology in a fun and relaxed environment by providing them with classrooms, fully equipped science laboratories, interactive science exhibitions that enhance their thinking skills and curriculum-linked science and mathematics instruction. ArcelorMittal South Africa also involves educators by providing teacher training to enhance overall teaching ability.

The team in partnership with Evaton Mall formulated all 5 projects for the students, provided 3 lectures during the Holiday Club to facilitate the kids, assisting them with information, material and knowledge to achieve positive results from their projects.



RESULTS & STATS

Total head count of **38 133** customers

was recorded on the day, the **highest recorded head count** for the month of July

20%
INCREASE
in turnover stats
(July 2020 vs July 2022)



Which is a
73%
INCREASE

on average with this amount of footfall on the final winners day

#BossoYaScience had
62 student
participants in total.
16 groups, 16 projects

R38 460 Free Publicity
Achieved

PR Editorial Value (which is 3 x value of advertising)
Bua Sedibeng News & Sedibeng Ster

11 CELEBRITY
ambassadors

16 TENANTS
sponsored the event

f Facebook
36% Followers
growth rate

(July '21 - 10 492 vs July '22 - 16 576)

 Instagram
followers

33% growth rate
(July '21 - 562 vs July '22 - 846)

Instagram page gained
 **284**
new followers
July '21 to July '22

9 000+
Social Media
Engagements 

Facebook | Instagram | LinkedIn

Total cost of
Campaign

R574,074.00

The total cost of the entire #BossoYaScience campaign

Success points:

- Greater association of the mall with an educational value, provided local students the opportunity to apply scientific processes to problems of water and electricity which are directly affecting the community they reside in
- Hosted the largest science fair in the Vaal region.
- To be the community leader in cultivating a culture of education in our youth.
- Successfully partnering with celebrity brand ambassadors with high recognition value to significantly impact large numbers of students in crucial grades in primary and high school, increase brand awareness of the mall and the campaign.

**Print & Radio
Advertising**

R32,766

**Digital
Advertising**

R3,500

**Events Activations &
science fare finale**

R311,358

**Holiday
Club**

R101,600

**Corporate
Branding Items**

R24,780

**Campaign
Designs**

R100,070

Cost & Conclusion
of campaign