

Big brands fast to adopt location-based mobile advertising

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The trend of American advertisers adopting Location-Based Mobile advertising (LBM) is ringing true in the local market. Africa's first true location-based mobile ad network Vicinity Media reveals that Nando's, Tsogo Sun, JD Group, FNB, Unilever, MTN, DStv, Shoprite, Jaguar, Telkom and Nissan are just some of the big brands taking advantage of location-based mobile advertising to drive in-store sales. And as the feverish shopping season approaches, we can expect to see more brands using location-based mobile to drive consumers from the digital world to the physical point of sale.

According to the entrepreneurial duo heading up Vicinity Media, Daryl van Arkel (CEO) and Neil Clarence (COO), retail and digital marketing is quickly changing to incorporate location-based mobile. Across publisher mobisites Yellow Pages, Zalebs, *Mail & Guardian*, GoMetro and Webmail, Vicinity Media's technology delivers banner ads to consumers only within close proximity to advertiser outlets. The primary objective being to offer consumers promotional cost savings and driving foot traffic for advertisers.

Vicinity Media explains that ad campaigns using location-based data offer advertisers superior ROI through mobile's innate ability to pinpoint specific location and thus minimise wastage. Van Arkel comments, *"We pride ourselves in that every impression we deliver can convert to a sale."*

Neil adds, *"Mobile's inherent advantage of geo-location offers advertisers valuable insights into location and how it affects shopping habits and buying behaviour. This data can then be used to pre-target future campaigns. Our reporting is down to store level, allowing our clients to monitor which communication works best by area."*

Van Arkel concludes, *"We all learned about the four Ps - Product, Price, Place and Promotion. Vicinity Media's technology allows marketers to combine their 'Place' with that of the consumer through the use of geo-fences, leveraging dynamic location as a marketing touch point. As more marketers and agencies embrace the opportunity offered by LBM, we've added to our client list brands that lead their respective sectors. These early adopters are setting the pace for the industry and we have no doubt that we'll see many more market leaders switch to LBM advertising."*

For more information on Vicinity Media visit <http://www.vicinity-media.com>

VICINITY

Vicinity Media is a premium mobile advertising network that offers true proximity targeting to advertisers. Vicinity harnesses best of breed technology and location expertise to deliver street level location targeting and driving mobile users into advertiser locations. Vicinity targets users further based on search term, handset type, time of day or day of the week, ramping up the relevance of mobile campaigns to never before achieved levels. Vicinity Media is bringing a *Relevance Revolution* to mobile.

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