

Goodbye Malaria's retail roll-out

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This is the story of how a simple retail product can be used creatively and effectively in a life-saving project.



Goodbye Malaria is an initiative started by African entrepreneurs who believe that African creativity can solve one of Africa's biggest problems: malaria. And it really is a big problem.

- There were 214 million cases of malaria reported worldwide in 2015
- 90% of malaria-related deaths occur in sub-Saharan Africa
- 70% of deaths from malaria are children under the age of five

One of the ways Goodbye Malaria funds its campaigns and activities is by retailing beautiful shweshwe goods and cotton T-shirts, and it was fitting that they decided to position their retail outlets in airport kiosks around the country – to help send this lethal bug packing.

Exhibition and display specialist, [Scan Display](#)'s retail division, [Scan Retail](#), was excited to be appointed to supply the airport kiosks for this special project.

For those who are not familiar with mall kiosks, they are self-contained retail units that allow retailers to operate in any open area – such as airports and mall forecourts – rather than being confined to a store. The benefits of using retail kiosks for a project like this are that they are less costly than renting a traditional retail space; they can be strategically positioned where the campaign's target market is; and they are available in a wide range of designs, with optional features and accessories that ensure they can be fully customised to suit a brand's identity.

The first roll-out of Goodbye Malaria's retail kiosks began at the OR Tambo International Airport in April 2016, where one of

Scan Retail's existing kiosks was refurbished to suit its requirements and installed in different locations within OR Tambo.

Melfred Malander, the Scan Retail account executive who ran with this project, says, "Goodbye Malaria was happy with the shopping kiosks, and at the end of last year we installed two more kiosks, one at George Airport and one at Cape Town International Airport. This time, instead of opting for our MRKs ([Modular Retail Kiosks](#)) which come in standard designs, they went with a custom-designed kiosk that was designed from scratch to meet their exact needs."

The last installation was done in December 2017, just in time for the summer holidays when mosquitoes can be especially active.

If you would like to find out more about this or other Scan Retail products, please visit our website www.scanretail.co.za or contact Justin Hawes at justin@scanretail.co.za or on +27 11 447 4777.



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