



28 September 2020

Petro Magos and Tracey Saunders
Magos Media
Via email

Dear Petro and Tracey

I have enjoyed the rhythm and familiarity of our annual trade show and given that I am on the brink of retirement, when the unforeseen pandemic struck earlier this year followed by the proposal to move our trade show to a virtual platform, I very nearly died at the thought of trying to survive either let alone both.

Both unprecedented, swimming through unfamiliar and uncharted waters left me feeling very uneasy. Through forced change, our Franchisees adapted their day to day business to the new regulations, providing an essential service to the country and in spite of their robust ferocity they too were a little uncertain about how the trade show would work.

As soon as we closed the show I went on leave and having had the time to reflect now, I have to say that I am still astounded at how swiftly, efficiently and effectively you built and designed a platform that would allow us to trade to the level that we did.

A huge thank you for your pioneering vision, for your fearless and patient approach, knowing how much of a task master Muneeba is and that I too am rumoured to be difficult to please, you really blew us away.

While there will be learnings and adjustments that come from this version 1.0, the feedback overall has been overwhelming positive.

You made it look so easy and I am sure it wasn't!
You delivered beyond expectation and within budget, also unheard of!
You're quite clearly in a league of your own!

With thanks and immense appreciation

My Best

Chris Reed
Group Executive – Franchise



From: Jonathan Ackerman <jackerman@pnp.co.za>
Sent: Wednesday, 30 September 2020 13:55
To: petro <petro@magos.co.za>
Subject: Thank you note - VIRTUAL TRADE SHOW

Dear Petro & Magos Media Team

Thank you for all the hard work and time you and your Team devoted to make the Virtual Trade Show a huge success.

This has been a first for our company and without your support it would not have been possible.

With greatest appreciation.

Jonathan Ackerman

Vendor Feedback:



about the trade show

Pick n Pay South Africa hosts an annual two-day trade show for its franchise store owners, bringing together FMCG companies to showcase their products and services in a dynamic expo environment. The primary objective of the event is to drive revenue through specially curated deals.

exhibition stands are carefully designed to create high-impact brand experiences, allowing FMCG partners to showcase their products, highlight new product developments, offer samples, and host live demonstrations. throughout the event, commercial deals are negotiated and secured, generating millions of rand in revenue for the retailer while strengthening supplier relationships and driving mutual business growth.

as a key event on Pick n Pay's annual calendar, the trade show plays an important role in connecting suppliers, retailers, and franchise owners. however, when Covid-19 disrupted in-person events in March 2020, the team needed to rapidly rethink the format and find an innovative solution to ensure the event could continue without losing momentum.

this challenge led to the development of Magos Media's virtual trade show concept - a digital-first solution designed to recreate the engagement, commercial opportunities, and brand experience of a physical trade show within an online environment.

Pick n Pay virtual trade show 2020

once the original concept was presented to and approved by the Pick n Pay executive team, the Magos development team quickly got to work. the Pick n Pay virtual world was created to simulate the in-person trade show experience. the environment featured over 100 branded stalls, each showcasing supplier branding, product imagery, videos, and most importantly, exclusive trade show deals. each franchisee received unique login details, allowing them to explore the virtual world and engage with supplier stands as if walking through the physical trade show floor. franchisees could browse products, view deals, and place orders directly through the franchise portal via API integration.

the two-day event was hosted by Jason Goliath, streaming live from the Magos Media studios in Illovo, Johannesburg. the programme included talks from the Pick n Pay executive team, franchisee fireside chats, and supplier presentations from brands such as Colgate, DGB, and ABSA. through the event microsite, users could access the trade show and watch the live stream, creating the feel of a live on-stage event. to enhance immersion, Magos introduced features such as music, social spaces for avatar interaction, and gamification through a coin collection mechanic. a standout visual feature was the Pick n Pay service department fresh area, showcasing butchery, bakery, deli, and seasonal promotional items.



trade show stage with live streamed talks, vendor leaderboards, and supplier ads.



streaming host and emcee Jason Goliath



vendor stand example

