

SPARK media gives advertisers access to over 28 million duplicated mobile users per month

Issued by [Spark Media](#)

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As of the 1st July 2015, Spark Media has been appointed as the exclusive sales house for Vodacom's Please Call Me product, while also offering advertisers access to Vodacom's full range of other products.



Amongst the mobile products offered by Vodacom, advertisers, through Spark Media Will have access to Vodacom's Please Call Me, Vouchercloud, Vlive! and Voicemail alert channels. The Please Call Me's is a free "call-me-back" service and is actively used by over 15 million users per month, generating over 38 million messages per day.

"We're thrilled to be confirmed as Vodacom's partner of choice," says Marius Greeff, Commercial Director at Spark Media. "It is this relationship that will cement Spark Media's march to mobile, sitting alongside our other leading brands BBM, Vicinity and Free-Fi."

Vodacom, which was established in 1994, is South Africa's largest mobile network With Over a 50% market share, 33 million mobile Subscribers and reach across all LSM's giving advertisers access to over 28 million duplicated users per month on the combined mobile media properties.

According to Carmen Whateley, Executive Head of Vodacom Mobile Advertising, "We are very excited to be working so closely with Spark Media, a move that forms part of our broader plans to accelerate our mobile advertising business."

Although traditionally lumped together with 'digital', mobile advertising, as a standalone media platform, must be considered as a major component in any media strategy. According to the recently released AB South Africa Internet advertising revenue report, conducted by PWC, there were 69.2 million mobile subscriptions in South Africa at the end of 2013, of which 19.9m were on smart phones. Of those, some 15 million were unique mobile Internet users.

The mobile statistics and figures speak for themselves!

"We look forward to being the conduit that connects Vodacom Mobile and their advertisers, and providing the opportunity for creative, innovative and impactful advertising that will generate an incredible ROI (Return on Investment) for our clients," concludes Greeff.

To contact Spark Media call 010 492.8390 or visit www.sparkmedia.co.za. Find them on Twitter [@SparkMediaSA](https://twitter.com/SparkMediaSA), Facebook (Spark Media) or Instagram (sparkmediasa).

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