

Vicinity Offers introduces the digital evolution of the printed insert

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South Africa's leading retailers have built their businesses with printed inserts delivered primarily through the community newspaper network. Using a combination of reach, range and location, this has proven a highly successful medium. However as print readership migrates to digital, the insert industry has been left in need of innovation.

Africa's first true location-based mobile advertising network [Vicinity Media](#) has joined forces with digital insert specialists [Guzzle](#) to provide retailers with the digital evolution of the printed insert.



[Spark Media](#) (formerly Nab Digital/ Habari) will be bringing their industry leading retail sales knowledge and skills to the partnership and will be taking the Vicinity Offers product to market. **Vicinity Offers** will allow advertisers to laser-focus digital adverts based on a search behavior, location, product, popularity and purchase intent.

Vicinity Offers allows advertisers to laser-focus their digital communication based on a user's interest and search behavior, location and purchase intent. The Vicinity Offers backend does the heavy lifting determining (and delivering communication based on):

- a) The purchase intent of the user
- b) The proximity of the consumer to retailer
- c) The top selling offers at each specific retailer

For retailers the entire process is incredibly easy, as Vicinity COO Neil Clarence explains: *"Retail partners simply submit their printed inserts and the technology does the rest - delivering the right ads at the right place, at the right time, to consumers in the right frame of mind. Clarence continues: 'We've removed the need for creative agency involvement once the insert is signed off as we transform insert to banners in real time based on location and propensity to purchase.'"*

According to Clarence the Vicinity Offers product can best be explained as the **Vicinity Offers 6P's** as illustrated.



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Charles Talbot, Chief of Publisher Development at Vicinity, comments: *"Of course the best of breed technology behind Vicinity Offers needs an audience to target. [Gumtree](#), South Africa's leading digital marketplace is the first digital platform to integrate the Vicinity Offers product. We are extremely excited to be partnering with Gumtree for the launch of Vicinity Offers. The Gumtree audience already has buying intent, by adding location relevance and product matching we can now give consumers highly relevant options during the purchase process".*

Vicinity Media CEO Daryl Van Arkel views the Vicinity Offers collaboration as a media dream team. *"We have a disruptive piece of technology serving a massive and proven need. We have South Africa's biggest retail audience to target, and we have the perfect sales partner in Spark Media. Modern business is less about protecting your turf and more about perfect partnering. This is an example of perfect partnering and something we're extremely excited about."*

For more information visit <http://www.vicinity-media.com/> for sales enquiries contact offers@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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